

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

OL. 40, NO. 44

NEW YORK, TUESDAY, SEPTEMBER 2, 1947

TEN CENTS

FMA Questionnaire Sent

NAB Asks FCC Confab On Operator-Licenses

Washington Bureau, RADIO DAILY
Washington—The NAB on Friday petitioned the FCC for an informal hearing on the Commission's proposal last month to revise broadcast operator license requirements. The plan calls for three classes of licenses instead of the one type which now permits the technical operation of a broadcasting station.

Stating that numerous comments had been received from its membership expressing interest in possible results of the new regulation, NAB suggested that full consideration could be given four points:

(1) The desirability of assuring
(Continued on Page 5)

GE Preparing Contract for "House Party" On CBS

Appliance and Merchandising of General Electric, Bridgeport, Conn., preparing contracts for resumption of sponsorship of "House Party," Monday through Friday on CBS at 30-3:55 p.m., EST. Contract will come effective Dec. 1, 1947. Program formerly sponsored by GE is presently on CBS at 5 p.m., and is regionally sponsored. Art Linkletter
(Continued on Page 2)

Ice Follies' Buys MBS Time For Autumn Premiere

Air time for a half-hour broadcast of MBS has been bought by Shipard and Johnson's "Ice Follies of '48" when the show begins its nationwide tour next month. Broadcast will originate from the Pan-
(Continued on Page 2)

Wrong Sponsor

Funniest television incident of the year occurred Thursday night when Maurice La Pue, emcee of a special stage show presented by Coca-Cola for the American Legion, credited Morton Downey and Pepsi-Cola for putting on the highjinks. Television cameras of CBS and NBC picked up the event and viewers saw and heard the emcee hastily try to rectify his error.

Receiver Sales Off In Both Radio, Tele

Summer lull in the sale of radio and television receivers reported by New York retail trade is expected to disappear as the time approaches for the World Series baseball games and the coming fall football schedule.

Tele set dealers are banking on world series as the event that will spark fall sales of receivers. The dealers, however, have no definite assurance as yet that the series will be covered by video.

In the radio receiver field dealers have stocked up on inexpensive table models anticipating heavy sales during the baseball series. Advertising in newspapers will be pitched to build a large world series audience with campaigns on the more expensive console models being tabled until the Christmas season.

Jack Poppele, president of the Television Broadcasters Association, has petitioned A. B. (Happy) Chandler, Commissioner of Baseball, to allow television coverage of the series.

South Africa Gets Sample Of Commercial Programs

By HERMIEN DOMMISSE
(Special Correspondent,
RADIO DAILY)

Johannesburg—The Commission of Enquiry into Radio, which was appointed by the South African Government last year to investigate the affairs of the South African Broadcasting Corporation, and to decide whether or not it shall go commercial, is still brooding on the issue. In the meantime however, Lieut-

Seeks To Sound Out Industry As Whole On Duplication Of Network-Music; D Of J Seen Reluctant To Act

AFM OK's Live Music For Tele Legion Shows

Television pickups of two major events of the American Legion Convention last week,—the Commander's dinner at the Waldorf-Astoria Thursday night and the Celebrity Night at Madison Square Garden Saturday—were made possible by a unique concession made by the American Federation of Musicians.

American Legion officials, aware
(Continued on Page 7)

KBS Cuts Time Rates On Transcribed Network

Keystone Broadcasting System has cut its time rates from 14 to 26 per cent as of Sept. 1, it is announced by Michael M. Sillerman, president. Reduction in quarter-hour rates amounts to 26 per cent while the one-hour
(Continued on Page 2)

"Show Of The Year" Set By Pall Mall Over NBC

Deal has been closed for "The Show of the Year," with sponsorship going to American Cigar and Cigarette Co. for Pall Mall cigarettes
(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—The FMA over the week-end sent more than 1100 questionnaires to FM broadcasters, permittees and applicants to determine how the industry as a whole feels about the question of duplicating AM network shows. It is hoped that a large segment of the industry will have replied to the questionnaires by the end of next week, when the FMA convention is held in New York.

At the same time it was reported here that the Department of Justice
(Continued on Page 7)

CBS Announces Plans For NAB Convention

CBS will send a strong contingent of executives and other representatives to the 25th annual convention of the NAB in Atlantic City Sept. 15 to 18, with President Frank Stanton of the web heading the list. Network has set a full agenda of activities including a dinner meeting of CBS
(Continued on Page 5)

WCAO In New Home; Hailed As "Show Place"

Baltimore—WCAO, one of the original 16 stations to comprise the Columbia Broadcasting System, will occupy today its new five-story studio and office building on North Charles
(Continued on Page 5)

President to Speak

The 20-minute talk by President Truman at the Inter-American Defense Conference in Potropolis, Brazil, is scheduled to be carried this morning by ABC, CBS, MBS and NBC. White House has given the networks the rarely granted permission that Mr. Truman's talk may be cut off the air if reception is bad. If it's cut, webs will carry a recorded rebroadcast.

Optimistic Note

San Francisco—Declaring that no depression, nor even a recession, is discernible on the business horizon, Charles E. Wilson, president of General Electric Company, stopped over here the past week-end on a tour of G.E. holdings on the west coast. He said he differed with some Washington economists who have been predicting a depression.



★ COMING AND GOING ★



Playing for keeps

The time's coming. The big time . . . when you'll have to get out there and fight for your share of business.

Most of the talk is about a seller's market. But there are those who say, "Don't you believe it."

One way or another you'll be playing for keeps.

If you plan a selling campaign in Baltimore . . . and radio is part of the scheme . . . we suggest you put W-I-T-H at the top of the list.

This is the successful independent that delivers more listeners-per-dollar-spent than any other station in this big 5-station town.

Yes . . . pretty soon the marbles will be down . . . and you'll get the W-I-T-H listeners in Baltimore more.



W-I-T-H AM and FM IN BALTIMORE TOM TINSLEY, President Represented Nationally By Headley-Reed

TED CHURCH, director of news broadcasts for the Columbia network, returns today by plane from Cleveland, where over the week-end the web broadcast the National Air Races. In the plane with him were the network newsmen; JOHN DALY, DOUGLAS EDWARDS, DON PRYOR, BILL DOWNS, RICHARD C. HOTTELET and CHARLES COLLINGWOOD and his wife, the film star, LOUISE ALBRITTON.

CLARENCE NASH, the original voice of Walt Disney's Donald Duck, and CLIFF EDWARDS, the voice of Jiminy Cricket, are in New York to take part in final rehearsals and the broadcast of "1960? Jiminy Cricket!" which will be heard on the American network Monday, Sept. 8, at 9 p.m.

E. H. SHOMO, commercial manager of WBBM, Columbia's owned-and-operated station in Chicago, is back in the Windy City following a short trip to New York. He was here the major portion of last week.

LILLIAN SUPOVE, director of special events at WNYC, left LaGuardia Field Friday via Constellation for London, where she will spend a week recording interviews with representative Britons for subsequent broadcasting over the Municipal station.

ROBERT I. GARVER, radio director of Alley & Richards, Inc., is spending an idyllic 10 days at Grand Lake Stream, Me.

GEORGE LEWIS, director of National Laugh Week Foundation, off to Albany, N. Y., on business for the organization.

RICHARD PACK, publicity director at WOR, who has been resting up for a while in Nova Scotia, is expected back on the job some time today.

BENEDICT GIMBEL, Jr., president and general manager of WIP and WIP-FM, Philadelphia, will return to the station today following a short absence.

RED BARR, program director at WWRL, is back at the station after having vacationed in the Poconos.

RALPH HATCHER, manager of the Columbia network's co-op division, left Friday on a business trip to Richmond, Va.

D. GORDON GRAHAM, assistant program director at WCBS, has returned from his summer holiday.

SYDNEY JONES and JACK TRAPKIN, Columbia engineers, are back from Atlantic City, where they handled yesterday's broadcast of the Vaughn Monroe program.

GE Preparing Contract For "House Party" On CBS

(Continued from Page 1)

will emcee the show which will originate from Hollywood, but on occasion come from various key cities.

Contracts are being readied by Charles R. Pritchard, manager of marketing for GE appliance and merchandising department; A. L. Scaife, advertising manager and Sylvester L. Weaver, vice-president in charge of radio for Young & Rubicam, Inc.

'Ice Follies' Buys MBS Time For Fall Premiere

(Continued from Page 1)

Pacific Auditorium in Los Angeles, Sept. 18, 12:30-1 a.m., EDT, but some Mutual affiliates will transcribe the show and air it later. Ken Carpenter will emcee the program, interviewing movie celebrities and giving format of the Ice Follies so as to hypo listener interest in cities where the ice show is booked. Agency handling the account is Smith, Bull & McCreery.

Same agency has also contracted for a quarter-hour broadcast over MBS stations in the east and several Canadian outlets, about 30 in all, to pre-sell another ice show, the "Ice Capades," owned by the Arena Managers Association. Broadcast will originate from Pittsburgh Sept. 3 from 10-10:15 p.m., EDT.

Big Advance Registration At New Vets School

Record number of vets reported registering for fall and winter courses at Radio-Electronics School of New York which is sponsored by key figures in radio, including Lewis Allen Weiss, chairman of board, MBS; Sydney M. Kaye, president, BMI; Herbert L. Petey, executive director WHN; Louis G. Cowan, prexy, Entertainment Enterprises, and Overta Culp Hobby, executive veepee, KPCC. Prexy of school is R. L. Duncan with William B. Campbell listed as executive veepee. School, occupying first and second floors at 52 Broadway, Manhattan, can handle about 1,200 students studying radio fundamentals, control room and transmitter operations, television, FM, facsimile and other phases of radio-electronics.

Speaker Of House On ABC

Republican party, following a half-hour free time offer made by ABC which has also been given to the Democrats, has scheduled Joseph Martin, Speaker of the House, on Sept. 24 from 9-9:15 p.m., EDT. Martin will speak from Milwaukee following a dinner given by the State Republicans.

NAB To Host Delegates To Communications Meet

Washington Bureau, RADIO DAILY Washington—Delegates to the International Telecommunications Conference now in progress at Atlantic City—which is expected to be still in session—have been invited to attend various general sessions, clinics, conferences and exhibits of the NAB convention at Atlantic City, N. J., September 15-17, NAB said Friday.

Job Wanted advertisement for Ben Rudy, Gen'l. Mgr. of WIBW, The Voice of Kansas Topeka. Includes text: "... the job of SELLING KANSAS for YOU - at low cost • Just hire: WIBW The Voice of Kansas TOPEKA"

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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 6607 WASHINGTON BUREAU Andrew H. Oider, Chief Manning Clagett 6417 Dahlonega 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.

"Show Of The Year" Set By Pall Mall Over NBC

(Continued from Page 1)

which has set the NBC Wednesday 10-10:30 p.m. slot effective late this month. Agency is Sullivan, Stauffer, Colwell & Bayles.

Format of the package which is a tie-in with AFRA will be an exact repeated performance by leading radio shows which have been chosen as the best of that particular week. Several NBC topflight net shows have already agreed to work with the idea. AFRA will share in the payment of the show to the extent of \$2,500 weekly which it will place in a special welfare fund. Sponsor will pay the talent under a \$15,000 weekly budget with a maximum placed on such expenditures.

KBS Cuts Time Rates On Transcribed Network

(Continued from Page 1)

charge was cut 20 per cent. A full hour of Class A time is now set at \$6,760 and the 15-minute fee is reduced to \$2,288.

New rates, according to Keystone, were made to cut the "per thousand" cost for advertising in covering "beyond-metropolitan" markets. Rate reductions do not affect Keystone affiliates but are absorbed by KBS headquarters. KBS affiliates now total 285.

Advertisement for WHK in Cleveland. Text: "IN CLEVELAND IT'S WHK"

a big audience...
for a **SONG!**

the David Street Song Shop
ON TRANSCRIPTION

117 quarter hours
for local and regional sponsorship

You can count on the counter of THE DAVID STREET SONG SHOP for fast-moving sales! David Street is the new romantic singing star who made an instant hit on the *Old Gold* and *Sealtest* shows over NBC. He's an outstanding recording artist . . . the singer Twentieth Century-Fox is grooming for top billing in every theatre in the country. (You've heard him in Bing Crosby's "Going My Way.")

There's more! Lucille Norman, bright new NBC star, adds her voice to this wonderful 15 minutes of music. Hear familiar tones? It's the Mello-Larks, the vocalists whose styling made them famous with Tex Beneke and his Glenn Miller Orchestra. Orchestra Magazine rates them the singing group of 1947. Another find is the sparkling background music of Gene Plummer and his men.

Yes, here's the kind of musical show that makes your customers say, "I'll buy it!" It's easy listening all the way. So get your facts today on this high-quality, low-cost program. THE DAVID STREET SONG SHOP brings the shoppers to you!



starring **DAVID STREET**
Twentieth Century-Fox
singing sensation



Lucille Norman



Mello-Larks

at last! the **BIG**
15-minute song show! from

LOUIS G. COWAN, INC.

NEW YORK: 485 Madison Ave.,
New York 22, N.Y. Plaza 9-3700

HOLLYWOOD: Guaranty Building,
6331 Hollywood Blvd. Hollywood
28, Calif. Hillside 5337

CHICAGO: 8 So. Michigan Ave.,
Chicago 3, Ill., Randolph 2022

NOW AND FROM NOW ON THE BEST IN TRANSCRIBED SHOWS

EQUIPMENT

Winters Gets New RCA Post

Harold M. Winters, former east central regional manager for RCA Victor, has been appointed director of the company's distribution department, it was announced by Frank M. Folsom, executive vice-president in charge of the RCA Victor Division, Radio Corp. of America. His headquarters will be in Camden, N. J.

Associated with RCA Victor since 1926, Mr. Winters is well known in sales and distribution fields throughout the country. He has served as sales manager in the Minneapolis territory, and as district manager in Kansas City and later in Cleveland.

He has also served as assistant to the president of RCA Victor Argentina, S. A., in Buenos Aires. Since 1944, he has been regional manager for RCA Victor with headquarters in Cleveland. He is a member of the board of directors of the RCA Victor Distributing Corporation in Chicago.

Gets Stewart-Warner Post

Richard M. Peterson has been appointed Southeastern Regional Manager for the radio division of Stewart-Warner Corporation, Floyd D. Masters, sales manager of the radio division, has announced. Peterson, who has been assistant advertising manager of the radio division, will make his headquarters in Atlanta, Ga., Masters said.

He formerly was advertising manager of Popular Chemistry publications and was a member of the sales staff in the appliance division of A. C. McClurg & Co., Chicago.

Heads W. E. Division

Frederick E. Hanson, in charge of engineering at Western Electric Company's electronics shops in New York City and Allentown, Pa., has been appointed manager of the shops, effective September 1, it was announced this week. The electronics shops manufacture quartz crystals, vacuum tubes, rectifiers and other components of telephone equipment for the Bell system. G. E. Long, assistant superintendent, will succeed Mr. Hanson.

Midget Phonograph

A portable electric phonograph, weighing 8 3/4 pounds and smaller than the average portable typewriter, will be introduced this fall by the Tone Products Corporation. It will play seven-inch, 10-inch or 12-inch records and retails for \$27.95. The carrying case is covered with water proof python leatheret.



California Commentary . . . !

● ● ● Fanny Brice starts her 27th year in show business when her Baby Snooks Show returns on CBS on Sept. 5. The character of Snooks itself is nine years old. Hanley Stafford returns as Daddy, part he played since the inception of the show, with Arlene Harris as mother. . . . Milton Samuel, Young & Rubicam Hollywood publicity director, has resumed his duties

after vacationing for a week in San Diego. . . . Redd Harper and his Flatlanders have been busy at the C. P. MacGregor studio, waxing some oldies and some of Redd's originals, all Westerns. Redd was formerly with Jimmy Grier and is now specializing in Western music. Some of his tunes include, "Mail Order Mama," which sold 20,000 records during the first week of its release. . . . Jimmy Wakely, Monogram Western singing star, has been set to do two recordings for Capitol Records this week. Songs he'll sing will be "When Your Hair Has Turned To Silver" and "Bouquet of Roses." . . . Doris Herr switches from KXLA, Pasadena, to Young & Rubicam, Hollywood, as receptionist.



● ● ● Bob Hope returns to the air Sept. 16, with, so far, the only change from last season's lineup being on the music side of his program. Bob has signed Les Brown and his orchestra in place of the Desi Arnaz crew. It is not yet definite whether Jerry Colonna will return with Hope, but a decision will be made in the next few days. It is also planned to use several girl vocalists during the 1947-48 season. . . . The Sportsmen Quartet, heard on the Jack Benny and Sealtest shows, has been signed to appear in Jerry Fairbanks' feature film, "Doctor Jim." . . . Max Smith, Bill Days, Gurney Bell and Marty Sperzel will harmonize with Stuart Erwin for a barber shop sequence in the screen story of a country doctor. . . . By the way, Ken Carpenter does the narrating for Fairbanks' series of short subjects, "Speaking Of Animals." . . . Cy Howard, writer-producer of "My Friend Irma," will address the Beverly Hills Rotary Club Sept. 8 on "Comedy In Radio."



● ● ● To launch his new season on the air, Ralph Edwards tossed a "Bubble Gum" kiddie party at the Beverly Hills Sand and Pool Club. Among the festivities were stunt diving by professionals, egg hunting by the "kids," a musical gum contest and a game of musical chairs. All the winners went home with beautiful prizes, ranging from a Bulova watch to record albums. . . . Jess Oppenheimer, scripter on the Baby Snooks show, back by air from Honolulu Royal Hawaiian honeymoon. Wife is the former Estelle Weiss, manager of Al Jarvis' music shops.



● ● ● KMPC begins its exclusive coverage of all Los Angeles Rams games Sept. 5 when the Rams meet the Washington Redskins in an exhibition game. Bob Kelley, KMPC's sports director, will describe the play-by-play broadcast, with Tom Hanlon emceeing the features. This marks the eleventh season that Kelley has handled the broadcasts of the Rams football series. The Sept. 5 game will be the first of a series of 16 Rams broadcasts KMPC will air during the season, and Kelley will travel more than 60,000 miles between the East and Pacific Coast to cover a play-by-play account of each game. . . . Parkyakarkus has cancelled his tour of key cities for conferences with civic and educational leaders due to writing and casting huddles growing of his new pact with Mutual. Contract calls for an October debut of his "Meet Me At Parky's" show on a co-operative-sponsor basis. . . . Margaret Truman, who sang at the Hollywood Bowl recently, found time to visit the NBC studios. During her tour of the studios she visited Nelson Eddy as a spectator during the broadcast of Kraft Music Hall.

AGENCIES

MICHAEL J. ROCHE, advertising manager of Lever Brothers Co., Boston has been named campaign radio committee chairman of the Community Chests of America. Justin Dart, vice-chairman in charge of public relations. The Community Chests of America is the campaign promotional organization of the 1,000 American Community Chests, the majority of which will be conducting their campaign for the support of Red Feather services in their communities during October. H. J. Hezel II, of Pittsburgh, is chairman.

ADVERTISING FEDERATION OF AMERICA has elected to membership: The American Fork & Hoe Co., WJW, Inc., and Meldrum and Feasby, all of Cleveland; The Nut Stations, Lexington, Ky.; The Indianapolis Star and Geo. S. Diener Co., both of Indianapolis.

HARRIS SAMONISKY has been elected vice-president of R. A. Hill Company, Public Relations Consultants, Philadelphia. He will be in charge of the company's activities in New York. Samonisky for a number of years was production manager for Carl Byoir and Associates, and then spent some time on the staff of the Institute of Public Relations.

JACK FINLAY, late of the U.S. Marines and sales work on the West Coast, has joined the selling staff of Television Screen Productions.

TOMMY REYNOLDS, formerly with NBC and ABC, has been named radio director of Collins-Cusick-Schwerke & Wild, newly-formed advertising agency with offices in the Transit Tower, San Antonio, Texas.

AMERICAN HOME PRODUCTS, INC., has appointed the Duane Jones Company, Inc., to handle the "Fruite Page Farrell," network program of Kolynos Tooth Paste & Powder.

KEENAN & EICKELBERG has been appointed west coast representatives of the Crosley Broadcasting Corp., according to Harry M. Smith, WLW veepee in charge of sales. The firm will represent the WLW and WINS.

GOTHAM ADVERTISING CO. has been engaged to handle the account of International Diesel Electric Co. Inc., makers of diesel and gasol-operated generating power plants.

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

AVAILABLE
TIMEBUYER WITH EXPERIENCE IN MARKET ANALYSIS IN 300 U. S. MARKETS WANTS CHANGE TO EASTERN POSITION AVAILABLE INTERVIEW SEPTEMBER.
WRITE
BOX 392, RADIO DAILY
1501 BROADWAY, NEW YORK CITY

Africa Has Sample Of Commercial Shows

(Continued from Page 1)
 management of the International Broadcasting Company was in his hands for many years. Davenport has been associated with the BBC. Fred Limping, who was assistant-manager of the IBC from 1933 on and previously attached as announcer to Station WJZ in New York, has just joined Radio Mozambique. Major Michael Laver is in charge of productions. During the war he started and subsequently ran, the Middle East Forces Broadcasting network. His programs for Radio Mozambique, which he records in Johannesburg with South African artists, have already captured 42 per cent of the Union's radio audience and listener's mail has grown from 30 letters a week to 500 day.

Music Leads Programming
 At present the commercial transmissions are on the air for 48 hours week and cover both the Union of South Africa and the Rhodesias. There seems to be no doubt about it at commercial radio is going very well in Southern Africa. The Southern African Broadcasting Corporation, who holds a monopoly over broadcasting in the Union, is having to meet the challenge of the first competition they have ever had. As a result their programs have perked up considerably but it is doubtful whether they can produce popular shows without a listener's research organization to indicate what the big public really wants. The research organization of Radio Mozambique, Southern African Marketing (Pty.) Ltd., will probably benefit the SABC also. At present light music makes up nearly 50 per cent of the SABC's total week-long broadcasting time with serious music following up with 22 per cent and only 1.8 per cent allocated to dramas and 1.2 per cent for variety programs. An equal amount of time is allocated to youth shows, dance music, weather and market reports and religious broadcasts.

SABC Needs Funds
 The SABC is in desperate need of funds. Its present buildings are quite inadequate and the license monies derived from its 400,000 odd listeners, is not sufficient to cover costs attached to programming, research work, general expansion and building needs. For this reason it will probably be forced to go commercial. It does, it is proposed that it will sell time and allow private concerns to build programs. The commercial system will probably be based on that of Australia and New Zealand though adjustments will have to be made to suit S. African conditions.

IN CLEVELAND IT'S
WHK

CBS Announces Plans For Convention Of NAB

(Continued from Page 1)
 affiliates; also one for the Columbia Affiliates Advisory Board, and an exhibit of the CBS fall promotion campaign. Web will establish daytime headquarters in the Convention Hall (Room 3) and nighttime at the Ritz Carlton Hotel.

At the convention hall CBS will have a teletype connection to its New York offices and a staff of personnel will be on hand to offer services to convention visitors. The dinner-for-affiliates will be held Sunday night, Sept. 14, in the Hotel Traymore American Room where entertainment will feature CBS stars. Affiliate Advisory group will meet Monday evening in the Traymore Mandarin Room where mutual problems will be discussed.

CAAB members are: I. R. Lounsberry, WGR, Buffalo, N. Y., chairman; E. E. Hill, WTAG, Worcester, Mass. secretary; Richard Borel, WBNS, Columbus, Ohio; Kenyon Brown, KWFT, Wichita Falls, Texas; Clyde Coombs, KARM, Fresno, Cal.; George Higgins, KSO, Des Moines, Iowa; C. T. Lucy, WRVA, Richmond, Va.; Glenn Marshall, WMBR, Jacksonville, Fla., and W. H. Summerville, WWL, New Orleans, La.

Network Officials Attending
 In addition to Stanton, CBS officials who will attend the NAB convention are:

Joseph H. Ream, executive vice-president; Frank K. White, vice-president and treasurer; Adrian Murphy, vice-president; H. V. Akerberg, vice-president in charge of station relations; Earl H. Gammons, vice-president in charge of Washington office; William C. Gittinger, vice-president in charge of sales; L. W. Lowman, vice-president in charge of television; Howard S. Meighan, vice-president in charge of station administration; Davidson Taylor, vice-president and director of public affairs, and D. W. Thornburgh, vice-president in charge of western division.

Web-Owned Stations Represented
 Also Julius Brauner, secretary and general attorney; Edwin Buckalew, director of western division, station relations; Carl Burkland, general manager, WTOP, Washington, D. C.; Wendell B. Campbell, general manager, KMOX, St. Louis; Thomas Connolly, director, program promotion; George Crandall, director, press information; Frank Falknor, assistant general manager, WBBM, Chicago; Harold E. Fellows, manager of New England operations and general manager, WEEI, Boston; Michael J. Foster, trade news editor; Gilson Gray, director of editing; Ralph Hatcher, manager, co-op division; Arthur Hull Hayes, general manager, WCBS, New York; Merle Jones, general manager, WCCO, Minneapolis-St. Paul; John J. Karol, sales manager; William B. Lodge, director, general engineering; William A. Schudt, Jr., eastern division manager, station relations; J. Kelly Smith, director of station relations; J. L. Van Volkenburg, general sales manager, radio sales, and Elmo C. Wilson, director of research for the web.

Finally
 First regular radio series about the trials and tribulations of a disc jockey has been packaged by Corday and Roberts under the title, "Mr. Midnight." Title role will be in the hands of a real live jockey, Fred Robbins, but there is no indication he is going to quit spinning platters but rather use the format to do it differently via a brand new twist.

WCAO In New Home; Hailed As "Show Place"

(Continued from Page 1)
 Street. In addition to the modern studios arranged around a central control room, features include a main hallway and circular staircase constructed of Travertine Marble, imported from Italy.

Atop this is an aluminum railing, carrying a unique WCAO scroll, winds its way to the second floor where it blends in color with the original natural wood.

Architecturally the original structure housing WCAO was considered "beautiful" and was built under the supervision of the famed Stanford White in 1886, and was remodeled for WCAO under the supervision of Henry Powell Hopkins, prominent Baltimore architect.

NAB Asks FCC Confab On Operator-Licenses

(Continued from Page 1)
 the highest possible technical operating standards.

(2) The necessity for licensing enough broadcast operators to meet the needs of a constantly and rapidly increasing number of stations.

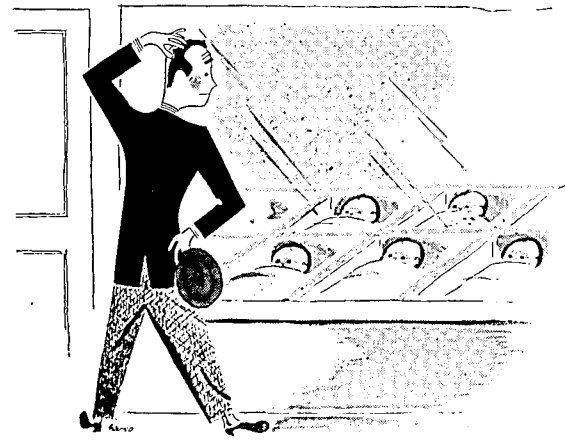
(3) The necessity of so prescribing the scope of the duties of each class of operators that smaller stations working on limited budgets can conduct their operations on a sound financial basis.

(4) The desirability of protecting to the fullest possible extent the status of operators licensed under the existing rules.

The comments received, NAB said, "make it clear that while there can be no doubt that the factors mentioned are proper considerations in this matter, there is nevertheless room for divergence of reasoned opinion as to the best method of balancing them and writing rules which will meet the public interest, convenience, and necessity.

"Therefore, it is considered that an open hearing at which various points of view can be fully set forth and discussed among their various proponents and the members of the FCC will be extremely helpful to the Commission in the amendment of its rules and regulations in this matter."

TAKE THE GUESS OUT OF BUYING WITH WOV'S 5 Audited Audiences



We want you to be a WOV sponsor with the knowledge of 5 AUDITED AUDIENCES, each a definitely different group of purchasers; each the result of a penetrating revealing listener survey. Get the facts on these 5 AUDITED AUDIENCES today and ... "TAKE THE GUESS OUT OF BUYING!"

Ralph N. Weil, General Manager
 John E. Pearson Co., National Representative

WOV
NEW YORK

AUSTRALIA

By JOHN WILLIAMS

BELEIVING that one hour is sufficient for some plays, Australian Broadcasting Commission, government-controlled major web covering Australia, has started series of 14 plays which will run well over the hour. Called Radio Repertory, series will present works of Bernard Shaw, Sir James Barrie, Somerset Maugham, Sean O'Casey, Oscar Wilde, and Aussie writers Douglas Stewart and Ruth Park, among others. Shaw's Captain Brassbound's Conversion, heard for the first time here, led off the series.

Children of Westmead Central School, near Sydney, who operate their own school broadcast system, want the Australian Broadcasting Commission to establish a Children's Station which will air programs written, edited and presented exclusively by children. Westmead started its own station 2WT in 1941. The state of New South Wales, of which Sydney is capital, has 100 school broadcast stations and 1,500 schools have receiving sets.

Every Saturday an amateur 25-relay ABC programs into classrooms. piece band visits the Goulburn jail (near Sydney) and programs are relayed via sound system to all cells. Bill Webb, band emcee, finds "the boys" respond to marches but they really react to straight swing.

Leading Aussie radio players have been chosen for roles in "Eureka Stockade," Aussie documentary movie now in production by same staff which made the successful "Overlanders." They are Chips Rafferty (who starred in "The Overlanders.") Peter Finch, Nigel Lovell, Lloyd Gamble, and Ron Whelan.

Wedding Bells

Francis H. Hoge, Jr., vice-president in charge of sales for the United States Television Corporation, will be married to Mrs. Helene Gales Shafer of Locust Valley, L. I., on September 10th. Wedding ceremonies will be held at the home of the bride's parents.

Two Subbing For Vandeventer

Newscasters Henry Gladstone and George Carson Putnam are subbing this week for Fred Vandeventer over WOR during the 6:30 p.m., and 11 p.m., news periods, respectively. Vandeventer is on vacation and will re-

'Satisfying' Glow

On Friday's 11 a.m. broadcast of the "Arthur Godfrey Show" over CBS, Godfrey was surprised by a salute to his natal day, the presentation of a large birthday cake decorated with 44 "candles" in the form of Chesterfield cigarettes, lighted and glowing in their most satisfying manner. Godfrey's co-workers had it made at Colby's, in the network building.

WORDS AND MUSIC

By PINKY HERMAN

● ● ● Benny Bloom leaves next week for Hollywood to open a coast office for his new music firm . . . initial plug ditty is a novelty titled "Sippin' Cider By the Zuyder Zee". . . ● Redd Evans and Dave Mann, writers of "There I Said It Again," back from a two-week visit to Virginia Beach with a half dozen new songs. . . ● Sammy Marks, maestro for the past six years at the Hotel Roosevelt in Washington has written a commercial ballad titled "Honeymoon Waltz". . . ● Henry Topper is the new Gotham professional manager for the Sawaya Publications . . . working on ditty titled "Neath The Starlit Skies," written by Johnny Cartelli and Jess Sawaya. . . ● Babs Ryan Merritt's "Tennessee," headed for the hit parade . . . published by Stevens Music. . . ● Back in 1931 Shapiro-Bernstein took a song titled "Thrill Me," written by Bandleader Sammy Watkins and Morrey (International Artists Exec.) Davidson . . . song was just recorded for Signature by Monica Lewis. . . ● When the late Ernie Pyle heard Buzz Taylor warbling at Okinawa, he dubbed the lad "Bing Crosby of the Marines" . . . Buzz opened this week at the Maison Duarte. . . ● Gael Sullivan of the Democratic National Committee may use Jack Lawrence's "Have A Heart, Taft-Hartley, Have A Heart" in the national campaign . . . meanwhile the AFL used the song to open 21 rallies around the country Labor Day.



● ● ● Because Ted Weems' two brothers Art and Bob are associated with General Artists Corp. and other GAC band leaders may feel that "favoritism" might result if Ted signed with GAC, the "Heartaches" Maestro has decided to renew his contract with MCA. . . ● Ralph (T. or C.) Edwards may accept a television show this Fall which would make it necessary for him to divide his time between Hollywood and Gotham. . . ● Dubonnet Music has a beautiful ballad in "It's Gotta Come Out," written by Perry Alexander and Eleanor Villa. . . ● Arnold Shaw, publicity chief at Peter Maurice is sending a history of "The Old Spanish Trail" to advertising agencies, script writers research departments and production execs to exploit song "On the Old Spanish Trail," written by Kenneth L. Smith and Jimmy Kennedy and sung by Roy Rogers in the Republic flicker of the same name. . . ● Basch Radio Productions is huckstering Dusty Miller's "Gaslight Theater" to radio agencies. . . ● Dawn Music follows up its "Ring Around Rosie's Finger" with another novelty titled "That Miss From Mississippi," penned by Billy Hayes and Zeb Carver.



● ● ● Leo Feist, Inc. is reviving the hit song of 1922 titled "I Don't Know Why I Should Cry Over You" . . . the torch ballad was written by Ned Miller and Chester Conn, the latter one of the BVC Music execs. . . ● Stoney Cooper and his hillbilly jive has moved to WWVA, Wheeling from WWNC. . . ● Johnny Long and his band open at the Pennsylvania Hotel in Gotham mid-October. . . ● Manor Music has a possible successor to "Onezy Twozy" in Hal Block's novel ditty, "It Must Be L-U-V" . . . Bob Smith will introduce it Thursday morning on NBC. . . ● Tommy Morton, Jr., son of the Palladium (Broadway) Ballroom, has been signed for a song and dance role in Phil Silvers' musical "High Button Shoes". . . ● Mel Torme opens Tuesday at Frank Dailey's Meadowbrook.



● ● ● ON AND OFF THE RECORD: Columbia's Special Release of Dinah Shore's coupling of "It Takes A Long Long Train With A Red Caboose" and "Do A Little Business On The Side," is a vocal blues with especially clever and effective orchestral background on the "train" number. . . ● Baritone Walter Scheff, formerly with Fred Waring Orchestra, leaves this week on a tour to meet top-ranking disk jockeys to introduce and promote his new waxings for Republic Label. . . ● RCA-Victor has signed operatic Bass-Baritone George London to record exclusively on Red Seal Disks. . . ● Billy Eckstine's indigo treatment on two ballads "This Is The Inside Story" and "Just An Old Love Of Mine" results in a commercial M-G-M platter. . . ● Columbia has a commercial platter in Johnny Bond's pairing of "The Daughter of Jole Blon" and "It's A Sin," with an able assist by the Red River Valley Boys.

NEW BUSINESS

WTAG, Worcester, Mass.—Dupont Paint Service has signed for a series of 100-word announcements on Monday at 8:30 a.m., "Julie 'n' Johnnie" program on Tuesday and immediately preceding the 6:55 a.m. News on Thursday. Kingdon's Dairy now sponsors a 100-word announcement each Monday at the 9:15 a.m. "Modern Kitchen" program; The Mayfair Upholstering Co. has signed for a series of 100-word announcements on the 7:15 a.m. "Time and Tunes" program on Monday; at 8:30 a.m. "Julie 'n' Johnnie" sees announcements on Wednesday; and the 8:15 in "Stars in Song" program on Friday. Elizabeth A. Ollis, Cosmetologist, is signed for a station break at 1:15 in on Tuesday; Stockhaus Motors is signed for a 100-word announcement on Tuesday's 7:15 a.m. "Time and Tunes" program.

The Lewis Furniture Co. and the American Supply Co. have signed for a series of station breaks on Tuesday at 12:15 p.m.; Wednesday and Thursday at 1:30 p.m.; and Friday at 2 p.m. Holmes Florist is new sponsor of a 100-word announcement on Monday at 8:30 a.m. "Julie 'n' Johnnie" program; Messier's Diner has signed for a series of station breaks at 12 p.m. on Saturday and an announcement immediately after the 11 p.m. News on Monday.

Sloan Appointed Mgr. of Westinghouse Home Division

Philadelphia—F. M. (Todd) Sloan, a veteran of more than 20 years in the radio and communications industries, has been appointed manager of the Westinghouse home radio division, with headquarters in Sunbury, Pa., it was announced recently by Walter Evans, vice-pres. in charge of all radio activities for the Westinghouse Electric Corp. He succeeds Harold P. Donley, who recently resigned.

Sloan, formerly assistant general manager of WRS, Inc., has been associated with Westinghouse activities for more than 15 years in technical and administrative positions. In addition to laying the groundwork for the nation-wide service organization of the division which he now manages, Sloan served during the latter part of the war as manager of the field engineering service department of the industrial electronics division in Baltimore. His experience with WRS includes assignments at WBZ, Boston, KDKA, Pittsburgh, KYW, Philadelphia, and WBOS, international shortwave station at Boston during the early years of the war.

ev'rybody's SINGING—
ev'rybody's PLAYING—

"EV'RYBODY'S BUYING MY LOVE SONG"

(Just to get a picture of you)
DUBONNET MUSIC PUBLISHING
1619 Broadway, New York 19, N. Y.

FM OK's Live Music for Tele Legion Shows

(Continued from Page 1)

at AFM live music was not permitted in television broadcasts, appeared earlier last week to James C. Petrillo through Local 802 to permit video pickups of certain of the Convention events on the grounds that they through this medium would several thousand hospitalized GI's in the sea be able to see certain of the

Surprised

Morton Downey registered surprise Friday when friends said they had seen him on television. Downey didn't know that Thursday night's American Legion dinner was being covered by the television cameras. His mugging and singing, however, definitely established him as good television entertainment.

Convention events in which live music was an important feature. Permission in writing was given to Bob Bell, chief of the Legion's public relations office in New York, for a pickup by CBS-TV of the Garden festival Saturday night. Bell also obtained verbal agreement on the Commander's dinner at the Waldorf Thursday night which was televised by WNBT and CBS-TV and picked up by WNBW (Wash.) and WRGB (Schenectady.) Later was a three-hour telecast, and featured several top radio and Broadway stars, including 25-piece Jimmy Merrill's orchestra. Morton Downey, one of the stars of the show, arranged entire production which was considered by several industry executives to be one of the best video programs ever aired.

Saturday nightshow also featured top stars with live music, including several night club orchestras accompanying stars like Eddie Cantor, Milton Berle and Morton Downey.

Jewelry Will Sponsor Chi. Football Games

Chicago—Goebel Brewing Company, Detroit and Muskegon will sponsor broadcasts of all home and away games of the Chicago Rockets, All American Conference professional football team, it was announced by Edwin J. Anderson, president of Goebel.

First game, scheduled for 8:30 Friday night, August 29, took place at Soldier's Field, when the Rockets defeated the Los Angeles Dons. Howland Miller, sports announcer, did the play-by-play. This and all succeeding Rockets games will be heard over WND, Chicago.

★ THE WEEK IN RADIO ★

BMB Rejects New Hooper Plan

By JIM OWENS

BROADCAST Measurement Bureau turned down C. E. Hooper's proposal of a new coverage survey to be available through the industry group. BMB decided the new survey would no more be economical than the proposed '49 study, nor would it improve existing standards. . . . Officials of the four major networks attended an informal conference with Department of Justice representatives regarding the FM situation. Frequency Modulation Association had earlier asked for D of J aid in the Petrillo AFM ban on FM duplication. . . . Lawrence W. Lowman, vice-president in charge of tele for CBS, was named a director of the Television Broadcasts Association.

Four major webs will open the '47-'48 season with at least 24 commercial hours weekly over last year, according to a RADIO DAILY survey. Total weekly hours sold thus far is 231. . . . Television Broadcasters Association's board of directors met to discuss the FCC's recent proposed changes in channel allocations. . . . CBS' "Strike It Rich" was bought by Ludens, Inc., makers of candy bars and cough drops. . . . OIC limited its "Voice of America" broadcasts to NBC and CBS.

ET business boom appears set to break this fall. Frederic Ziv outfit reported a 38 per cent increase for the first six months of this year. . . . Top-salaried radio exec for the calendar year '45 was RCA prexy David

Continuance of WQQW Up At Confab Tomorrow

Washington Bureau, RADIO DAILY

Washington—A special committee of stockholders of WQQW, Washington daytime station devoted to high-taste appeal programming, will recommend to the full meeting of stockholders tomorrow night that they be given authority to keep the station on the air and work out a means of putting it on a sound operating basis.

In the meantime, Station Manager Ed Brecher, one time assistant to former FCC Chairman James Lawrence Fly; Commercial Manager Mort Nusbaum, Program Director Paul Martin and a number of other employees plan to turn in their resignations tomorrow night.

On just what basis to continue operation is something the stockholders committee has not yet worked out in detail, but RADIO DAILY has been assured by one member of the committee that it will be on a commercial basis.

Sarnoff with \$100,000. NBC chieftain Niles Trammell was second with a total income of \$95,418. . . . James Sauter was named national chairman of the public relations and special events division of the American Heritage Foundation. Latter's drive gets under way early this month. . . . Radio receiver production for the five week period up to August 1 fell off considerably, due to seasonal slumps, vacations, etc., according to RMA. . . . Mutual wrapped up R. B. Semler Co., Musterole Co., and Armour & Co., for web shows.

Plans for television coverage of the forthcoming World Series may be upset. Larry MacPhail, president of the New York Yankees, is opposed to sale of video rights because it "may hurt" the box office, although final word will have to come from the office of Commissioner Chandler. . . . Largest single sale of time in FM history went to Stromberg-Carlson. Company will sponsor a series of music shows on 22 FM outlets. . . . Frances Langford-Frank Morgan show will be heard for Old Gold in Frank Sinatra's old spot on CBS.

Radio and tele coverage of the American Legion Convention set a new high for concerted special events pickups. Webs and stations aired heavy activities of the four-day confab, including talks by government, industry officials. . . . Perry Alexander, chairman of the BMI small publishers committee, retracted early charges he leveled at the organization.

NAB's Atlantic City convention program continued to expand in scope and variety of activities. Proposed new standards of practice will be the subject of a general floor discussion. NAB will also see facsimile in action during the confab. Ralph Austrian, president of RKO Television, resigned to become vice prexy in charge of tele for Foote, Cone and Belding.

Special events programming maintains a strong spot in network programming, with the pattern shifting from foreign to domestic pickups. Commission approved 20 new AM outlets, 11 FM and two new video stations. . . . March of Time's new film "Is Everybody Listening?" drew some mild rebuke from radio execs. . . . Over 400 FM execs will attend the FMA confab next week, with FCC head Charles R. Denny scheduled as a top speaker.

FMA Questionnaires Seek AM-FM Views

(Continued from Page 1)

made it plain to network representatives last week that it is not anxious to take any action to force the networks to permit duplication. Net representatives told Peter Brown, an assistant to Criminal Division Chief Quinn, that they do not want to tangle on another front with AFM head James C. Petrillo.

FMA Counsel Leonard Marks now is on the West Coast, but he does plan to file with the department on his return next week a document setting forth FMA's claim that the AFM is violating the Lea Act and perhaps the Taft-Hartley Act in refusing to permit duplication. Whether Marks will charge collusion between AFM and the nets is not known. If he does, that matter will come under the anti-trust laws.

Vice-President Everett Dillard of FMA said Friday he personally is certain FM will progress as a service regardless of whether it can carry the programs of the four AM networks. FM, he said, "has established itself without duplication, and its future is assured no matter whether duplication is won."

Dillard added, "We sincerely believe that simultaneous broadcasting of the most popular network shows on both FM and AM will increase the overall listening habit in the FM band. In the final analysis, people listen to programs and select the station they receive best. As soon as the listener finds that he has better reception of a duplicated network show on the FM band, he will naturally stay tuned to FM. This results in greater listening to the noise-free high-fidelity service rendered by FM stations and will create larger audiences for all FM stations."

"No longer will the listener switch from AM to FM for choice programs, but he can get all that he needs on the FM band and better."

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
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Bill Bachor
Raymond R. Morgan

Confirm BMB Refusal Of Hooper Proposal

Confirming RADIO DAILY's story of Friday, BMB rejected the Hooper proposal of a substitute for the technique now used in audience measurement surveys in a letter to C. E. Hooper which was released for publication the past week-end over the signature of Hugh Feltis, president of BMB.

Contained in the letter is a resolution adopted by the BMB research committee recommending rejection of the Hooper proposal by the BMB board. The resolution follows:

Text Of Resolution

"Whereas the Research Committee, under authority granted by the board, must examine and recommend changes in research techniques prior to their adoption by the board, and

"Whereas the Research Committee has carefully studied Mr. C. E. Hooper's letters of August 7th and 14th, 1947 and his memorandum of August 21st, and

"Whereas in the opinion of the Research Committee Mr. Hooper's proposed station and network audience measurement, as described in his memorandum, provides station audience figures which are not as valid as those of BMB Study No. 1 and which fail to meet the requirements of advertisers, agencies and broadcasters, and

"Whereas the Research Committee finds that the economies claimed for the proposed measurement are not substantiated by the cost figures in memorandum, now therefore be it

"Resolved that the Research Committee does not recommend the adoption by BMB of Mr. Hooper's proposal of August 21, 1947."

Hooper, according to reports, will carry his plan to the NAB convention in Atlantic City which meets on September 15 with the hope that it will be discussed during one of the panel meetings.

Hooper Issues Statement

Upon being advised of the BMB rejection of his plan, Hooper issued a statement in New York on Friday. The statement, in part, reads as follows:

"Much can be gained and nothing can be lost industry-wise, by our proceeding along our announced course to supply 'listener coverage' reports to individual stations and to groups of stations during the next year. Work has already been authorized in several areas. Stations receiving these reports will possess listener coverage information of top-utility both for use by management and in the offices of advertisers and agencies. Results, in addition to being on a sample ex-

COAST-TO-COAST

—CONNECTICUT—

HARTFORD—WTIC's farm program director, Frank Atwood, was awarded an honorary degree of State Farmer at the annual meeting of the Future Farmers of America, a group of boys studying vocational agriculture in Connecticut high schools. The citation mentioned Atwood's interest in agriculture and the effectiveness of his early morning "Farmers Digest" program. . . . **NEW HAVEN**—WAVZ, new 1260 kilocycle scheduled to take the air shortly, has three new additions to its staff. They are Edward D. Gorman and William F. Malo, Jr. in the commercial department, and Robert Jennings, engineer.

—NEW JERSEY—

ATLANTIC CITY—Top names in the recording field visiting this city will be spotlighted in personal interviews and then spin their own recordings on "Operations Owen" which recently made its debut on WMID. Weekly open house will be inaugurated shortly with music contests and quizzes for the studio audience together with interviews with members of local fan clubs, sororities and other organizations, who will have an opportunity to meet many of their favorite artists. Appearing on the premier broadcast were Charlie Spivak, Count Basie and Boyd Raeburn. . . . **TRENTON**—WTTM's Wally Gordon, known as "The Georgia Yodeler" is returning to his former home in Bainbridge, after two years with WTTM.

—ALABAMA—

BIRMINGHAM—"Meet Miss Alabama 1947" is the title of a new series of WSGN broadcasts introducing semi-finalists vying for the "Miss Alabama" crown. . . . Delmar Bradley, widely known commentator on WAPI's "Dear Public" program, died recently after a long illness. . . .

MONTGOMERY—New feature WAPX is "Footnotes to the Weeklies," a program featuring Alabama weeklies and their editors. Emcee is Starr Smith. . . . Katherine Pill, daughter of WFSB president, Howard Pill, recently represented this state at Girls Nation in Washington, D. C.

—WASHINGTON—

SEATTLE—Evelyn Marble, formerly KIRO continuity director, has resigned that position to become station home-making expert. Miss Marble is now "Judith Lane" on "Housewives, Inc.", a half-hour local participating show heard five times a week. . . . **YAKIMA**—New

ceeding that used in the 1946 BMB and reporting on at least as many counties and cities, in up-to-date, realistic, usable map form, will be comparable county vs. county, city vs. city, day vs. night and in all three particulars station vs. station. For all except network time-buying (where another nation-wide study is called for) this means that coverage report based on our Listener Coverage Index meets all the major requirements. No time-buyer who really knows radio will have any difficulty recognizing the reality and significance of the reported differences."

member of the American Broadcasting Company is KIT which joined the network today. The new outlet gives ABC primary coverage in the great Yakima Valley, an area larger than Rhode Island, which has never been serviced by this network before.

—INDIANA—

COLUMBUS—Newest addition to the staff of WCSI-FM is Carl "Bud" Sunkle. Formerly a disc jockey at WPAY, Portsmouth, Ohio, Sunkle will take over the duties of staff announcer at WCSI-FM. . . . **INDIANAPOLIS**—Radio Equipment Co., this state's distributor for Philco radio, has signed a contract with WIBC for the broadcasting of ten top Mid-western football games this fall. Gene Kelly, WIBC staffer, will handle the play-by-play with William F. Fox, Jr., Indianapolis News sports editor, exercising general supervision.

—NEW YORK—

PLATTSBURG—Bill Lamer, of WMFF's news and special events department, has been appointed UP correspondent for the Plattsburg area. The appointment was announced by the Albany bureau of the United Press whose wire service is exclusively used by the station. . . . **SCHENECTADY**—Program supervisor and a member of WGY's staff since 1939, Al Zink has joined the staff of WRGB, in the same capacity.

Canada Broadcasters Watch AFM Re FM

Montreal—The present stand of the American Federation of Musicians and affiliated Canadian unions, may create labor issue for the radio broadcasting industry if and when frequency modulation comes into picture on any large scale in the country.

In the United States the union ed has gone forth that FM broadcast must be treated from a labor standpoint as a separate entity and there must be no doubling up on programs between AM and frequency modulation.

"Affects CBC Thinking"

In Canada the issue has not come to the fore but reportedly it is affecting CBC thinking in its plans for extension of experimental FM work now being carried on in Toronto and Montreal. Rather than bring the issue to a head for the moment the may be postponement of plans for western FM broadcasting.

If the union sticks to its guns would involve substantial addition in staffs of broadcasting personnel. But this in itself might not solve the question of chain and simultaneous broadcasting feeding both channels. So far it has not been clear whether the Petrillo verdict in the United States presents any loophole or solution for this problem.

HIGH in favor...
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Canada Equipment-Short

FCC Relents, Renews Two Texas Licenses

Washington Bureau, **RADIO DAILY**
 Washington—The FCC has announced that it has okayed renewals of two 21-year-old stations in San Antonio, Tex., which had been called before the Commission to explain why their programming service merited license renewal. KMAC and KONO are the stations, and the Commission found that the program service of each had been deficient, but that the licensees' pledges for future programming seem to be sincere and sufficient to warrant renewal of permits.

KONO was also awarded an FM license.
 (Continued on Page 7)

Special Spot Campaign for Wheaties On 35 Outlets

Wheaties has added a special spot campaign, one part of which is National Wheaties Week with a special Wheaties version of "Chiquita Banana" being broadcast over 35 baseball stations in the form of two train breaks and one minute spot announcements. In addition, Chiquita is making a special live cut-in each day at 2 p.m., EDT over NBC on the radio.
 (Continued on Page 3)

McCann-Erickson Elects Kemp As Vice-President

Arthur J. Kemp, has been appointed vice-president of McCann-Erickson, Inc. He will be group head in charge of service on the Columbia records account. Prior to joining McCann-Erickson some time ago, Kemp was with CBS as Detroit manager for two years and as Pacific network manager.
 (Continued on Page 2)

Fashion Note

Answering broadcaster queries as to what to wear during the NAB convention at Atlantic City, NAB officials recommend that your wardrobe include both sports wear and business suits. They point out if the weather is fair and mild on the board walk, sports wear will still be very much in evidence and if the weather is cool and cloudy, medium weight business suits are considered comfortable attire. Bathing suits should also be included in the convention wardrobe.

Five CBS Sponsors Renew Web Shows

Five major commercial sponsors on CBS renewed their programs yesterday for 52 week periods, William G. Gittinger, network vice-president in charge of programs, announced yesterday.
 The Cream of Wheat Corporation, one of the web's oldest advertisers, renewed its contract for "Let's Pretend," heard Saturdays, 11:05-11:30 p.m.
 (Continued on Page 6)

Religious Awards Made By Joint Radio Committee

Annual awards of the Religious Workshop sponsored by the federated theological faculty of the University of Chicago and the Joint Religious Radio Committee were announced yesterday.
 (Continued on Page 2)

Mexican Radio Exec. Fears BBC Hemisphere 'Influence'

Criticism of U. S. radio by BBC officials and the strong attempt to sell BBC programs to Latin American listeners is strictly a campaign to encourage state-controlled broadcasting in the western hemisphere, it was charged yesterday by Emilio Azcarraga, president and general manager of XEW, Mexico City, and Radio Programmas de Mexico. The Mexican broadcaster, also a motion picture magnate, is a board member of the Inter-American Association of Broadcasters and has a big financial interest in XEQ, Mexico City.
 In an interview with **RADIO DAILY** in New York, Azcarraga said that one reason BBC proposes its type of broadcasting for other countries is to make it easier to promote exchange programming, thus increasing the distribution of BBC shows. As for how hard the British radio is trying to "infiltrate" Latin America, Azcarraga said that in Uruguay thousands of
 (Continued on Page 3)

Situation Slows AM And FM Progress; Winnipeg, Vancouver Hard Hit; Few FM Sets Available

Yank Grid To WABD; GM Buys On WWJ-TV

Television coverage of major college and professional football schedules this coming fall took a long commercial stride yesterday with the signing of schedules on WABD, New York, and WWJ-TV, Detroit.
 Telecasts of the New York Yankees professional football team's eight-game home schedule will be sponsored.
 (Continued on Page 7)

Crosley Station Reports Sharp Business Increase

WINS chalked up its highest monthly billings in history during August, it is announced today by William P. Robinson, sales manager, as a result of the sales staff landing contracts from new sponsors for 27 and one-half hours of program time.
 (Continued on Page 6)

Mutual Correspondents Exceed Wartime Strength

Mutual's correspondents and reporters assigned to various parts of the globe now exceeds wartime strength with 22 men and one woman in the field, making it the largest.
 (Continued on Page 3)

Montreal—A shortage of equipment is delaying CBC plans for the expansion of regular and frequency modulation broadcasting services, Dr. Augustin Frigon, general manager of the CBC said yesterday.
 The plans called for the establishment of FM transmitters at Winnipeg and Vancouver, but equipment could not yet be obtained to carry out the projects.
 Dr. Frigon said the Vancouver transmitter could be established as soon as equipment became available, but a number of matters would have to be cleared up before work could begin.
 (Continued on Page 3)

45 New Subscribers Makes BMB Total 178

Broadcast Measurement Bureau has a total of 178 subscribers under the new 15-point program as of August 28th, an increase of 45 since the previous week, it was announced this week.
 Subscribers not previously announced are: WBRG, Birmingham, Ala.
 (Continued on Page 6)

Jarvis Starts On KTLA, Is 1st Tele Disk Jockey

West Coast Bureau, **RADIO DAILY**
 Hollywood—Al Jarvis took to the air Monday, Sept. 1, over Paramount's television station KTLA, as television's first disc jockey in a series of programs.
 (Continued on Page 2)

Expansion

Opening of a second television set production plant was announced yesterday by RCA, with Victor plant at Indianapolis, getting under way. Now plant will supplement existing set manufacturing at Camden with production lines geared to turn out console models. First receivers from the new plant are expected to reach the market by mid-September.

Elbow Room

Norwalk, Conn.—C. E. Hooper was the successful bidder for the abandoned Fairfield County Children's Home, containing 26,000 square feet of space in the building plus six acres of ground. Hooper expansion will utilize 15,000 feet for his research activities and continue the contact and service departments in New York. Some Hooper execs reside in Norwalk.



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JOHN W. ALICOATE : : : : Publisher

FRANK BURKE : : : : : EdNor

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
6417 Dahlonega Rd. 2122 Decatur Pl., NW
Phone: Wisconsin 3271 Phone: Hobart 7827

CHICAGO BUREAU

Nat Green
1417 Ashland Bldg., 155 N. E. Clark St.
Phone: State 2332

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FINANCIAL

(Sept. 2)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

Jarvis Starts On KTLA, Is 1st Tele Disk Jockey

(Continued from Page 1)

of programs presented by Gough Industries Philco.

Program will be produced by the television department of Finley Transcription Enterprises for Gough Industries, with direction by Albert Cole of KTLA. Jarvis will be seen by tele-viewers each Monday, Wednesday and Friday from 7:00 to 7:30 p.m., utilizing soundies instead of phonograph records. He will also present guest artists on his programs.

WHK logo with 'IN CLEVELAND IT'S' text

★ COMING AND GOING ★

HENRY FLYNN, Los Angeles manager of CBS Radio Sales, has completed a series of conferences with Jack Van Volkenburg, general sales manager of Radio Sales and has gone on to Washington, where he will wind up his business trip to the East.

DOROTHY KIRSTEN, soprano, has returned from Europe abroad the Queen Elizabeth following some operatic and concert work on the Continent.

ED GREIF, of Banner & Greif, publicists, accompanied by CRAIG EARL (Prof. Quiz), BEN GROSS, FRANKLIN H. SMALL and ED FITZPATRICK have returned from Atlantic City, where they made preparations for the forthcoming broadcast which will be heard in connection with the coast city's beauty pageant.

RALPH HATCHER, manager of the co-operative sales division of CBS, is back from a business trip to Richmond, Va.

JIM HURLEY, panel expert on Mutual's "Fishing and Hunting Club of the Air," is covering the International Tuna Fishing Tourney at Wedgeport, Nova Scotia.

EDYTH MESERAND, assistant director of news and special features at WOR, has returned from her vacation.

EDDIE CANTOR on Sunday was in Philadelphia, where he received the 1947 Humanitarian Award given him by the United Jewish Appeal in recognition of his services to the 1,500,000 Jewish survivors overseas.

ROBERT E. DUNVILLE, vice-president and general manager of Crosley Broadcasting Corp., is back at his desk following a 4,000-mile voyage on the Ohio and Mississippi rivers and through the Great Lakes.

HARRY WISMER, director of sports for the American network, has arrived from Detroit for the ABC broadcast of the ninth annual New York Herald-Tribune Fresh Air Fund football game which will be played at the Polo Grounds today between the Eastern College All-Stars and the N. Y. Giants.

EDDIE DUNHAM, assistant production manager at NBC, today flies to Akron, where his regular show, "The Voice of Firestone," will originate next Friday at a celebration being given by the Firestone Tire & Rubber Co. in honor of its 20-year employees.

MILTON BACON, assistant to Arthur Hull Hayes, general manager of WCBS, spent Monday and Tuesday in Syracuse, N. Y., where he addressed the Advertising Club, the Chamber of Commerce and the Lions Club.

CBS-WTOP 'Workshop' Resumed In Washington

Washington Bureau, RADIO DAILY
Washington—With radio's contributions and possibilities in the field of education the keynote, the third annual Radio Workshop, sponsored by CBS-WTOP and Washington public schools opened yesterday with more than 200 persons in attendance. The daily sessions will continue through September 12th at Wilson Teachers College.

All classes, lectures and work projects will deal with some phase of radio's work in education.

An added feature this year will be a lecture on television broadcast to the classroom from WTTG, Washington Du Mont station. The tele lecture will be given by Edward Scovill, director of television and special events for WTOP-CBS.

Among the 19 persons on the guest faculty are Davidson Taylor, CBS vice-president; Robert Heller, chief of the documentary unit of CBS; Robert Hudson, education director of CBS; Maurice Mitchell, sales manager of WTOP; Richard Linkroum, program manager, WTOP; Oliver Daniels, music director of CBS education division; Don Pryor, CBS newsmen; Tore Hallonquist, chief of the program analysis division, CBS; Walter Emory, chief of the renewals and revocations section, FCC; Dr. Franklin Dunham, chief of the radio section, U. S. Office of Education.

McCann-Erickson Elects Kemp As Vice-President

(Continued from Page 1)

sales manager for five years. He was also Eastern representative of the Columbia Pacific network in New York.

From 1933 to 1934, Kemp was sales promotion manager for KNX and was also with Don Lee, KHJ and KFRC. He was in the agency business on the Coast for 10 preceding years.

Religious Awards Made By Joint Radio Committee

(Continued from Page 1)

nounced yesterday by the two groups.

First prizes of \$25 each were awarded the following: "Religion Views the News," sponsored by the Troy-Albany - Schenectady Council of Churches, over WTRY, Troy, N. Y.; "Letter from Germany," directed by the Rev. Albert W. Palmer of the First Congregational Church in Los Angeles, over KFAC, Los Angeles; "Christmas and the Angels Sang," produced by Mrs. Dwight C. Smith of the United Church Workshop in Olympia, Wash., over KGY, Olympia, and "Maminka's Children," adapted by Nancy Todd, a high school student, over WCAR, Pontiac, Mich.

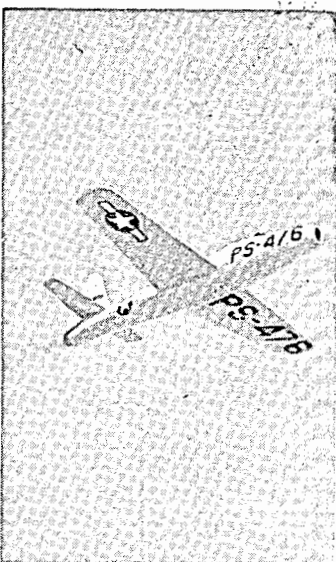
BBC Research Dir. Here

R. J. E. Silvey, BBC's listener research director, arrived in New York from London on Sunday to attend the Second International Conference which will be held at Williams College and to confer with Joseph Kenas, BBC's research director in New York. During his stay, Mr. Silvey plans to meet officials of American research organizations in New York.

Will Oppose License Grant

Edmonton—Alberta Works Minister Fallow said today vigorous opposition will be launched by his government on an application to the board of governors of the Canadian Broadcasting Corporation for a commercial license for a French-language radio station in the province.

EXPERIENCED SALESMEN
Transcriptions, commission basis, for several very outstanding programs with wide appeal plus excellent quality. Box 395, RADIO DAILY, 6425 Hollywood Blvd., Hollywood, Calif.



Supersonic

Both the Army and the Navy have been fooling around with jet propulsion. And they're getting places, too, with a couple of designs said to be going a little faster than sound.

That's a Republic Thunder-J snapped at 1-1000th of a second as it flashed across the three kilometer course at Muroc Army Air Field in California.

We wouldn't know for sure about speed above sound... the only sound we're positive about is the W-I-T-H radio signal.

Down here in Baltimore, you get more listeners-per-dollar spent... than with any other station in town.

W-I-T-H, the successful independent, is the fast-moving station in this big five-station town.

W-I-T-H belongs on any smart list... yours included!



W-I-T-H
AM and FM
IN BALTIMORE
TOM TINSLEY, President
REPRESENTED BY HEADLEY-...

Equipment Shortage Indicated In Canada

(Continued from Page 1)

could be started in Winnipeg. The whole program of expansion will be discussed at next month's meeting of the Board of Governors.

He said that the CBC has not yet decided what policy members of the American Federation of Musicians wish to adopt with respect to FM broadcasting in Canada. However, the fact that the policy was still unknown had nothing to do with the delay in the building of the new FM transmitters.

He said that in the United States the federation would not permit the same program to go out simultaneously from an amplitude broadcasting station and from an FM station. The federation regarded FM as a separate system from AM and ruled that its members were entitled for pay for both FM and AM broadcasts.

Walter Murdoch of Toronto, Canadian representative of the federation, indicated before the radio committee of the Canadian House of Commons during the recent session that a somewhat similar policy would be followed in Canada.

When asked what the federation's views were with respect to FM broadcasting in Canada, he said the matter was under consideration. Then he explained the policy in the United States where separate pay was asked for FM and AM broadcasts.

Canada's policy so far has been to grant licenses for FM broadcasting, a system under which static is eliminated, and high fidelity reception provided, to holders of AM licenses. Licenses are granted on the understanding that all broadcasts will go out over both FM and AM transmitters.

The CBC now is operating FM stations in Montreal and Toronto and some private stations have also entered the field. So far few FM receiving sets have reached the Canadian market, but some of them now are making their appearance. An ordinary receiving set will not pick up FM broadcasts, but sets now can be obtained to pick up both FM and AM programs.

Special Spot Campaign by Wheaties On 35 Outlets

(Continued from Page 1)

General Mills Hour heard on the web. Arrangements for the special tie-in were worked out between the United Fruit Co., Chiquita's sponsor and Knox-Reeves Advertising, Inc., representing General Mills. BBDO represents the United Fruit Co. Campaign will end Sept. 31.

AVAILABLE
 TIMEBUYER WITH EXPERIENCE IN MARKET ANALYSIS IN 300 U. S. MARKETS WANTS CHANGE TO EASTERN POSITION. AVAILABLE INTERVIEW SEPTEMBER.

WRITE
 BOX 392, RADIO DAILY
 1501 BROADWAY, NEW YORK CITY

Mexican Radio Exec. Fears BBC Hemisphere 'Influence'

(Continued from Page 1)

BBC program schedules are mailed out weekly by the local office to listeners in the country. In Mexico City, BBC buys newspaper space to tell listeners of short-wave programs.



AZCARRAGA

Another criticism against BBC for what he terms "infiltration" is Azcarraga's claim that BBC, for propaganda purposes, mails transcribed programs to stations which have not requested them. He seriously doubts, however, that the British government itself knows just what is going on inside BBC.

The Mexican broadcaster's heated remarks were not aimed at BBC alone but at attempts by anyone who urges state controlled radio. This is the main reason why the Inter-American broadcasting organization was formed, to fight increasing domination of Latin American radio by governments. At a recent board of directors meeting, a cablegram was sent to President Peron of Argentina requesting him to return four stations, which were ordered off the air, back to their owners. No reply was received from Peron but one of the stations, Radio Belgrano in Buenos Aires, was turned back to its owner.

For the last several weeks Azcarraga has attended the International Telecommunications Conference in

Atlantic City and plans to sit in on the NAB convention this month. He feels that much has been accomplished at Atlantic City in bringing international engineering standards up to date. As for the high frequency conference now in session, he says delegates view the reallocation of shortwave frequencies as a very "touchy subject." Many delegates, he thinks, have orders from their governments to hold on to what they have, although Azcarraga doesn't believe any nation has actual use for a great many frequencies.

Azcarraga is ready to make Mexico a top nation in television programming whenever he can get equipment. Last year he came to the U. S. to buy video facilities and was offered transmitters but practically no receivers. He says many Latin American broadcasters in all key cities are eager to start television but they won't build stations until they can simultaneously build audiences. It's interesting that Azcarraga, a radio broadcaster for 25 years and a top official in Latin America, predicts that some day television will be a far bigger industry than radio.

The Mexican radio and movie magazine estimates that 80 per cent of television programs, excepting special events pickups, will consist of films. He also claims video will stir big interest in foreign films and that the dubbing of the sound track in translating various languages will become a big industry itself and out-mode English and other titles, a method now commonly used in movie houses.

Mutual Correspondents Exceed Wartime Strength

(Continued from Page 1)

in MBS history. The work of this group is augmented by information funneled, sorted, transmitted and assembled in basic news bureaus in Boston, New York, Chicago, Los Angeles and Washington and in addition facilities and reporting staffs of some 400 affiliates are also available.

Commentator list has also been augmented since the war and currently includes: Fulton Lewis, Jr.; Gabriel Heatter, Kate Smith and Ted Collins; Cedric Foster, Cecil Brown, Arthur Hale, F. H. LaGuardia, Henry J. Taylor, William Hillman, Albert R. Warner, Henry La Cossitt, Arthur Gaeth, Bill Cunningham and Robert Hurlcigh.

Foreign correspondents include: Harrell F. Beck, Cairo; Erling Bogtold, Copenhagen; Burton Crane, Tokyo; Gerald Dougherty, Buenos Aires; Jules Dubois, Panama; Roy Dunlap, Chungking; Richard Dyer, Rio de Janeiro, Webley Edwards, Honolulu; Robert Gary, Berlin-Frankfort; Randall Gould, Shanghai; Joseph Israel 2nd, Vienna; Birger Jacobsen, Stockholm; Richard Johnson, Seoul, Korea; Charles Lanus, Istanbul; Arthur Mann, London; David Perlman,

Video Associates Sets New Series On WRGB

New series "R. F. D. Manhattan," produced by Video Associates, Inc., tele packaging outfit, will make its debut today over WRGB, the G.E. station in Schenectady. First of a family-comedy series, "R.F.D." is based on incidents in the life of a typical American family.

Douglas McLean, who plays the lead role, also scripted the opener, which is directed by Barbara Jones. Included in the cast are Helen Marcy and Patsy Coogan.

Paris; Quentin Pope, Southwest Pacific; Clive B. Smith, Mexico City; Fred Sparkes, Athens; Anne Standler, Madrid; Robert Stewart, Manila; Frank Viner, Prague, and James Wellard, Rome.

IN CLEVELAND IT'S

WHK

A Profitable Buy

WGBAL

LANCASTER, PA.
 (Established 1922)

A STEINMAN STATION

Sales Representative

RADIO ADVERTISING COMPANY

New York • Los Angeles • Chicago • San Francisco

WGBAL
 CBZ
 AFFILIATE



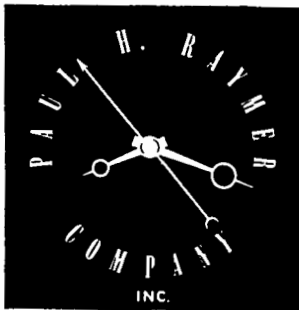


NEW YORKERS *DELIVER* NEW YORK

If you want to know where the West Side subway is east of the East Side subway, or why there's no water in Turtle Bay—ask a New Yorker. And likewise, if you want the most of the best of the New York Spot Radio business—ask a New Yorker!

Ask the man who knows the ways of the town. He may have come from Texas, the deep South, New England or the far West, but he has years of New York success behind him before he qualifies for this company. He knows not only where the business is today but where it used to be and how it got there. He sells radio better because he knows all other major forms of advertising. His New York friendships have been seasoned with the element of time.

In representing our stations, we have shown great care in placing and keeping New Yorkers in New York, Chicagoans in Chicago and Californians in California. Men are not shifted from city to city, thereby losing a salesman's best stock in trade. Attention to such refinements as this distinguish this company and account for its quality and success.



Paul H. Raymer Company Inc. • Radio Advertising

NEW YORK • BOSTON • DETROIT • ATLANTA • CHICAGO • LOS ANGELES • SAN FRANCISCO

45 New Subscribers Makes BMB Total 178

(Continued from Page 1)

Ala.; KCOL, Fort Collins, Colo.; WOL, Washington, D. C.; WBMZ, Macon, Ga.; KRCL, Lewiston, Ida.; KTFI, Twin Falls, Ida.; WJBC, Bloomington, Ill.; WCIL, Carbondale, Ill.; WEBQ, Harrisburg, Ill.; WTAX, Springfield, Ill.; KDTH, Dubuque, Ia.; WCTT, Corbin, Ky.; WKYB, Paducah, Ky.; KGNO, Dodge City, Kan.; KLOU, Lake Charles, La.

KNOE, Monroe, La.; WRDO, Augusta, Me.; WMEX, Boston, Mass.; WDAF, Kansas City, Mo.; KWTO, Springfield, Mo.; KGHL, Billings, Mont.; WALL, Middletown, N. Y.; WTRY, Troy, N. Y.; WEGO, Concord, N. C.; WWNF, Fayetteville, N. C.; WBIG, Greensboro, N. C.; WGTL, Kannapolis, N. C.; WFTC, Kinston, N. C.; WRAL, Raleigh, N. C.; WAYN, Rockingham, N. C.

WING, Dayton, Ohio; WPAY, Portsmouth, Ohio; KWIN, Ashland, Ore.; WLBR, Lebanon, Pa.; WJAR, Providence, R. I.; WNAX, Yankton, S. D.; WJHL, Johnson City, Tenn.; WSM, Nashville, Tenn.; KECK, Odessa, Tex.; KGKB, Tyler, Tex.; WCAX, Burlington, Vt.; WFHG, Bristol, Va.; WGH, Newport News, Va.; KIRO, Seattle, Wash.; WKBH, La Crosse, Wis.

Capacity Crowds Greet WBAL Seven New Studios

Baltimore—Capacity crowds were the order all day Sunday when WBAL opened its "new world of tomorrow studios" to the public. Three live shows originated from the studios during the day. They were "Hi Jinks," variety show; "Dinner Date," musical and a forum discussion on labor directed by Dr. David Weglein station's public service counselor. Seven new studios are now open for tours.

Brugnoni Forming Own Firm

Rene Brugnoni, architect for the American Broadcasting Company for the past three years, resigned effective August 31 to return to private practice. Brugnoni has been responsible for preparing preliminary drawings on the several television and FM plants to be erected by ABC as well as the design and supervision of work done at the Detroit Music Hall, ABC's 58th Street Playhouse, the KECA, Los Angeles studios of ABC and other projects of a similar nature.

Brugnoni will specialize in architectural work relating to radio and television and his office will be located at 515 Madison Avenue, New York.



Mainly About Manhattan. . . !

• • • Happy Chandler, we understand, is asking 100 G's for the television rights to the World's Series—which is slightly out of line when you consider that the radio rights are going for \$175,000. Plus the fact that should Boston and St. Louis cop the bunting, the latter town can offer but 1,700 sets while the Bean Town has none. . . Wm. Morris has sold its packaged "Adventures of Sherlock Holmes" to the Weintraub Agency, with Basil Loughrane slated to direct. He'll audition talent this week. . . After giving the Democratic Party 30 minutes of free air time, ABC offered the same slice to the Republicans, who accepted only 15 minutes! . . . Max Wylie penning a play about drama critics. Understand he'll give it the huckster treatment. . . Goody Ace cut a 15-minute audition record with himself and Jane last week. . . Amusement Enterprises, Inc. (owned by Jack Benny) which, in turn, owns the new Jack Paar ailer, will go in for film production. . . Bill (County Fair) Gernannt has cut a terrific audition record with Reggie Gardner in the "Further Adventures of My Man Godfrey" which has the coast big boys all hopped up. . . Joan Davis signed a CBS co-op deal. . . Y & R cut an audition record for Borden yesterday with Ted Dale, Genevieve Rowe and Gordon MacRae.

★ ★ ★

• • • "Dear Sid," postcards Paul Denis, N. Y. Post radio ed, from H'wood: "Helen and I are having a nice time gaping and admiring H'wood. Radio Row here is talking about Arthur's Place being dropped and about Jack Paar landing that ABC Wed. nite spot. Cafe business here is terrible, and bookers are trying to persuade radio names to double into cafes, but the radio names aren't interested. Went backstage to visit Ken Murray's Blackouts and saw Marie Wilson. She was wearing a thin sort of negligee and I completely forgot to ask her about her radio show. Seems I couldn't concentrate. See you Sept. 7th."

★ ★ ★

• • • THE MIND SWEEPER: Sudden smite—Give Robert Q. Lewis Jack Paar's original writers and Bobby-que would really go places. . . All advertising men seem to look alike. . . Personal recommendation for the most talented young executive in radio: John L. Sinn, partner in the Fred Ziv entrance-cription firm. Ex-sound man, actor, writer, producer, Sinn augments his background with an uncanny sense of biz wizardry. . . Fiction has pictured comedy writers as glum characters who never crack a smile or a joke in non-working hours. T'ain't true. Anybody ever see Milt Josefsberg, Abe Burrows, Nat Hiken, Don Quinn or any of the other top members of the gagggregation when they weren't ready to ad lib a laugh? . . . Wanna bet that if you put six Sinatra-styled singers on the air and Frankie Boy himself mixed in somewhere, that you couldn't pick out which voice was the Thin Man's? . . . Two top reasons for social importance: Nobody tells a story as well as Irving Mansfield and nobody listens to one as well as Arthur Hershkovitz. . . Sudden thaw: An emcee job for Earl Wilson on a show—"True or Falsie." . . . Kate Smith's local WOR show, which follows her Mutual program daily, is expected to be signed by a food sponsor today.

★ ★ ★

• • • AROUND TOWN: After several near starts, Ed Wynn has finally decided to go ahead with that show with his son, Keenan, and is cutting an audition record out in H'wood this week for NBC. . . Jerry Devine's "This Is Your FBI," which has been leading the Friday niters, is now No. 8 on the Hooper parade. . . Outstanding musical job, in our book, was Harry Salter's great batoning on the CBS documentary, "We Went Back," celebrating the 2nd ann'y of V-J Day. . . "Adventures of the Falcon," on Mutual, will be available shortly. This Bernie Schubert package should have little difficulty picking up another bankroller considering its yearly Hooper average of 8.1.

Five CBS Sponsors Renew Web Shows

(Continued from Page 1)

a.m., EDT., through BBD&O age, Campbell Soup Company renewed sponsorship of "Corliss Arch" heard Sundays, 9:00-9:30 p.m., effective September 7. Agency: Ward Wheelock Company.

Bowey's, Inc., sponsor of "Over Hollywood" on Columbia May, 1941, has renewed that effective September 20. Program heard Saturdays, 12:30-1:00 p.m., Agency for the account is Sorensen Company.

Armstrong Cork Company, which has been advertising with "The of Today" on CBS since October, 1941, has renewed effective September 17. Program is broadcast Saturdays, 12:00-12:30 p.m., EDT. Agency is Batten, Barton, Durstine & Born, Inc.

Fifth renewal is by Hall Brothers, Inc., for its "Reader's Digest-Rig Edition," effective September 11. Program is heard Thursdays, 10:00-10:30 p.m., EDT. Agency is Foote, Connelley & Belding, Inc.

Crosley Station Reports: Sharp Business Increase

(Continued from Page 1)

the sales record reveals that under the Crosley regime sales exceeded the previous year's sales. The increase is due to the fact that the station has concentrated on programs. The 50 per cent increase in August sales over the same period last year was due in part to such time buys as made by Crawford Clothes, six quarter-hour programs daily, and Stanback, which took the 15-minute shows a day.

Other new advertisers buying programs during August were: The Magazine, Hammond Schools, Vee Air Service, Mayflower Ice Cream, Crosley Distributing Corp., Dearborn Supply Co., and D'Avolos Dance Studios. New contracts for spot campaigns were signed by 10-B-Love Cream, Kaiser-Frazer, Chateau Martin Wine, Sears Roebuck, Consolidated Edison and Rhem.

WINS sales have steadily increased every month since the start of the year and the third quarter figures for the fiscal year 1947, was 30 per cent above that of the same period in 1946.

IN CLEVELAND IT'S
WHK

1906 1941

Henri
CONFISEUR

FRENCH RESTAURANT
LUNCHEON DINNER
COCKTAIL BAR

Famous French Candi
15 East 52nd St.

Bank Grid To WABD; Buys On WWJ-TV

(Continued from Page 1)

...over WABD, Du Mont outlet, Spring Mills Incorporated. Contract was signed in the Yankees office yesterday, and marks Spring Mills' entry into television. Company manufactures cotton fabrics for men's and women's clothing.

Yankees start their home schedule Monday night, September 5, playing Chicago at the Stadium. Remaining home games will be played on Sunday afternoon, all at the Yankees ballpark, with the exception of the game December 7 which will be played against Brooklyn at Ebbets Field.

Bill Slater Scheduled

Bill Slater, who has been handling WABD's broadcasts of Yankee baseball, will handle the play-by-play. Announcement of the Yankee sale yesterday followed a statement by Tom McNeil, general manager of the Du Mont outlet, that local sports attendance has been booming despite "warnings of some promoters of their dire predictions of the effects of televising their events." McNeil declared that "as far as we can ascertain, every sports arena is enjoying vastly increased gate receipts for last year." He pointed out that attendance at Jerome Stadium, from which WABD airs weekly boxing matches, has increased 25 per cent. The bouts were being telecast, and "baseball paid admissions are making new records this year, despite absence of free pocket money."

Radio gave sports promoters the tactical jitters, McNeil said, "but radio is generally credited with a phenomenal rise in interest."

Detroit — University of Michigan line football games will be televised on WWJ-TV football this fall under sponsorship of the Oldsmobile division of the General Motors Corporation. Arrangements have been completed with H. O. (Fritz) Crisler, director of athletics at the University and D. E. Ratston, general sales manager for Oldsmobile.

Contract marks the first time that Michigan games have been televised for the Detroit audience. Oldsmobile will use specially made film commercials, and the plans represent the company's first venture into the radio field.

Stork News

Mr. and Mrs. Jimmy Swan, Jamestown, N. Y., August 25, 1947, are parents of a baby girl. Father is newsman and emcees Tele-Test show at WJTN, Jamestown ABC outlet.

AVAILABLE

Situation comedy writer 52 Hooper rated network scripts to credit. Staff position desired. N. Y. or L. A. Write Box 394, RADIO DAILY, 1501 Broadway, New York, 17, N. Y.

Two Texas Stations, Probed, Granted Renewals By FCC

(Continued from Page 1)

permit, which had been delayed pending disposition of the other matter.

Neither station has rendered "a well-rounded and balanced program service," the Commission pointed out. Both have an earning record which indicates that they could still with profit have scheduled more sustaining time, more educational and local live shows.

The KONO advertising policy, the Commission said, has "made impossible the maintenance of a well-balanced program service in the public interest. Not infrequently as many as eight commercial spot announcements were approved during a 15-minute segment of the station's broadcast day, and there was a period when as much as 94 per cent of the station's time was sponsored. It is evident, therefore, that the preparation of program schedules had to a large extent been controlled by the availability of commercial spot announcements and the opportunities for financial gain rather than by an effort on the part of the licensee to furnish an over-all program plan which would serve the varied needs and desires of the people of San Antonio and its environs, and a review of the financial position of the station clearly shows that the applicant might well have achieved a satisfactory program balance while at the same time continuing the financial soundness of this broadcast venture. . . .

"We have given careful considera-

tion to the licensee's proposal for the future operation of station KONO, as well as his proposed FM station. We are of the opinion that these proposals indicate that the licensee desires and plans to supply a well-rounded and well-balanced program structure which would serve the public interest.

"We consider that the commitments which these proposals constitute can be relied upon because of the progressively improved programming over the past year of Station KONO. Moreover, it appears from the licensee's testimony in this proceeding that he has become fully conscious of his public service responsibilities as a broadcast licensee, and that he will insure that the management of his station and all of his staff personnel will adhere to his new program plans. It is our purpose to afford the licensee the opportunity of going forward with those plans."

In the case of KMAC, too, the Commission said, "in his recent operations, as well as in his proposals, applicant has clearly indicated that he has become aware of the public service responsibilities of a broadcast licensee. In the light of the entire record, and particularly in view of applicant's progressively improved program service, demonstrating this awareness, we conclude that we may rely upon the commitments he has made proposing fully to discharge those public service responsibilities."

New Business Announced By WQXR In New York

New business at WQXR includes a 13-week contract by Elmer Candy Co., of New Orleans for sponsorship of "Luncheon Concert" on Monday, Wednesday and Friday from 12:45-1 p.m. Contract, now effective, was handled through Walker Saussy Advertising of New Orleans.

Artistic Foundations, Inc., makers of Flexees, will continue for another 52-weeks its sponsorship of "Designs in Harmony" on Monday, Wednesday and Friday from 9:30-9:45 p.m. Renewal is effective Sept. 8 and was handled through Hirshon-Garfield. Artistic Foundations launched its first radio campaign over WQXR last year.

Brown and Williamson Tobacco Corp., for Kool cigarettes, resumes sponsorship of weather reports during September. Contract also calls for spot announcements and was handled through BBD&O.

G.E.'s 150th FM Transmitter Goes To Fargo Broadcaster

Shipment of the 150th FM radio transmitter produced by General Electric to the Northwest Broadcasting Company, Fargo, N. D., was announced yesterday by General Electric officials at Electronics Park, Syracuse, N. Y.

The total of transmitters shipped thus far include fifty-four 250 watt, twenty-one 1 kw., and seventy-five 3 kw., units, according to W. R. David, sales manager for the electronics department's transmitter division. Most of the shipments were made to broadcasters, universities using FM in their educational programming. Ten others went to foreign countries, the company revealed.

IN CLEVELAND IT'S

WHK

Send Birthday Greetings To—

September 3

Betty Arnold Annie Canova
 Nickolas Agenta Dale Cross
 Estelle O. Stoddard

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.



EVELYN SIBLEY LAMPMAN
Educational Director

KGW subscribes to the wisdom of the old proverb, "As the twig is bent the tree's inclined." Working through Portland schools, with broadcasts direct to classrooms, KGW for 14 years has supplemented regular grammar school courses of study with dramatized scripts. Evelyn Lampman is well qualified to direct this important phase of KGW's public-interest work. Mother of two school-age children, whom she calls her "guinea pigs", and with a radio writing background extending from 1929, Evelyn recently has added to her laurels by authoring a children's book scheduled for early publication by Doubleday and Company, Inc. For three consecutive years she has placed in the top ten of the Dr. Christian Awards, with her plays broadcast on a transcontinental network. During 1947-48 Evelyn will serve as radio chairman of the Portland chapter of the Oregon Parent-Teachers Congress. Such well-rounded program policies, backed by such ability, have established KGW irrefutably as "one of the great stations of the nation."

NEXT WEEK—GEORGE MOORAD
NEWS ANALYST

KGW

PORTLAND, OREGON

AFFILIATED WITH

REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.

IN JUST ONE YEAR **WHDH** BECOMES BOSTON'S BEST RADIO BUY!

"Share of Audience" up 459%

For the first time, an *independent* station has attained overall leadership in Boston radio. *With 100% local programming*, WHDH has swept into top spot for sports, airing Red Sox and Braves baseball games; Boston Yanks football, plus headline college games; Boston Bruins hockey; numerous "sports roundups,"

and Herald-Traveler news *every hour on the half hour*. Musically, too, WHDH offers easiest listening with many popular participating features, including the "Carnival of Music," and the new "Tommy Dorsey Show."

THEN (June-July 1946)

HOOPER STATION LISTENING INDEX SHARE OF AUDIENCE					
INDEX	WHDH	Network Station A	Network Station B	Network Station C	Network Station D
TOTAL RATED TIME PERIODS	5.6	25.7	23.2	22.3	11.5

NOW (June-July 1947)

HOOPER STATION LISTENING INDEX SHARE OF AUDIENCE					
INDEX	WHDH	Network Station A	Network Station B	Network Station C	Network Station D
TOTAL RATED TIME PERIODS	25.7	21.9	19.6	12.6	10.0

HERE'S WHY WHDH IS BOSTON'S BEST BUY

And if you're buying Boston, you want the best. In one year, WHDH has skyrocketed from a poor 6th to leadership among all Boston stations! Your John Blair man has the whole story — but here are *two facts* you should know now:

CLASS "A" HOUR RATES*

WHDH	\$225.00
Network Station A	560.00
Network Station B	525.00
Network Station C	440.00
Network Station D	400.00

*from SR & DS, August 1947

1. **WHDH** will deliver you lowest cost per thousand radio time available in Boston.

2. **WHDH** superior coverage will assure you of reaching the *maximum number of listeners* for every dollar spent.

BOSTON'S BEST BUY

WHDH

HERALD-TRAVELER STATION • 5,000 WATTS • CP 50,000 WATTS

Represented Nationally by John Blair & Company

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 40, NO. 46

NEW YORK, THURSDAY, SEPTEMBER 4, 1947

TEN CENTS

Buying Political Time

Turkey Good Market For Radio, Says Gov't

Washington Bureau, RADIO DAILY

Washington—Turkey represents an expanding market for all types of radio receivers, parts and accessories, the Department of Commerce reports yesterday. The construction of two new stations in 1947 and the authorization for construction of two others in Anatolia, together with "major governmental efforts" toward expansion of electrification, "should increase the sales possibilities of radio in Turkey," the department declared. The 180,000 set owners in Turkey at the end of 1945 represented only about 1 per cent of the population.

N General Assembly Will Go Over The Air

Television cameras and microphones of networks and independent stations will be overlooking the floor of the United Nations General Assembly Sept. 16 when it opens atushing Meadows. In addition to regular web newscasts which will originate from the General Assembly chamber on that date, several special shows are scheduled, including the

(Continued on Page 6)

Country Blanks Mailed For CCNY 1947 Awards

New City College of New York country blanks for the 1947 National Radio Awards are ready for distribution along with other literature pertaining to the awards and according to Dr. John Gray Peatman, chairman of the committee on the awards, country blanks have been simplified

(Continued on Page 2)

FM Sports Cover

San Antonio—For the first time in local sports history, FM will carry a series of university football games. KYFM will air all home games to be played by the Trinity University of San Antonio. Broadcast will originate from Alamo Stadium with the first scheduled to be aired on Sept. 20. Airings will be handled by Charles Lutz, of KYFM and Dick Peobles.

Burrows' Version

Abe Burrows, CBS satirist, has a new song ready for the network listeners entitled, "Oh How We Danced on the Night We Were Wed, I Needed a Wife Like a Hole in the Head." Abe gave out a little of it over the air but when more was demanded, he decided first to obtain clearance from the copyright owners of "The Anniversary Song."

BMB Extends Time In Bid For Clients

BMB has extended the deadline for "early subscription" discounts from Sept. 15, as previously announced, to Oct. 1. Avowed purpose is to give more time to broadcasters who may have been prevented from signing contracts because of vacation periods and also making it possible for them to subscribe, with discount privileges, after attending the NAB convention. Renewal subscriptions mailed before the Oct. 1 deadline are entitled to 10 per cent discount on the first 12

(Continued on Page 2)

Westinghouse In Drive For Heavy Fall Output

Sunbury, Pa.—Extensive plans for stepped-up production at the Westinghouse home radio division plant here went into effect over the week-end to accelerate additional shipments of the fall line of receivers to 15,000 dealers introducing the new sets

(Continued on Page 7)

No Television Takers To Date For World Series At 100 G's

Although "Happy" Chandler, commissioner of baseball has announced that television rights to the World Series would be available for the expected tap of \$100,000, up to last night there were no takers. Possibility of Gillette Safety Razor Co., buying the rights in addition to its radio plans, is much in abeyance, and the company may make its decision known within the next day or two. Ford Motor Co., which was seriously interested a month ago, is thought

Democratic State Committees Buy Time On 22 Stations For Rebroadcast Of Tuesday's ABC Sustainer

Washington Bureau, RADIO DAILY

Washington—The Democratic National committee's unprecedented use of the radio in a 30 minute sustainer broadcast over ABC on Tuesday, will be rebroadcast on scores of stations in 20 states, with a considerable portion of the time bought by state committees, it was learned yesterday. Con-

(Continued on Page 3)

Amer. Tobacco Buys 11 Games, NBC-Tele

American Tobacco Company will sponsor 11 top eastern college football contests over the NBC television network this fall, including three games each of Army and Navy.

NBC's tele college grid season gets under way Saturday, Sept. 27, with the Army-Villanova game from West Point. Other teams to be seen during the season include Pennsylvania,

(Continued on Page 3)

Cantor Gets UJA Award At Philadelphia Dinner

Philadelphia—Eddie Cantor, screen and radio comedian, last night received the 1947 award presented by the United Jewish Appeal "for outstanding humanitarian service" in behalf of the relief, rehabilitation

(Continued on Page 2)

WWRL To Give Full Day To "CARE" Aid Monday

In a move to focus attention on the need for American aid to help feed Europe's hungry millions, WWRL will devote entire broadcast schedule of next Monday, Sept. 8 to

(Continued on Page 2)

Elaborate Promotion For Dorsey ET Show

The Tommy Dorsey Show, which debuts over WMCA, beginning September 8, will have its band-leader star leading a strenuous life for the next several months, according to Alfred L. Hollender, vice-president of Louis G. Cowan, Inc., producers of the Dorsey show.

Dorsey will arrive from the coast on Sunday evening, September 7 via

(Continued on Page 6)

Marshall And Vandenberg Report On Rio Tonight

Secretary of State George C. Marshall and Sen. Arthur Vandenberg will be heard tonight over ABC when they broadcast a report of the conference in Rio de Janeiro. The program, which will originate in the Washington studios of ABC, will be heard from 10:30-11 p.m.

Speed Record

Setting a new speed record for shipment of overseas motion pictures for television, NBC yesterday announced the arrival of films from Rio de Janeiro covering President Truman's arrival there and his speech before the Inter-American Security conference Tuesday. The films were shown on WNBT, New York tele outlet, last night.

(Continued on Page 7)

RADIO DAILY

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

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WASHINGTON BUREAU
Andrew H. Older, Chief Manning Claggett
6417 Dahlonga Rd. 2122 Deatur Pl., NW
Phone: Wisconsin 3271 Phone: Hobart 7627
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg., 155 No. Clark St.
Phone: State 2332

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FINANCIAL

(Sept. 3)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	7 3/8	7 3/8	7 3/8	—
Am. Tel. & Tel.	159 1/2	159 1/8	159 3/8	— 1/4
CBS B	27	27	27	—
Farnsworth T. & R.	6 1/2	6 1/2	6 1/2	— 1/8
Gen. Electric	37	36 5/8	36 3/4	+ 1/8
Philco	28 1/2	28 1/2	28 1/2	+ 1/8
RCA Common	8 1/4	8 1/4	8 1/4	+ 1/8
Stewart-Warner	15 5/8	15 5/8	15 5/8	+ 1/8
Westinghouse	28 3/8	28	28 1/4	+ 1/8
Westinghouse pfd.	104 1/2	104 1/2	104 1/2	+ 1/4

NEW YORK CURB EXCHANGE

	Bid	Asked
Nat. Union Radio	2 7/8	2 7/8
OVER THE COUNTER		
DuMont Lab.	6 1/2	7 1/4
Finch Tele Comm.	5 1/4	6 1/4
Stromberg-Carlson	11 1/2	13 1/4
U. S. Television	2 1/2	2 3/4
WCAO (Baltimore)	39	41
WJR (Detroit)	13 1/2	14 1/2

Commission Grants WNYC 11 P. M. Closing

City owned WNYC, New York, has received six months authorization by the FCC to continue broadcasting until 11 p.m., EDT., daily instead of signing off at the regular time of 5:30 p.m. Station was permitted to remain on the air during the summer until 11 p.m., pending clear channel hearings by the FCC.

Stork News

Mort Fleischl, WMCA account executive, and Mrs. Fleischl announce the birth of a girl on Labor Day, Sept. 1, at the White Plains Hospital.

AVAILABLE

TIMEBUYER WITH EXPERIENCE IN MARKET ANALYSIS IN 300 U. S. MARKETS WANTS CHANGE TO EASTERN POSITION. AVAILABLE INTERVIEW SEPTEMBER.
WRITE
BOX 392, RADIO DAILY
1501 BROADWAY, NEW YORK CITY

★ COMING AND GOING ★

CHARLES "BUD" BARRY, vice-president of the American network in charge of programs, leaves tomorrow on a business trip to the West Coast.

CHARLES (Andy of "Ames 'n' Andy") CORRELL and MRS. CORRELL are heading East for short visits in Chicago and New York. They'll return to the West Coast Sept. 9.

J. P. WILKINS, station manager of KFBB, Great Falls, Mont., chatted for a while yesterday at the headquarters of CBS, with which the station is affiliated.

BILL LEONARD, of the WCBS program, "This is New York," and his assistants, AL MORGAN and BILL YANKAUER, spent yesterday in West Point recording interviews in connection with Paramount's forthcoming feature, "The Long Gray Line."

L. W. HERZOG, assistant general manager of the Journal Co., Milwaukee, and JAMES ROBERTSON, program manager of WTMJ, have left Wisconsin on a business trip to New York, Philadelphia and Camden.

SAM J. SLATE, program director for BBC in New York, is resting up for a while at Nantucket.

MURIEL GAINES, calypso singer, has left for a singing engagement in Cleveland.

W. P. WILLIAMSON, Jr., president of WKBN, Columbia network outlet in Youngstown, Ohio, paid a call yesterday at the New York offices of the web.

J. M. "BILL" BAILEY, president of FMA, spent yesterday in New York completing arrangements for the coming convention of the association.

GEORGE SCHREIER, of the Dick Hyman publicity office, is back on the job following a short vacation.

OLIVER DANIEL, assistant director of serious music at CBS, left yesterday for Washington, where today he will speak at the third annual Radio Workshop being conducted by WTOP-CBS.

BRIAN SULLIVAN, radio, stage and movie tenor, is expected back in New York this week following an engagement at the opera series in Central City, Colorado.

PHILIP JASEN, promotion manager of WTAG, Columbia outlet in Worcester, Mass., a visitor yesterday at the promotion department of the network.

MAL BRAVEMAN, publicist, has returned from Schenectady, where he set the stage for a television dance pageant at General Electric studios starring Don Pallini.

Cantor Gets UJA Award At Philadelphia Dinner

(Continued from Page 1)
and resettlement of 1,500,000 Jewish survivors in Europe.

The presentation was made in behalf of Henry Morgenthau, Jr., general chairman of UJA, by Barney Balaban, president of Paramount Pictures, and head of the motion picture division of UJA, before 1,000 dinner guests at the Bellevue Stratford Hotel.

In accepting the award, Cantor said: "The United Jewish Appeal has taken the word brotherhood and translated it in terms of life. We, who are affiliated with the great organization, can feel proud that we have in a small way helped shape the life line that stretches from our hearts to theirs."

WWRL To Give Full Day To "CARE" Aid Monday

(Continued from Page 1)
the work being done by CARE, relief organization.

Throughout the day all public service announcements will be devoted to CARE through transcribed messages from government officials, radio, motion picture and legitimate theater performers.

Philco Dividend

The board of directors of Philco Corporation yesterday declared the regular quarterly dividend of 37 1/2 cents per share on the Corporation's common stock, payable September 12, 1947, to holders of record September 5, 1947. Dividends of the same amount were paid, on March 12th and June 12th.

The board also declared the regular quarterly dividend of 93 3/4 cents per share on the Corporation's Preferred Stock, 3 3/4 per cent Series A, which is payable October 1, 1947, to holders of record September 15, 1947.

Entry Blanks Mailed For CCNY 1947 Awards

(Continued from Page 1)
fied to avoid entrants competing against difficult odds, but rather in their own particular classification.

Along this line, Peatman states, each of the seven classes of competition is exclusive so that, for example, a radio program or promotion campaign of a 5,000-10,000 watt station will compete only with entries of similar powered outlets.

Citations Planned
For the Fourth Annual Radio and Business Conference which will be held in New York in 1948 plaques and certificates of merit will be awarded in several categories. Deadline for submission of entries is Jan. 31, 1948. Each entry this season will have to be accompanied by an entry blank which is one of the new features and favorable to the entrant.

Information regarding the entry blanks and other data may be obtained from Dr. Peatman care of the City College School of Business and Civic Administration, 17 Lexington Avenue, New York.

BMB Extending Time In New Bid For Clients

(Continued from Page 1)
months fees while new subscribers get five per cent discount.

Meanwhile, the first BMB quarterly, provided for in the bureau's new 15-point program, has just been published under September date. Format of the quarterly will differ from its predecessor, the BMB Bulletin, by concentrating on articles of lasting interest rather than on news items. In addition to six feature articles in the first issue, the quarterly has a description of BMB's interim station audience measurement plan, the first of which will be made in March, 1948.



Comfort

He's the happiest polar bear in Baltimore. The kids swarm down to the zoo on Sunday afternoons . . . and all he has to do is splash around in the pool and make 'em happy. Then he gets fed.

Pretty soft!

But there are other equally effortless ways of getting by . . . even in business.

Take radio advertising in Baltimore, for instance. To get things done in this sixth largest city without a lot of sweat and bother, simply jot down the call letters W-I-T-H for that next list.

W-I-T-H is the independent station that delivers more listeners-per-dollar-spent than any other station in town. What's more, Baltimore is a five station town. Put W-I-T-H on your next list.



W-I-T-H

AM and FM
IN BALTIMORE

TOM TINSLEY, President
Represented Nationally By Headley-Reed

Democrats' Broadcast To Get Many Repeats

(Continued from Page 1)

vinced that radio is the best means of recapturing the huge audience once held by Franklin D. Roosevelt, the Democratic National Committee has formulated plans for widespread use of this medium, party officials here told the RADIO DAILY.

Beginning yesterday, many ABC-affiliated stations unable to carry the Tuesday program because of local commitments, will rebroadcast the program on a sustaining basis.

In addition, however, many State Democratic committees will buy time on other radio stations to rebroadcast the program. A partial list at national headquarters here shows that time will be bought on 22 stations in six states. This list includes:

Wisconsin, seven stations; Illinois, four stations; Indiana, six; Minnesota, two; New Mexico, one, and South Carolina, two. National headquarters officials said they had no list of the individual stations involved.

While no details of future plans were revealed, national committee officials frankly stated that they are convinced that radio is the best way of reaching vast numbers of the nation's voters. Officials noted widespread interest in the Tuesday program and indicated that similar programs will be held in the future.

Anniversary Broadcast

In observance of the second anniversary of the signing of the Japanese surrender pact, NBC presented a special dramatic program, "Miracle Over Main Street," on Tuesday, Sept. 2, from 6:20 to 6:45 p.m., EDT. James Stewart acted as narrator. Highlight of the broadcast was an appeal for public understanding of the Marshall plan as a means of averting a third World War.

Atlantic City Originations

Six NBC news broadcasts will originate from the network's convention at the Claridge Hotel in Atlantic City on Friday, Sept. 12 and Saturday, Sept. 13. The commentators who will air their programs from Atlantic City are Robert McCormick, Morgan Beatty, Richard Harkness, John Cameron Swayze, Henry Cassidy and W. W. Chaplin.

Oppose Fees

Windsor, Ont.—Abolition of the \$2.50 a year license fee for radio receiving sets was urged by the Western Ontario group of the Ontario Radio and Appliance Dealers' Association. The annual convention also asked release from what President William Hodgins of London, Ontario, described as "police duty" for the Dominion Government. He used the term to describe the regulation which requires radio dealers to send monthly reports to radio-licensing authorities on the names and addresses of all persons who purchase radios.

Norton To Devote Full Time To RCA Distrib. Corp.

Walter M. Norton, president of the RCA Victor Distributing Corporation, has relinquished his duties as director of the distribution department of the RCA Victor Division to devote full time to the distributing corporation, it was announced yesterday by Frank M. Folsom, executive vice-president of RCA Victor. Norton will transfer his headquarters from Camden, N. J., to the Company's home office in Chicago.

For the past year Norton has been directing RCA Victor's distribution policies and acting in an advisory capacity on general sales policy, while also serving as president of the distributing corporation. This subsidiary serves RCA Victor dealers in the East Central and mid-West regions through branch offices in Detroit and Kansas City as well as Chicago.

Norton has been actively engaged in the merchandising and sales promotion field for many years, having been with Montgomery Ward and Company for 18 years prior to his association with RCA. Before that he was associated with Sears, Roebuck and Co., in merchandising activities in Los Angeles and San Francisco.

Seven Frisco Stations Set Juvenile Program Series

San Francisco—Seven San Francisco and Oakland radio stations are co-operating in a special Bay Area network to release a series of broadcasts dealing with juvenile delinquency. The stations joining together for the series are KPO, KFRC, KYA, KSFO, KSAN, KLX and KROW.

Written by Dick Bertrandias, the programs will present, in dramatic documentary form, the results of research into the causes, correction and prevention of juvenile crime in the Bay Area. Wire recorded interviews with people who are actually working with young people in community centers, playgrounds, clubs, homes, and juvenile detention homes will be used, along with the dramatic presentation of juvenile problems.

This co-operative radio project of broadcasters of the Bay Area is being released over the seven stations on Saturday evenings for six weeks.

FCC Okays WNGO Sale; Gives KYOR Power Boost

Washington Bureau, RADIO DAILY
Washington — The FCC has okayed the sale control of one station, a power boost for another, and ordered nine hearings on other applications. Sold was WNGO, Mayfield, Ky., with H. M. Suthard buying from his partner, P. M. Mullins, stock valued at par at \$20,000. Mullins actually receives \$25,000.

KYOR, San Diego, Calif., was permitted to up its power from 250 watts day to five kilowatts unlimited, operating with directional antenna on the 1130 band.

Hearings were ordered on applications in Clayton, N. M., Escondido and Redlands, Calif., Hagerstown, Md., Crawfordsville, Ind., American Fork and Springville, Utah, Mt. Pleasant and Longview, Texas, Panama City, Fla., and West Allis, Wisconsin.

Distance Reception

A report of television reception 1,000 miles from New York came to WCBS-TV when R. E. Nord of St. Charles, Ill., confirmed partial reception of the station's test pattern. Nord said he received the signal on a 30-tube table model. CBS engineers explained the tele waves usually dissipate into space after traveling to the horizon, from 30 to 40 miles away. Reception beyond that distance is attributed to freak atmospheric.

Stork News

Jack Kuney, NBC director, and his wife, the former Francine Ames, who was a dancer for Columbia Pictures, became the parents of a seven-pound, one-ounce girl on August 28 in Wickersham Hospital in New York. Baby is named Jo Ellen.

Amer. Tobacco Buys 11 Games, NBC-Tele

(Continued from Page 1)

Columbia, Princeton, Yale, Dartmouth, Cornell, Illinois, Georgia Tech and Penn State. Climax of the year, according to NBC, will be the traditional Thanksgiving clash between Penn and Cornell.

Special Pickups Set

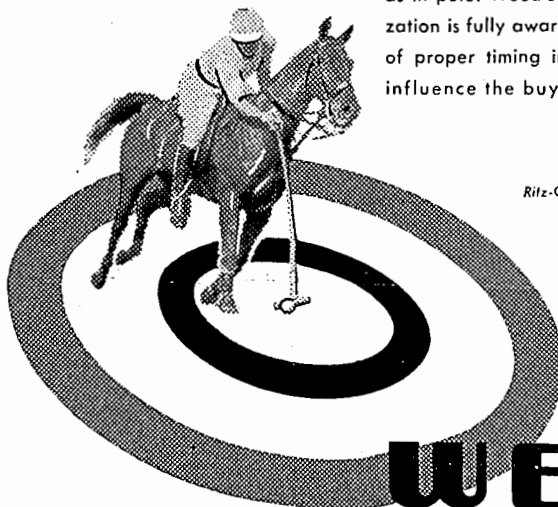
Special engineering facilities will make possible pickups from West Point, Princeton, Baltimore and Philadelphia. Army-Illinois game will be the only contest originating from New York City, and that from the Yankee Stadium. WNBT, web's N. Y. outlet, and WRGB, Schenectady, will carry 10 games, and WNBW, Washington NBC station, will carry eight. Pickups of three Penn games from Philadelphia,—those of Columbia, Navy and Cornell—will be unique in that both NBC and WPTZ will air the game, although not for the same audience. Latter will telecast all Penn home games under sponsorship of Atlantic Refining Co., which account, is handled by N. W. Ayer & Son, same agency on American Tobacco's WNBT grid schedule.

Hurling Star On ABC

Pitcher Bill McCahan of the Philadelphia Athletics made headline news and "Headline Edition" (ABC 7 p.m.) yesterday when he tossed a no-hitter against the Washington Senators. McCahan told of his feat on the network news program about two hours after it was accomplished and was heard later on Joe Hasel's show. Arrangements were made by Taylor Grant, editor and narrator of "Headline Edition."

ON TARGET

Good timing is as essential in selling as in polo. Weed's nationwide organization is fully aware of the importance of proper timing in all elements that influence the buying of radio time.



Convention Address — Ritz-Carlton Hotel, Atlantic City

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

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

Cineffects, INC.
THE PRODUCERS' AID

Televsual song shorts for theatre, or parlor song fests. Religious—novelty—popular—folk.

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

SEEMS SILLY TO BRAG



ABOUT BILL GOODWIN

—when all America already knows he's certain star-stuff!

John Crosby, brilliant radio critic of the New York Herald Tribune,* made his report on Bill Goodwin, August 4, 1947, listening to Goodwin's own CBS show: *"I should like to venture the prediction that Goodwin . . . will develop into one of the top comedians in the business. And now, having laid my curse on him, I'll steal quietly away."*

But Crosby has just caught up with the rest of the country!

For who listens to the radio, or goes to the movies, and doesn't already know that Bill Goodwin is a comedian of highest rank?

Haven't you heard him, for years, take the microphone away from Bob Hope, Burns & Allen, and other top comedians on the air? (*Everyone else has!*)

Haven't you seen him in "The Jolson Story," "Wake Island," "Spellbound," or any dozen of the twenty-one pictures in which he has been featured? (*Everyone else has!*)

Bill Goodwin is one of the great household names in America *now*: friend and entertainer of millions and millions and millions of Americans.

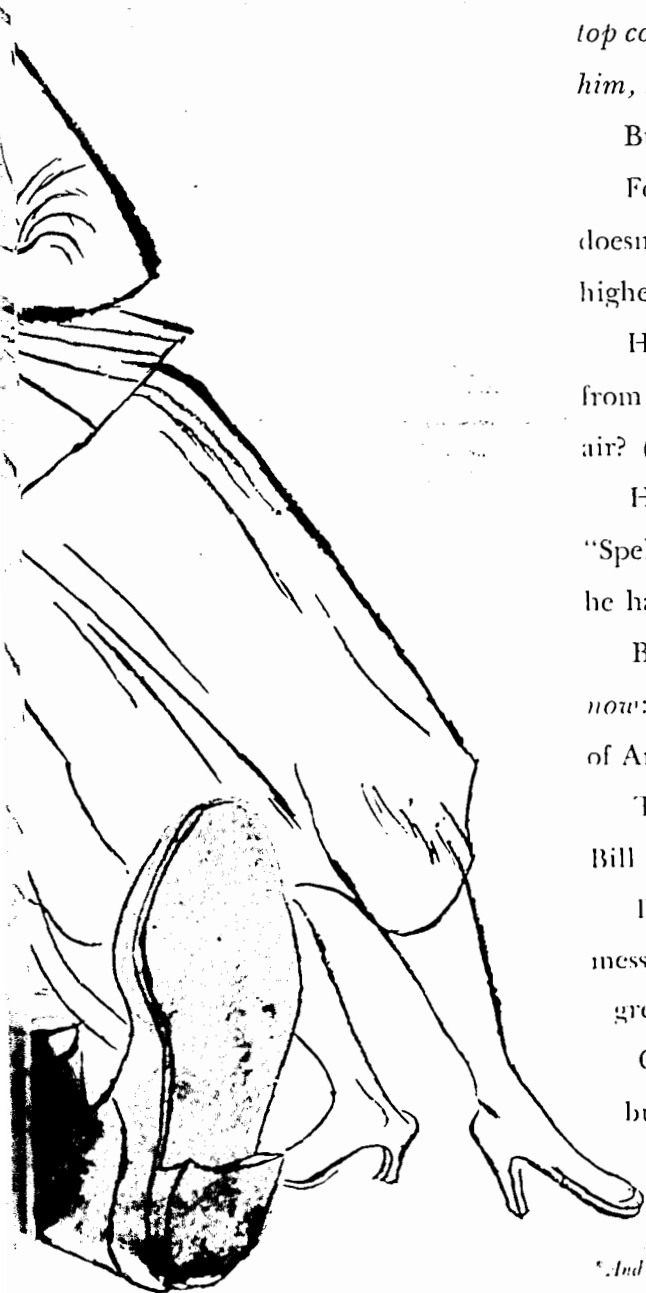
That is what you get — already delivered — when you buy Bill Goodwin.

Plus the equally well-known fact that Goodwin is "the sales-message that walks like a man": unquestionably one of the greatest *sales-voices* in America today.

Goodwin is now available for sponsorship in a program built entirely around his wonderfully-developed comic talent: a vehicle ready to deliver the extraordinary profits which top Radio brings its sponsors.

**.And other papers, north, south and west*

A CBS PACKAGE PROGRAM



Elaborate Promotion For Dorsey ET Show

(Continued from Page 1)

American Airlines and will be met at La Guardia Airport by a group of PAL youngsters, for whom he will make appeals for musical instruments for their organization.

On September 8, premiere day for the Dorsey transcribed program, he will appear in person on two live full hour shows on WMCA, one from 10-11 a.m., and again from 7 to 8 p.m. During these programs, various guest artists will appear in person. The same day Dorsey will be given a special luncheon at the "21 Club," following which he will spend a two hour session with the New York Daily News, for rotogravure pictures which will appear some weeks later. From 5:30 to 7 p.m., Louis G. Cowan, Inc., will play host to Dorsey, advertising agencies, clients, press and a host of name entertainers at WMCA in New York. Dorsey will take leave of the cocktail party to make a personal appearance on the Andre Baruch-Bea Wain show from 5:30-6:30 p.m.

Will Visit New England

The following day, September 9, Dorsey will make personal appearances in Providence and Boston, meeting the mayor of Providence at the City Hall on the morning of the 9th, then a live show from WHIM, followed by a personal appearance at a local Providence theater which will feature the film, "The Fabulous Dorseys." He will then air another "in person" program via WHIM, appearing on Jack Ellsworth's "Record Review." That evening Dorsey will go on to Boston for more personal appearances and a press interview by over 100 New England newspapers. From Boston, Dorsey will return to New York and continue on to Philadelphia, where he will appear on a live program over WPEN for a quarter-hour of the full hour show. Another press interview will take place in Philadelphia to which all high school and college editors have been invited to attend. In connection with his show, WPEN is using a plane, flying over Atlantic City and Ocean City, heralding the new program via a huge streamer, with station's call letters clearly visible.

Goes From Philly to Baltimore

From Philadelphia, Dorsey will travel on to Baltimore, where a reception will be given him by various city officials, advertising agencies, sponsors, press, etc. He will also make several personal appearances while in that city. On September 11, Dor-

High Attendance

Four hundred affiliate broadcasters and network officials will attend the two-day NBC convention at the Hotel Claridge in Atlantic City on Friday and Saturday, September 12 and 13. It is the largest registration for an NBC affiliate convention in the history of the network, an NBC official revealed.



Windy City Wordage. . . !

• • • A new comedy team was formed this week when P. Lorillard Company, makers of Old Gold cigarettes signed a contract to feature Bob Elson, sports announcer, and Ernie Simon, WJJD disc jockey, in the

Gold Variety Hour on WJJD beginning September 29. Elson Chicago has announced the world series for 13 consecutive years and the annual all-star baseball game for eight years, and Simon has built tremendous following as disc jockey. The Lorillard Company felt that the two would be an ideal team for a variety show between baseball seasons. In the new program, to be heard 11:00 to 11:30 a.m. Monday through Friday, Elson will recount outstanding sports incidents and Simon will continue his outspoken comments on vocalists, bands and things in general, with plenty of comedy.

★ ★ ★

• • • Success of Dr. George W. Crane's daily series of psychological discussions on WGN has prompted him to announce an innovation in radio; a guaranteed program. Sponsor buys Dr. Crane's transcribed program, "Psychology In Action," five days a week for 13 weeks on any station he chooses. If at end of 13 weeks the program is not a success, the Hopkins Syndicate, Inc., which handles the series, will refund sponsor's transcription money. Since its premiere on WGN September 23, 1946, Dr. Crane's program has become second largest mail producer on the station.

★ ★ ★

• • • WBKB, Balaban & Katz tele station, has a tentative schedule for televising seven Northwestern and Notre Dame football games. It expects to have its Chicago-South Bend relay system ready in time to televise the Notre Dame-Iowa game October 25. Milton Korf, WBBM engineer, has received his license as a flight instructor at the Pal-Waukee airport. . . . All of WSBC's Negro programs on August 30 to 31 and September 1 originated from the Eighth Regiment Armory, where the first Exposition of Negro Business is being held. Exposition is sponsored by the Chicago Negro Chamber of Commerce. Three special programs were arranged by Jack L. Cooper, WSBC's director of Negro programs, and Oscar C. Brown, president of the Chicago Negro C. of C. . . . WBBM ork leader Frank Smith and singing stars Billy Leach and Louise King are preparing to present a midwestern premiere performance of the Rogers and Hammerstein score from "Allegro," new Broadway musical play, on WBBM's "Melody Lane" September 9.

sey will return to the coast where on the 13 and 14 he will record two weeks of transcribed programs in Los Angeles and then commence one-night appearances with his band in Utah, Colorado, Nebraska, South Dakota, Minnesota, Chicago, Detroit, Ohio and Indiana which will be supplemented with guest appearances on his own transcribed program at local stations in various cities. Wind-up to the entire trip will be a four weeks appearance at the Capitol Theater in New York around Christmas time.

In addition to Dorsey's personal appearances throughout the country, the Louis G. Cowan offices have completed special Dorsey promotional kits, 30 x 40 inch display cards which have been ordered in quantity by stations throughout the nation, Dorsey stickers for window display, spot announcements by name entertainers, etc.

Station WMCA is planning elaborate Dorsey promotion in the form of window streamers, with station's call

letters printed on them, announcing the Dorsey show, which will appear in about 150 stores throughout the city, including all the Davega stores, as well as other chain outlets. At the same time, every record sale made by the Davega stores will contain a WMCA program log which will be wrapped with the record purchase. Station has also arranged with the Fox Square Laundry, which serves the Bronx, Manhattan and Queens to display large banners on their fleet of 100 trucks, calling attention to the new transcribed Dorsey show on WMCA. Laundry will also utilize shirt envelopes, with copy printed on each envelope, heralding the new series and also use some 10,000 direct mailers to potential new customers in each of the three boroughs, which will be reminders to listen to the Dorsey program on WMCA. Station will use newspapers throughout the city for a period of three months, beginning Sept. 8, plugging the Dorsey program.

UN General Assembly Will Go Over The

(Continued from Page 1)

first of a half-hour weekly series devoted to UN by ABC.

Broadcast time for ABC's weekly feature on UN activities has not yet set, but the first program is scheduled for Sept. 16, 10-10:30 p.m., and will be a recap of opening at Flushing Meadows. Some recent material will be used with Gordon Fraser giving live commentary. Next week to week the program will feature various discussions on UN issues, interviews with delegates.

Baukhage and Walter Kiernan will conduct their regular program on ABC from the Assembly chamber on Sept. 16 at 1 p.m., and 2 p.m. EDT., respectively. Gordon Fraser and Pauline Frederick are assisting to UN by the web and will be daily inserts into "Headline Edition" and "News of Tomorrow."

As a special show Sept. 16, CBS preparing "The Time Is Now," a half-hour dramatic documentary at 10 p.m., EDT., reviewing accomplishments and values since the last Assembly. Show is produced and directed by Norman Corwin and written by Allan Sloane. It will be broadcast by transcription on the same day by networks and stations in all English speaking countries which are members of the UN. Program will also be transcribed for later air in French, Russian, Spanish, Chinese and other languages.

From 10:30-11 p.m., EDT., same day, CBS will carry a speech by Walter R. Austin, U. S. representative to the UN, before a dinner given delegates by New York City at the Waldorf Astoria Hotel.

Newsmen Bob Reuben and MacVane will be on deck for the opening day, doing a special report from 1-1:15 p.m., EDT. MacVane is regularly assigned to UN coverage by NBC and he'll be heard there more from the Assembly chamber Sept. 16 at 1:30 p.m., and 6 p.m.

Mutual's radio booth at Flushing Meadows will be occupied by Nichols. He'll make daily reports to MBS newscasts.

Both WNBT and WCBS-TV will give television coverage when the Assembly convenes. WCBS-TV will also scheduled the welcoming dinner for UN delegates at the Waldorf Astoria.

Local stations which have announced plans to make pickups at Flushing Meadows on opening day are WHN, WNYC, WQXR and WJZ.

Video for Venezuela

Technicians from the United States are expected in Maracaibo, Venezuela, soon to begin construction of Latin America's first television station, the "Venezuela Newsletter" published by the Venezuelan Embassy, revealed yesterday. A company has been formed to issue \$120,000 worth of bonds to finance the venture.

Chandler Tele Pitch Draws No Sponsor

(Continued from Page 1)
will be the case in the future, understood, is why Chandler's attorneys have aimed at the mark for a starter. As to the being too high, NBC, CBS and all concur as well as Du Mont, to mention any prospective sponsor unless a special deal was made, \$100,000 includes only the base-fee and not the cost of facilities or other expenses.

Relative deal is for all the tele in New York to cover the as well as such out-of-town ups in a pooled effort. Gillette the first refusal on the tele rights Mutual in similar spot because handling the radio end for the Mutual's outlet would be Du but as stated above, all out- will share in the televising.

From the viewpoint of the radio- interests, a very fair price for tele rights to the series would \$10,000 with baseball getting the of it, as to a good price. At the 20 mark, it is said that a sponsor be dug up immediately. None radio-tele interests are in favor Gillette or any other client shelling the \$100,000 for more reasons than Reason No. 1 is that tele rights only a faint drop in the bucket pared to the network radio rights the vast audience it will draw pared to tele. So far the price network and a handful of video ans is the same to the baseball tion.

the source was of the opinion that the price was reasonable enough, could probably be a good idea for able receiver manufacturers to co- sultively sponsor the series on tele ize. It will gesture and for future immediate sales. On the other had the price comes down, then only for to give an outside client tional.

Ch Gillette's answer will come back starting on the wall, one way

Repeat For Collingwood

Collingwood, who on Au- 10 made a surprise debut as a turt- 10, has been scheduled for 10 more radio programs. While 10 will call the purchase of 10, Collingwood will do the 10 the Downey Handicap at 10 on Saturday, the Baltimore 10 on Sept. 12 and the Baltimore 10 on Sept. 2.

Literary Lace

Margaret Webster, one of the 10 personalities in the the 10 world as well as a re- 10 ned authority on Shakespeare, 10 take part in an informal dis- 10 sion of George Bernard Shaw's 10 "John Jones" next Sunday on "10 10 to Learning." Other per- 10 10 in the program will be 10 10 Weston and Andie 10 10 both authors and 10 10

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 August 22-28, 1947

TITLE	PUBLISHER
Across The Alley From The Alamo.....	Capitol
Ain'tcha Ever Comin' Back.....	Sinatra Songs
All Of Me.....	Bourne
Almost Like Being In Love.....	Sam Fox
An Apple Blossom Wedding.....	Shapiro-Bernstein
As Long As I'm Dreaming.....	Burke & Van Heusen
Ask Anyone Who Knows.....	Witmark
Cecilia.....	ABC
Chi-Baba Chi-Baba.....	Oxford
Come To The Mardi Gras.....	Southern
Deep Valley.....	Remick
Don't Tell Me.....	Robbins
The Echo Said "No".....	Lombardo
Every So Often.....	Harry Warren
Feudin' And Fightin'.....	Chappell
I Have But One Heart.....	Barton
I Wish I Didn't Love You So.....	Paramount
I Wonder, I Wonder, I Wonder.....	Robbins
I Wonder Who's Kissing Her Now.....	E. B. Marks
Je Vous Aime.....	Crawford
Lady From 29 Palms.....	Martin
My Heart Is A Hobo.....	Burke & Van Houson
On The Avenue.....	Leeds
On The Old Spanish Trail.....	Peter Maurice
Passing By.....	Chappell
Peg O' My Heart.....	Robbins
The Story Of Sorrento.....	Pemora
Tallahassee.....	Famous
That's My Desire.....	Mills
There's That Lonely Feeling Again.....	Mellen
The Turntable Song.....	Miller

Second Group

All My Love.....	Harms
As Years Go By.....	Miller
Can You Look Me In The Eyes.....	United
For Once In Your Life.....	Dreyer
I Do, Do, Do Like You.....	Harms
If My Heart Had A Window.....	Mutual
Ivy.....	Burke & Van Heusen
Just An Old Love Of Mine.....	Campbell Porgie
Just Plain Love.....	E. H. Morris
Kokomo, Ind.....	Bregman-Vocco-Cann
Lazy Countryside.....	Santly-Jay
Love And The Weather.....	Berlin
Naughty Angelina.....	George Simon
Oh My Achin' Heart.....	Mood Music
Old Devil Moon.....	Crawford
Red Silk Stockings And Green Feathers.....	E. H. Morris
Tomorrow.....	E. H. Morris
When You Were Sweet Sixteen.....	Shapiro-Bernstein
You Do.....	Bregman-Vocco-Cann
You're Not So Easy To Forget.....	Felst

Copyright Office of Research

Westinghouse Drive For Heavy Fall Output

(Continued from Page 1)
this month, it was announced by F. M. Sloan, division manager for Westinghouse.

In a statement describing features of the new models and outlining division plans for the remainder of the year, Sloan said the increased production was needed to meet distributor demand "reflected from the 12 regional meetings at which company executives presented the new line to distributors during July and August." Fall distribution, he said, "will be proportionately increased."

Complete Westinghouse line consists of 19 cabinet variations of 12 models, including five consoles and one table model equipped with both standard and FM bands; three additional table models; a compact battery-operated "farm" set; a new portable; and a consolette. Prices range from \$37 to \$625.

Table-Type Set Offered

Engineering and development plans have been completed on a table-type television receiver, Sloan added, and merchandising plans for the new set are nearing completion. Price of this model will be "in the vicinity of \$400" he said.

National advertising campaign on the new models will make heavy use of radio, the Westinghouse exec said, including the Ted Malone show which is heard Monday through Friday on ABC. Sloan added that distributors and dealers are planning the "largest co-operative advertising campaign for newspapers and allied media launched by the division to date."

Motorola Dividend

Detroit—A dividend of 25 cents per share payable September 15 to shareholders of record at the close of business on August 29, 1947 has been voted by the board of directors of International Detrola Corporation, President C. Russell Feldmann announced.

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.
HARRY GREENFIELD, Mgr. Director N.Y. 19

COAST-TO-COAST

—MARYLAND—

BALTIMORE—James P. Connolly has been chosen by WITH, to head its new local news department. . . . **FREDERICK**—WFMD's general manager, William E. Hardy, recently donned a black mustache and beard, mounted his horse and played the dual roles of General Jubal Early (C.S.A. who demanded a ransom of \$200,000 from the city's five banks), and Stonewall Jackson. Occasion was a re-enactment of local scenes in Civil War history presented by the Frederick Jaycees. Hardy is also president of the Junior C. of C.

—MICHIGAN—

DETROIT—WWJ recently celebrated its 27th birthday with an anniversary program under the direction of Mischa Kottler, distinguished conductor and pianist, and station musical director. Joining in the celebration were sister stations, WWJ-FM and WWJ-TV, which presented special program dedicated to WWJ. . . . Starting September 1, new voice on WXYZ will be Ross Mulholland, who has been appointed station's early morning disc jockey. . . . Nash Motors Division of Nash Kelvinator Corp. has signed for sponsorship of 1947 University of Detroit football games to be broadcast over WJBK. Al Nagler, sports broadcaster, will handle the play-by-play, with Caly Dobb assisting with color, spotting and commercials.

—OKLAHOMA—

OKLAHOMA CITY—WKY-FM is now broadcasting 30 minutes of organ music with Ken Wright, WKY staff organist, at the four-manual studio console. Ken, who also emcees the show, invites his listeners to send in requests and report the quality of their FM reception from the station. In addition to this, he gives a simple explanation of FM principles. . . . **TULSA**—Bud Jackson, KVOO promotion director, has resigned to devote full time to newscasts and his outdoor conservation broadcasts.

—SOUTH CAROLINA—

COLUMBIA—J. Dudley Saumenig, for 15 years associated with the Surety Life Insurance Company broadcasting interests, has been appointed managing director of WIS. Joining the station's sales staff next month is C. Wallace Martin.

. . . **SPARTANBURG**—WSPA's farm director, Cliff Gray, has given up the habit of driving to visit his farm friends, and is now making many of his visits via air lanes. Taking along his tape recorder, the farmer flies to his interview and is back at the WSPA studios in time for his Piedmont Farm Hour at 12:30 every day.

Tele Preacher

Washington—Elder Lightfoot Solomon Michaux, the "Happy Am I" preacher of radio fame, takes his pulpit to television on Sept. 5 when he will begin a series of weekly television programs over WTG, Du Mont station in Washington. The elder will be supported with his choir and soloists in presenting his revival days.

Promotion Managers Clinic Planned By CBS, Sept. 8-10

Approximately 100 promotion managers of CBS affiliate stations will attend the Promotion Managers' Clinic scheduled by the network in New York, Sept. 8-10, at the web headquarters and at the Hotel Pierre. More than 30 CBS and other experts will address the attendees, including Lowell Thomas, Edward R. Murrow and Howard P. Abrahams, sales promotion director of the National Retail Drygoods Assn.

Purpose of the meeting is to thoroughly explore the affiliates' promotion problems, and to give them a preview of the CBS Fall promotion campaign. Thomas will address the opening day's luncheon session; Abrahams the second day, talking on "Radio and the Department Store," and Murrow will be heard at Wednesday's luncheon.

Web's First Such Clinic

Being the first of such clinics held by CBS, it will be the largest promotion managers gathering in the network's history with every section of the country covered. Thomas D. Connolly, CBS director of program promotion, is to conduct the clinic, with the aid of representatives from the network's research, press, program, sales and other departments. In addition, four advertising agency representatives will conduct a panel on station-agency problems, and several station promotion managers will talk about outstanding promotion campaigns they have conducted. Joel Stovell, WKRC, Cincinnati and Lionel Baxter, WAPI, Birmingham, are among the station promotion managers scheduled to address the clinic.

Connolly has arranged the agenda so that on the opening morning the product the promotion men deal with, the radio program, is discussed; Monday's afternoon's session will concentrate on the material the network will supply for promoting that product; the CBS Fall promotion campaign; Tuesday and Wednesday, the techniques of that promotion are to be examined.

Speakers Listed

On the different days, those to be heard include: William C. Gittinger, vice-president in charge of sales; Davidson Taylor, vice-president and director of public affairs; William Fineshriber, assistant director of broadcasts; Linnea Nelson, of J. Walter Thompson; Carlos Franco, Young & Rubicam; William Dekker, McCann-Erickson; Frank Silvernail, BBD&O; C. E. Midgley, CBS sales service manager; Elmo Wilson, CBS research director; Louis Hausman, director of presentations; Ralph Hatcher, CBS co-op program promotion manager; John Cowden, director Columbia-owned station promotion; Victor Ratner, advertising and sales promotion consultant; George Crandall, CBS director press information. Connolly, will again be heard in summarizing the meeting.

Promotion men attending:

WADC, Akron, Ohio, Bob Wilson, Fred Beck, Bob Dies; WGST, Atlanta, Georgia, Paul Sanford; KTBC, Austin, Texas, J. C.

Kellam; WCAO, Baltimore, Maryland, Leslie H. Peard (Lou Pedlar of WCAO ad agency); WJLS, Beckley, West Virginia, Benton B. Boggs, Jr.; WAPI, Birmingham, Alabama, Lionel Baxter; WBNF, Binghamton, New York, E. Ray McCloskey; KDSH, Boise, Idaho, Westernman Whillock; WGR, Buffalo, New York, Roswell MacPherson & Fred Lounsbury; KBOB, Butte, Montana, Leon Lloyd; WCAX, Burlington, Vermont, J. D. Swan; WMT, Cedar Rapids, Iowa, Leo F. Cole; WCHS, Charleston, W. Va., promotion manager or Howard L. Chernoff; WBT, Charlotte, North Carolina, J. R. Covington; WDDO, Chattanooga, Tennessee, Ralph Patt; WKRC, Cincinnati, Ohio, Joel W. Stovall; WGAR, Cleveland, Ohio, Jack Roeder; WRBL, Columbus, Georgia, Ed. J. Hennessy & George Seldon; WBNS, Columbus, Ohio, Jerome R. Reeves; WHUB, Cookeville, Tennessee, M. L. Medley & J. M. Beasley; KSO, Des Moines, Iowa, Don V. Shoemaker; KZLZ, Denver, Colorado, Lee Fondren; WJR, Detroit, Michigan, Mark Haas;

All Sections Represented

KROD, El Paso, Texas, Frank Junel; WEOA, Evansville, Indiana, William Fall; WFBM, Indianapolis, Indiana, William Fall; WJEF, Grand Rapids, Michigan, Edward H. Bronson; KFBB, Great Falls, Montana, J. P. Wilkins; WTAQ, Green Bay, Wisconsin, Hayden R. Evans; WBIG, Greensboro, North Carolina, Alfred J. Rice; WHP, Harrisburg, Pennsylvania, Dick Redmond; WDRC, Hartford, Connecticut, Walter Haase & William Malo; WHOP, Hopkinsville, Kentucky, F. E. Lacey; WARD, Johnstown, Pennsylvania, Charles R. Petrie & Robert G. Walter; WKZO, Kalamazoo, Michigan, Edward H. Bronson; KMBC, Kansas City, Missouri, Tom Rucker; KGLO, Mason City, Iowa, H. B. Hook; WREC, Memphis, Tennessee, Roy Wooten; WGBS, Miami, Florida, Frank Jaffe; WISN, Milwaukee, Wisconsin, H. Ellis Saxton; KGVV, Missoula, Montana, Marlon Dixon; WLAC, Nashville, Tennessee, William H. Shaw; WWL, New Orleans, Louisiana, J. T. Halladay; KOMA, Oklahoma City, Oklahoma, George L. Ketcham; KFAB, Omaha, Nebraska, Harry Burke; WMBD, Peoria, Illinois, Kent Saunders;

WCAU, Philadelphia, Pennsylvania, Robert N. Pryor; KOY, Phoenix, Arizona, Jack Williams & Albert Johnson; WJAS, Pittsburgh, Pennsylvania, John H. Buchheit & H. Kenneth Brennen; WGAN, Portland, Maine, C. E. Gatchell & A. Atherton; WPAV, Portsmouth, Ohio, Gerald F. Boyd; WRVA, Richmond, Virginia, Jack L. Stone; WDBJ, Roanoke, Virginia, Clifford B. Hoffman; KWKH, Shreveport, Louisiana, James T. Briggs; WSBT, South Bend, Indiana; Walter Sweitzer, Neal Weleh; KTTS, Springfield, Missouri, G. Pearson Ward, Wendel Smith; KTUC, Tucson, Arizona, Lee Little, Gerry O'Brien; WTRY, Troy, New York, James F. Baker; KTUL, Tulsa, Oklahoma, George L. Ketcham; WMBS, Uniontown, Pennsylvania, Charles H. Underwood; WIBX, Utica, New York, Helen Wood & Nathan Winston Cook, John Farquhar; WBRV, Waterbury, Connecticut, J. Maxim Ryder; WVVV, Wheeling, West Virginia, William E. Rine; KFH, Wichita, Kansas, Frank Mathews; WTAG, Worcester, Massachusetts, Andrew C. Fuller; KIMA, Yakima, Washington, R. Lee Black; WKBN, Youngstown, Ohio, Howard Rempes; WMAS, Springfield, Massachusetts, Gerald Harrison, Pres., Robert Donahue; KSJB, Jamestown, North Dakota, Mrs. Joseph Goodfellow; CFRB, Toronto, Canada, Kenneth C. Marsden, Wes McKnight; WHCU, Ithaca, New York, Ted Howes, Sam Woodside; WFBL, Syracuse, New York, Hendrick H. Soule; KSWM, Joplin, Missouri, Austin A. Harrison; and KSL, Salt Lake City, Utah, Ivar Sharp.

Joins Finley Company

Los Angeles — J. Clinton Stanley has joined Finley Transcriptions as head of the organization's new television department with the title of vice-president. He was vice-president in charge of programs of Teleways Radio Productions before joining Finley. He served in the Navy before joining Teleways and prior to that was with NBC as writer, director and producer for 10 years.

AGENCIES

BASS-LUCKOFF, Hollywood advertising agency, has been appointed to handle all advertising for SJA Jewelers, Los Angeles, Calif. Please call for the use of radio, newspaper and direct mail. Lee Fink is the account executive.

GEORGE TAYLOR, agency account executive of Arthur Meyerhoff & Co., Chicago, is the lyric writer of Mercury Records' new release featuring Two-Ton Baker, and titled "Chick Biddy Boogie." The ad man's latest venture in the juke and jive field was in collaboration with Shad Pease, piano authority and columnist for "Down Beat," who wrote the music.

NEW SCRIPT SERVICE for local farm editors has been developed by Simmonds & Simmonds, Inc., Chicago, agricultural advertising and publishing firm. Titled "The Radio Farm Editor's Informant" the package is issued weekly to local subscribing stations on care and feeding of livestock and poultry.

KAPLAN & BRUCK, New York, has been elected to membership in the American Association of Advertising Agencies.

ELLIS IMPORTING CO., Philadelphia, roasters and packers of Tastebest Coffee, have selected J.M. Korn & Company to handle their advertising.

NIEL HEARD, former accounting executive with Garfield & Guild Advertising Agency has been appointed General Sales Manager for L.M. Milani Foods, Inc. with headquarters in Los Angeles.

FREDERIC A. SCHNELLER has been named general merchandising manager of Lever Brothers Company effective September 1, it was announced this week by Walter W. Kee, vice-president in charge of sales. Schnellier, who has a wide background in merchandising and sales, came to his new post from the Crabb & Krasselt Company, Milwaukee advertising agency, of which he was a vice-president. The new Lever executive will direct the merchandising, sales promotion and sales planning division of all the company's products.

THE SOUTHERN PLANTER, monthly farm publication, Richmond, Virginia, has announced the appointment of Courland D. Ferguson, Washington, Baltimore and Richmond to serve as their advertising agent.

Send Birthday
Greetings To—

September 4
Owen Jordan Les Little
Alan Ward

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



Vol. 40, NO. 47

NEW YORK, FRIDAY, SEPTEMBER 5, 1947

TEN CENTS

Giveaways Hit In Canada

Investigation Of Radio Begun By State Dept.

Washington Bureau, **RADIO DAILY**
Washington — A Senate-House
committee leaves today for a flying trip
to Canada where they will make an on-
the-spot survey of the effectiveness
of the State Department's cultural
and informational program, with
particular emphasis on the Voice of
America broadcasts abroad. The
trip will take the Congressmen
to five countries in 33 days.

The trip was ordered by State Dept.
after receiving a Congressional crackdown
on the State Department's program
(Continued on Page 7)

New Technique Introduced In "Crime Photographer"

The Maxfield procedure, a technique
whereby radio actors stand
about five feet away from the mike
and converse in normal tones, en-
gaging engineers to ride programs on
higher levels, increasing wattage of
transmitters throughout the coun-
try and giving greater coverage in
remote areas is now being utilized by
the "Photographer." John Dietz,
(Continued on Page 5)

Radio Stars Launch New ET Organization

Los Angeles Bureau, **RADIO DAILY**
Los Angeles—Plans for launching
a new ET dramatic presentations
Radio Repertory Theater, Inc.,
announced yesterday by Ar-
thur Kurlan, producer, in associa-
tion with Dana Andrews, Joan Fon-
taine, John Garfield, Myrna Loy and
William Milland.
The Repertory will present a se-
(Continued on Page 2)

Midget Tube

A radio tube smaller than the
tip of a lead pencil—only a
fraction larger than a grain of rice—
has been developed by the Tube
Laboratory of the National Bureau
of Standards. This "rice-grain"
tube, known as the "microtube,"
is but one development of a basic
research program on
vacuum tubes, undertaken by the
laboratory.

Coast Coverage

Los Angeles—The Don Lee
Broadcasting System will carry
broadcasts of all major Pacific
Coast Conference football games,
beginning with USC Trojans' vs.
Washington State, Saturday, Sept.
27th, and ending with the post-
seasonal bout between Southern
Calif. and Notre Dame. Twenty-six
games in all will be aired by the
local station in whatever area the
weekly game is played. Asso-
ciated Oil Company is the sponsor.

ABC Signs Sponsor And Sets 4 Renewals

Sale of one new commercial pro-
gram and the renewal of four others
was announced yesterday by the
American Broadcasting Company.

America's Future, Inc., is ABC's
new client for network time. The or-
ganization will sponsor Sam Pet-
tengill in a quarter-hour news com-
mentary to be heard over 242 stations
from 1 to 1:15 p. m., EST, Sundays
starting October 5. Agency is Andrew
(Continued on Page 2)

McArthur Resigns Post As CBC Chief News Editor

Montreal—D. C. McArthur, chief
editor of the Canadian Broadcasting
Corporation's news service, has re-
signed effective September 30, Dr.
Augustin Frigon, general manager,
announced. No successor was men-
(Continued on Page 7)

Audience Measurement Study Revealed By Web Executive

Based on the method involving signals
from the standpoint of listener
acceptance rather than from the
standpoint of electrical output, Mu-
tual yesterday unfolded a comparison
of its network potential coverage
of the radio audience. Research tech-
nique in the hands of the web en-
gineers, they consolidated the results
of their own survey experience with
those of independent engineering
firms, other networks and the FCC's
engineers.

Member Of Western Broadcasters' Assn. Calls Prizes 'Artificial Stimulation'; Improved Programming Asked

Listening Habits Revealed In Survey

First specific results of its contin-
uing survey of radio listening habits
has been released by the recently or-
ganized Yoell Index, which offers its
index based on the effect of house-
hold chores and sponsor-station iden-
tity. Both urban and suburban au-
dience in telephone and non-tele-
phone were surveyed.

Findings of Yoell Index includes
the fact that the American house-
(Continued on Page 3)

CBS Sets 5-Week Test Of "On Location" Tele

Departure in tele programming, in
which mobile pickups will be used to
inject on-the-spot realism and au-
thenticity into regular shows other
than special events or sports pickups
gets a five-week test today from CBS'
(Continued on Page 3)

RCA, 20th Century-Fox In Theater Tele Research

RCA and 20th Century-Fox Film
Corporation have completed plans
for extensive research on theater tele-
vision, which is said to be the fore-
(Continued on Page 5)

Minaki, Can.—A motion that
the Western Association of
Broadcasters go on record as
opposing artificial stimulation
of radio audiences by use of
money giveaways was pre-
sented at the opening session in
this Lake of the Woods resort,
on the first day of the Associa-
tion's two-day annual meeting;

(Continued on Page 3)

Spalding Buys Time For Tennis Coverage

A. G. Spalding & Bros., has contract-
ed for a special coast-to-coast hook-
up of 31 stations to broadcast the
1947 national tennis championships
from Forest Hills, L. I., on Sept. 13
and 14 from 3 to 5 p. m., EDT. Two
New York City stations carrying the
broadcasts are WNEW and WQXR
but the latter will clear only three
hours of air time for the series in-
stead of four. Play-by-play reports
of the annual classic will be handled
(Continued on Page 7)

Station Changes Call Letter In Deference To N. Y. State

The Patroon Broadcasting Company
has agreed to forego use of the call
letters WNY for its radio station in
Albany, N. Y., it was revealed by At-
(Continued on Page 7)

Royal Welcome

Radio and Broadway are giving
a heart-warming welcome-home to
Jimmy Savo, now staging an im-
pressive comeback at the Plaza's
Persian Room. Via the airwaves,
he'll be welcomed tomorrow on
"Luncheon at Sardi's" and the
Barry Gray show, both over WOR-
Mutual, and will act as plat-
e-spinning judge on Jack Grogan's
"Disk Jockey Derby" over WNEW.

(Continued on Page 5)



Vol. 40, No. 47 Fri., Sept. 5, 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: Granlte 6607
WASHINGTON BUREAU
Andrew H. Older, Chief Manning Clagett
6417 Dahlonaga 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.

FINANCIAL

(Sept. 4)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

Table with columns: Bid, Asked. Lists DuMont Lab., Finch Tele Comm., Stromberg-Carlson, etc.

Rise Stevens To Guest As 'Family Hour' Returns

'Family Hour' begins its seventh year on the air next Sunday with opera star Rise Stevens slated as guest vocalist for the opening program. Maestro Al Goodman's return to the show marks his seventh consecutive season, with his Prudential orchestra and 16-voice male chorus. Announcer Frank Gallop, another six-year 'Family' veteran, will be back in his usual role.

IN CLEVELAND IT'S WHK

COMING AND GOING

J. L. VAN VOLKENBERG, general sales manager of CBS Radio Sales, left last night for Richmond, Va., where he will confer with officials of WRVA, a network affiliate.

JAMES D. SHOUSE, president of the Crosley Broadcasting Co., has arrived in Gotham on business.

DICK DURSO has left for the West Coast, where he will cut an Alfred Hitchcock audition record and will huddle on a Hedda Hopper co-op show.

WILLIAM MAILLEFERT, HAL JAMES, HARRY BENNETT and JACK HAUS, all of WVET, Rochester, N. Y., were visitors yesterday at the headquarters of the Mutual network.

BUDDY BASCH, publicist, departed for Chicago to cover the opening of Johnny Long and his orchestra at the Trianon Ballroom.

SAM MOORE, president of the Radio Writers Guild will arrive today from Hollywood for the national executive board meeting of the RWG. He will be accompanied by PAUL FRANKLIN and PAULINE HOPKINS. From Chicago will come LOUIS SCOFIELD and ROD HOLMGREN.

VICTOR W. DAWSON, manager of WFNC, Fayetteville outlet of the Mutual network, has arrived from North Carolina on a short business trip.

BOB BLAKE, assistant publicity director at WOR, leaves today for a week of leisure at East Hampton, L. I.

JIMMY COSTELLO is back on the job as emcee of 'Let's Have Fun' on WGN, Chicago. He had been vacationing for three weeks.

ED ROSEN, of Sidney Ascher Associates, leaves today for Baltimore to institute some promotional activity in the interest of Joe Louis Punch.

RONALD COLMAN is in Gotham for the double purpose of shooting a portion of his next film, 'Double Life,' and conferring with John L. Sinn, executive vice-president of the Fred Ziv Co., on Colman's forthcoming transcription series, 'Favorite Story.'

GENE HAMILTON, American network announcer, on Monday will be in Chicago, where he will be heard on 'The Doctors Talk It Over' for the American Cyanamid Co.

Movie Stars Launch New ET Organization

(Continued from Page 1)

ries of dramatic programs, of from 30 to 60 minutes duration. Each of the stockholding members will make from four to six appearances yearly and, in addition, guest stars who are not members of the corporation will be used. Transcriptions, in this way, will eliminate difficulties of obtaining top name guest stars when they are desired. With transcriptions, guest stars can record when they are available and the transcription can be broadcast whenever that particular program best fits the program schedule.

Available About Jan. 1

Repertory's first series is available for sponsorship commencing at the end of the present 13-week cycle, on or about January 1.

ABC Signs New Sponsor And Sets Four Renewals

(Continued from Page 1)

Gahagan Associates, Inc., of New York.

The four renewal contracts were signed with Gillette Safety Razor Company, Philco Corporation, Brown & Williamson Tobacco Company and Carter Products, Inc. Gillette renewed the Friday night boxing bouts from Madison Square Garden for 52 weeks while the Philco Corporation renewed five-a-week participation in Don McNeill's 'Breakfast Club' over 244 ABC stations for the same period. Carter Products, Inc., renewed the Sunday night movie commentaries of Jimmie Fidler for 52 weeks and Brown & Williamson Tobacco Company will sponsor 'Is It Fact—or Fiction?' on 155 stations, Sundays for another 52 weeks. Program is heard from 1:55 to 2 p.m., EDT.

Tele Aids In Tribute To Chi's 'Hack' Day

Chicago—Television played a significant role in this city's tribute to Stan Hack, veteran third baseman of the Chicago Cubs here last weekend, in colorful ceremonies at Wrigley Field.

Hack, a veteran of 16 years in the major leagues, was presented with several gifts in recognition of his contribution to America's favorite sport, one of which was a television receiver, donated by fans of the Cub star employed at Stewart-Warner Corp. Set, a console radio-tele-phonograph combination, was presented by Henry Pearson, president of the Company's 'Quarter-Century Club' and long an admirer of Hack.

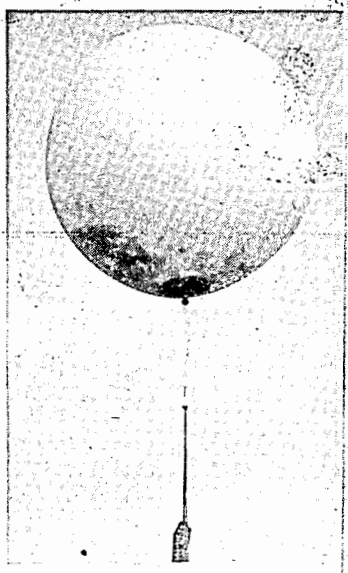
Teletast A Feature

Novel feature of the presentation was a hook-up of the Stewart-Warner set with a teletast of the presentation by WBKB, arranged by company engineers. Persons participating in the presentation, as well as those watching the ceremony on tele sets in the Chicago area, were able to watch themselves 'in action.'

Gets Production Post

Clay B. Daniel, a WNBC producer-director since the station became autonomous in March, 1946, has been named production supervisor of WNBC, it was announced by D. L. Provost, program director. Daniel joined NBC in New York in March, 1945, where he served as producer-director until his WNBC affiliation. Prior to that he was program director of WSJS, NBC affiliate in Winston-Salem, North Carolina.

EUROPE-BOUND
Sailing Sept. 11
Young woman with publicity and news background will be in Europe for 3 1/2 months. Have you an assignment that I could cover for you? If so, write RADIO DAILY, Box 396, 1501 Broadway, New York 18, N. Y.



Knows all the answers

That's a weather-recording balloon. Out at the California Institute of Technology they turn it loose into the stratosphere.

It records the air pressure, temperature and humidity. Then a tiny transmitter broadcasts the dope back to the ground. The entire package weighs about a pound. It is believed it will eliminate costly airplane weather testing flights.

It took a long time to get around to our W-I-T-H point, but the conclusion is quick and straight.

W-I-T-H, the successful independent, can eliminate a lot of costly radio experiments in time buying, right now, in the 6th largest city.

The fact is: W-I-T-H delivers more listeners-per-dollar-spent than any other radio station in this big five-station town.

Alert advertisers know it. do the feet-on-the-ground thing buyers!

W-I-T-H
AM and FM
IN BALTIMORE
TOM TINSLEY, President
REPRESENTED BY HEADLEY

Giveaways' Opposed By WAB Member

(Continued from Page 1)
 motion will be voted on at a session.
 O. Block of station CJOB, Winnipeg, raised the question, saying he thought the buying of audiences through give-aways should be stopped, although he said his own station is one of the greatest offenders. Such practices injured the broadcasting industry, and money could be spent on improved programming, he said in conclusion.

A. A. Murphy of CFQC, Saskatoon, said the broadcaster association had no power to halt giveaways except by gentlemen's agreement among themselves.

Block said that if no firm regulations were possible, radio audience surveys should show for the information of advertisers where audiences have been stimulated artificially.

Cairns Presides
 In opening the meeting the president, A. M. Cairns of Calgary, said that last year has been one of progress for private radio. A major step will be the Parliamentary Radio Committee's recommendation that meetings of the CBC board of governors be held in public. Actions of the governors would thus be brought into sharp focus by both press and radio.

Cairns was instructed to appoint a committee representing Winnipeg stations to consider radio practices and procedures. The committee was empowered to make recommendations to the CBC's governors, if possible, at their next meeting in Calgary, Sept. 17-19.

The problem for consideration by the committee would deal with the fixation of prices in radio advertising, as prohibited by the CBC.

L. Garside, of Winnipeg, was appointed chairman of a committee to study problems of stations in small markets and to report to the WAB and the Canadian Association of Broadcasters.


Marie Clifford Hospitalized
 Chicago—Marie Clifford, vice-president of WHFC, Cicero, Ill., seriously ill, has been admitted to Garfield Park Hospital, this city.

In Worcester

TAG 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 1947
 February 1947

WTAG



Red-Letter Day

Reports to NBC from Tokyo tell of the visit by Ben Grauer, network announcer now back in N. Y., with General Douglas MacArthur on August 30. As the clock struck 2 p.m., the American commander in the Pacific theater of war told Ben: "At this minute, exactly two years ago, I landed at Tokyo's Atsugi Airport to accept the surrender of the Japanese."

Public's Listening Habits Revealed In New Survey

(Continued from Page 1)

wife is an "amazingly consistent creature in her daily habits." It was found that 40 per cent of the women interviewed were occupied with feeding babies between 8:15-8:30 a.m., after the husband had been packed off to work. At 8:30 p.m., the figures dropped to zero.

At 11:30-11:45 a.m., soap operas and conversation programs attain their peak and a total of 62 per cent of the sets were turned on to these types of programs. But 25 per cent of the women whose sets were on were doing work around the house or outside in the garden and at least 8 per cent were in the kitchen. The receiver in these instances was located in the living room. These women did not know what sponsor was on much less the station. According to Yoell, 33 per cent of the combined soap opera and conversation type program audience was not disposed to listen.

Taking various factors into consideration the disposed radio audience was 28.2 per cent of the sets in use at the time of the interview. Of these 39 per cent had children to look after. Yoell states that a complete recapitulation of the findings is impossible because of being subject to seasonal revision and other common denominators. However Yoell says he has proven that living and listening habits properly researched and analyzed should have an important effect on program and spot buying.

CBS Sets 5-Week Test Of "On Location" Tele

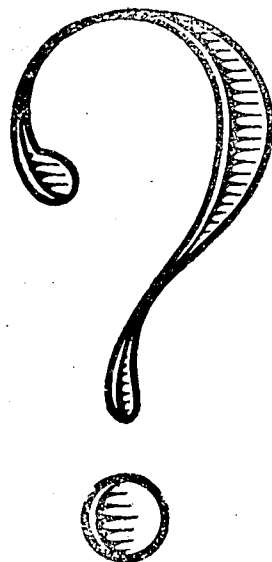
(Continued from Page 1)

television department. Innovation will emphasize tele's ability to do "on-location" broadcasts in much the same manner that Hollywood does movies now.

To test the new techniques, WCBS-TV today begins a five-week schedule of variety programs with the outside-pickup angle running from a course in flying instruction direct from an airport to a fashion show from a high school auditorium. In each case, video cameras will bring audiences into the actual premises for demonstration. For example, station has set a cooking show which will bring the viewing audience into the kitchen of a world-famous restaurant in New York to witness the head chef and his assistants go through their culinary paces. "Party Line," an audience participation program, will bring audiences into the main office of an industrial organization with emcee John Reed King. "Teen-Age Fashion Show" will break with traditional scene of models parading styles on a stage to put the WCBS-TV audience among that at the Washington Irving High School auditorium. Each garment on display will be separated into individual parts and reassembled.

Statement by Miner

"We anticipate that this departure in our programming will accomplish important objectives," Worthington Miner, CBS director of television, said in describing the plan. "It will lift the mobile pickup from its present status as a technical device for special events broadcasts to one of full-fledged entertainment and educational values. It will bring realism to the forefront of television precisely in the same manner that the film world's highly-rated producers are now injecting actuality into their celluloid stories," he pointed out. "Another point which I consider important to the future of television is that it will provide a real insight into the practicality and economy of regular 'on location' television productions suitable for commercial sponsorship."



CKLW

**MORE COVERAGE PER WATT
 MORE WATTS PER DOLLAR!**

in the DETROIT AREA

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



What's all this talk about?

"CROSSWORD QUIZ"

SUNDAYS — 5:00 P.M. — WJZ

LOS ANGELES

By RALPH WILK

THE Jimmy Durante show opening Oct. 1st on NBC has been enhanced by the signing of Peggy Lee, blonde vocalist. In addition to Arthur Treacher, and Candy Candido in the supporting comedy roles, there will be a weekly one-minute sports-cast given by All-American football star, Tom Harmon.

Next week marks Los Angeles' 166th birthday, and in commemoration KNX's "Romance of the Ranchos" will dramatize the story of "The First Settlers," depicting how a small group of men and women came up from Mexico and built the tiny pueblo which has since grown to be one of the world's largest cities.

After six years on the Red Skelton show, Wonderful Smith is turning disc jockey, and has Lou Place negotiating the sale of his wax show.

Rexall Drug has purchased 52 weeks of 15-minute daily segments, Monday through Sunday, over KFWB, for interviews from the new Rexall Drug Building, largest drug store in the world. Program is tentatively titled, "Facts and Fantasies," and will give away two free trips to Honolulu by Pan American Clipper daily through the month of September. Agency is BBD&O. Announcer not yet chosen.

Radio songstress Jeannie McKeon returned to Hollywood after visiting with her family all summer in Maine.

Publicist Al Rackin departed from Hollywood, August 28th for a tour of midwest and eastern cities for promotion on Judy Canova's return to the air on her Saturday night NBC show. Judy, returning from her South American vacation, says her favorite souvenir is the memory of that wealthy Argentinian fan who urged her to accept the use of his enormous ranch as a location site for her next movie. A South American hillbilly Western!

Bob Hope announcing a "streamlining" of his radio writing staff, stressing a search for new young minds. Hope returns to the air Sept. 16th with Vera Vague and Les Brown's orchestra. No other casting is set yet.

Comic Alan Young has been signed for the Tony Martin Texaco Show for three guest-star appearances—Sept. 7, 14, and 21st. Danny Thomas will fill the comic guest spot on Aug. 31st.

Representative Willis W. Bradley, Congressional maritime authority, will speak today on the condition and prospects of the United States Merchant Marine. Speech will be made to Long Beach Rotary Club, but will be transcribed and aired via Long Beach, Calif., radio station KFOX.

EXPERIENCED SALESMEN

Transcriptions, commission basis, for several very outstanding programs with wide appeal plus excellent quality. Box 395, RADIO DAILY, 6425 Hollywood Blvd., Hollywood, Calif.



Notes From An Aisle Seat. . . .!

● ● ● The road is by no means clear on American Tobacco's proposed "Show of the Week" deal. Aside from the reluctance of some of the bigger sponsors to allow their stars to perform for the benefit of the ciggie outfit, there is also the fact that while the deal was supposed to add \$2,500 weekly to the AFRA Welfare Fund, it would at the same time deprive 15 actors on NBC's "Big Story" (whose time slot it assumes) of a total of \$1,260 per. . . . Dave Rose landed the stick-waving chore on the Red Skelton aircer. . . . Is Evelyn Knight retiring from the biz within the next six months? At least, that's the way we hear it. . . . Philip Morris no longer "calling for Horace Heidt," so latter's projected amateur hour is being pitched elsewhere. . . . Hear that MCA and Eddie Bracken have gone and piffit again. . . . What's this about Robert Hope sweeping the scrippling table clean and readying a new cast of gagmen for his aircer? . . . Sammy Kaye, whose contract with MCA expires any day now, is being romanced by Tommy Rockwell. . . . Rumor around that Chesterfield is in the market for another 1/2 hour evening show. . . . Charlie Harrell directing a B'way show. . . . Bill Slater doing the television stint on Yankee football games starting tonite. . . . Ray Green back on his feet again after recent heart attack—but conducting his biz from his Waldorf apt. . . . Those close to Billy Rose are not denying that the Mighty Mite is shifting his col'm from P.M. over to the Herald-Tribune. . . . Borden finally settled on Kenyon & Eckhardt's show with Mark Warnow's ork and chorus. Strictly a musical show, and starts Sept. 19th on CBS.



● ● ● Eddie Dunn pinch-hits for Ted Malone again on "Leave It To The Girls" tonite. . . . Bob Readick, famous radio, stage and screen "heavy," gets the lead in a forthcoming dramatic air series. . . . Art Hannes, radio commentator who accompanied Admiral Byrd on his Little America expedition, guested on Bill Leonard's "This Is N. Y." yesterday. . . . Al Wilde landed a neat spread on Dizzy Gillespie in the Oct. Esquire. . . . Johnny Dale has taken over the wax twirling spot for WNEW's "Anything Goes." . . . ABC auditioned a new Corday-Roberts package, "Me and Mulrooney," adapted from Albert N. Williams' Collier series, "Bachelor's Apartment." . . . Skitch Henderson starts at Meadowbrook Oct. 1st before his date with Sinatra at the Capitol. . . . Ray Heatherton, the Biltmore maestro, guest of honor at Leon & Eddie's this Sunday. . . . Max Abrams, the Emerson Radio biggie, will install table model television sets at Gilmore's. . . . Recommended: Archie Bleyer's classy stick-work on "Crime Photographer." . . . Initial meeting of N. Y. Chapter of Nat'l Ass'n. of disc jocks, takes place tonite at Toots Shor's at 10 p.m. Dutch treat!



● ● ● Jerry Roberts starts an all-niter over WAAT in a few weeks to stem from Leon & Eddie's joy spot. He'll spin records and interview the celebs, minus the phone call gimmick. . . . With Lou Steele on WPAT and Bill Williams going on WOV, the met' area can now boast a sum total of 67 disc jocks. . . . Elaine Rost is the new femme lead on "Willie Pijper." . . . Cookie Fairchild, Vick Knight and Bert Gordon all back together with Eddie Cantor again this year. . . . Paul Monroe getting a screen test from 20th Century. . . . The Tom Hicks (radio writer-director) have received the new "heir-time" they were expecting. . . . Clark Andrews (he directs "The Clock" and "Fat Man") back from his honeymoon. . . . John Peatman's new book, "Descriptive and Sampling Statistics," is a must handbook for the upper level researchers, radio or otherwise. It will also make you brush up on your algebra et al (and is one tome your sec'y won't borrow). . . . Gertrude Berg off to her country home in Bedford, N. Y., to plot new scripts for radio comeback. . . . A nod to WHLL, Hempstead, which—as station policy—refuses to carry commercial jingles.

CHICAGO

By NAT GREEN

RUTH BUTTRON of NBC network sales will replace Bea Oster as secretary to Paul McCluer, manager of the central division network sales department, on September 8.

Gary Miller is writing the "Coast Rhythm" scripts while WE continuity editor Mort Hall vacates for two weeks.

Tom Baker, manager of WE Elkhart, Ind., was a recent visitor to the NBC studios.

Dick Kollmar, radio's "Ethel Blackie," is taking his ether too seriously, and is now attending school to learn how to be a real detective just for hobby's sake.

James Hurlbut, former director of special events for CBS in Chicago has been placed under contract to the NBC central division news and special events department as a regular commentator. It is announced by William Ray, manager of the department. Former reporter on Chicago's News and Washington Post, Hurlbut began radio career in 1934 when he organized the CBS Washington newsroom. Recently returned from a 10,000 mile tour by air of Pacific war zone.

Select Chicago Talent

Chicago — Four Chicago radio artists selected from hundreds auditioned, will be featured on "The Big Break," when the Windy City is saluted by the talent show program on September 7. The winners, selected from 11 finalists, are Fred Aune, clarinetist; Connie Russell, vocalist heard professionally on an NBC regional network program from Chicago; the Payson Sisters, vocal trio, and Richard Monroe, tone and former Met Opera winner. Winners were selected by the through recordings. The winners will go to New York for broadcast "The Big Break," is sponsored by Adam Hat Stores, Inc.

Bill Williams To WOV

Bill Williams, formerly with WNEW, is taking over WOV 10 a.m. record show, "Wake Up New York!" starting Sept. 8. He succeeds Peggy Lloyd, married a few days ago, who retires from radio to become a full time housewife.

STUCK IN TOWN!

VACATION ON THE ROOF AT GOODWIN'S

SWEDISH MASSAGE
VAPOR CABINETS
SOLARIUM
MILD EXERCISE
ELECTRICAL APPARATUS
ETC.

MEN TUESDAY—THURSDAY
SATURDAY

WOMEN MONDAY—WEDNESDAY
FRIDAY

GOODWIN'S GYM

1457 BROADWAY (42nd STREET)
WISCONSIN 7-8250 ON THE CORNER

Audience Measurement Study Revealed By Web Executive

(Continued from Page 1)

James explained that the web's intention was to provide actual coverage ability of a station, taking into consideration all the adverse factors first, such as thunder storm frequency-rate in certain areas, interference by other stations on the same wavelength, interference by man-made noises and machines, etc., and thus reducing the coverage area to the maximum of the best output. Included were ground contour consideration and millivolt. These purer areas only are the "listenability" data as the station's coverage.

James also stated that places on the dial were taken into account such as a 50,000 watt at the higher-end of the band not giving as strong a coverage as to area where some stations of 5,000 watts for instance were situated on the lower end of the broadcast band.

Controlled tests indicated the difference in the performance of receivers in certain areas and the strength

of signal needed to provide good reception. Toward this end transcribed tests were heard by the luncheon attendees, which included trade and other newspaper men and radio executives.

While sheer strength as to power did not always indicate wide, good coverage, the stations or program being listened to at a given time could be provided by another type of survey such as Hooper or Neilsen. This, James pointed out, was another matter and pertained to program popularity only.

In conclusion, James indicated that all the major networks now are able to supply the same potential audience, as to ability to cover the listening areas, and that it was greatly a matter of individual programming by web or sponsor to obtain his share of this audience. Earlier, Kobak had brought out the high spots in Mutual's improved programming the past two years.

RCA, 20th Century-Fox In Theater Tele Research

(Continued from Page 1)

runner of major activity by the film company in video, it was learned yesterday. Deal, expected to be announced by both companies late this week, is described as similar "in many respects" to that entered into by Warner Brothers and RCA last spring.

Annexing of 20th Century as its newest client in theater tele research is said to indicate that RCA is laying emphasis on its commercial video program in the hope that the movie industry will become more actively interested in television.

'Town Meeting' Promotion Announces Shift To Tues.

"America's Town Meeting," heard on ABC Thursday evenings, 8:30-9:30 p.m., EDT., shifted to Tuesday nights, same time, on September 2 and in connection with this change, has undertaken intensive activities including plugs on Town Hall's weekly mailing of 4,000 program announcement cards, letter-head imprints, direct mail to 3,000 college and high school instructors, insert on cover of the weekly Town Meeting Bulletin, stickers on outgoing mail and announcements to over 50,000 individuals on Town Hall's mailing lists. Promotion was developed by William R. Traum, "Town Meeting" business manager and former promotion chief of WROK. Town Hall gimmicks supplement special exploitation kit produced for stations by ABC.

New Technique Introduced On "Crime Photographer"

(Continued from Page 1)

director of this CBS program, Thursday, 9:30-10 p.m., reveals that the Maxfield procedure is highly successful and that he will continue its use on "Crime Photographer." The first musical show to use the Maxfield technique of broadcasting was the Bell Telephone Hour, heard on NBC.

McHugh Leaves ABC

San Francisco—Frank J. McHugh resigned his position as ABC network salesman in San Francisco, effective Sept. 1st, according to an announcement by Kirk Torney, KGO-ABC San Francisco sales manager. He is now succeeded by Vincent Francis who has been with KGO local sales and ABC Spot Sales for the past six months.

Coming Up

A GIRL THAT I REMEMBER (BMI)

EV'RYBODY AND HIS BROTHER (BMI)

FORGIVING YOU (Mellin)

HILLS OF COLORADO (London)

HONEYMOON (Marks)

THAT MISS FROM MISSISSIPPI (Dawn)

THIS IS THE INSIDE STORY (Stevens)

BMI Pick-up Sheet

Hit Tunes for September

(On Transcriptions)

CASTANETS AND LACE

(Republic)

ASSOCIATED—Vic Damone
WORLD—Charlie Spivak

LANG-WORTH—Tommy Tucker

COME TO THE MARDI GRAS

(Peer)

THESAURUS—Sweetwood Sorenaders
LANG-WORTH—Frankie Carle

STANDARD—Curt Massey
ASSOCIATED—Vic Damone

I WONDER WHO'S KISSING HER NOW

(Marks)

THESAURUS—Music Hall Varieties
THESAURUS—Knickerbocker Four
STANDARD—Claude Sweeten
ASSOCIATED—George Towne
MacGREGOR—Artie Wayne

WORLD—Frank Froeba
WORLD—Ray Bloch
LANG-WORTH—Chuck Foster
LANG-WORTH—Randy Brooks

JUST AN OLD LOVE OF MINE

(Campbell-Porgie)

LANG-WORTH—Frankie Carle
WORLD—Nat Brandwynne
ASSOCIATED—Phil Brito

THESAURUS—Novatime Trio
THESAURUS—Music of Manhattan

LOLITA LOPEZ

(Encore)

ASSOCIATED—Art Mooney
LANG-WORTH—Airlane Trio
THESAURUS—George Wright

CAPITOL—Billy Butterfield
STANDARD—Lawrence Welk

TE-NN-E-SS-EE

(Stevens)

LANG-WORTH—Four Knights

ASSOCIATED—George Towne

SMOKE! SMOKE! SMOKE!

(THAT CIGARETTE) (American)

STANDARD—Lawrence Welk
Tex. Williams—Cap. 40001
Lawrence Welk—Dec. 24113

Phil Harris—Vic. 20-2370
Deuce Springins—Coast 263
Johnny Dond—Col. 37831

STORY OF SORRENTO

(Pemora)

LANG-WORTH—Lenny Herman

THERE'S THAT LONELY FEELING AGAIN

(Mellin)

THESAURUS—Music of Manhattan
WORLD—Russ Morgan
CAPITOL—Billy Butterfield
CAPITOL—Skitch Henderson

LANG-WORTH—Randy Brooks
ASSOCIATED—Art Mooney
STANDARD—Curt Massey

WAIT'LL I GET MY SUNSHINE IN THE MOONLIGHT

(Vanguard)

LANG-WORTH—Tommy Tucker
Frankie Carle
CAPITOL—Jan Garber

STANDARD—Freddy Martin
WORLD—Eddy Howard

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

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

BEHIND THE MIKE

By SID WEISS

ACE photog, Harold Stein, won a dance contest at Hotel Holiday, where he spent the Labor Day weekend. The prize was just what he needed most—a miniature camera!

Johnny "On-the-Spot" Grant has been signed to do a trackside broadcast of the midget auto races Friday nites at Culver City, Calif., Speedway, over KLAC. Grant, a former race driver himself, oughta be right at home on this assignment.

"Engagement Waltz," the new Gladys Shelley-Norman Kahn song, has been dedicated to Princess Elizabeth and Lt. Mountbatten. A large jewelry concern is also dickering over a deal to purchase 100,000 copies of the tune to use as promotion for their trade.

Art Henley has a big deal on the fire, which, if it comes through, he'll have Kaiser bidding against Frazer for his services!

Jackie Miles says he saw a dance team on the floor but it turned out to be the waiter wrestling a customer for a tip.

Harry Rolnick, the Texas Hat tycoon, says that he's gonna design a soundproof skimmer for network veepees who are always talking thru their fedoras.

Dean Martin and Jerry Lewis headline the new show which laughs into the Riviera this week.

Garry Moore will guestar on "The Big Break" Sunday, following which he'll take over as "Take It Or Leave It" emcee.

Forthcoming Mike Todd musical may sign up Johnny Andrews, WNEW warbler, for the singing lead on the program.

Jack Kilty will introduce the score of the forthcoming Rogers & Hammerstein musical, "L'Allegro" when he guests on Percy Faith's Coca-Cola show Sunday.

Just to keep the records straight, we learn from Mutual's Frank Zuzolo that the first co-op show of any kind on any network was the Fulton Lewis, Jr., 15-minute ainer from Washington which started in Nov., 1937. The guy today boasts 288 station sales, ranking him second only to Kate Smith, also on Mutual, with 300. Frank also reminds us that Len Sterling is in N. Y., and not H'wood as previously reported, with five regular programs here.

Vick Buys On KVOO

Tulsa, Okla.—Vick Chemical Co. has purchased sponsorship of Sons of the Range 12:15-12:30 noontime period over KVOO Tuesdays, Thursdays and Saturdays.

Broadcaster Gives Formula For City Council Pickups

Editor's Note: With broadcasters showing increasing interest in the pickup of City Council sessions as a public service to their communities, RADIO DAILY is privileged to present in the following story the enlightening experience of WCBM, Baltimore, in launching this program feature.

By CHARLES A. ROEDER

Assistant Manager, WCBM, Baltimore

On Monday, October 7, 1946, this station—WCBM—opened its microphones in the chambers of the Baltimore City Council. I had previously made arrangements for permission with the Council President, C. Markland Kelly. Then hell broke loose. The Sunpapers ripped into the broadcast editorially—insinuating that it smacked of commercialism. They even printed suggested commercial lines, tied into the actions of the councilmen. But the broadcasts were started and will be maintained as sustainers. "Virtue is its own reward."

The Council's Rules Committee met the following week to decide whether to bar further broadcasts. One of the committee members suggested we record the entire proceedings and play back portions at a later hour. We stuck to our guns for complete liberty of action and interpretation. And we won—100 per cent. But—

It's an easy thing to open a microphone in a City Council chamber. Technically, four microphones answer our purpose. But that's a small part of the story. I hate to see naive, babes-in-the-woods going into a political setting and trying to inform the public without adequate and experienced personnel. City Council coverage, to be of credit to the broadcasting industry, means employment of a full-time City Hall reporter. You've got to keep close to the story or you lose effect and innocently distort a story. You must have a man to cover all important committee hearings, to accompany important tours, to cover the Mayor's office, to attend public hearings . . . just to mention a few functions. You must be prepared to broadcast some of these events by direct wire or wire recording. Your whole effort makes a mockery of broadcasting if your personnel is not "in the know." You must have more than one man at a time to cover multiple activities which occur simultaneously. Today WCBM has three men at the City Hall.

Just as important is the question of utility of this information on the air. Every activity which involves the use of a third party's name means follow-up on succeeding news or discussion programs. Your whole staff handling news, discussion, special events and all programs other than platter shows and network features must be fully informed as to details in your activities. You've got to be able to tie it in throughout your day, your week.

We had a battle getting into our

City Council. We had to show that WCBM personnel included competent commentators who could explain proceedings as they progressed on the Council Chamber floor. In the rules committee hearing on the broadcasts, in the beginning, there was general opposition among the councilmen who doubted the ability of radio to deliver the message faithfully. It took a full hour of explanation and heated demand to win our way into the council for direct broadcasts, where before we had simply had a reporter on the scene. We had to convince them. But now, in 1947, the public reaction has been so good and so heavy that not a single voice would be lifted against us. The Council now sees us as protection against a possible one-sided view by a single newspaper; the councilmen's voices sometimes are heard on the air—only at the discretion of our commentator—and he knows that no unfaithful report can distort what he has said. It's a much longer story—much longer than you have space to tell.

Two Reporters Used

We use two reporters at every broadcast—one in the balcony where he can fully view but is obscured from the councilmen, where he can report or pick up voices without their knowing it; another at the news correspondents table can pick up copies or ordinances introduced and work by signals with the balcony commentator. Our council meets at 5 p.m., or sometime thereafter—depending upon the length of committee meetings and hearings which were held during the earlier part of the afternoon. Our broadcast begins at 6 p.m., and lasts as long as we deem necessary to cover all pertinent events. Sometimes we make recordings of the early (5 to 6 p.m.) proceedings, such as roll calls or talks of significance, to be used during the broadcast. Always our commentator is supplying any necessary background to explain the actions to the lay public—since the bare recitation of events on a Legislature's floor is hardly self-explanatory. During one of the annual battles of the budget, we recorded each individual roll call on all controversial items. We have recognized our own limitations by urging the publication in the press—as paid advertising—of all proposals through which the council could affect the character of a neighborhood (zoning, erecting billboards, etc.) and which may be so detailed it could not be called good radio fare. During public hearings of broad public interest, we do special broadcasts direct from the hearing stand—bringing the actual voice giving the testimony plus the usual commentary of explanation.

Now Fully Accredited

Today, WCBM is welcome in the Baltimore City Council. There are no "doubting Thomases." We have found that we are closer to the community than ever before in our his-

AGENCIES

FREDERICK W. BURNSIDE, JR. formerly with Norman D. Water & Associates, has joined United Advertising Agency as vice-president in charge of new business.

CARLTON A. JOHANSON, for the past seven years advertising and public relations manager of Rheer Manufacturing Co., has joined Doremus & Co., and will make his headquarters at the San Francisco office of that agency.

TOMMY REYNOLDS, former chief announcer for KABC, San Antonio and well known in broadcasting circles throughout the southwest, has been named radio director for the Collins-Cusick-Schwerke & Wild advertising agency of San Antonio.

tory—and we're not a damned bit bashful about saying we are more important than ever, more influential in "keeping the record straight."

These laurels are not won by a simple engineering process—No Sir. It's hard work—and requires extensive tact and agility in handling occasional "situations." One such situation occurring in the Baltimore City Council may be illustrative: The subject of discussion was one of heated controversy, a councilman from the 4th District was holding the floor in speech, the time was 6:05 p.m. (broadcast period), a colleague from the 5th District grabbed the nearest microphone and announced that he was going to filibuster until the end of the broadcast period and he did indeed, talk and read letters for about 15 minutes. Poor guy—at the moment we were playing transcription: which we had recorded earlier and the gents from both the 4th and 5th Districts were talking into "dead" mikes. That settles that for once and for all. Now the councilmen know that we have the "know how" to control the situation to the public's best advantage—that their voices are as apt to be heard at 10 p.m., as at 6.

Well, that's the story—at least the major portion of it. Since stations are being reported as "carrying" council and legislative broadcasts—sometimes as "firsts"—I believe we should straighten out the record. I don't know—don't care—if WCBM was first on a council broadcast; I very much doubt that we were. But it's far more important that stations: contemplating some such activity, be guided away from handling it like a four alarm fire "special event." Competent program people don't seem as available as franchises.

Thanks for listening.

ev'rybody's SINGING—
ev'rybody's PLAYING—

"EV'RYBODY'S BUYING MY
LOVE SONG"

(Just to get a picture of you)

DUBONNET MUSIC PUBLISHING
1619 Broadway, New York 19, N. Y.

IN CLEVELAND IT'S
WHK

SOUTHWEST

BOB SHELTON, comedian and chief of the Sunshine Boys will be master of ceremonies and jockey of ceremonies and jockey of WFAA-570 Fort Worth's newest disk show, "Sunshine Roundup" which will be heard each week day from 6:30 to 6:45 a.m. Program is said to be the first strictly hillbilly program spinning the top records of this type. Guesting on the Shelton program from time to time will be his brother Merle and other members of the Sunshine Boys, a well known recording, stage and radio group.

Gen. Jonathan Wainwright, Commanding Officer of the Fourth Army, with headquarters in San Antonio was heard in two special broadcasts prior to his retirement from the army. On Friday he was heard speaking to the nation over the NBC "News of the World" program from the studios of WOAI, San Antonio. On Sunday, the day of retirement, a special Texas Quality Network broadcast was heard originating from the studios of WOAI.

Paul Patterson, author of *Sam McGoo and Texas' Too* and a winner of a wartime Reader Digest contest to select "the biggest liars in the army, navy and marines" was a guest on the *Early Birds* program last Tuesday. He was interviewed by Ken Loyell, master of ceremonies of the WFAA-820 Dallas program.

In celebration of Paramount's world premiere of the musical "Variety Girl" held at the Majestic Theater in Dallas, WFAA-820 Dallas presented a special quarter hour program last Sunday. Originating in the WFAA studios the 15-minute program featured a special recorded interview with Screen Actor Alan Ladd. Others on the program included Hugh Waddill at the WFAA organ, songs by Frances Beasley and Jim Burdette and Ron Dunn as announcer. The story of the Boys' Ranch, chief charity program of the Dallas Variety Club was also told.

Station Changes Call Letter In Deference To N. Y. State

(Continued from Page 1)

Attorney General Nathaniel L. Goldstein this week.

Petition filed by attorney general with the FCC contended call letters made up of initial letters of New York State would lead listeners to believe Patrol station was either official voice of state or reflected official state government views.

The FCC has notified the state that Company has consented to give up disputed call letters.

FM News Service

FM radio station WCFC, operated as the Bockley Newspapers Broadcasting Service and owned by the Beckley Newspapers Corporation in Beckley, West Virginia, recently offered its listeners and those of nearby AM station, WOAY in Oak Hill, W. Va., a special service during a 28-hour emergency when the two daily papers (Bockley Post-Herald, morning, and the Raleigh Register, evening) published by the corporation, were struck by members of the Beckley local of the International Typographical Union (A.F.L.). WCFC set up a twelve-hour daily broadcast schedule with 11 newscasts, using all local and area news gathered by the editorial staffs of the two papers.

Investigation Of Radio Begun By State Dept.

(Continued from Page 1)

and a Senate-House squabble over extending the "voice" broadcasts. A separate House investigation also was ordered so it was decided to make the probe a joint Senate-House affair.

At least two of the Senators taking the trip, however, indicated that the probe may be too much of the "quickie" variety, since the Congressional investigators will have little time to discover the effectiveness of the voice broadcasts in many countries.

"We are trying to go too fast on this," Senator Carl Hatch (D. N. M.) said. "I believe we could learn more and do a better job if we did not cover so much ground."

Senator Hickenlooper (R. Iowa), also said that it "will be a quick trip."

Other Senators conducting the investigation include Senators Smith (R. N. J.), Senator Lodge (R. Mass.), Senator Barkley (D. Ky.). House members include Reps. Mundt, Judd, Smith, Jarman, Gordon and Mansfield.

The special committee will seek out Americans and citizens of the 20 countries to be visited in an attempt to discover the reaction to the Voice broadcasts and to determine how effective the programs are.

Countries to be visited include England, France, Switzerland, Spain, Portugal, Turkey, Greece, Bulgaria, Hungary, Austria, Czechoslovakia, Germany, Poland, Finland, Sweden, Denmark, Norway, Holland, Belgium and Luxembourg.

Camera Club Network

Radio history was made at the last meeting of the Camera Club Council of Hawaii when directors on the other islands talked with central directors in Honolulu by amateur radio network. The camera enthusiasts met in the following ham radio shacks: KH6DA, Lt. Cmdr. H. E. Warren, 3992 Lurline Drive, Honolulu; KH6LG, Jack C. Wada, Lihue, Kauai; KH6FF, David Kiyu Enomoto, Kahului, Maui, and KH6EJ, William J. Seymour, Hilo, Hawaii.

Spalding Buying Time For Tennis Coverage

(Continued from Page 1)

by Harry Wismer and "Lev" Richards.

This is the fourth consecutive year that Spalding has used a special hookup to sponsor the national tennis playoffs from Forest Hills. Heretofore the sponsor has made no check on results of the broadcasts but this year a mail pull test will be made. Listeners will hear an announcement offering free copies of the 16-page Spalding sports show book containing cartoons drawn by Willard Mullin.

Hanly Hicks & Montgomery is the agency for Spalding but the radio contracts were placed by Stanley G. Boynton of Detroit. The following stations have signed to carry the broadcasts: WGST, Atlanta; KTBC, Austin, Tex.; WCOP, Boston; WBNY, Buffalo; WCFL, Chicago; WKRC, Cincinnati; JWV, Cleveland; WRR, Dallas; KMYR, Denver; WKMh, Dearborn-Detroit; KTRH, Houston; WPDQ, Jacksonville, Fla.; WHB, Kansas City, Mo.; KGER, Long Beach, Cal.; KFVD, Los Angeles; WMPS, Memphis; WMIN, St. Paul-Minneapolis; WWL, New Orleans; WNEW, WQXR, New York; KLX, Oakland; KWKW, Pasadena; WPAT, Paterson, N. J.; WPEN, Philadelphia; KQV, Pittsburgh; KXLW St. Louis; KUTA, Salt Lake City; KYA, San Francisco; KXA, Seattle; WSPR, Springfield, Mass.; WARL, Arlington, Va.

McArthur Resigns Post As CBC's Chief News Editor

(Continued from Page 1)

tioned, and reason for the resignation was not given.

Mr. McArthur joined the corporation in 1939 as a press and information representative, and the following year when the CBC formed its national news service he was appointed its chief editor.

Mr. McArthur said that he would be making a statement on his resignation "probably within a week."

EQUIPMENT

Name Distributors

Appointment of the Chicago branch of the appliance division of Butler Brothers as distributor in the Chicago area for Stewart-Warner radio and television equipment is announced by Floyd D. Masters, sales manager of the radio division of Stewart-Warner Corporation. William A. Kilmer is in charge of Butler Brothers' Chicago appliance branch office, and the area in which Stewart-Warner's complete line of radio equipment will be handled by the new distributor includes 11 counties in Illinois and four in Indiana. Butler Brothers' branch offices in St. Louis and Baltimore have been distributors for Stewart-Warner radio equipment since 1933. The S-W radio line includes the Videodrama, television set which covers all licensed television channels and features the standard broadcast band; Musidora, FM-AM radio phonograph console; Consolette, and portable Air Pal.

RCA Appoints Reed

The appointment of P. B. Reed as field sales manager in the East Central Region for the RCA Engineering Products Department is announced by T. A. Smith, general sales manager of the department. Reed, whose headquarters are in Cleveland, Ohio, is in charge of engineering products sales in the territory which includes Ohio, West Virginia, Kentucky, Michigan and Western Pennsylvania.

Back In Hollywood

Los Angeles—The "Queen For A Day" troupe returned to Hollywood Sunday night after two weeks on the road in Springfield and Milwaukee where they appeared daily at the state fairs. During their Milwaukee airings they presented the show before crowds of 6,000 people—six times the audience which attends their regular Hollywood broadcasts. Show resumed from Hollywood on Monday.

FOR SALE

Outstanding Radio Station
Price—\$1,500,000.00

One of the Nation's great stations . . . long established in an excellent and growing major market. Valuable network affiliation, national acceptance and splendid local position. Cash and quick assets of approximately \$450,000.00 go with sale.

This radio property has for years earned consistently large profits. Indicated 1947 net profits before taxes in excess of \$300,000.00. This station is well equipped, well managed and has one of the best potentials in radio. Future plans have been well thought out in technical development. Approximately \$500,000.00 will be required as down payment. Financing can be arranged.

BLACKBURN-HAMILTON COMPANY

WASHINGTON, D. C.
James W. Blackburn,
1011 New Hampshire Ave.,
National 7405

Radio Station Brokers

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
EXbrook 2-5672

IN CLEVELAND IT'S

WHK

COAST-TO-COAST

—FLORIDA—

MIAMI—Two new public service programs are added to WIOD's schedule. They are "State Report" by J. Kenneth Ballinger, prominent Tallahassee attorney and radio commentator, and "Farm and Garden," featuring vital developments and newest methods in farming as they affect all growers in the South Florida region, with William H. Bischoff, station and Miami Daily News agricultural editor.

... **ST. AUGUSTINE**—New officers and directors of WFOY are John E. Bernhard, Jr., general manager and newly elected executive vice-president and member of the Board of Directors; Mrs. Frankie Collyer Walker, program director and newly elected secretary-treasurer and director, and G. Russell Chambers, who has been elected vice-president and director and will serve as station's technical director.

—MASSACHUSETTS—

NORTH ADAMS—New additions to WKOB's staff include Theodore R. Safford in the announcing department, J. William Quinn, who has become continuity and commercial copywriter and will do some announcing, and Robert J. Lamore who has joined the station's advertising department. ... **WORCESTER**—In appreciation of the aid given to the Holden District Hospital in its recent drive for funds, WTAG has been appointed an honorary member of the corporation. ... **CHICOPEE**—Atty. John S. Begley, treasurer and principal owner of WACE, has been named by the War Department to the position of Chief of the Springfield Ordnance District, a position which he held during part of World War II.

—ILLINOIS—

EAST ST. LOUIS—Harold Wolfe, manager of the East St. Louis office of the Automobile Club of Missouri, was recently featured in a school opening safety interview over WTMV. ... **PEORIA**—This city's radio stations pooled facilities, talent, writers and engineers last week for a city-wide, out-door broadcast to boost the Peoria Exposition Gardens project. Written by Charles Barnhart of WMBD and directed by WWXL's George Cremeens, the hour-long show was carried by all stations of the "Peoria Radio Network" which includes WEEK, WMBD, WMMJ and WWXL in this city and WSIV in Pekin. The campaign is to help finance the building of Exposition Gardens, which is to be a major attraction for sports, industrial, agricultural and entertainment activities in Central Illinois.

—IOWA—

CLINTON—A destructive wind and rain storm recently blew down KROS' 181 foot antenna under strain of 75-mile an

PICTURE OF THE WEEK



RADIO DAILY'S

Nomination for the most harassed man in radio is C. E. Arney, Secretary-Treasurer of NAB, who is skillfully handling all the advance planning of the Atlantic City convention.

Store Converts Car Lot To Free "Tele Stadium"

Before an audience of 2,269, Goodman Furniture Co., of Jersey City, N. J. recently unveiled its "Television Stadium," a converted parking lot approximately 10,000 square feet in area, adjoining the company's store and warehouse. The set used is Du Mont's largest direct-view job, and is installed in a recession in the wall of the warehouse. In this position, it is protected from the elements and shaded for better viewing during the daytime.

Programs are telecast afternoons and evenings, with emphasis on sports. Admission is free.

The project, said N. L. Goodman, manager of the firm, is general goodwill promotion for the retail organization as a whole. Although the firm does a heavy business in radio and television sets, no effort is made, he said, to weigh the value of the "stadium" from a strictly sales-getting standpoint. The sustained popularity of the project, he added, assures its continuation.

hour winds. Station began replacing the antenna at 2 a.m., one hour after it had been blown down and engineers succeeded in putting up a temporary array, with no time lost on the air by the station. ... **DES MOINES**—When KRNT originated the half-hour ABC network program, "Our Town Speaks," on August 16, first voice on the show was that of the new-born son of Mr. and Mrs. Conrad Devorak of Bagley. Baby was in good voice for the pickup, which was made in the Iowa Methodist Hospital in connection with a dramatized sketch that opened the program.

Allen, Hodges Sports Quiz Starts On WINS Sept. 8

Mel Allen and Russ Hodges start a 15-minute baseball quiz prior to every Yankee broadcast, except Sundays, over WINS, New York, on Sept. 8. When the Yankees play at home, the show will originate in the players lounge at Yankee Stadium with Allen and Hodges giving immediate answers (they hope) to listeners phoning in baseball questions. When the sportscasters are on the road with the Yankees, they'll use questions sent in by mail. Air time for the quiz is 1 p.m. if an afternoon game is scheduled and 7:30 p.m. when it's a night contest. The promotion stunt was suggested by Russ Hodges.

Stork News

Edward and Ellen Ryan are parents of twin girls born Wednesday at Physicians Hospital, Jackson Heights. Father is assistant to the night manager of Barnes Printing Co., printers of RADIO DAILY and other publications in the entertainment field.

Send Birthday Greetings To—

September 5

Robert A. Bories

John Henry Jerry Law
R. C. Morenus Harold Sanford
Norman Sickel

September 6

Marie Green Paul Lavalle
Billy Mills Bob Anthony
James E. Scuter
John Charles Thomas
Phil McHugh Paul Tremaine

September 7

Alan Devitt Don Russell
John A. Stewart

PROMOTION

"Back To School" Promotion

"Fly Back to School via Braniff" is the theme of a large window installed in downtown San Antonio by the Merchandising and Promotion Department of KABC, San Antonio headed by Jerry Spengler. Built around a background of 35 pennants from leading colleges along the route flown by Braniff International Airways, the central panel of the display emphasizes the Braniff International Airways advertising schedule over the station. Models of Braniff International's newest planes and aluminum airplane luggage are included in the eye-catching window.

RCA "Golden Throat" Tour

Post-war tonal advances featured in RCA Victor radio-phonographs will be shown via a nation-wide tour of the "Golden Throat" demonstration. Presentation, which recently completed a successful three-week New York run at the RCA Exhibition Hall in Radio City, has been booked through November 14. One week appearances with a leading department or music store sponsoring the demonstration in each city have been scheduled.

Newspaper Series

A series of newspaper advertisements, extending over a 12-week period and aimed at highlighting individual WQXR programs on the daily schedule, will begin appearing in three New York newspapers on Monday, September 8. The schedule calls for six weekly insertions in The New York Times and five weekly in The New York Post and The New York Sun. A different ad will appear in each newspaper daily, thus calling attention to specific musical selections and artists on WQXR and WQXX programs of that day.

YOU WON'T HEAR CONFUCIUS IN PERSON



But You'll Eat the Finest in Chinese Foods

at
OLD CHINA
137 WEST 52nd STREET
NEW YORK CITY

IN CLEVELAND IT'S
WHK

WPDQ's
TIME-BUYERS JACK POT
THIS WEEK'S WINNER
CHARLES KING
CHARLES DALLAS REACH CO.
Next Week ? ? ? ?



Convention Crowd Grows

Jones Takes Office As Member Of FCC

Washington Bureau, *RADIO DAILY*
 Washington—Robert F. Jones on Friday was sworn in as a member of the FCC for a seven-year term ending on June 30, 1954. The oath was administered at the Commission by Associate Justice Harold H. Burton of the U. S. Supreme Court. The former representative from Ohio was sworn in before a large group of government officials, family and friends. Jones succeeds Ray Wakefield. His taking of office brings the Commission to its full strength of seven members for the first time since last year. Immediately following the swear-

(Continued on Page 7)

East Coast Radio Editors Aiding WOR Talent Quest

Elaborating on their plan to use radio editors, as talent scouts for WOR, Richard Pack, publicity director, in a letter the past week-end asked the editors to encourage the owner-creators of good new shows to send audition platters to the New York station.

In the opinion of Theodore Streibert, president of WOR, and his associates, many talented artists and producers of original radio shows are

(Continued on Page 2)

Foundation Names Kostka Public Relations Chief

William Kostka, who recently resigned as vice-president of the Institute of Public Relations, has been appointed public relations director of the U. S. Brewers Foundation, Frank E. Mason, executive director of the

(Continued on Page 7)

Holdout

Still no desirable takers for the tele rights to the World Series at the \$100,000 price asked by "Happy" Chandler, baseball commissioner. It appears that many clients along with Gillette are interested, but not at that figure. Chandler over the week-end refused to cut the fee. One prospective client may pay the price, but Chandler may not like the product.

Radio Salutes Planned For "Freedom Train"

The start on Sept. 17 of a year-long tour by "Freedom Train" and its 100 priceless American historical documents from Philadelphia will tee off a radio campaign in 300 or more cities aimed at selling the idea that freedom and the American heritage are man-made, not gifts of nature. A network broadcast is scheduled to be made from "Freedom Train" in Philadelphia on the eve of its christening, Sept. 16, from 9:30-10 p.m., EDT, and local stations in va-

(Continued on Page 7)

Dr. C. B. Jolliffe Elected To RCA Board of Directors

Dr. C. B. Jolliffe, executive vice-president in charge of the RCA Laboratories division, has been elected to the membership on the board of directors of Radio Corporation of

(Continued on Page 2)

RCA Planning Demonstration Of Large Tele Pix For NAB

RCA will demonstrate its latest improvement in large-screen monochrome theater television at the NAB convention in Atlantic City next week via a co-operative effort on the part of four major broadcasters which may represent the passing of another milestone in television, it was learned over the week-end.

Participating in the demonstrations, which will be held Saturday through Tuesday, Sept. 13-16, will be NBC (WNBT), ABC, WFIL-TV and WPTZ,

See Attendance Of 2,300 Broadcasters At NAB Convention In Atlantic City, September 15-18th

FCC Gets Protest On Tele Channels

First protest against the FCC's proposal to recall television Channel No. 1 was lodged with the Commission on Friday when a New York manufacturing firm charged that the switch would mean "immediate hardship" to the industry. Other objections are expected from tele broadcasters.

In a wire to the Commission the

(Continued on Page 7)

Proposed Int'l News Pact Asks Free Info-Exchange

Assistant Secretary of State William Benton over the week-end made public the draft of a suggested international agreement prepared under the direction of Richard J. Finnegan, publisher of the Chicago Times. The draft points up the importance of radio in the free flow of information

(Continued on Page 3)

CBS Promotion Managers Open Three Day Clinic

Promotion managers representing CBS affiliates will gather in New York today for a three day clinic arranged by Thomas D. Connolly, direc-

(Continued on Page 2)

(By Staff Correspondent, *RADIO DAILY*)
 Atlantic City—With an advance registration of 1600 and an estimated attendance of some 2,300 by the time the convention opens, the National Association of Broadcasters is anticipating the largest and most complete conclave in its history, at this resort, beginning Monday, Sept. 15th. While

(Continued on Page 3)

Atlantic In 12th Year Of Sponsored Football

Atlantic Refining Company's 12th straight year of sponsoring football broadcasts hits a new high this fall when it uses 91 stations in regional hookups to air more than 250 contests from New Hampshire to Florida and west to Ohio, according to Joseph R. Rollins, advertising manager. Account is handled through N. W. Ayer & Son.

Schedule shows 148 college, 79 high

(Continued on Page 3)

Notre Dame Football Coach Signs For ET Sports Series

Frank Leahy, Notre Dame football coach, Friday signed a contract with Green Associates, Chicago radio production agency, to do a 15-minute open-end weekly sports program;

(Continued on Page 7)

Olfactory

Bill Chaplin, NBC commentator, found among his "fan mail" last Tuesday a package which contained—without any message—a bottle of deodorant. On Friday, he received a letter signed by the president of the deodorant company inquiring how the product is working out. Bill is thinking of asking some of his best friends for an opinion.

Civic Minded

Fort Wayne—Co-operating with local Fraternal Order of Police, the WOWO orchestra and Bob Shreve, vocalist, emceeds the dances for teen-agers held weekly on the Courthouse square. In North Manchester, Indiana the Women of the Moose sponsored a "street dance" in that city for teen-agers. At this affair the WOWO Junior jamboree band played.

RADIO DAILY

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

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WEST COAST OFFICES

Ralph Wiik, Manager
6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Older, Chief Manning Clagett
6417 Dahlonega Rd. 2122 Decatur Pl., NW
Phone: Wisconsin 3271 Phone: Hobart 7627
CHICAGO BUREAU
Nat Green
1417 Ashland Blvd. 153 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

(Sept. 5)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	159 1/2	158 3/8	159 1/8	+ 1/8
CBS A	26 1/2	26 1/2	26 1/2	+ 1/4
Farnsworth T. & R.	6 1/2	6 1/4	6 1/4	- 1/8
Gen. Electric	36 3/8	36	36 1/8	+ 1/8
Philco	27 3/4	27 1/8	27 3/4	+ 3/8
RCA Common	8 1/8	8	8 1/8	+ 1/8
RCA First Pfd.	76 1/2	75	76
Stewart-Warner	15 1/2	15 1/4	15 1/4
Westinghouse	27 1/2	27	27 1/2	+ 1/4
Westinghouse pfd.	103 3/4	103 3/4	103 3/4	+ 1/4
Zenith Radio	22	21 1/2	22	+ 3/4

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	6 1/2	7 1/4
Finch Tele Comm.	5 1/2	6 1/2
Stromberg-Carlson	11 1/2	13 1/4
U. S. Television	2 1/2	2 3/4
WCAO (Baltimore)	38	41
WJR (Detroit)	13 1/4	14 1/4

East Coast Radio Editors Aiding WOR Talent Quest

(Continued from Page 1)
on local stations in cities and towns in the WOR area. Through the radio editors, WOR expects to discover some new talent and program ideas for tryouts on their station.

Buy Colman ET Series

A 52-week contract for Ronald Colman's transcribed series of dramatic programs titled "Favorite Story" was signed by Werner and Hilton, Inc., men's clothing store, and KXOK in St. Louis.

IN CLEVELAND IT'S

WIHK

★ COMING AND GOING ★

C. DON SERVICE, co-owner of Macquarie Broadcasting Service, Australia's largest privately-owned network and chairman of Artran, transcription organization of Sydney, is vacationing at the Royal Hawaiian in Honolulu. He'll sail soon for Hollywood and New York in quest of programs suitable for use "Down Under."

OLIVER DANIEL, assistant director of serious music at CBS, has returned from Washington, where he delivered an address at the WTOP-CBS Radio Workshop.

J. GERSON SHAFF, accountant and financial consultant in the entertainment field, has left on a two-week trip to the West Coast, where he will attend the wedding of his daughter, Suzanne.

BILL LEONARD, **AL MORGAN** and **JIM YANKAUER**, of the WCBS program, "This Is New York," have returned from West Point, where they recorded an interview with Alan Ladd, star of Paramount's forthcoming "The Long Gray Line," feature film based on life at the military academy.

PHIL PATTON, producer of the American network's "Ladies Be Seated," and **CHUCK ACREE**, director of the program, are in Wichita, Kans., from which point the show will be broadcast as a feature of the city's Chisholm Trail Jubilee.

ELMO C. WILSON, research director of the Columbia network, has returned from Williams-town, Mass., where he attended the Second International Conference on Public Opinion Research.

JIM O'BRYON, Mutual network publicity chief, will return today from a one-week vacation tour through Canada.

HARRY WISMER, sports director for ABC, has left for Del Monte, Cal., where on Saturday he will broadcast the 47th Amateur Golf Tournament, sponsored on the network by the Gillette Safety Razor Co.

WILT GUNZENDORFER, general manager of KROW, Oakland, Cal., is spending this week in New York.

ROY DE GROOT, president of Roy de Groot Consultants, Inc., has left on a trip to Atlanta and New Orleans. In Atlanta, he will visit the Federal Penitentiary to discuss details of a new radio program with a prison background. De Groot is accompanied by his wife, who professionally is the actress Katherine Hynes.

BOB WOLFE, associate radio director at Kenyon & Eckhardt, is back at the agency following two idyllic weeks in Vermont.

CBS Promotion Managers Open Three Day Clinic

(Continued from Page 1)
tor of program promotion. The clinic sessions will be held at the Hotel Pierre and at the network headquarters.

Monday's agenda calls for talks by William C. Gittinger, CBS vice-president in charge of sales, on the Fall commercial schedule; by Davidson Taylor, vice-president and public affairs director, on the Fall public affairs schedule, and by William Fineshriner, assistant director of broadcasts, on the entertainment-package shows. Lowell Thomas talks at lunch and Mr. Connolly outlines the Fall promotion campaign in the afternoon.

Agency Problems on Agenda
Tuesday morning, station-advertising agency problems are discussed by a panel consisting of Linnea Nelson, J. Walter Thompson, Inc.; William Dekker, McCann-Erickson, Inc.; Carlos Franco, Young & Rubicam, Inc.; Frank Silvernail, Batten, Barton, Durstine & Osborne, Inc., and C. E. Midgley, CBS sales service manager. Also, Mr. Abrahams talks about "Radio and the Department Store." In the afternoon, station research, sales presentation, promotion of co-operative programs and trade paper advertising are discussed by CBS experts.

Wednesday morning, experts talk about building and using a public relations list, station public relations and station press relations. Mr. Murrow talks at luncheon, and in the afternoon problems of creating advertising and sales promotion are probed by a group of experts from the CBS promotion department.

Join University Staff

Denver—Albert N. Williams, former editor of the Department of State's "Voice of America" programs and onetime NBC writer-producer, has been appointed full-time instructor at the University of Denver.

Dr. C. B. Jolliffe Elected To RCA Board of Directors

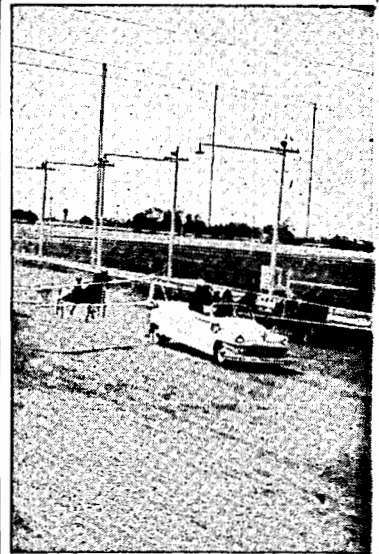
(Continued from Page 1)
America, Brig. General David Sarnoff, president and chairman of the board, announced Friday.



JOLLIFFE

Dr. Jolliffe joined RCA in 1935 as engineer-in-charge of R C A Frequency Bureau. He was appointed chief engineer of RCA Laboratories in 1941, and early in 1942, he was made assistant to the president of RCA. In September 1942, he became vice-president and chief engineer of the RCA Victor division.

On March 2, 1945, Dr. Jolliffe was elected to the post of vice-president of Radio Corporation of America in charge of RCA Laboratories, and on December 7, 1945, he became executive vice-president in charge of the same division.



Barrier

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

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

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

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

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

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

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

W-I-T-H

AM and FM
IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REE

Record Attendance At NAB Assured; Several Convention Features Added

(Continued from Page 1)

The convention proper will not get under way at Convention Hall until next Monday, the advance guard is already beginning to arrive here for special network affiliate meetings and to prepare the booths for the trade show which will be held in conjunction with the convention.

It is expected that upward of 1,000 will be on hand for week-end meetings this week. The first important group meeting will be that of independent NBC affiliates which is scheduled for Thursday at the Claridge hotel. On the following day the regular NBC Affiliates convention will open at the Hotel Claridge and will continue throughout Saturday.

Mutual has called a meeting of the network's board for Friday and Saturday at the Chelsea hotel.

NAB's top-flight list of convention speakers was virtually completed for the week-end with the addition of Robert R. Wason, chairman of the board of the National Association of Manufacturers. Wason's address will be heard on the afternoon of Sept. 8, at a session presented by the AWB. It will follow the luncheon meeting which Admiral W. H. P. Blandy will greet delegates to the convention.

Added to the pre-registration day schedule is a special meeting of the NAB small market stations executive committee. Total of 17 district chairmen will participate in discussing dealer operating efficiency in small district stations. The pre-convention meeting will follow a 6:30 p.m., dinner at the Ambassador hotel on Sunday, Sept. 14.

The small markets executive committee, also will discuss newspaper-radio relationships in small cities. District Chairman Simon Goldman, WJTN, Jamestown, N. Y., will reveal the results of a recent study of the problem.

Other subjects for discussion will be proposed FCC revision of operators licenses, new sources of station revenue, network co-operative program sales, salable local features and transcribed syndicated shows.

Members of the small market stations executive committee are Wayne Cribb, KHMO, Hannibal, Mo.; Chairman; Simon Goldman, WJTN, Jamestown, N. Y.; R. Sanford Guyer, WBTM, Danville, Va.; Lofton L. Gernierick, KRRV, Sherman, Tex.; Robert T. Mason, WMRN, Marion, Mo.; Frank R. Mills, WDWS, Champaign, Ill.; Marshall H. Pengra,

WBOM, Oak Ridge, Tenn., and A. E. Spokes, WJOY, Burlington, Vt.

NAB board liaison members are William B. Smullin, KIEM, Eureka, Calif.; Michael R. Hanna, WHCU, Ithaca, N. Y., and John F. Meagher, KYSM, Mankato, Minn.

The NAB also announced that Ernest E. Baily, director of the James Black Dry Goods Company, Waterloo, Ia., will take part in the retail advertising clinic panel on the morning of September 15, at the convention.

On Sunday evening, Frank Stanton, president of Columbia Broadcasting System, and his associates, are playing host to CBS affiliates at a dinner which will be held at the Ritz-Carlton hotel.

In connection with the convention will be an exhibit in the main auditorium of the Auditorium, which will be headquarters, with 87 exhibitors showing their wares.

Arrangements are being made for a complete press coverage with press rooms, lounge room and a snack bar for working press only.

C. E. Arney, secretary-treasurer of the NAB from his office high in the top of the Auditorium overlooking the beach and thousands of bathers, is here with his staff, completing arrangements.

The heavy early registration which exceeds other years, according to Arney is because of the several advantages offered by NAB for advance registering including a two and one-half per cent rebate.

Actual work of the convention will get under way on Sept. 15 with a conference of retail radio advertising and engineering executives. There will be daily sessions up until Thursday from 9 a.m., to 5 p.m.

Many of the delegates will make their headquarters at the Ambassador Hotel where there is an advance registration of 500, and the Ritz where 220 rooms are reserved. The Claridge, Brighton, Chelsea and Dennis hotels, all on the beachfront will also have their quota of delegates.

Secretary Arney announced that all delegates of the International Telecommunications Conference now in session at the Ambassador hotel would be invited to attend all general sessions of the convention.

Sports Wear Favored

Because of the continued warm weather, delegates to the NAB will have bathing, boating and fishing to look forward to as well as other summer pleasures. They want to bring plenty of sports clothes as that is the present trend here, although most hotels and hotel restaurants and bars demand that ties be worn as well as coats. Sports shirts are taboo in many of the hotel bars, although the Ambassador coffee shop offers no objection.

Although the convention folder will furnish delegates with quite a bit of information, additional data

concerning famous places to eat, picture shows, golf and sports can be found in a book called the Amusement Guide which is available on all hotel desks free.

Fishing parties will be arranged by the hotel or at the Inlet fishing pier. Bars and grills are open until early morning hours although package goods cannot be bought after 8 p.m.

If you are a fisherman here's the local variety: Bluefish, mackerel, porgies, channel bass, sea bass, weakfish, summer flounder, kingfish, and if you really want to go in for it, marlin and tuna. Deep sea fishing (tuna) trips leave the Inlet 9 a.m., returning about 4:30 p.m. Average fare is \$3.75, which includes bait, line and tackle.

If a group wants to get together boats can be chartered for \$65.

There are excellent golf courses for that early morning refresher at Seaview, Linwood, Somers Point and Brigantine, all easily accessible by private car or bus.

Sea Food Eateries

Atlantic City is noted for its sea food and your best bets are the world famous Capt. Starns at the Inlet, and Hackney's only a few blocks from there.

For real Italian food in atmospheric surroundings there is the Venice and the Lido restaurants. A large number of places are specializing in dietary dishes while Chinese food may be obtained at the New Canton, Dragon's Den or the Far East.

It is advisable to consult your hotel on other dining places and night clubs.

For the ladies the proper attire is slacks or off the shoulder dresses for the afternoon—and don't forget to pack the bathing suit. In the evening light formal attire is acceptable. If much boardwalk strolling is anticipated a low heel shoe is very comfortable.

The 'walk is a five mile stretch of some of the most glamorous shops in the country.

Convention activities will be centered in Convention Hall which is on the boardwalk, within easy walking distance of all theaters and hotels.

For traveling about the city there is a jitney system on Pacific Ave., one block from the boardwalk, where for 10 cents you can ride the length of the city.

It is recommended that cars not be used in the daily traveling to and from convention sessions.

The convention committee itself has detailed a number of entertainment features.

Wedding Bells

Pittsburgh—Marion Abdou, member of the KDKA publicity staff, was married Saturday to Edward Paul, former Air Corps officer, at St. Bernard's church, Mt. Lebanon, Pa.

Atlantic In 12th Year Of Sponsored Football

(Continued from Page 1)

school and 22 professional games are on tap, and others will be added later. College squads whose complete home skeds will be aired at Pennsylvania, Navy, Duke, Yale, Princeton, Harvard, Holy Cross, Boston College, Colgate, Georgia Tech, Temple, Pittsburgh, Ohio State, Cornell, Syracuse, Brown, Dartmouth, Franklin and Marshall, North Carolina, Delaware, Penn State and Virginia. In the pro field, Atlantic will sponsor all games of the Philadelphia Eagles and Pittsburgh Steelers. Contracts also cover televising Penn games from Franklin Field over WPTZ, a deal which enters its seventh season. First major game on the sked is scheduled Sept. 20 when Penn State meets Washington State at Hershey, Pa.

Sportscasters Scheduled

Sportscasters to be used in the series include Byrum Saam, Jim Britt, Claude Haring, Woody Wolf, Tom Manning, Bill Slater, Lee Kirby and others. A pre-season meeting or "school" for the entire announcing staff will be held at the Philadelphia headquarters of the N. W. Ayer & Son agency.

Proposed Int'l News Pact Asks Free Info-Exchange

(Continued from Page 1)

between countries. In preparing the draft, Warren H. Pierce of the Chicago Times staff consulted personally some 75 leaders of the newspaper, magazine, radio and motion picture industries. Printed copies of the original version were mailed to more than 4,000 persons and organizations.

The proposed agreement covers those aspects of freedom of information connected with the gathering and international transmission of news and information. Among other things, correspondents—defined so as to include press, radio and film personnel—would be guaranteed the right to enter other countries and to travel freely about therein. Their "copy" could be sent in and out without censorship, except such as might be directly required for reasons of national military security.

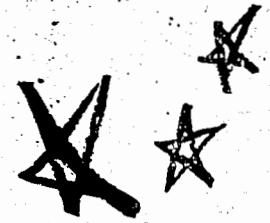
Recording?



in chicago

TRANSCRIPTION MASTERS • REFERENCE RECORDING

IN CLEVELAND IT'S
WHK



To Day is T.

today's the day



Tommy DORSEY

DISC JOCKEY SHOW ON TRANSCRIPTION
FIVE FULL HOURS A WEEK!

starts delivering

- ...new audience ratings to stations
- ...new sales highs to advertisers
- ...new entertainment peaks to listeners
(that takes in everybody, doesn't it?)

The Tommy Dorsey Disc Jockey Show drops the needle today. Are you one of the lucky ones? Don't say we didn't warn you. We said: "If you don't book it, you'll have to buck it!" (There's a chance your territory is still open. It won't hurt you—or us—to find out.)

Just about
the greatest
guest star
list ever!



NOW AND FROM NOW ON
LOUIS O

NEW YORK: 485 Madison Ave.,
New York 22, N. Y. Plaza 9-3700.

... day!

The Tommy Dorsey Disc Jockey Show is already sold for more broadcast hours than any other transcribed radio program!

These are some of the lucky ones: top NBC, CBS, ABC, MBS, and leading independent stations . . . and many stations are 100% sold out for not five, but TEN hours a week!

You know all about the show by this time: Dorsey, the boss bandsman of them all, on transcription personally emcees the show, picks the best records by top recording artists, and—get this!—brings on the most glittering line-up of guest stars ever!

Here's the Disc Jockey Show for wonderful sales results!

And *you* can sponsor it too! You share the cost with hundreds of other sponsors in every neck of the woods. You pay only for your listening area . . . and you get your area *delivered* . . . because Tommy Dorsey on transcription means top drawing power five full hours every week! (That was the immediate reaction of these sponsors among others!)

WARNER BROTHERS	PIEL'S BEER
CRAWFORD CLOTHES	VENIDA HAIR TONIC
OLD COUNTRY TROTTERING RACES	PARK CENTRAL HOTEL
CAMEL CIGARETTES	K. ARAKELIAN WINE
T.W.A.	MARYLAND PHARMACEUTICAL
OLDSMOBILE	CHICAGO SUN

20TH CENTURY FOX

... and hundreds of others everywhere

*Phone or wire collect
for the facts today!*



BEST IN TRANSCRIBED SHOWS

DOWAN, INC.

WOOD: Guaranty Building,
Hollywood Blvd., Hollywood
Hillside 5337

CHICAGO: 8 So. Michigan Ave.,
Chicago 3, Ill., Randolph 2022

THE WEEK IN RADIO

'Dems' Buy Air Time

By JIM OWENS

DEMOCRATIC National Committee will set a precedent for political air time via a 20-state campaign. Group is buying time on 22 stations to rebroadcast its 30-minute sustainer aired on ABC a week ago . . . Baseball Commissioner A. B. "Happy" Chandler announced availability of television rights for the upcoming World Series,—at a price of \$100,000. Gillette Safety Razor Co., has first refusal but no decision was made up to last week-end. Trade doubts there'll be any takers at that price.

When the Frequency Modulation Association opens its convention at the Roosevelt (N. Y.) this week industry opinion regarding FM duplication of AM shows is expected to be made known. FMA last week mailed 1100 questionnaires to FM broadcasters to get their reaction . . . Summer lull in retail sales of radio and tele receivers is expected to vanish as World Series time approaches. . . . NAB petitioned FCC for an informal hearing on latter's proposal to revise broadcast operator license requirements. New plan calls for three classes of licenses instead of one.

Week was healthy one commercially. CBS copped five renewals; ABC signed four and NBC wrapped up Pall Mall (American Cigar and Cigarette Co.) for "Show of the Year." MBS sold a half-hour to "Ice Follies of 1948" for its premiere Sept. 18 in Los Angeles. A. G. Spalding signed for a special coast-to-coast hookup of 31 stations for the national tennis championships this week. WNEW and WQXR will carry the matches in New York.

Commercial faults of "giveaway" programs, frequently brought to light by RADO DAILY, were hit by Canadian broadcasters. Western Association of Broadcasters went on record as opposing "artificial stimulation" of radio audiences by cash prizes, etc. . . . RCA and 20th Century-Fox said to have signed a deal for mutual research program on theater television research . . . FCC relented on earlier decisions on KMAC and KONO, San Antonio, Tex. Commission okayed their renewals but not without considerable deliberation.

Broadcast Measurement Bureau's total subscription list under the new 15-point plan reached 224 as of today. Bureau also extended deadline for "early" subscribers from Sept. 15 to Oct. 1.

IN CLEVELAND IT'S
WHK



California Commentary . . . !

● ● ● "In my book, Ed Wynn is our greatest comedian," Groucho Marx told 13,500 fans who set an attendance record at Hollywood's Pacific Coast league field. Groucho was giving a humorous play-by-play account of the softball game between Frank Sinatra's Swooners and Andy Russell's Sprouts played for the benefit of the Damon Runyon Memorial Cancer Fund. Groucho voiced his tribute when Wynn came to bat. Ed used his son, Keenan, to run for him and after grounding out, Ed trotted out on the field to shake hands with every member of the opposing team. . . . Gray Rank, former publicity director of WKRC, Cincinnati, plans to enter the Coast radio field and has purchased a home in San Fernando Valley. . . . In honor of his newest serial, "The Story Of Holly Sloan," which General Mills is sponsoring over NBC, Carl Wester tossed a luncheon at the Brown Derby. Among the guests were Gale Page, who plays the title character; Rupert Hughes, whose book "Static" is being adapted for the serial by Ted Maxwell; Mrs. Betty Reeves and Russ Neff, of Knox-Reeves, Inc., Minneapolis agency, the agency for General Mills.



● ● ● The hemline controversy has reached radio and will be the subject of a contest which will be conducted over KFAC by Mrs. Meredith Peterson, designer and manufacturer of resort wear for women, who went on the air a few weeks ago with her new program, "The Designing Woman." The winner of the contest will participate on an open forum with top designers and fashion editors, with Mrs. Peterson acting as moderator. . . . A team of San Francisco's leading publicists, four in number, have challenged Bill Hebert's publicity staff at Samuel Goldwyn studios to a battle of wits and knowledge. The contest will take place over Don Lee-Mutual April 5. Joe Longo, RKO Bay City drum-beater, captains the upstate team, with Hebert captaining his quartet, which includes Carl Post, David Parry and Len Simpson.



● ● ● Ted Bliss is trading production duties on "What's Doin' Ladies" for "Adventures Of Ozzie & Harriet" and "My Friend Irma" at Young & Rubicam, Hollywood. . . . Marjorie Hunt has resumed her duties as producer on "What's Doin' Ladies" after a summer of acting with the Gryphon Players at Laguna Beach. . . . Jack Edwards, Jr., is preparing a half-hour radio show, "International Story," in which he will do his famous cowboy characterization. Program will be recorded this week. . . . "The Queen For A Day" cast, including Emcee Jack Bailey, Jim Morgan, producer, and announcers Fort Pearson and Hugh Brundage, are on a two-week hiatus (Sept. 1-12). During this period the show will be heard via transcription.



● ● ● Charlie McCarthy, "deputy sheriff," Los Angeles County (commission expires on short notice) has issued handbills carrying a picture. Under the photo the caption reads as follows: "Have you seen this man? Shown disguised as an actor is Chicago Eddie, alias Decatur Ed, alias Bergren, alias Bergen, alias Axel Swensen, alias Jensen, alias Olsen, alias Johnson. A smooth operator with Fagin-like tendencies, usually works with two child accomplices Charlie and Mortimer." . . . Tony Martin, currently among the top money-earners in radio and the recording vocal fields, earned his first musical money in vaudeville around the San Francisco Bay Area. As leader for a hot jazz combo called the Five Red Peppers, he was booked by the Bert Levey circuit into a Santa Cruz, Calif., theater for a Sunday matinee. The group of youngsters—none of whom was over 14—was paid \$66 for the performance, less 10 per cent agent's commission. Today, Tony heads a top-budget radio show, has an exclusive recording contract with RCA-Victor and is ready to star in a million-dollar musical film.

New Video Service Being Offered By

Another move by a news service to get in on the ground floor of television is being made by the Press which along with Acme Pictures starts a special service video stations Sept. 7. First two signing for the package deal WNBZ, New York, and WTSN, Schenectady.

Announcement of the package consisting of 26 five-minute shows plus photos, was made by Newsom, UP radio news manager and Fred Ferguson, president of Acme. UP will supply two 5-minute newscasts daily, seven days a week in addition to transmitting a commentary and women's program six times weekly. Acme will furnish co-ordinated photos to fit items contained in newscasts and other programs. Clients subscribing to the service will be furnished Acme telephoto receiver for news pictures of the day's top items as well as a UP teletype machine.

News scripts as prepared will be keyed around accompanying photos and will contain cues so an engineer can switch from one picture to another as the station's caster reads the copy. Copy will be light so as to necessitate no more than 10 seconds for any one picture remaining on the screen.

Last year International News Service inaugurated a service for television, employing a steadily rising news tape picked up by the operator. This service is being used by WPTZ, New York, and WPTZ, Philadelphia and another client is expected to be announced within the next few weeks. The Press Association has not yet decided on a special service for television but is expected to do so in the future.

Stork News

A son, George, Jr., was born Oct. 30 at Harkness Pavilion, New York, to George and Sally Adams. The father is a member of the sales staff.

From Hollywood!

THE MODERNAIRE

CAMPBELL SOUP'S
"CLUB FIFTEEN"
CBS - MON. THRU FRI.
7:30-7:45 E.D.T.

COLUMBIA RECORDS
Personal Manager
THOMAS P. SPENCER

Radio Salutes Planned For "Freedom Train"

(Continued from Page 1)

cities will originate their own page as the exhibit moves around country.

Preliminary plans and suggestions for how radio can aid the project were made last Friday in New York by the local radio chairman of the committee, Seymour Siegel. Officials of American Heritage Foundation talked with station and network executives.

Following visits to Philadelphia and other New Jersey cities, the train will be on public view in New York, Grand Central Station, starting Sept. 25. The train will spend Sept. 25 in Brooklyn, Sept. 28 in Queens, Sept. 30 in the Bronx. A New York radio and press preview is scheduled at Grand Central station Wednesday evening, Sept. 24.

Local Pickups Set

Plans are being made for spot pickups by local stations in all cities through which the train will visit. In many instances it will be possible to originate pickup from inside the train, using portable mike, but there are limitations, especially for television. It will be possible for bulky video equipment to be carried inside the train, because of space limitations, but telecasts can do live pickups showing scenes outside of the train and the stations and augment it with film of the inside exhibit.

Another suggestion, and it may be made in New York, is that morning and afternoon chatter teams can originate shows from "Freedom Train" and it is opened to the public at the station. Wire recorders will also be used aboard the train.

American Heritage Foundation is supplying radio kits available to all stations but which will be distributed to local radio chairmen in each city, mailed out en masse. They will consist of 15-second, 30-second and 60-second announcements to be read on the air except for a recording of the playing of the Liberty Bell for background effect. There'll also be scripts for 15-minute and half-hour shows and material for women commentaries and disc jockeys.

Mr. Jones Takes Office As Member Of The FCC

(Continued from Page 1)

In a ceremony, the Commission will go into session with more members present than in any time for several months. Six members will be present, with only Commissioner Sel Hyde, who is conducting a tour on the West Coast, absent.

RCA Planning Demonstration Of Large Tele Pix For NAB

(Continued from Page 1)

The demonstration involves some highly intricate planning and testing and up to last week-end RCA was reported to be conducting final tests to and from Atlantic City. Company is said to be laying out some \$15,000 on the overall plan, although RCA execs are said to feel the impression it will create will provide ample justification in view of the current stage of theater tele development. Arrangements for the demonstrations are as follows:

RCA has installed a special high-frequency 7,000-mg., relay link to Atlantic City from Philadelphia. Programs will emanate from the WFIL-TV transmitter on the Philadelphia Enquirer building, and from the WPTZ transmitter in Wyndmoor, just outside Philadelphia. (WNBTV-NBC programs will be re-transmitted over the Philco station to Atlantic City). Video signals will be beamed from these points to a receiving link atop the Hotel Claridge in the convention city from which point it will be fed to the RCA large-screen projector in the main ballroom.

Four-day demonstrations for NAB delegates will include pickups of regular WNBTV and WPTZ programs, including a United Nations session from Flushing Meadow in New York, horse racing from Garden State Park outside of Camden, N. J., via ABC-WFIL-TV and a specially produced water carnival from the Brighton Hotel pool by ABC. Latter will also air a special newsreel arrival of convention delegates and the NAB golf tourney on Sunday, filmed in the coast city, and flown to Philadelphia for airing the same night over WFIL-TV.

Telecasts will be so arranged by the four broadcasters so that NAB delegates will get a variety of top notch programs in lieu of the "usual" demonstrations they've seen heretofore

at industry gatherings. Broadcasters are working on the assumption that the phrase "television is here" is an accepted fact and has been mentally filed away as such but that here, in effect, is what television is capable of doing. For example, ABC and NBC has provided for tele shows Saturday and Sunday night to coincide with their affiliate meetings and press parties while other shows will be aimed at the industry in general.

Second In 6 Months

RCA's Atlantic City demonstration will be the second of its kind within six months. Last spring the company demonstrated large screen tele in both monochrome and color at the Franklin Institute in Philadelphia but emphasized at that time that no claim was made at perfection. It will be recalled however, that RCA prexy David Sarnoff stated at that time that black-and-white theater tele equipment was ready and could be delivered "within a year." He also "regretted" that the movie industry had not shown a greater interest in theater tele at that time but predicted its eventual acceptance as an additional program service in movie houses. Sarnoff envisioned a day when 500 to 5,000 theaters might be served simultaneously from a central production and transmission station.

WFIL-TV's participation in the Atlantic City demonstrations will occur simultaneously with the station's official debut as a commercial outlet, the second in the city of Brotherly Love. Although it's been on the air with test patterns and remote pickups of baseball and horse racing, etc., on a test basis, station execs wanted to wait until plans were completed for an "auspicious" opening. WFIL-TV studios will not be ready for regular programming, however, until late fall.

Notre Dame Football Coach Signs For ET Sports Series

(Continued from Page 1)

with Leahy will be Harry Wismer, ABC's sports director.

The new series will be titled, "Leahy of Notre Dame" and will feature behind the scenes stories, news of college football and predictions. Lew Green will produce the series.

Foundation Names Kostka Public Relations Chief

(Continued from Page 1)

Foundation announced. Kostka was publicity director of the National Broadcasting Company for three years and later served as managing editor of Look Magazine.

FCC Gets Protest On Tele Channels

(Continued from Page 1)

Fred M. Link Radio Corp., requested that the FCC "take into consideration the immediate hardship such a move would make not only to numerous persons using services of a highly important nature but also equipment manufacturers such as ourselves."

Under the Commission proposals, tele Channel No. 1 would be recalled; sharing of video with other services would be abolished except for Channels 7 and 8. Other changes would limit the assignment of frequencies in the 72-76 MC., band.

Commission Wanted No Hearing

In its announcement, the Commission expressed the hope that a hearing on the subject would not be held. Because of the complaint filed by Link and with other objections expected to follow it appeared likely, however, that the Commission may be forced to hold a hearing on the matter in the near future.

The Link Co., pointed out that "at the insistence and suggestion of the FCC over a period of the past 10 years that manufacturers provide equipment to utilize the bands available in the 72-76 MC., range, as well as to encourage customer participation—the Link organization expended a high percentage of its efforts and funds in developing such equipment."

The company requested "immediate answers" to the following questions:

Questions Outlined

- 1—What action will be taken on the 72-76 MC., applications now on file with the Commission?
- 2—What action will be taken on the 72-76 applications now being submitted but not yet on file with the Commission?
- 3—Are frequencies in the proposed 44-50 MC., band going to be assigned on any basis in the immediate future?
- 4—What recommendations do we make to our customers who have selected 72-76 MC., because they cannot get sufficient coverage on 152-160 MC., band and do get too much long range interference on 30-40 MC., to be able to use either of these latter bands?

IN CLEVELAND IT'S
WPK

Send Birthday Greetings To—

September 8

Joe Bolton	Nora Disney
A. Bernard Chappel	
Clifford C. Harris	
George Mannina	Jack R. Overall
John Harold Ryan	Milton Watson

EUROPE-BOUND

Sailing Sept. 11

Young woman with publicity and news background will be in Europe for 3½ months. Have you an assignment that I could cover for you?

If so, write RADIO DAILY, Box 396, 1501 Broadway, New York 18, N. Y.

"Just time in our ads on WFDL Flint."

**LET'S GO
AMERICA**



**RUBBER INDUSTRY
CHAMPION OF AMERICAN
LIBERTY AND FREEDOM**

PHOTO BY N. H. HAMMERS

**MICHIGAN'S GREATEST
ADVERTISING MEDIUM**

WJR



50,000 WATTS

THE GOODWILL STATION, INC., FISHER BLDG., DETROIT

G. A. RICHARDS
Pres.

HARRY WISMER
Asst. to the Pres.

OWEN F. URIDGE
V. P. and Gen. Mgr.

Represented by
PETRY

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 40, NO. 49

NEW YORK, TUESDAY, SEPTEMBER 9, 1947

TEN CENTS

'Editorializing' Hearing

Music License Fees Increased In Canada

Copyright Appeal Board of Canada, which recently concluded public hearings during which considerable evidence was presented by all parties interested has decided on a substantial increase in fees to be paid by Canadian broadcasters to the Ascap and BMI subsidiaries in the Dominion.

New contracts which will be in effect for five years (renewed yearly) will give the Composers, Authors and Publishers Association of Canada (Ascap subsidiary) an increase of 75 per cent, from eight cents per receiving set to 14 cents and BMI of

(Continued on Page 5)

KCMO Goes 50,000 Watts In Kansas City Today

Effective today KCMO, Kansas City, ABC affiliate, becomes a 50,000 watt daytime station and 10,000 watts nighttime on 810 kilocycles, E. K. Hartenbower, general manager, announced in New York yesterday. The station has been operating with 5,000 watts full time on 1480 kilocycles. Hartenbower also disclosed that KCMO has an FM station under construction.

FM Web Planned By Northwest Group

Duluth, Minn.—The three-station Arrowhead FM network with outlets in Minnesota and Wisconsin will go into operation Nov. 1, scheduling a minimum of six hours of programs daily. Key outlet will be WDUL, Duluth, Minn., 65,000 watts on the air since 1940, with WJMC-FM, Rice

(Continued on Page 7)

27 In One Hour

Twenty-seven radio stars were heard in the course of one hour on WMCA last night as guests of Tommy Dorsey, whose syndicated disk jockey show starts today. Dorsey, who spoke live on last night's program, was host to 500 at a reception and cocktail party at the WMCA studios. His program, which starts today, will be heard on 143 stations.

"No Statement"

Chicago—Representatives of the four networks met with James C. Petrillo of the AFM yesterday afternoon at the Blackstone Hotel to discuss terms of music broadcasts on FM stations. The meeting was closed to the press and was still in session at 4:30 p.m. Louis Clusemann of the AFM informed a representative of RADIO DAILY that no statement would be issued to the press.

Surgeons Use Video To Study Operations

The American College of Surgeons, now in session at the Waldorf-Astoria Hotel, New York, September 8-12, is utilizing television at each of their five daily sessions in order to bring to the nearly 5,000 doctors attending, a series of televised broadcasts of operations being performed at the New York Hospital. Telecasts will be broadcast direct from operating rooms at the New York Hospital to the Le Perroquet Suite at the hotel, where

(Continued on Page 5)

FCC Reverses Decision, Grants Brockton Station

Washington Bureau, RADIO DAILY

Washington—In a final decision, the FCC yesterday reversed itself and granted the application of Cur-Nan Co. for a new AM station in Brockton, Mass. Denied were the applications

(Continued on Page 5)

FMA Sets Two-Day Agenda; Expect Over 400 Attendees

Over 400 FM broadcasters and others interested in FM activity will attend the convention of the FM Association to be held Friday and Saturday at the Hotel Roosevelt in New York. One of the leading topics up for discussion is the FM music situation tied in with the questionnaires sent to all FM broadcasters, holders of CP's and conditional grants and applicants.

Preliminary scanning of the returned questionnaires indicate that

Radio's Right To Editorialize Subject Of FCC Hearing On January 12; Denny Issues Statement

Cairns Re-elected Pres. Of Canadian W. A. B.

Minaki, Ont.—A. M. Cairns of Calgary was re-elected president of the Western Association of Broadcasters at the closing session of the convention here the past week-end.

Directors elected were A. A. Murphy, Saskatoon; G. R. A. Rice, Edmonton, and W. M. Guild, Lethbridge, Alta.

Date and place of the next annual

(Continued on Page 4)

Spot Sales Representatives Converging On WRVA

Twenty-eight members of the Radio Sales staff of CBS converged on Richmond, Va., last Friday to signalize the company's representation of WRVA and to learn first hand about the station operations and area served.

The WRVA invasion was headed by

(Continued on Page 2)

Tube Production For July Lower Than During June

Production of radio receiving tubes in July showed a sharp slump from June figures because of a seasonal lull, RMA has reported. RMA

(Continued on Page 5)

Washington Bureau, RADIO DAILY
Washington—Radio's right to editorialize will be thrashed out at a public hearing next January, the FCC ruled yesterday.

The hearing will be held on January 12—seven years almost to the day from the commission's controversial Mayflower decision in 1941. The

(Continued on Page 5)

Farnsworth Tele Bow; UST Cuts Set Prices

Farnsworth Television & Radio Corporation debuted its 1948 line of table model television receivers at distributor-dealer meetings in New York and Philadelphia yesterday. New set, the first of several models planned by the company within the next year, has a 10-inch direct view tube providing a 52-square inch picture, at \$349.50, plus installation.

Official presentation of the sets to

(Continued on Page 7)

Cooper Heads Radio Dept. Of International News

John M. Cooper has been appointed director of the radio department of International News Service under an expansion program, radio-wise, which sets up the new post, it is announced by Seymour Berkson, INS general

(Continued on Page 2)

Tele Scoop

NBC's Television Dept., through its motion picture cameraman, Harry Walsh, scored a news scoop of major proportions over the weekend when it obtained the only pictures of President Truman in his car following the President's near-accident in Brazil Saturday. The pictures were made available to all photographic services and have been printed widely.



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FINANCIAL

(Sept. 8)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

Business Outlook Bright

San Antonio.—According to reports from the various local stations in San Antonio, the new fall season will be one of the best in local radio history. Both spot and national program business in addition to network commitments find all time at a premium. Even though there is one more standard broadcast station and three FM stations operating with several more FM stations set to take to the air.

AVAILABLE

FOR THE RIGHT N. Y. OR L. A. AGENCY OR RADIO STATION. 28 years old with 14 years extensive experience as: RADIO PRODUCER, WRITER, PROGRAM DIRECTOR, ANNOUNCER... local and network, AFMS and CBS Hollywood... RADIO DIRECTOR of N. Y. ad agency... Write Box 396, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

COMING AND GOING

RICHARD HARKNESS, commentator on NBC, will broadcast today's program from WSAN, Allentown, Pa., where he is covering the current excitement in the 8th Pennsylvania district election.

PAUL MOWREY, director of television for ABC, who spent the week-end in Detroit on business, is expected back at network headquarters today.

ROBERT HUDSON, director of education for CBS, left yesterday on a short business trip to Washington, D. C.

JACK MELVIN, director of publicity for Foote, Cone & Belding, has left the West Coast by train for New York.

E. K. HARTENBOWER, general manager of KCMO, American network affiliate in Kansas City, Mo., is in Gotham for conferences at the headquarters of the web.

R. G. WINNIE, station manager of WTMJ and WTMJ-FM, Milwaukee, to New York for several days before going on to the NAB confab in Atlantic City.

DICK GILBERT has arrived from Phoenix, Ariz. He plans to attend the FMA convention in town and the meeting of the NAB in Atlantic City.

F. C. SWEENEY, manager of Western Electric broadcast equipment sales, F. J. STAHL, manager of the products department, and S. P. TAYLOR, manager of distributor sales, accompanied by a contingent of Graybar broadcast equipment sales managers from all over the nation, on Friday toured the W. E. shops in Burlington, N. C.

BARRY GRAY, disk jockey on WOR, leaves tonight for Chicago, where he'll attend a local meeting of the National Assn. of Disk Jockeys. He'll be back Thursday.

J. L. VAN VOLKENBERG, general sales manager of CBS radio sales, has returned from Richmond, Va., where he conferred with officials of WRVA.

WILLIAM C. GROVE, manager of KFBC, Cheyenne, Wyo., is en route to Washington, D. C. where he'll spend next week-end, after which he'll head for the NAB convention in Atlantic City and will wind up his trip in New York. He'll be here from the 21st through the 27th.

CARTER RINGLEP, sales manager in St. Louis for CBS radio sales; C. P. PERSONS, holding a similar post in Birmingham, Ala., and MAURICE B. MITCHELL, sales head in Washington, D. C., are conferring with network officials in New York.

DON SEVERN, talent buyer for Kenyon & Eckhardt, is vacationing at Cole's Island, West Gloucester, Mass.

"SENOR" PORTER HEAPS is back on WGN's (Chicago) "Crime Files of Flomond" following a three-week trip to South America; during which he played concerts in 10 different cities of Colombia.

MILTON BACON, assistant to the manager of WCBS, has returned from Syracuse, where he addressed the Lions Club on the subject, "Watch Yourself Go By."

MARTIN DEANE WICKETT, program manager of KING, Seattle, Wash., leaves that city today for a week in New York before attending the NAB Convention in Atlantic City.

Cooper Heads Radio Dept., Of International News

(Continued from Page 1)

manager, Cooper, who recently joined the INS radio department as a salesman, has been a radio newsman for the last nine years, working for several stations and NBC.

In the new post, Cooper will be in full charge of all editorial and related matters connected with INS radio service. His duties include station relations, development of new channels for the use of INS in radio, expansion of television and facsimile and supervision of special radio scripts. Cooper will also supervise publication of the Newscaster magazine, published by INS as a special service for radio newsmen.

Plan Annual Outing

Chicago—Annual outing of the NBC central division employees, under auspices of the NBC Chicago Athletic Association, employee social group, will be held September 11 at the Medinah Country Club. There will be golf, baseball, riding, swimming and dancing, along with luncheon and dinner. Door prizes and a men's golf trophy will be awarded by I. E. Showerman, vice-president in charge of the central division. Ed Cerny, supervisor of transcriptions and president of the NBCCA, is in charge of the event.

Don McNeill's Son Stricken

Chicago—Tommy McNeill, son of Don McNeill of "Breakfast Club," has been stricken with polio and is in Evanston, Ill., hospital. At latest reports he was progressing satisfactorily.

Spot Sales Representatives Converging On WRVA

(Continued from Page 1)

J. L. Van Volkenberg, general sales manager of Radio Sales, and included men from the New York headquarters and the branches in Atlanta, Chicago, Detroit, Los Angeles and San Francisco. They spent two days with the WRVA personnel discussing the station's operations and sales requirements.

Following the meeting, Van Volkenberg sent a special crew back to New York to prepare an illustrated promotion piece covering the WRVA conference. This was distributed to the trade on Monday. It included a picture of Gov. William M. Tuck of Virginia opening the meeting with an analysis of the state's industry and agriculture.

Stork News

Hollywood—Mr. and Mrs. Robert M. Light, are parents of a son, Robert Louis, 6 pounds, 15 ounces, born September 3rd. Father is president of Command Radio Productions and was in charge of the recent AFRA refresher course. Mother is non professional.

Hollywood—Mr. and Mrs. Bill Tusher, announce the birth of a boy, born September 3rd. Baby has been named Dayton Millard. Father is a member of the publicity staff of the American network.

A son, George, Jr., was born on Aug. 28 at Harkness Pavilion, New York, to George and Sally Arkedis. The father is a member of the WCBS sales staff.



Balloon race

That picture was shot in the Place de Concord on April 21st. It was the first post-war revival of a favorite French sport.

As you probably know... the balloon that goes farthest before being forced down wins.

That winning requirement applies to a lot of things. Not the least of which, to us, is radio. Down here in Baltimore, there are as many stations as there are balloons in that picture—five! Look again! See?

And it is W-I-T-H, the successful independent, that goes furthest to win for you. It is W-I-T-H that delivers more listeners-per-dollar spent than any other station in town!

If you want to win in the air in Baltimore—W-I-T-H belongs on that buying list!



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TOM TINSLEY, President REPRESENTED BY HEADLEY-RE

**You Might Think We're Crazy - - But When
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(Including N. Y. and Los Angeles) We Know It's Tops!

Phone or Wire Collect!

**We Want To Tell You About Our New Half-Hour
Open End Transcribed Mystery Show - - - - -**

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**A MYSTERY SHOW THAT IS REALLY
"DIFFERENT"—SUITABLE FOR ANY
TYPE AUDIENCE OR SPONSOR!**

**52 HALF HOUR OPEN-END SHOWS
IN INITIAL SERIES — AND PRICED
RIGHT FOR YOUR MARKET...**

**We'll Invest The Price Of Your Phone Call or
Wire, Plus the Audition Disc, If you'll Invest
30 minutes to Hear This Great Show!**

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PRODUCERS OF "MYRT AND MARGE" and "FLIGHT WITH MUSIC"

SOUTHWEST

TONY ROSANCE on accordion and **Joe Morin**, Novachord, are musical highlights on a new **KTSA**, San Antonio program heard daily for a half hour. Program is titled **Fred's 550 Follies** and features **Fred Bennett** as master of ceremonies assisted by **Blewett Smythe**.

The FCC has granted **Thomas G. Harris** license for a new standard broadcast station to be operated at **Austin**. Station will operate daytime hours on 1370 kilocycles with a power of 1,000 watts.

A special broadcast originated from in front of the **Majestic** in **Dallas** last week highlighting the premiere of "Variety Girl." A special broadcast was originated through **WRR**, **Dallas**. Program featured **R. J. O'Donnell**, international chief barker of the **Variety Club**; **Dallas Mayor James R. Temple**, Chief of Police **Carl Hanson**, **William O'Donnell**, chief barker of **Variety Club Tent No. 17** and **James O. Cherry**, co-chairman of the **Boys' Ranch** committee.

A construction permit has been granted the **Sunshine Broadcasting Co.**, owners and operators of **KTSA**, **San Antonio** for a new **FM** station to be operated in **San Antonio**.

Tony Stephan Fanelli has joined the staff of **KPET**, **Lamesa**, as an announcer-engineer. He was formerly an announcer with **KSEL**, **Lubbock**.

"Seeing **San Antonio** Through a Visitor's Eyes" was the title of a special half-hour broadcast over **WOAI**, **San Antonio**. Program presented the latest in fashions by a group of models and the staff members of **Vogue**.

Promotion Drive Outlined As 'Clinic' Of CBS Opens

Unveiling of the **CBS 1947 Fall** promotion campaign by **Thomas D. Connolly**, **CBS** director of program promotion, yesterday highlighted the opening session at the **Hotel Pierre** of the network's first **Promotion Managers' Clinic**. More than 100 station managers and promotion managers, from stations in every section of the country, attended the opening of the clinic, which will be continued at the **Pierre** and **CBS** headquarters today and tomorrow.

Showing of **Columbia's Fall** program promotion plans consumed the entire afternoon.

Lowell Thomas, who will be sponsored on **CBS** by **Procter & Gamble** in the 6:45 p.m., spot, Monday through Friday, starting **September 29**, was yesterday's luncheon guest.

William C. Gittinger, **CBS** vice-president in charge of sales, opened the morning session by outlining **Columbia's 1947 Fall** commercial program schedule. He was followed by **Davidson Taylor**, **CBS** vice-president and director of **Public Affairs**, who talked about **CBS' Fall** plans in public affairs.

William Fineshriber, assistant director of broadcasts, spoke on entertainment-package shows to conclude the morning session.



Mainly About Manhattan . . . !

● ● ● Prediction: The race (if such it can be called) for the television rights to the **World's Series** will go right down the wire between **Gillette** and **Ford**, with there being a good chance of both sharing it. Main thing holding up the deal is that both outfits want commitments for several years to come. This, **Chandler** no like as he feels that in a few years \$100,000 will be a mere drop in the bucket for the rights. Meanwhile, there are those who feel that the dealers are missing the boat by not opening up their shops for the general public for demonstration purposes. Lots of people, they point out, are unwilling to go into a tavern or beer joint just to see the video. . . . **Margaret Truman** nixed **Al Jolson's** plea to do a guest shot on his **Music Hall** airtel. Says she won't appear on any commercial show. **Jolie**, we hear, is all hopped up about his show and is out to prove that he can click solidly in radio. **Bing**, whom he idolizes, is the lad he particularly wants to impress. . . . Starting **Oct. 6th**, the **Bill Todman-Mark Goodson** package, "Winner Take All," goes co-op on **CBS**. . . . **Footie**, **Cone & Belding** interested in a new package with **Kenny Delmar**. Understand scripting will be in the hands of two top ex-**Jack Paar** ulcers. . . . **Bourjois**, the perfume outfit, has turned thumbs down on radio for this season. . . . **Tim Marks**, the old sage of **Radio Row**, observes that amateurs used to get the hook. Today, they get the hook-up.



● ● ● **ONE MAN'S POINT OF (RE)VIEW**: **Phil Spitalny's** sparkling "Hour of Charm" resumed its rightful slot **Sunday** afternoon, originating from **Baltimore, Md.** A new voice was introduced in the boff choir rendition of the "Whiffenpoof Song"—and **Evelyn**, of the magic violin, again demonstrated why she is our (and, we hope, your) favorite bow-artist with "You And The Night And The Music." The air-waves rocked with applause of the huge concert audience who witnessed the preem from **Baltimore**. The commercials were in perfect harmony with the **Spitalny** format of "music and song"—and the sponsors (**Electric Companies of America**) have found the ideal medium of good will. The "Hour Of Charm" has the warmth and nostalgia of an old friend.



● ● ● **THE MIND SWEEPER**: The day will come, mind you, when potential studio audiences will refuse tickets through the mails unless accompanied by a give-away. Say, a refrigerator or a washing machine! . . . Nobody I know expresses cynicism via an arched left eyebrow like **Henry Morgan**. . . . Quickest way I know of to get ulcers: Watching the **Giants** trying to protect a three-run lead. . . . **MGM Records'** biggest sleeper figures to be **Jack Fina's 'Piano Portrait Boogie'**, showing what ten talented fingers can do. . . . Hear **Monica Lewis** on the air **Sat.** or see her at **Loew's State** with **Ed Sullivan** and you have listened to and ogled the most improved gal singer of '47. . . . Description of **Lucille Ball**: volatile, voluptuous, volcano with verve. . . . **Jack Haley** has eyes that dance and **Fred Astaire** has feet that flirt. . . . For a guy with show biz moxie and know how: **Jimmy Savo**. plenty of **Savo-faire**.



● ● ● **AROUND TOWN**: Altho' **Ford** has cancelled out on the **Meredith Willson** airtel, they're still interested in a musical series. They just auditioned **Dr. Frank Black** with a 75-piece ork. . . . **Ventriloquist** ace, **Paul Winchell**, is doing 12 guest shots, around the clock, today for the **N. Y. Cancer Committee**. . . . Unless the sponsor changes his mind on "Adventures of the **Falcon**," it's due to fade on the 23rd with "Official Detective" moving in. . . . **WHN's 'Books on Trial'** resumes again **Monday** nite (live, that is) at the **Barbizon Plaza** with **Louis Sobol's** great tome, "Some Days Were Happy," on the block. **Russell Maloney** will do the kicking around, with **Billy Rose** defending. . . . **Dick (MCA) Rubin** just landed a new apt.—and he isn't even getting married.

SAN FRANCISCO

W. M. B. PABST, Manager of **KFRC** is on a three-week combination business and vacation trip to **New York**. He will return via the way of **New England** and the **St. Lawrence River**.

Gil Thomas, **KGO** producer-writer, addressed the **California Writers' Club** meeting at the **Claremont Hotel**, **Berkeley**, on "Radio Writing and Marketing."

Football dopsters will be given a opportunity to win portable radio in a series of new weekly contests starting **Sept. 15th** under the sponsorship of **J. M. Long & Co.**, **San Francisco Philco** dealers. The program "Football Scoreboard," written by and featuring **KGO sports editor Ira Blue**, will be on the air twice a week and will give sports fans a opportunity to pick the winners of the 40 leading games of the country. Weekly prizes of portables will be given the best "pickers," and a grand prize of a **Philco refrigerator** will go to the listener who picks the top leading teams of the country.

KPO is originating a number of programs at the **California State Fair** in **Sacramento** this week. **Henry Schacht**, **KPO Agricultural Director**; **Jane Lee**, conductor of **KPO's "Women's Magazine of the Air,"** and **Ralph Howard**, **NBC** reporter, will all report on the Fair to their listeners. The **Standard Symphony Orchestra** originated their broadcast from the fair grounds on **Sunday night, August 31**.

Gayle V. Grubb, **KGO** manager, has been appointed chairman of the **Radio Committee of the San Francisco Community Chest**.

Bob Hope was in town to take part in the kickoff ceremonies for the professional football season opener between the **Los Angeles Dons** and the **San Francisco '49ers**.

Cairns Re-elected Pres. Of Canadian W. A. B.

(Continued from Page 1)

meeting was referred to the incoming executive.

R. M. Campbell, **Toronto** advertising agency executive, referred to problems by **American Federation of Musicians'** fees required on delayed broadcasts and asked for suggestions. **Campbell** said that different time zones made it difficult to spot network programs at suitable times across the **Dominion**.

He mentioned one women's program spotted at 11:45 a.m., EST, or 8:45 a.m., in **British Columbia**, too early for a women's audience. If the program were recorded and rebroadcast later at a more suitable time for **B. C.** audiences, the additional musicians' union fees required for "stand-ins" would make the program too costly to carry.

Campbell said individual stations might bring pressure to bear on the union to forego the additional fees. **Cairns** said western stations would give assistance towards solving the problem.

Music License Fees Increased In Canada

(Continued from Page 1)

Canada, an increase of 200 per cent. from one cent per set to three cents. The fee of Ascaph payments have not been changed since 1939, due to the fact that both broadcaster and music publisher were agreed that an increase was in order.

CAPAC had in effect an agreement with the Canadian Association of Broadcasters whereby the broadcasters were paying seven cents per set. However there was no pact with the Canadian Broadcasting Corp., and the Appeal Board, in arriving at the figure to include CBC stated it would not do so because 7 cents was being paid by the CAB but from the viewpoint of an over-all figure which would be placed at 14 cents per receiving in the Dominion.

CAB And CBC Share Loss

The money for use of copyrighted music will be paid equally by CBC and the CAB, or independently of each other, which would split the 14 cents into seven cents per set by each organization. CAPAC, an Ascaph affiliate had sought an increase to a total of 28 cents per set and the 14 cent figure was regarded as a victory for the radio men. The 8 cent rate, Canada paid its subsidiary \$120,000 last year, a 50-50 percentage paid by the CAB. It is regarded as fair by the CAB members since the CBC in the past had paid the shorter end of the total. T. Thornton, acted as chairman of the Appeal Board and E. H. Coleman and Paul Fontaine, members, read the report to the Hon. Colin Clark, Secretary of State of Canada.

The Production For July Lower Than During June

(Continued from Page 1)

Production of radio manufactured in the U.S. during July was 1,100,000 receiving tubes, in July as compared with 1,500,000 in June. Total tubes manufactured during the seven months of the year amounted to 11,400,000. For July total, 7,920,319 were for radio equipment, 2,294,770 for television, 1,110,914 for export, and 874 for government agencies. The total production of the government, including 1,110,914 for export, was 14,915,141 for export and 1,110,914 for agencies of the government.

Legion 'C-O' Guest

Washington—James E. O'Neil, newly-elected commander of the American Legion, has been added to the list of NAB convention speakers. He was announced yesterday. Commander O'Neil, elected to his national post at the Legion's convention in New York last week will speak to the NAB members on legislative opportunity, Communism and other matters affecting freedom of speech.

Radio's Right To Editorialize Subject Of FCC By Hearing

(Continued from Page 1)

Mayflower decision, reiterated in the Blue Book, has been the target for a considerable portion of the barbs thrown at the Commission. NAB President Justin Miller constantly has hammered away at the decision and other broadcasters have called for an end to the Mayflower ruling. Broadcasters, however,

Miller "Delighted"

Washington — Following the FCC announcement of the "editorializing" hearing, NAB President Justin Miller issued the following statement: "I am delighted to learn that the FCC has set January 12, 1948, for hearings on the Mayflower decision. This decision, which proscribes editorializing on the air, long has stood as one of the most serious abridgments of free speech, and certainly represents a philosophy that is contrary to the principles of the constitution. The NAB and its members will actively participate in this hearing."

have not been unanimous in maintaining that radio should editorialize, although most believe that broadcasters at least should have the right to express their views over the air.

During budget hearings before the House Appropriations Committee, FCC Chairman Charles R. Denny said that the question of allowing radio to express editorial opinion "ought to be reviewed."

When asked for his specific opinion, Denny said, however:

"I would like to beg off answering that, because we are thinking of holding this hearing, and I do not want to shoot from the hip on it. There are so many facets and so many sides to it that I do not know the answer. I think it is something that does have important implications from the point of view of the over-all good of American radio which has, under the present policy, gained a pretty good reputation for fairness. People, generally, I think, regard radio news as fairer and less biased than what they get from the newspaper. Radio has earned an enviable reputation, and

Sarnoff To Speak

Charles David Sarnoff, president of the Board of Directors of Radio Corporation of America, will be a special luncheon speaker at the Council of Foreign Relations at the Century Hotel on Friday, September 12. The luncheon will be attended by members of the U.S. National Commission for UNESCO Sub-Committee of Scientific Culture, which will be headed by the Listener and Freedom to Listen. He will be introduced by Assistant Secretary of State William L. Clayton. Members of the Commission will also be present to include Archibald MacLachlan, Beatrice Ruml and Dr. Harlow Shapley.

I am anxious to see that radio should not move precipitously and may do something that will mean radio will lose that reputation."

Admitting that NAB had considerable support in the industry for editorializing, Denny told the committee, however, that there is a "substantial dissenting voice in the industry."

Denny also pointed out that "there may also be the question of whether editorializing on the radio is the same problem today as it was before the war."

"Today," Denny said, "we have twice as many stations as we had before the war, and editorializing now might be a good thing; whereas, when we had only 600 stations back in 1938, it would not be."

The Commission decision to hold the hearing was an immediate outgrowth of a petition filed by Cornell University, licensee of WHCU, Syracuse, N. Y. The station asked the Commission for a specific, declaratory ruling on whether it could editorialize.

In its announcement of the hearing, the Commission said that all interested parties desiring to participate, should notify the FCC on or before December 1, 1947. It is expected that a long line of witnesses will appear at the hearing. Some newspapers have stated in the past that radio was not yet "mature" enough to engage in editorial opinion. If this charge is repeated at an open hearing, broadcasters may be expected to throw fireworks into the proceedings.

The Commission said the hearing would be held on the following issues:

1. To determine whether the expression of editorial opinions by broadcast station licensees on matters of public interest and controversy is consistent with their obligation to operate their stations in the public interest.

2. To determine the relationship between any such editorial expression and the affirmative obligation of the licensee to insure that a fair and equal presentation of all sides of controversial issues is made over their facilities.

Two Join ABC Research

Edward R. Edeh and William H. Stearns have joined the research department of the American Broadcasting Company. Edward F. Evans, the network's director of research has announced.

Edeh, who has been named assistant to the director of market research for ABC, since November 1944 had been manager of the coverage department of the Mutual Broadcasting System.

Stearns, who has joined ABC as assistant to the associate research director, Ben Goldblatt, since September 1947 had been employed by CBS as director of listener diary division.

Surgeons Use Video To Study Operations

(Continued from Page 1)

doctors will assemble in groups around the 15 television receivers installed, to witness the telecasts.

First in the series was presented yesterday at 2 p.m., with two broadcasts scheduled for today, one at 10 a.m., and again at 2 p.m., with the same schedule set for Wednesday and Thursday. Friday will wind up the series with a final operation being televised at 10 a.m.

RCA technicians will be on hand at the Waldorf on Thursday afternoon to explain to members of the press the technique used in making these broadcasts possible, going into technical explanations concerning the broadcasts. RCA equipment is being used exclusively throughout the series and the setup is similar in scope to the one used in early March of this year, when a "blue baby" operation was viewed by 300 doctors at Johns Hopkins University and Hospital, Baltimore.

FCC Reverses Decision, Grants Brockton Station

(Continued from Page 1)

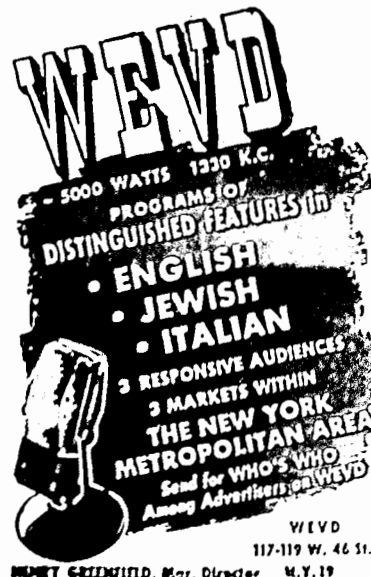
of Bay State, Beacon and Plymouth County Broadcasting Co., also for stations in Brockton.

In a proposed decision adopted in March, the Commission granted the application of the Plymouth County group. No specific reason for the switch was given by the Commission.

There were indications that at least one of the unsuccessful applicants will file a petition for a rehearing.

The Commission also announced a proposed decision granting the application of Thomas N. Beach to change the frequency of WTNB, Birmingham, Ala., from 1490 kc. to 850 kc., and to increase power from 250 watts to 1 kw., night, 5 kw., daytime.

Denied was the application of Johnston Broadcasting 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
HUNNY GREENFIELD, Mgr. Director M.Y. 19

FMA's Convention All Set

Will Report Result Of Questionnaire On FM Music

(Continued from Page 1)

investigating Labor Racketeering, will speak at the luncheon session Friday, on "The FM Music Situation." Kearns has had several confabs with Petrillo. Agenda for the two-day FM meet subject to possible last minute changes is shown in adjoining columns.

Advance registration follows:

A

Abrams, Earl B., Radio News Bureau, Washington, D. C.; Altdorffer, F. H., WLAN, Lancaster, Pa.; Andrew, John, Associated Program Service, New York City; Armstrong, Major Edwin H., WFMN, Alpine, N. J.; Arnold, George, Jr., WTAD, Quincy, Ill.; Austin, T. W., WFMY, Greensboro, N. C.

B

Bailey, J. N. (Bill), Exec. director, FM Association, Washington, D. C.; Bailey, Stuart L., Jansky & Bailey, Washington, D. C.; Balcom, Max F., RMA, New York City; Bannerman, Graeme C., Mayer, Bannerman & Rigby, Washington, D. C.; Barker, C. G., Magnecord, Inc., Chicago; Barton, Francis C., Jr., Federal Advertising Agency, New York City; Baughn, Edward F., WPAG-FM, Ann Arbor, Michigan; Beard, Bryce P., WSTP-FM, Salisbury, N. C.; Beckjord, American Association of Advertising Agencies, Chicago; Beer, Robert M., WATG-FM, Ashland, Ohio; Behr, Joseph, Radio Engineering Laboratories, Inc., Long Island City, N. Y.; Bingham, George W., WHVA, Poughkeepsie, N. Y.; Biddy, Clayton J., WLOB, Claremont, N. H.; Boyd, Hugh N., WHNM, New Brunswick, N. J.; Braum, Cyril M., FCC, Washington, D. C.; Bray, W. E., WMRC-FM, Greenville, S. C.; Brodessa, Frederick A., WPOE, Elizabeth, N. J.; Broughton, W. G., General Electric Company, Syracuse, N. Y.; Bryan, Bill, KMUS (FM), Muskogee, Oklahoma; Butsch, Louis G., WWHG-FM, Hornell, N. Y.; Bullock, Mark W., KFAB-FM, Lincoln, Nebraska; Burke, Harry D., KFAB-FM, Lincoln, Nebraska.

C

Campbell, Doug, WJEM, Springfield, Ohio; Chain, Sol, WBBE, New Haven, Conn.; Claire, Miss Marion, WGNB, Chicago, Ill.; Clark, Plez S., KFH, Wichita, Kansas; Codel, Edward, FM Business, New York City; Codel, Martin, Radio News Bureau, Washington, D. C.; Cottone, Benedict P., FCC, Washington, D. C.; Couture, Faust, WCOU-FM, Lewiston, Maine; Coy, Wayne, WINX, Washington, D. C.

D

Dady, Ray E., KWK, St. Louis, Mo.; David, W. R., General Electric Co., Syracuse, N. Y.; Davidson, H. M., WNDP-FM, Daytona Beach, Fla.; Denny, Charles R., FCC, Washington, D. C.; Dillard, E. L., WASH-FM, Washington, D. C.; Doane, John, FCC, Washington, D. C.; Draughon, Jack M., WSIX, Nashville, Tenn.; Draughon, Louis R., WSIX, Nashville, Tenn.; Driscoll, George S., Stromberg-Carlson Co., (WHFM), Rochester, N. Y.

E

Eastwood, W. T., WHFM, Stromberg-Carlson Co., Rochester, N. Y.; Eitel, W. W., Eitel-McCullough, Inc., San Bruno, Calif.; Ekstrum, Robert N., WTCN-FM, Minneapolis, Minn.; Eldridge, Hudson, WASH-FM, Washington, D. C.; Essau, John, KTUL & KTUL-FM, Tulsa, Oklahoma; Evans, Hayden R., WTAQ (FM), WHBY, Inc., Green Bay, Wis.; Evans, Richard G., WIZZ (FM), Wilkes-Barre, Penna.

F

Farnsworth, Guy, WATG-FM, Ashland, Ohio; Fidler, James C., U. S. Weather Bureau, Washington, D. C.; Finch, W. G. H., WGHF, New York City; Findley, L. K., Collins Radio Company, Cedar Rapids, Iowa; Fischer, Fred W., Westinghouse Electric Corp., Baltimore; Fletcher, Fred, WRAL-FM, Raleigh, N. C.; Friedman, Albert, Olympic Radio & Television, Inc., Long Island City, N. Y.

FMA Agenda

Thursday, Sept. 11

5:00 p.m.—Registration.

Friday, Sept. 12

9:30 a.m.—Grand Ballroom, Roy Hoheinz, president, presiding. President's Report. Appointment of Committees.

10:00 a.m.—"Measuring FM Audiences"—P. K. Leberman, WGYN, New York; C. E. Hooper, C. E. Hooper, Inc.; Hugh Feltis, President, BMB.

10:45 a.m.—RCA Speaker.

11:00 a.m.—Message for Timebuyers—Jack Wier, president, Dynamic Electronics—New York, Inc.

11:30 a.m.—Open Discussion.

12:30 p.m.—Luncheon, Hendrik Hudson Room, President Hoheinz, toastmaster. "The FM Music Situation," Rep. Carroll D. Kearns (R.-Pa.), Chairman, House Education & Labor Subcommittee Investigating Labor Racketeering. "How to Put Over an FM Station," Ira A. Hirschmann, President, WABF, New York.

2:30 p.m.—Grand Ballroom, Everett L. Dillard, FMA Vice-President, Presiding. GE Film, "Naturally It's FM."

2:45 p.m.—"Weather Service for FM," James C. Fidler, U. S. Weather Bureau, Washington.

3:00 p.m.—"Potentialities for Wide Area Coverage by FM," C. M. Jansky, Jr., Jansky & Bailey, Washington.

3:30 p.m.—Demonstrations of FM's high fidelity, Maj. Edwin H. Armstrong, in charge.

6:30 p.m.—Banquet, Grand Ballroom, President Hoheinz, toastmaster.

8:00 p.m.—"FM—A New Deal for the Radio Listener," Hon. Paul A. Walker, Vice Chairman, FCC. "The Continental Network," E. L. Dillard. (NOTE: Continental network will broadcast addresses of Mr. Walker and Mr. Dillard.)

8:30-9:00 p.m.—Stromberg Carlson "Treasury of Music," first commercial FM network program from Continental Network.

9:00 p.m.—"The Manufacturers' Stake in FM," Max F. Balcom, President, RMA.

9:30 p.m.—Presentation of Billboard FM Promotion Awards.

Saturday, Sept. 13

9:00 a.m.—Grand Ballroom. "Selling FM—Here's How," Thomas F. McNulty, WMCP, Baltimore; Bill Bryan, KMUS, Muskogee, Okla.; Joel Stovall, WCTS, Cincinnati; E. Z. Jones, WBBB-FM, Burlington, N. C.; Guy Farnsworth, WATG, Ashland, Ohio; George Arnold, Jr., WTAD-FM, Quincy, Ill.

10:30 a.m.—Election of New Directors. Reports of Committees. Unfinished Business.

12:00 noon—Adjourn.

2:00 p.m.—Visit to Major Armstrong's pioneer FM station at Alpine, N. J.

6:30 p.m.—Meeting of Board of Directors.

Friedman, Armin, The American Weekly, Chicago, Ill.; Fry, Paul R., KBON-FM, Omaha, Nebraska.

G

Calvin, John, Jr., KRCC, Contra Costa Broadcasting Co., Richmond, Calif.; Gardiner, S. Jay, Olympic Radio & Television, Inc., Long Island City, N. Y.; Gillett, Glenn D., Glenn D. Gillett & Associates, Washington, D. C.; Gerstin, Stanley, FM Business, New York City; Goldberg, I., Pilot Radio Corp., Long Island City, N. Y.; Grady, Rev. R. F., WFUV, Fordham University, New York City; Griswold, Walter, WIBX-FM, Utica, N. Y.; Gross, Julian, WKNB, New Britain, Conn.; Gunther, Frank A., Radio Engineering Laboratories, Inc., Long Island City, N. Y.

H

Hall, E. L., Pilot Radio Corp., Long Island City, N. Y.; Harris, John P., KIMV, Hutchinson, Kansas; Hawkins, Ewing B., WNEB & WNEB-FM, Clark Associates, Inc., Binghamton, N. Y.; Hayes, Arthur Hull, WCBF & WCBF-FM, New York City; Hennessy, Ed J., WRBL-FM, Columbus, Georgia; Hester, Walter F., WHPE & WHPE-FM, High Point, N. C.; Hodel, E. J., WCFC, Beckley, West Va.; Hodges, B. S., Jr., WGTG-FM, Greenville, N. C.; Hoessler, L. W., RCA Victor Division, New York City; Hofheinz, Roy, KRHT & KOPY (FM), Houston, Texas; Hollis, Jim, Collins Radio Company, Cedar Rapids, Iowa; Holloway, R. W., WRLD-FM, West Point,

Georgia; Holt, Thad, WAFM, Birmingham, Ala.; Hook, H. B., WTAD, Quincy, Ill.; Hull, Earl C., WHLD & WHLD-FM, Niagara Falls, N. Y.; Humphrey, Thomas R., WHYN & WHYN-FM, Holyoke, Mass.

I

Insull, S., Jr., Stewart Warner Corp., Chicago, Ill. Jacobsen, W. S., KROS, Clinton, Iowa; Jaeger, W. C., General Electric Company—Electronics Dept.—Syracuse, N. Y.; Jakubowski, Joseph J., WLIV, Providence, R. I.; James, E. P. H., Mutual Broadcasting System, Inc., New York City; Jansky, C. M., Jr., Jansky & Bailey, Washington, D. C.; Jayne, Dan E., WELF-FM, Battle Creek, Michigan; Jolley, R. A., WMRC-FM, Greenville, S. C.; Jones, E. Z., WBBB-FM, Burlington, N. C.; Jurin, Sydney, Pilot Radio Corp., Long Island City, N. Y.

K

Katzell, Raymond, WGNR, New Rochelle, N. Y.; Kearns, Rep. Carroll D., member of Congress, House of Reps., Washington, D. C.; Kelley, Gaines, WFMY-FM, Greensboro, N. C.; Kelly, William J., Stromberg-Carlson, Rochester, N. Y.; Kern, Helmut F., WCFM, Washington, D. C.; Kimble, Leslie D., WKNP, Corning, N. Y.; King, A. Lewis, WFMO, Jersey City, N. J.; Kohn, Raymond F., WFMZ, Allentown, Pa.; Kopolovitz, William C., Dempsey & Kopolovitz & Electronics, Inc., Wash-

Over 400 Expected From All Parts Of Country

ington, D. C.; Kutsch, William, WMMJ Development Co., Chicago, Ill.

L

Leberman, Palmer K., WGYN, New York City; Leich, Martin L., WBOW-FM, Elkhart, Ind.; Leitzell, Ted, WEFM, Radio Corp., Chicago, Ill.; Lewis, Richard, WINC-FM, Winchester, Va.; Lindquist, Irving B., WSYR-FM, Syracuse, N. Y.; Linn, William B., WCBF & WCBF-FM, New York City; Lowe, S. F., Radio Commission, S. E. Atlanta, Ga.; Lyman, Frank, Jr., WXFH, Harvey Radio Laboratories, Inc., Cambridge, Mass.

M

Marks, Leonard, Colm & Marks, Washington, D. C.; Maron, William, WPOE, Bethel, N. J.; Mason, Jay E., WJTN-FM, Jerseytown, N. Y.; Masters, F. D., Stewart-Walker Corp., Chicago, Ill.; Mayer, J. Gerald, WELF & WKRT-FM, Cortland, N. Y.; Max, George A., WHFM, New Orleans, La.; McCanne, Lee, WRFM, Stromberg-Carlson Company, Rochester, N. Y.; McCullough, Eitel-McCullough, Inc., San Bruno, Cal.; McKinnsey, W. R., KSPF-FM, Stillwater, Oklahoma; McNulty, Thomas, WMCP, Baltimore, Md.; Meek, John S., John Meek Electronics, Inc., Plymouth, Ind.; Meyer, H., WFIL-FM, Philadelphia, Pa.; Miller, H. H., Allan H. Miller, Inc., Toledo, O.; Miller, C. W., Westinghouse Electric Corp., Baltimore, Md.; Miller, Neville, Miller & Schmitt, Washington, D. C.; Minderman, Earl, Washington, D. C.; Moore, B. E. L., Radio Press, New York City; Mountjoy, Gary, Stromberg-Carlson Co., WHFM, Rochester, N. Y.; Murray, Louis H., WPAM, Pottsville, Pa.

N

Nafzger, Lester H., WELD, Radnor, Pa.; Neal, James L., KAKC-FM, KAKC-FM, Tulsa, Oklahoma; Nedow, KECK, Odessa, Texas; Neely, Norman B., Norman B. Neely Enterprises, Hollywood, Calif.

O

O'Brien, Robert, KSWI, Council Bluffs, Iowa; Ottaway, W. W., WTFM-FM, Huron, Michigan; Owen, Reeve, WTOF, Savannah, Ga.

P

Pagliari, Nicholas, WEW-FM, St. Paul University, St. Louis, Mo.; Perdue, J. General Electric Co.—Electronics Dept., Syracuse, N. Y.; Plotkin, Harry M., FM Communications Commission, Washington, D. C.; Porter, David, FM Business, New York; Proctor, Frank S., WTJS-FM, Jackson, Miss.

R

Ragle, Gene, WCLT, Newark, Ohio; Stanley W., WRMC, New Orleans, La.; Paul W., WFAH, Alliance, Ohio; Remick, R. B., Collins Radio Company, Cedar Rapids, Iowa; Rhodes, Ellsworth E., WLIV, Ithaca, N. Y.; Riblet, H. B., Glenn D. Gillett Associates, Washington, D. C.; Rigby, Radio Consultants, Inc., Washington, D. C.; Ritter, Fordon T., Noblitt-Sparks Industries, Inc., Arvin Division, Columbus, Ind.; Robinson, James W., WFMD-FM, Frederick, Md.; Robinson, Ralph J., WACE & WACF, Springfield-Chicopee, Mass.; Rothensiesler, J., WSDA-FM, York, Pa.; Roussey, F., president, FM Development Co., Chicago, Ill.; Rudloff, Everett, WLBB,bury Park, N. J.; Runyon, C. R., Jr., president, Radio Engineering Laboratories, Long Island City, N. Y.; Runyon, C. R., Radio Engineering Laboratories, Inc., Long Island City, N. Y.

S

Sandford, Edgar, WGNR, New Rochelle, N. Y.; Saylor, Allen W., UAW-CIO Broadcasting Corp. of Michigan, Detroit, Mich.; Spira, Maurice, WGNR, New Rochelle, N. Y.; Schoenen, Percy L., Olympic Radio & Television, Inc., Long Island City, N. Y.; Sherman, KROS, Clinton, Iowa; Siegel, Seymour N., WNYC-FM, New York City; George L., WCFR, Fall River, Mass.

(Continued on Page 7)

PROMOTION

Radio Sales And WRVA

Radio Sales, the Spot Broadcasting Department of CBS has just issued a five-fold promotional piece which vividly tells the story of what Radio Sales did prior to assuming representation of WRVA, Richmond, October 1. Front-fold reports "Since 7:10 last Friday night 25 men and three women traveled 22,000 miles for your benefit!" Folder opens to reveal a number of cuts on the left-hand page. Various Radio Sales personnel are pictured with Richmond people, getting all report on the station, coverage, markets, etc. Right-hand page contains the words "Radio Sales goes to town!" printed on a blank background. Folder unfolds into its three sections to reveal more photographs. A copy devoted to the comprehensive job that Radio Sales did in Richmond in order to represent WRVA to the best of their abilities.

WMAQ Mailing Pieces

The first of a series of four three-page promotion folders commemorating station WMAQ's 25 years of continuous service to the public has been mailed to more than 3,000 spot local clients, agencies and prospective customers by the promotion advertising department of the NBC central division. The first piece is a comparison between WMAQ's coverage in 1922 and at the present time. The succeeding three folders will draw similar comparisons between the station's studio facilities, program schedule and clients. The neat, trick fold job was designed under the supervision of Emmons Wilson, manager of the department.

Large-Screen Tele Set Introduced By RCA Victor

Hamden, N. J.—First of RCA Victor's new large-screen television receivers, providing pictures almost comparable in size to a newspaper page and "about five times as bright as the average motion picture," was announced this week by Henry G. Baker, general sales manager of the company's home instrument department.

The new set, presenting a 15 by 20-inch picture, also includes standard broadcast, FM and shortwave radio, to retail at \$1195, plus tax and \$95 for installation.

The introduction of this instrument is particularly significant at this time," Baker said, "because it meets a growing need for service in medium and large homes, clubs, and auditoriums. Not only are the images presented of sufficiently large size to meet the requirements of such establishments, but they are also of remarkable brilliance," he said.

Wedding Bells

Engagement has been announced of Ed Thrower, ABC vice-president in charge of sales, to Miss Marian Randall of Montreal, Canada. No date has been set for the wedding.

Farnsworth Table-Tele Bows; UST Cuts Price Of Receivers

(Continued from Page 1)

dealers in the New York and Philadelphia areas, through the D. W. May Corporation and Trilling & Montague, its distributors in these cities, will be followed by full-page advertisements today and tomorrow. Sample receivers for sales demonstrations were installed in several dealers' stores prior to the showing, while installation in other stores throughout the country is expected to be complete before the end of the month.

New Farnsworth set, which is equipped for service on all 13 tele channels, is described by company officials as "the most compact receiver of its type yet developed." Cabinet is 16 inches wide, 18 inches high and 22 inches deep. Compactness is due to the presence of a device called a "beam relaxer," which takes the place of several ordinary tubes in a television set.

Nicholas Optimistic

In a talk to a luncheon meeting in New York and a dinner meeting in Philadelphia last night, E. A. Nicholas, Farnsworth prexy, emphasized the importance of moderately priced video receivers at this point of the industry's development. "It will be a real factor in the speeding up of television's contribution to our national economy," he said. "To the television broadcaster, moderately priced receivers mean more circulation—that is, widening distribution of receivers in more and more homes and public places. The economic progress of the broadcaster depends in large part upon this circulation. Broadcaster progress means more and better programs," Nicholas predicted, "and this in turn, of course, stimulates still wider public interest in television—and television receivers."

The Farnsworth president asserted

television is not a "vicious cycle—as some would have us believe." He said it was, in fact, a "chain reaction of progress, with each part of the industry complementing each other toward an assured and rapid expansion into a great new national service."

Recalling progress in the industry within the past year alone, Nicholas pointed out that the number of sponsored programs increased 70 per cent since last March, industry receiver production will approach "30,000 for the month of September," and that the viewing audience "will total at least a million persons by the end of this year."

UST Cuts Prices

Considerable price reductions up to \$480 were announced yesterday by United States Television concerning its "big-picture" projection models which retail at approximately \$2,000. Reason for the reduction, which is believed to be the first of such consequence among major manufacturers, is due to "greater mass production and the absorption of development costs by heavy sales throughout the nation," according to Hamilton Hoge, president. UST has been turning out such sets for over a year now and has distribution in 13 states from coast to coast. Sets have screens up to 30 by 22½ inches and have been installed in taverns, clubs, restaurants, and other public places.

Largest price drop, of \$480, was on the company's home projection tele console which includes FM-AM radio as well as two short wave bands and record-changer. Model, having a 21 by 16-inch screen, previously sold for \$2,275, and is now listed at \$1,795. UST's "best seller," a set with a 19 by 25½-inch screen, has been reduced \$400, from \$1,995 to \$1,595.

Taft-Hartley Act Theme Of RMA Meet Nov. 13

Chairman Glenn W. Thompson, of the RMA industrial relations committee, announced that a fourth RMA industrial relations seminar will be held Nov. 13 at the Stevens Hotel in Chicago. Thompson is president of Noblitt-Sparks, Industries, Inc., Columbus, Ind.

This seminar, which will be under the direction of R. C. Smyth, industrial relations director of the Bendix radio division, Baltimore, will deal chiefly with the application of the recently-passed Taft-Hartley act to the radio industry.

Gilbert Resigns Post

Dick Gilbert, program director of the Sun Country Network of Arizona, has resigned in order to return to active broadcasting. Gilbert, before joining the Arizona company, was featured for four years on WHN, New York. Sun Country's stations in Phoenix and Tucson were originally scheduled to go on the air in Sept., 1946, but are still under construction. Gilbert reports.

FM Web Planned By Northwest Group

(Continued from Page 1)

Lake, Wis., and WEAU-FM Eau Claire, Wis., forming the basic chain group.

The network will be directed by Walter C. Bridges, general manager, who is also manager of WEBC, Duluth, a member of the Arrowhead AM network.

Expansion Planned

It is planned to expand the FM network next summer to include a station on Rib Mountain at Wausau, Wis., and possibly an outlet at Madison in the Badger state. A plan for station affiliates is being drawn up so that new outlets can be added to the basic group.

Earl Henton of Duluth, program director for the web, says there will be emphasis on music, news and outstanding special events. Other officers of the Arrowhead FM network are H. E. Westmoreland, sales manager; C. B. Persons, technical director; Fred Forgette, promotion manager; N. P. Gill, chief engineer; and M. H. Josephson, news editor.

AGENCIES

CLARENCE WORDEN, of the CBS publicity staff and former Army public relations officer with the rank of lieutenant colonel, has been recalled by the War Department's National Guard Bureau to assist in radio promotion and publicity in connection with the recruiting drive for the National Guard. Colonel Worden's assignment is to contact radio agency men, producers, and program stars to obtain spot announcements in behalf of the recruiting campaign. During the war he was public relations officer in the Surgeon General's office for a year and subsequently public relations officer of the Antilles Department of the Caribbean Defense Command.

GEORGE P. MacGREGOR, formerly associated with the Coca-Cola Company and Young & Rubicam, has joined the New York office of Dancer-Fitzgerald-Sample, Inc., in an executive capacity.

FRED RUDGE, Inc., New York, has been elected to membership in the American Association of Advertising Agencies.

RMA's Plans Completed For Two-Day Convention

(Continued from Page 6)

of Milton B. FM & Television, Great Barrington, Mass.; Smith, Robert L., WGAZ, Charleston, West Va.; Spellman, Raymond, Noblitt-Sparks Industries, Inc., Columbus, Ind.; Sprague, Glenn L., WWHG-FM, Hornell, N. Y.; Stable, Henry E., Coastal Broadcasting Co., Inc., Bay Shore, N. Y.; Stewart, E. J., radio engineer, Australian Govt., Australian delegation, I. T. C., Atlantic City, N. J.; Stone, Jerry, WNDP-FM, Daytona Beach, Fla.; Stone, Norbert, Coastal Broadcasting Co., Inc., Bay Shore, N. Y.; Stovall, Ben, WCTS-FM, Cincinnati, Ohio; Strouse, Joel, WWDC-FM, Washington, D. C.; Sutherland, George L., WBRB, Wilmington, Del.

T

Taft, David G., WGTB-FM, Cincinnati, Ohio; Tighe, Thomas B., WJLK-FM, Asbury Park, N. J.; Tuby, Stephen, Jr., Stephen Tuby, Jr. (Attny.), Washington, D. C.

U

Undike, Fritz, WRUN-FM, Rome, N. Y.

V

Valerius, Walter, WKNP, Corning, N. Y.

W

Wagner, Paul E., WCSI, Columbus, Ind.; Waldschmitt, Joseph A., E. C. Page Consulting Radio Engineers, Washington, D. C.; Walker, Commissioner Paul A., Acting Chairman FCC, Washington, D. C.; Walter, Henry, WCFM, Washington, D. C.; Wannamaker, Allen, WGTN-FM, Wilson, N. C.; Ware, William E., KSWP-FM, Council Bluffs, Iowa; Warnock, Glenn P., WAIM & WCAC-FM, Anderson, S. C.; Waterbury, Edwin M., WOFT-FM, Oswego, N. Y.; Watkins, John C. A., Providence Journal, Providence, R. I.; Way, J. Buzz, WCFR, Fall River, Mass.; Weber, Fred, WDSU-FM, New Orleans, La.; Wheeler, Edward A., WEAW, Evanston, Ill.; Wheeler, Edwin K., WWJ, WWJ-FM, WWJ-TV, Detroit, Mich.; Whildin, Theodore, Coastal Broadcasting Co., Bay Shore, N. Y.; Wilson, Augustus, M., Colonial Broadcasting Co., Providence, R. I.; Wilson, York L., Southern Broadcasters, Inc., Washington, D. C.; Wolfe, Robert F., WPRO-FM, Fremont, Ohio; Wolfskill, KOZY-FM, Kansas City, Mo.; Wood, Francis Carter, Jr., WFMO, Jersey City, N. J.; Wood, Helen, WJX-FM, Utica, N. Y.; Wood, Herbert S., WCPC, Washington, D. C.; Wright, O. R., KOZY-FM, Kansas City, Mo.

Y

Yeandle, R. S., General Electric Company—Electronics Dept.—Syracuse, N. Y.

COAST-TO-COAST

MISSOURI

KANSAS CITY—KMBC is featuring broadcast of its popular Dinner Bell Roundup, which played to thousands at the Missouri State Fair, Sedalia, for the Kansas State Fair, Hutchinson, Kansas, September 15-19. Broadcast period is preceded by a 15-minute warm-up which features Phil Evans, director of KMBC service farms, Hiram Higsby, Rhythm Riders, Tune Chasers, Millie and Sue, Colorado Pete, Jed Starkey and Don Sullivan. . . . ST. LOUIS—Bruce Barrington of KXOK, now boasts a "Bruce Barrington Booster Club" of Little Rock, Arkansas. News editor since Sept., 1938, when the station first went on the air, Barrington now airs three newscasts Monday through Saturday.

NEW YORK

SCHENECTADY—A battery operated receiver was recently presented by WGY to George Vernum, New York State fire ranger for the past five years, who formerly received his news of the world but once a week when he trekked down the mountain with his donkey companion. "Beulah," for fresh supplies and picked up a daily newspaper. General Electric learned of his predicament when the station made a special broadcast upon presentation of the receiver, now one of the most prized possessions in his small cabin at the foot of the fire tower atop Prospect mountain in the Adirondacks. . . . PLATTSBURG—Recent visitors to WMFF included Bernie Adams, program director, WPDQ, Jacksonville, Fla.; Hank Raymer, staff announcer, CBM, Montreal, Canada; and Bob Hooper, engineer from WELL and WELL-FM, Battle Creek, Michigan. All three were vacationing in this city.

NORTH CAROLINA

CHARLOTTE—W. H. Goan, WAYS station manager, has been appointed by the Charlotte Advertising Club to act as chairman in charge of an advertising school to be sponsored by the club and which is to be held this Fall. The school will include lectures and classes on all phases of advertising. . . . TARBORO—Program director Syd Byrnes, of WCPS, has started a contest, whereby the contestant must write in telling why he or she dislikes the "Alarm Clock Club" or its master of ceremonies, Syd himself. Valuable prizes are being awarded. . . . JACKSONVILLE—New addition to WJNC's staff is George Grider who has joined the engineering department.

Civic Series

Honolulu—KHON has started new program series in which Honolulu residents can really let down their hair. Titled "What I Would Do If—" three persons on each show are allowed to tell how they'd solve various civic problems. First one dealt with city refuse collection, which has become an eye-sore. Next will be on the epidemic of burglaries and juvenile crime.

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 August 29,-September 4, 1947

Table with 2 columns: TITLE and PUBLISHER. Lists 32 popular songs and their publishers.

Second Group

Table with 2 columns: TITLE and PUBLISHER. Lists 16 additional popular songs and their publishers.

BEHIND THE MIXER

By SID WEISS

DO we hear that Rod Erickson is resigning as WOR director of programs?

Dan Rubin, of the Margaret Ettl office here, looking for a script to dramatize an idea of his based on a tolerance theme.

If nobody snaps up the video rights to the World's Series, observes Dan Stevens, it might cause televi-shun.

Mari Yanofsky now penning for RCA-Victor Sunday afternoon at Bert Briller, of WOR's press department starts a radio dept in the Oct. issue of Reader's Scope.

Ben Grauer, who left for TBS recently on a trip to gather background data, back in town after having interviewed Gen'l MacArthur.

Keyes Perrin, emcee of WFMY "Record Riddles" show, suffering from the current hay fever blitz, offered a theme song for fellow sufferers: "Pollen-aise."

Dwight Weist has cut a series of one-minute spots for American Airlines through R. & R.

Lillian Schoen, scripter for "Gang Slam," among other shows, has tied a lease on a Bucks County, Pa., farm where she'll retire for week-ends.

Bruce Raeburn back at the Healysee Monkey Bar with his "Sit at the Piano."

Two airters using Berry Kropp regularly placed in top ten on the Hooper chart—"The Big Story" by "Big Sister."

Pharmaco picking up the talent of the new Bret Morrison airters, "The Stranger."

Last week, Joe Hasel, who started by the Madison Sq. Garden broadcast in case of a quick bye got the green light to start talking at 10:16—the second quickest knock-out of the year. Joe filled in at 10:30 with human interest stories then took over his regular post-half-hour period following which he was back on the net at 11:15 with his regular sports chatter.

Nellie Lutcher invades the radio and Downtown Cafe Society in Sept.

On a recent "This Is Your Story" stanza, the distinguished actor, Fred Readick played the role of an idiosyncratic kid brother. The older, crowd brother was played by his son, Fred.

The sensational Joe Mooney quickly booked into the Raleigh Room at the Warwick Hotel.

Six Barbizon models who proposed opening a smart tea room on the Side will call it the Barbizonzibar.

Send Birthday Greetings To—

September 9

J. F. Burke Arthur Henle Betty Howard Ed Prentiss



BMB Subscriber Analysis

FM Decision On FM Known Tomorrow

Chicago — Following the meeting of top network executives and members of the American Federation of Musicians Executive Board, a ray of hope was held out to the proponents of FM pickups and feeding of network musical programs. It was indicated yesterday that the AFM will make known tomorrow its decision on the FM music situation which may result in the union standing pat, or some concession as to the use of network-fed music. Last month the AFM reiterated its stand against the use of music not originated by FM. Networkers met with the AFM on the

(Continued on Page 7)

Leibmann Brewery Offers \$100 G's For 'Series' Tele

Leibmann Breweries, Inc., makers of Rheingold Beer and other beverage products, has offered to sponsor the World Series on television for the \$100,000 asking price, but is reported to have been turned down by baseball commissioner, A. B. "Happy" Chandler, it was learned yesterday. Chandler is said to feel that it would be "a mistake" for a beer company to sponsor the classic, in view of the

(Continued on Page 8)

New NBC 'Circle Arrow'; Other Chicago Business

Chicago—The Western Auto Supply Company's "Circle Arrow" show on CBS has been renewed for 52 weeks, effective October 5. It is announced by Paul McCluer, manager of the national division network sales department

(Continued on Page 2)

Record Queen

Jo Stafford, songstress of the Chesterfield "Supper Club" on NBC, and Capitol recording star, has been named queen of the first annual convention of the Retail Record Dealers Association, which opens at Manhattan Center next Tuesday. Jo will lead the "Parade of Recording Artists," of the various companies.

12 AM Grants Okayed; Other Activity By FCC

Washington Bureau, *RADIO DAILY*
 Washington—FCC yesterday awarded licenses to 12 applicants for new AM stations in scattered sections of the country. They include Antietam Broadcasting Corp., WARK, Hagerstown, Md., operating on 1490 kc., 250 watts, unlimited; The Blue Valley Co., KIMO, Independence, Mo., operating on 1510 kc., 1 kw., daytime; Variety Broadcasting Co., KIXL, Dal-

(Continued on Page 5)

Ford Motor To Cancel "Ford Showroom" Sept. 24

With debut of its full-hour dramatic show, "The Ford Theater," set for October 5 on NBC, Ford Motor Co. will drop "The Ford Showroom" on CBS (9:30-10 p.m., Wednesdays) following the September 24 broadcast. "The Ford Showroom," featuring Meredith Willson's orchestra, has been on the air since June 18, in the interests of Ford dealers.

NRDGA Sales Promotion Head Advises On Dep't Store Biz

Pointers in selling radio advertising to department stores were heard yesterday by more than 100 station and promotion managers of CBS affiliated outlets attending a luncheon session of the three-day clinic at the Hotel Pierre, New York. Principal speaker along this line was Howard P. Abrahams, manager of the sales promotion division, National Retail Dry Goods Association, who included four specific items to be used by station sales executives in approaching

Little Over 16 Per Cent Of Outlets Signed Of Available AM Total Of 1351; Many NAB Districts Lag

RCA-Fox Video Deal Formally Under Way

Camden, N. J.—Signing of contract for a joint program of research on large screen television by RCA Victor and the 20th-Century Fox Film Corp., indicates the establishment of New York as the developmental center in the East of television in the motion picture industry. Announcement con-

(Continued on Page 2)

Two Fred Ziv ET Clients Buy Shows In 34 Markets

Two contracts of unusual proportions as to number of outlets and duration have been delivered to the Frederic W. Ziv Co. for two of their transcription shows. "Favorite Story," half-hour drama starring Ronald Colman, has been picked up for sponsor-

(Continued on Page 8)

Over-All Radio Exports 33 Million In 2nd Quarter

Exports of all types of radio apparatus reached \$33,000,000 in the second quarter of this year, the U. S. Department of Commerce reported yesterday. This figure compares with

(Continued on Page 8)

Despite the fact that some 220-odd stations have signed with Broadcast Measurement Bureau for the new survey to be undertaken in 1948 on a long-term subscription basis, the total list of subscribers to date is approximately 16.4 per cent as against 77 per cent in the fold for the first survey;

(Continued on Page 7)

NBC-Affiliate Meet Readies Speaker List

Kent Cooper, executive director of the Associated Press, and David Sarnoff, RCA president, will be luncheon speakers Friday and Saturday, respectively, at NBC's 1947 convention at the Claridge Hotel, Atlantic City, on Sept. 12-13. Television is the subject of Sarnoff's speech. One open session and three closed meetings are scheduled for the NBC

(Continued on Page 8)

WFIL-TV On Regular Sked; WBEN-TV Ready This Year

Philadelphia — WFIL-TV inaugurates regular program service at 2:30 p.m. next Saturday, Sept. 13, with a remote broadcast of the professional football contest between the Philadelphia Eagles and Chicago Bears at

(Continued on Page 7)

Heavy Member

A baby elephant (5-ton) from the Mineola fair walked into ground floor entrance at WOR yesterday and took the freight elevator to a 24th floor studio. Visit was made at the invitation of Uncle Don who swore in the youngster as a member of his fan club. The oath, with an affirmative whoooze by the elephant, was made during a 6 p.m. news show.

Logic

Fort Francis, Ont.—Residents of the Rainy River district of northern Ontario, are incensed because about 50 persons in the area were fined \$10 each for operating radios without licenses. Those fined pleaded that CBC does not serve the district and for that reason could not collect a license fee from listeners.



Vol. 40, No. 50 Wed., Sept. 10, 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
6417 Dahlonga 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.

FINANCIAL

(Sept. 9)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

RCA Dividend Announced

Following the meeting of the board of directors of the Radio Corporation of America held Friday in New York, Brig. General David Sarnoff, president and chairman of the board, announced that a dividend of 87 1/2 cents per share has been declared on the outstanding shares of \$3.50 Cumulative First Preferred stock, for the period from July 1, 1947 to September 30, 1947. The dividend is payable October 1, 1947, to holders of record at the close of business September 15, 1947.

WHK logo with text 'IN CLEVELAND IT'S WHK'

★ COMING AND GOING ★

J. R. COVINGTON, sales promotion manager of WBT, Columbia network affiliate in Charlotte, N. C., has returned to the station following a few days in New York.

GORDON GRAY, assistant general manager and director of sales at WIP, Philadelphia, and MURRAY ARNOLD, program director of the station, were in New York yesterday on station business.

JIM MORGAN, producer of "Queen for a Day" on KHJ, Mutual-Don Lee outlet in Los Angeles; JACK BAILEY, emcee, and FORT PEARSON and HUGH BRUNDAGE, announcers, are vacationing until Sept. 15. Meanwhile their program is being broadcast via ET.

WALTER TIBBALS and the King Cole Trio are enjoying a leisurely trip eastward following a four-month stay on the West Coast. They broadcast last Saturday's NBC program from Salt Lake City and will be heard next Saturday from Louisville, Ky.

STEVE GIBSON and his "Red Caps," vocal-instrumental group, have left town for an engagement in Gloucester, N. J.

EDWARD J. NOBLE, chairman of the ABC directorate; MARK WOODS, president of the web, and ROBERT E. KINTNER, executive vice-president of the network, preparing to leave for Atlantic City to attend the convention of the NAB.

PAUL HANCOCK, general manager of WMID, Atlantic City, and JOE PORTER, commercial manager of the station, are back at the home offices following a short business trip to New York.

ROBERT HUDSON, director of education at CBS, has returned from a short business trip to Washington, D. C.

ROBERT COLLYER, who had been director of television for Television-Radio Enterprises, has relinquished that post and now is vacationing on Cape Cod prior to announcing a new business association.

"RUDY" RUDOLPH, sales manager of C. P. MacGregor Transcription Co., has arrived in New York by plane. He'll transact some agency business here and then will go on to Atlantic City for the NAB convention.

RCA-Fox Video Deal Formally Under Way

(Continued from Page 1) firms reports printed in these columns last week.

RCA-20th Fox deal, is said to involve "little cash outlay" on both parts, but rather the outright purchase of equipment by the film company which in turn, will be provided with top RCA "know how" and engineering facilities, etc. Twentieth-Fox, as outlined above, offers the theater facilities, thereby cutting down on any additional expense that might necessarily arise in a research program of this nature, such as the construction of new buildings, etc.

Spyros P. Skouras, president of 20th Century-Fox and Frank M. Folsom, RCA executive vice-president, in making the announcement, hailed the extensive program of large-screen tele research as being of vital interest and importance to the motion picture industry. The co-operative project will be centered in the film company's Movietone Newsreel studios in mid-Manhattan, according to Delivery of the first elements of the large-screen equipment developed by the RCA engineering products department here in Camden will begin in the early fall. In addition to equipment, RCA will also furnish technical and research information and will provide engineering personnel.

General Ingles Elected

Maj. Gen. Harry C. Ingles (ret.) has been elected president of RCA Communications, Inc., David Sarnoff, president and chairman of the Board of the Radio Corporation of America, announced following the regular monthly meeting of the board of directors last week. General Ingles also is a director of Radio Corporation of America and of the RCA Communications, Inc., having been elected on July 14, 1947.

David Sarnoff will continue as chairman of the board of directors of RCA Communications, Inc.

Thompson H. Mitchell continues in the position of executive vice-president of RCA Communications, Inc.

Renew NBC 'Circle Arrow'; Other Chicago Business

(Continued from Page 1) ment. Program, which originates from WLW, Cincinnati, is heard on 57 stations.

Oliver Morton, manager of the NBC central division national spot sales department, reports the sale of "The Roens," 15-minute husband and wife chatter program on WMAQ, to the Beaumont Company (Four-Way Cold Tablets) for 22 weeks starting October 7. Show is heard Tuesdays and Thursdays at 12:30 p.m.

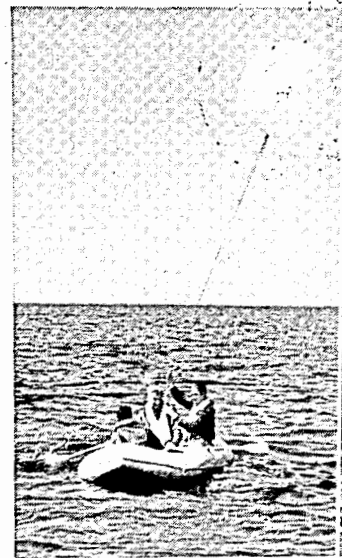
Other WMAQ spot business reported includes the Continental Club, Milwaukee, one-minute participations in Dave Garraway's "1160 Club" program, Tuesdays through Saturdays, for 13 weeks, from September 2; and the R. J. Reynolds Tobacco Co., (Camel Cigarettes), renewal of 52-week schedule of four station breaks per week, from September 2.

Gets Power Boost

KPOA, Honolulu, now is operating on 1380 kc., with power boost from 250 to 5,000 watts so that it'll have stronger voice among its affiliates of Aloha Broadcasting Co., KMVI, Wailuku, Maui; KTOH, Lihue, Maui; and KIPA, Hilo, Hawaii, now nearing completion.

Wedding Bells

Nondas Metcalfe, actress and writer, and Nelson Case, CBS announcer and narrator who coached President Truman in radio technique, were married Friday, Sept. 5, at Miss Metcalfe's New York home by Rev. Dr. Alfred Dorg, pastor emeritus of the Danish Lutheran Church, Brooklyn.



Gibson Girl

We seem to have gone a little daffy over balloon pictures lately... but this one is too good to drop. Filled out, it has a hour-glass figure... and the name, Gibson Girl.

The balloon hoists an aerial that enables a wrecked flier and lifeboat crew to send an SOS wireless message out over some 15,000 square miles of ocean.

Radio produces some amazing developments... and facts.

One of the most interesting facts in radio in Baltimore is that an independent is the big fly for advertisers. That's the truth!

For it's a fact that in this station town it is W-I-T-H that produces more listeners-per-dollar-spent than any other station in this 6th largest city.

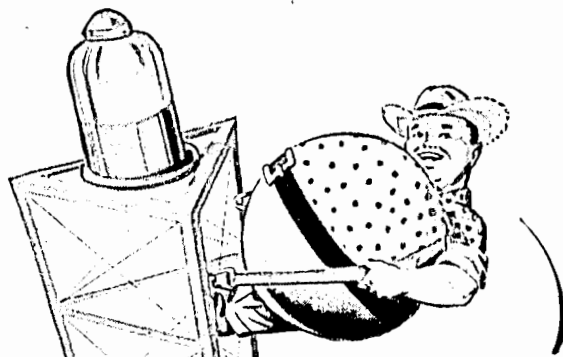
W-I-T-H is the successful independent that is on so many smart lists. Is it on yours? Why not?



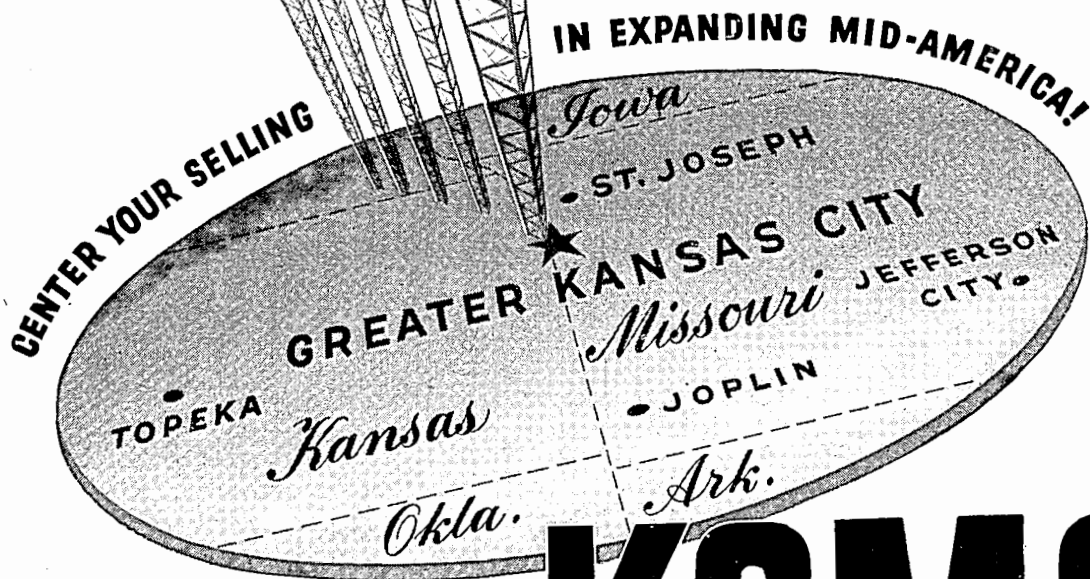
W-I-T-H AM and FM IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY





**KCMO is up to
50,000 watts!**



NOW — UP TO 50,000* WATTS, at a new frequency of 810 kc, KCMO blankets the fast-growing industrial and agricultural area of Mid-America. For complete and economical coverage of this rich and expanding Mid-America market, center your selling with Mid-America's most powerful radio station:

Represented by: John E. Pearson Co.

KCMO

Kansas City, Mo. • Basic ABC for Mid-America

*** 50,000 WATTS DAY • 10,000 WATTS NIGHT — AT 810 KC**

LOS ANGELES

HARRY R. LUBCKE, Don Lee television director, delivered a talk on "Television Broadcasting Operation" at the Sept. 9th meeting of the Academy of Television Arts & Sciences. Lubcke, besides being director at Don Lee since its inception in 1930, supervises the operation of the nation's first television station, W6XAO. He has patented many devices used on present-day teleceivers. Edgar Bergen is president of the Academy which was formed to exchange information on video.

The Art Linkletters, currently flying around Rio de Janeiro, find that "people are funny" in South America, too. "In Buenos Aires," he writes, "they expected me to eat a two-pound steak at every meal!"

Alan Hale, Jr., son of the film actor, was the star of the "Sippy Hollywood Theater" presentation, September 3rd over KFI. The story is about baseball, entitled, "The Great Johnny Rex."

Fourteen-year-old Henry Blair, who plays the son in "Adventures of Ozzie and Harriet" over CBS, has to struggle along on a \$5-a-week allowance though he earns some \$12,000 a year. The difference between his earnings and his spendings is invested for him by his parents. Henry manages, however, to own a horse and a 16-mm camera, both of which he operates expertly. He is also an excellent swimmer.

Another CBC Official Announces Resignation

Montreal—Another resignation from among top officials in the CBC, that of Ben D'Arcy Sullivan, supervisor of the United Kingdom and Commonwealth Section of the International Service, is revealed in Montreal and added strong confirmation to reports of strife and discontent within the organization.

Mr. Sullivan, in admitting his resignation, said that his action "was not directly connected" with the previous resignations of D. C. McArthur, chief news service editor, and Jean Marie Beaudet, western regional director, "but might be said to stem from the same general conditions."

"I resigned," he said, "because I want to do real broadcasting in the real sense of the word."



Notes From An Aisle Seat. . . .!

● ● ● Looks from here like the WOR all-niter will go to either Red Benson or Cliff Edwards, with latter said to have so-called inside track. At any rate, decision is due to come through this week. Benson, meanwhile, leaves WINS Oct. 1st. . . . Wonder if the March of Time blast at the radio biz couldn't have been sparked by Henry Morgan's sly lampoonery of that film series via his Time Marches Sideways heckling. . . . Pall Mall decision whether or not to continue bankrolling "Quick As A Flash" due Monday. . . . What's this we hear about Mel Allen turning disc jock? . . . Hear that AFRA is studying a plan to require producers and packagers to post bond with org. as guarantee of payments to casts. Seems that fly-by-niters aren't confined to the theater, hey, fellas? . . . Artie Auerbach has grabbed himself a honey of a contract with J. Benny. Pact extends through 1948 and calls for regular moo whether his services are used or not. . . . "We the People" emcee slot a toss-up between George Carson Putnam and Edwin C. Hill, both of whom have been called back for repeat 'live' auditions. . . . Harold Stein, the demon photogger, says that if these meat prices keep soaring, look for a revival of "Goodbye, Mr. Chops."

★ ★ ★

● ● ● ANYTHING CAN HAPPEN DEP'T: Tomorrow will be Milton Berle Day at the new Bay State Raceway in Foxborough, Mass., and that old daredevil, Milt, will don the silks himself and climb in the sulky to drive the trotter in the Milton Berle Handicap (proceeds of which are going to the Carney Hospital in Boston). A special plane is leaving LaGuardia field tomorrow at 3 p.m. to take Milt and the press up to the track.

★ ★ ★

● ● ● SMALL TALK: New half hour transcribed series, "Weird Circle," starts on ABC Monday nite, backed by Detective Book. . . . Frank Chase has signed Bob Feller for a series of 52 quarter-hour open-end transcriptions tagged "Your Sports Question Box." Series is produced by Frank and Gertrude Chase, with former doing the writing and directing. . . . Elaine Rost is living a double life (in radio, at any rate). She's the wife of "Willie Piper"—and the gal friend of Frank Merriwell. . . . In addition to doing a record col'm for Hit mag, Tim Marks takes over radio col'm and record reviews for the Odd Fellows mag. . . . Charlie Powers now directing "Famous Jury Trials." . . . Ziv offering "Moon Mullins" as either live network, live regional or custom-built (not open-end) transcribed. John Gibson plays title role, with package under Herb Polesie's guidance. Surprising that sponsors don't latch on to these cartoon or syndicate strips more than they do, considering the ready-made audience waiting for them. Moon, for instance, has been around for 25 years in some 300 papers, reaching a possible 25 to 50 million readers weekly.

★ ★ ★

● ● ● THAWTS WHILE THINKING: Funny that Arthur Godfrey, who wakes people with his six ayemer, was the guy WCBS tried a few years ago as an all-nite disc jockey to keep folks from sleeping. . . . Nobody knows musical variety like Fred Waring. . . . Add Great Comebacks In Radio: Norman Brokenshire getting up after a nine count to become hot property again. . . . Jimmy Stewart's "airmoting" on Theater Guild the other nite was the best movie star dramatic guest spot of the year. . . . After listening to his summer series for Camels, Peter Lorre appeals to this listener as the most intimate haunter of houses and the cutest curdler of blood among the horror coterie. . . . Sudden Thawt: I'd like to book the Answer Man on quiz shows. . . . When you think of the great strides made by women (Mrs. FDR) and things for women like suffrage, your mind immediately makes you consider Phil Spitalny, the guy who showed us that gal musicians weren't all students of the violin and piano.

CHICAGO

By NAT GREEN

ED REYNOLDS of the WBBM publicity department has resigned to become publicity director of the Chicago office of Foote, Cone & Belding ad agency, effective September 22.

Dale Harrison, columnist on the Chicago Sun, is subbing for Ernest Simon, disc jockey on WJJD, while Simon vacations. Harrison has been "feuding" with Simon in his Sun column for several weeks—all in fun, of course. While Simon is away his "Foolish Questions" program will be handled by Bob Elson.

Lee Bennett will sub for Ed Cooper on the Hirsch "Telephone Quiz" for three weeks while Cooper, his wife and baby drive to California for a vacation.

The 11th annual School Broadcast Conference will be held at the Continental Hotel, Chicago, October 27, 28 and 29.

FM station WEAW, Evanston, Ill., reports that consistent reception is being received in the Chicago area from FM stations in Green Bay and Rice Lake, Wis., each of which is 30 miles distant from Chicago.

Mutual's "Quiet Please" will premiere on WGN September 10, 7:30 to 8 p.m. Wyllis Cooper, former director of "Lights Out," is writer and director of the program, which features Ernest Chappell as narrator.



Like all KMBC personalities, John Farmer is nationally publicized and nationally known! John is a member of KMBC's news department with both A. P. and U. P. wire services. Hitch your advertising to a "Star." Phone Free & Peters, Inc.

KMBC
OF KANSAS CITY

SINCE 1928 BASIC CBS
STATION for MISSOURI and KANSAS

1906 1947

Henri
CONFISEUR
FRENCH RESTAURANT
LUNCHEON DINNER
COCKTAIL BAR
Famous French Candies
15 East 52nd St.

AM Grants Okayed; Other Activity By FCC

(Continued from Page 1)

Tex., operating on 1041 kc., 1 kw., daytime; William E. Brooks, WEBJ, Rawton, Ala., operating on 1240 kc., 250 watts, unlimited; Clarksburg Broadcasting Corp., WPDJ, Clarksburg, W. Va., operating on 750 kc., 1 kw., daytime; Studebaker Broadcasting Co., KSON, San Diego, Calif., operating on 1240 kc., 250 watts; Carteret Broadcasting Co., WMBL, Morehead City, N. C., operating on 740 kc., 1 kw., daytime; Inter-American Radio Co., WRIA, Caguas, Puerto Rico, operating on 1450 kc., 250 watts, unlimited; Siskiyou County Broadcasting Co., KSYC, Ureka, Calif., operating on 1490 kc., 250 watts, unlimited.

In an admittedly close decision, the FCC announced a final decision granting the application of the Community Service Broadcasting Corp., for a new AM station in Amsterdam, N. Y. Tined down was the mutually exclusive application of Amsterdam Broadcasters, Inc. The grant to Community Service was made on the basis of stronger local ties, although the Commission admitted that both applicants measured well by this yardstick. The FCC's decision underlined the fact that other factors being nearly equal, a close and careful scanning of the local ties of stockholders and station management will mean the difference between approval and denial. Under the grant, the new station will operate on 1490 kc., 250 watts, unlimited.

The Commission also announced its final decision granting application of United Broadcasting Co., for a new station at Ogden, Utah to operate on 1490 kc., 250 watts, unlimited; denial of the mutually exclusive application of Ogden Broadcasting Co.

Also announced was a final decision granting application of Lester R. Taylor, trading as Mid-Utah Broadcasting Co. for a new station at Provo, Utah, to operate on 1450 kc., 250 watts, unlimited, and a denial of the mutually exclusive application of C. B. Shields, trading as Utah Valley Broadcasting Co.

In another final decision, the FCC denied the application of Capitol Broadcasting Corp., for CP to change facilities of station WISH, Indianapolis, Ind., from 1310 kc., to 940 kc., increase power from 5 kw. day, 1 kw. night, to 5 kw. unlimited.

Stork News

Mr. and Mrs. Roy C. Porteous are parents of a 6½ lb. girl, Constance, born on Sept. 3 at the Flower-Whith Ave. Hospital. Child is the daughter of L. He's NBC's audience promotion manager.

NRDGA Sales Promotion Head Advises On Dep't Store Biz

(Continued from Page 1)

stressed that sales promotion is "one big package."

"Every link helps every other," he added. "Radio is one co-ordinating link, not the entire show. Show stores how they can put this link into action to help create new business and new prestige in itself. Show stores how to use radio to support other media, to bolster newspaper, display, direct mail and other media. Help the stores and you will sell them."

He urged the CBS station executives to do four things in their radio sales efforts:

- Four Points**
- (1) Study your store in the way a store studies itself.
 - (2) Compare this store with successful radio operations of similar stores.
 - (3) With this information, sit down with your retailer for a frank interchange of information and learn his story.
 - (4) Adapt all this into an original radio approach for that store.

If all four are done, Abrahams said, "you will make an intelligent approach which the retailers will respect." The NRDGA executive pointed out that promoting a store's strong departments or best lines of merchandise through the beamed technique is a most effective and profitable radio device to increase sales and attract traffic to the entire store.

"It makes no difference whether you are promoting a small store or a large one," he said, "whether you use one program or many. The idea is to hit the customer with the items she wants. Don't scatter your shots."

Stresses Selectivity

Abrahams pointed out that one of radio's strong appeals to a department store advertising manager is that it "gives him an opportunity to make a regular selected visit with the ones he's most interesting in attracting. This audience should grow in size and value because it is created to serve certain types of potential customers just as the retailer has bought his goods and built his business to

serve specific types of potential customers."

The NRDGA expert suggested that radio stations, in making their studies of stores before approaching them for sales of programs, avail themselves of the aid of people who are professionally trained as comparison shoppers. He also pointed out that the NRDGA maintains a library of store programs which have proved successful for retailers, and that the NAB in Washington has a similar reference library. He advised checking the behavior of similar stores to get information of possible value to the store being considered for a radio program.

Yesterday morning's session at the CBS clinic was devoted to a panel discussion on "The Station-Advertising Agency Relationship." On the panel were Linnea Nelson, of J. Walter Thompson, Inc.; William Dekker, McCann-Erickson, Inc.; Carlos Franco, Young & Rubicam, Inc.; Frank Silvernail, BBD&O, and C. E. Midgley, CBS Sales Service Manager.

CBS Officials Talk

In the afternoon session, talks were given by the following CBS executives:

Elmo C. Wilson, Director of Research, on "Station Research"; Louis Hausman, Director of Presentations, on "The Sales Presentation"; Ralph Hatcher, Sales Managers, CBS Co-Op Division, "Promotion of Co-operative Programs," and John Cowden, Director of Company-Owned Station Promotion, on "Trade Paper Advertising."

Mutual Adds Columnists

"Twin Views of the News," will debut on Mutual network Sunday, Sept. 14, at 8:30-8:45 p.m., EDT., with Danton Walker, columnist of the Daily News and Hy Gardner, of Parade Publications. Syndicated columnists will divide the time with Walker doing news of Broadway and Gardner adding amusing highlights of the news stories of the day. The quarter-hour period will follow Jimmy Fidler's Hollywood news.

A STEINMAN STATION

W D E L

WILMINGTON DELAWARE SELLS

5000 WATTS DAY & NIGHT



Represented by
**RADIO
ADVERTISING
COMPANY**

New York • Los Angeles • Chicago
San Francisco



HOTEL STRAND

*Atlantic City's
Hotel of
Distinction*

A Hotel designed for your complete Rest and Relaxation. Beautiful Rooms. Salt Water Baths. Open and enclosed Sun Verandahs. Open Decks. Stop. Cuisine unsurpassed. Garage on premises. In the very heart of all activities.

FESTA GRILL & Cocktail LOUNGE
An added feature of this complete hospitality

EXCLUSIVE PENNSYLVANIA AVENUE & BOARDWALK

IN CLEVELAND IT'S

WHK

AGENCIES

KAFY, Bakersfield, Cal., has engaged Western Radio Advertising, Inc., as its Pacific Coast representative. **KAFY** also announced the appointment of Adam J. Young, Jr., as its eastern representative.

GENE GOLDSMITH formerly of Brisacher, Van Norden & Staff, San Francisco, has joined the copy staff of William H. Weintraub & Co., Inc., in New York. He is the author of the recent mystery novel, "Murder on His Mind."

ROY F. THOMPSON, owner and general manager of WRTA, American Broadcasting Co.'s affiliate in Altoona, Pa., has appointed Radio Advertising Co. as exclusive national sales representatives.

WALLACE L. SHEPARDSON, formerly sales promotion manager of Hood Rubber Co., has joined the Boston office of the James Thomas Chirurg Co. as contact man.

REP, Inc., has been formed in Los Angeles, and an application for a California corporate charter has been announced by Bruce G. Eells, president and general manager of the new firm, whose initialed name stands for the Representation of Entertainment Properties. Associated with Eells in the organization and financing of Rep, Inc., are a group of show business and advertising executives, who will counsel with the active management of the company on major moves. Eells recently resigned as Hollywood business manager of Young and Rubicam after a four-year association with the agency.

SALES PROMOTION CLINIC of the Advertising and Selling Course, sponsored by the Advertising Club of New York, this year will be under the chairmanship of Harry G. Keibel, Ethyl Corporation. Among those who will serve as leaders at the various meetings are: Robert J. Ingram, executive vice-president, Drug Merchandising Service; Alan Randall, assistant director of advertising and merchandising, Best Foods, Inc.; Ivan Veit, director of promotion and research, The New York Times; Stanley H. Rose, advertising manager, Aralac Inc. (division of National Dairy Products Inc.); Richard A. Fiebelkorn, president, Raf Advertising, Inc., and John H. Davidson, eastern factory representative, Westinghouse Electric Corporation.

McGEEHAN & O'MARA, Inc., radio station representatives, have been appointed national representatives for WOMT, Manitowoc, Wis.

IMMEDIATELY AVAILABLE

Experienced radio announcer in news, sports, special events and straight staff work. Voice transcription sent on request. **RADIO DAILY**, Box 399, 1501 Broadway, New York 18, N. Y.

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS**:—Songwriters and music publishers got a break . . . Dick Gilbert, who as WHN's ace disk jockey, launched many a new tune toward hitdom, has resigned his position as program director of the Sun Country Network to resume, September 21, his singing platter-chatter via KRUX, Phoenix . . . his deal, one of the most unusual ever handed a disciple of waxings, calls for a potential of fifty G's per annum . . . he airs from five to six and from eight to ten Sunday thru Thursday, has refusal rights to all sponsors with no transcription or advertising copy, ad libbing entirely from notes . . . longest interim spot 25 seconds . . . Gilbert is currently in Gotham, will attend the NAB-hive at Atlantic City next week and will pick up his own engineer, Leon Wortman of WYSR to accompany him westward. . . ● The John Church Company has just published William M. Paisley's fine ballad, "Do Ya S'Pose." . . . ● Phil Kahl goes to Hollywood this week to head Jefferson Music's coast office . . . firm is behind "Ballerina." . . . ● Two of the stem's most popular tunesters, Sammy Fain and Jack Yellen, have opened their own pubbery, Fain and Yellen, launching "The Wildest Gal In Town." . . . ● Johnny Dale, WNEWax whirler, who's just taken over the "Anything Goes" session Saturdays, is going places in the disk jockey swoopstakes. . . ● The writer of "Oh Gee Oh Gosh, Oh Golly I'm In Love" and "Oh Johnny," Ernie Breuer, in Gotham with his charming wife . . . have sold their home in Hollywood and will continue his melody making in Coral Gables, Florida.

☆ ☆ ☆

● ● ● On the second floor at NBC, we overheard a group of contactmen discuss the plausibility and possibility of their association (Music Publishers Contact Employees Union) purchasing a summer home for use of members . . . other unions have their country clubs for vacationing or convalescent members, so why not their group? . . . Bob Miller might give this serious consideration and earn the thanks of the plugging fraternity. . . ● Lovely is the song . . . we mean "Lovely Is The Lee," written by Allen Flynn and Alice Remsen and published by Remsen Music Co. . . ● Pianist-composer Irving Fields will do a guestint Nov. 2 on the RCA-Victor NBCommercial. . . ● Current edition of Radio Mirror carries an interesting profile on the "Johnson Family," by Dale Banks . . . The Johnsons are featured daily via WBT. . . ● Talent scouts might take a listen and look-see at Joyce Aimee, currently making cocktail hours more pleasant at the Hotel Pierre . . . looks like Lauren Bacall and sings like Libby Holman. . . ● Under the exclusive management of National Concert and Artists Corporation Lecture Bureau, Burl Ives will make a concert tour of limited engagements in February and March. . . ● Norman Cloutier, NBChief of the Thesaurus, will address NABiggies on "Music Programming" . . . he's merely a whiz on the subject.

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● ● ● Next Sunday's NBCrime episode of the "Ellery Queen" series, will be based on a soap opera murder mystery . . . featured will be the Shep Fields quartette, Three Beaus and a Peep . . . this column spotted that group six months ago when we heard their jingles on several soaperas. . . ● Dave Toff, Manager of Southern Music Ltd. of London, in town for conferences with Ralph Peer and Bob Gilmore. . . ● Tuned in last Thursday to WOR's "While Berns Roams," and enjoyed the nostalgic touch effected when Berns interviewed Gerald Marks, writer of "All of Me" and Belle Baker, who had introduced the great ballad over that same station back in 1931. . . ● With revivals, the order of the day, Harry Link might do well to revive "When Frances Dances With Me." . . . ● New Music Firm, Bee-C-Bee Music Co., Inc., teeing off with a novelty, "I'm Having Lots of Fun Growing Old," written by Billy Hueston, Clarence Maher and Benny Martini. . . ● Luz Brothers' standard, "Swamp Fire," starting to spread thanks to the great arrangement used by Air Lane Trio. . . ● Bob Coe's astute handling of Ray Heatherton Orchestra the talk of the town . . . this aggregation, which opens next week at the Edgewater Beach Hotel in Chicago, is definitely headed for the big time.

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PROMOTION

WFAA BMB Booklet

An eye arresting 8 1/2 x 11 four-page booklet has been issued by WFAA, Dallas showing the station's daytime and nighttime coverage maps. One is issued showing the coverage on the 820 band and the other on the 570 band. The first piece is printed in half blue and half white for nice contrast and tells the reader the subject at a glance of the frequency covered by the market. The two inside pages are printed in various colors showing the daytime coverage and the other showing the nighttime coverage in all counties in the area in which 10 per cent or more of the radio families listen to a station at least once a week. Each map also shows the BMB data in decibels.

The back page tells the BMB figures for principal cities in the WFAA territory broken down to total of radio families, the audience, the dense nighttime audience and its density. There is also a total figure of the urban and the rural audience. The remainder of the page is for the address and to the legends that "This is your copy of the WFAA 820 or 570 BMB coverage map."

Using Air Time

ABC's Wednesday night lineup—"Mayor of the Town," "Vox Pop," "Abbott and Costello, Jack Paar, Bob Crosby and Henry Morgan—will be promoted with special 15-minute programs for four consecutive Mondays on station WENR, Chicago, starting September 22. Recorded preview portions of several of the programs will be featured plus two and three minute records exemplary of the talents of the stars, with concluding lines to the effect that "This show will be coming to you regularly beginning over ABC and Station WENR."

WKRC Mailing Piece

Station WKRC, Cincinnati, has started weekly mailings of Key Notes, Jr., to all major advertisers and agencies in the country. The mailing piece has been named after Key Notes, a monthly listener publication which has a circulation of 85,000 through 2,200 retail drug and grocery stores in the WKRC area. Key Notes, Jr., tells, chapter by chapter, the story of PRO-AD-MER-DISING, a name coined by Joel W. Stovall, Manager of Promotion and Merchandising at WKRC, to describe the PROMOTION, ADVERTISING and MERCHANDISING used by the station to push sponsored products. WKRC is an outlet of the Columbia network.

ev'rybody's SINGING—
ev'rybody's PLAYING—

"EV'RYBODY'S BUYING MY
LOVE SONG"

(Just to get a picture of you)

DUBONNET MUSIC PUBLISHING
1619 Broadway, New York 19, N. Y.

BMB Subscriber List Shows 16.4% Signed

(Continued from Page 1)
 BMB succeeds in garnering a healthy batch of subscribers, new or old during course of the NAB convention in Atlantic City, the course of BMB will be further delayed. In getting away to an over-all subscriber list of 77 per cent or 712 stations for its first study the 712 outlets were out of a possible total of 82 stations. Total AM stations as of September 1947 is 1361. On the basis of BMB having signed 222 as of this month, the percentage would be 16.4 per cent.

BMB is offering a 10 per cent discount for such subscribers who renew before the October 1, 1947 deadline. New subscribers are entitled to a 5 per cent discount if turned in before deadline.

Some States Have None
 An analysis of BMB subscribers, looking at it from the angle of NAB districts reveals that some states have not a single BMB subscriber, while the highest percentage is 46.2 at this is relatively unimportant as figures since the state involved is Nebraska with six outlets signed out of a total of 13 in the state.

RADIO DAILY presents herewith an analysis of BMB subscribers by states and NAB Districts. This compilation is considered thoroughly reliable as of the first week of the current month.

WFIL-TV On Regular Sked; WBEN-TV Ready This Year

(Continued from Page 1)
 Franklin Field, it was announced yesterday by Roger W. Clipp, general manager of the WFIL-Philadelphia inquirer stations. Inaugural ceremonies will be telecast at 7:45 p.m. that night.

Starting with this telecast, station will be on the air with regularly scheduled programs seven days a week, with program listings announced in advance on the air and through local newspapers.

Eagles-Bears contest, a presentation of the Philadelphia Inquirer Charities, Inc., will be described by Don Kellott, head basketball coach at the University of Pennsylvania and a sports advisor at WFIL.

Buffalo Tele
 Meanwhile Buffalo will have its first television station on the air early next winter, according to plans made known this week by execs. of WBEN-TV, owned by the Buffalo Evening News. Construction of the tele antenna on the Hotel Statler has been completed, it was announced.

Analysis Of BMB Subscribers

NAB District No.	State	Total AM Stations as of Sept. 1947	BMB Subscribers No.	Per Cent
1	CONNECTICUT	16	1	6.6
	MAINE	12	3	25.0
	MASSACHUSETTS	30	5	16.6
	NEW HAMPSHIRE	8	1	12.5
	RHODE ISLAND	5	1	20.0
	VERMONT	5	1	20.0
	TOTAL	76	12	15.8
2	NEW YORK	71	9	12.7
	NEW JERSEY	15	2	13.3
	TOTAL	86	11	12.8
3	DELAWARE	3	0	None
	MARYLAND	14	0	None
	PENNSYLVANIA	77	6	7.8
	TOTAL	94	6	6.4
4	DISTRICT OF COLUMBIA	7	2	28.6
	NORTH CAROLINA	55	20	35.4
	SOUTH CAROLINA	21	6	28.5
	VIRGINIA	33	7	21.2
	WEST VIRGINIA	25	0	None
	TOTAL	141	35	24.8
5	ALABAMA	37	2	5.4
	FLORIDA	45	2	4.4
	GEORGIA	51	10	19.6
	TOTAL	133	14	10.5
6	ARKANSAS	20	4	20.0
	LOUISIANA	20	7	35.0
	MISSISSIPPI	22	0	None
	TENNESSEE	32	10	31.2
	TOTAL	94	21	22.3
7	KENTUCKY	21	5	23.8
	OHIO	40	9	22.6
	TOTAL	61	14	22.9
8	INDIANA	23	3	13.1
	MICHIGAN (Part)	45	2	4.4
	TOTAL	68	5	7.4
9	ILLINOIS	48	13	27.1
	WISCONSIN (Part)	20	2	10.0
	TOTAL	68	15	22.0
10	IOWA	30	5	16.6
	MISSOURI	28	9	32.1
	NEBRASKA	13	6	46.2
	TOTAL	71	20	28.2
11	MINNESOTA	23	2	8.7
	NORTH DAKOTA	10	2	20.0
	SOUTH DAKOTA (Part)	7	1	14.3
	WISCONSIN (Part)	12	1	8.5
	TOTAL	52	6	11.5
12	KANSAS	21	3	14.3
	OKLAHOMA	27	1	3.7
	TOTAL	48	4	8.3
13	TEXAS	93	24	25.8
	TOTAL	93	24	25.8
14	COLORADO	20	4	20.0
	IDAHO	18	3	16.6
	MONTANA	16	5	31.3
	SOUTH DAKOTA (Part)	3	1	33.3
	UTAH	11	2	18.2
	WYOMING	8	2	25.0
	TOTAL	76	17	22.4
15	CALIFORNIA (Part)	48	1	2.1
	NEVADA	5	0	None
	TOTAL	53	1	1.9
16	ARIZONA	17	2	11.8
	CALIFORNIA (Part)	46	6	13.0
	NEW MEXICO	14	1	7.1
	TOTAL	77	9	11.7
17	OREGON	28	4	14.3
	WASHINGTON	33	4	12.1
	TOTAL	61	8	13.1
	U. S. TOTAL	1351	222	16.4

AFM Decision On FM Known Tomorrow

(Continued from Page 1)
 ground that continued ban on use of music would seriously retard the development of FM broadcasting. Now on the eve of the FM Association convention in New York, FM broadcasters are hoping against hope for a favorable decision.

Major network representatives who attended the meet with the AFM included: Mark Woods, president of ABC; Frank White, vice-president and treasurer of CBS; Robert Swezey, vice-president and general manager of Mutual and Frank Schreiber, manager of WGN; and Frank Mullen, executive vice-president of NBC.

Two 15-Minute Programs Bring Sponsors To WGN

Chicago—Local sponsors bought two quarter-hours on WGN the past week. Blue Moon Foods, Inc., of Thorp, Wis., has bought the 9:30 a.m. quarter-hour five times a week for a program of musical recordings with Norman Rose, platter chatterer, titled "Once In a Blue Moon." Contract is for 26 weeks, starting September 29. Placed through Reincke, Meyer & Finn, Inc.

Effective October 6, the Central Grocers Co-operative, Inc., of Chicago, will sponsor "To You, Milady, a Melody," Monday through Friday for 39 weeks. Paul Bron Saliner will be the commentator on the program, which features musical recordings. Placed through Saltinieras Radio Advertisers.

Three Sponsors Order
 Three sponsors have ordered participating announcements on the June Baker program on WGN, heard Mondays through Saturdays, 10 to 10:30 a.m. Chamberlain Sales Corp. has ordered three live announcements a week for 52 weeks, effective Sept. 15, for their hand lotion. Economics Laboratory, Inc., St. Paul, will sponsor three live announcements a week for seven weeks, starting September 9, for Soilax; and Michigan Fruit Sponsors, Benton Harbor, Mich., has ordered three live announcements per week for two weeks starting Sept. 1.

Other business announced by WGN includes Leaf Gum Co., one weekly transcribed station break announcement for two weeks starting September 15, and Colgate-Palmolive-Peet Co., a daily one-minute participation announcement on "Melody Memos" extended for 52 weeks.

Send Birthday Greetings To—

- September 10
 Emory Doutsch Ira Horbort
 Raymond Scott
 Lyle Van Joss Pugh
 J. D. Van Amburgh

IN CLEVELAND IT'S
WHK

Two Ziv Clients Buy Shows In 34 Markets

(Continued from Page 1)

ship by Iroquois Brewing Co., Buffalo, using 17 markets in New York State and Pennsylvania in a pact which calls for 156 programs over a three-year spread.

The New York stations are in Buffalo, Binghamton, Jamestown, Batavia, Niagara Falls, Olean, Auburn, Syracuse, Ogdensburg, Massena, Geneva, Elmira and Watertown. Pennsylvania outlets are in Oil City, Bradford, New Castle and Erie. Starting date over the skein is September 20. Baldwin, Bowers & Strachan is the agency.

"Philo Vance," detective show with Jackson Beck in title role, has been bought by the four-state Intermountain Network, Inc., for their 17 markets with a starting date of October 1 for 52 programs aired 9-9:30 p.m. The outlets in Utah are: KALL, Salt Lake City, key station of the net and its MBS affiliates; KLO, Ogden; KOVO, Provo; KVNU, Logan, and KOAL, Price. Idaho: KID, Idaho Falls; KVMV, Twin Falls; KFXD-FM, Boise - Nampa; KEYY, Pocatello. Wyoming: KQRS, Rock Springs; KDFN, Casper; KWYO, Sheridan; KPOW, Powell, Montana; KRJF, Miles City, and KBMY, Billings. Rounding out Intermountain's spread are two stations under construction in Great Falls and Butte, Mont.

Also, three more sales in key metropolitan areas of the country, involving multiple outlets in each case, have been made by Ziv for "Favorite Story." Starting Sept. 28, H. H. Tanner Company (portrait home wave) will air the show in Minneapolis and Milwaukee markets. Agency is Bozell & Jacobs. Pacific Power & Light Co., will use Walla Walla and Yakima, Wash., starting about Oct. 1, through McCann-Erickson agency. Already launched is the Union Bag & Paper Company's presentation of the series in four of Georgia's prime markets—Atlanta, Augusta, Columbus and Savannah. Agency, French & Preston.

Ziv's Wayne King Show is now aired in Little Rock, Ark., and El Paso, Tex., sponsored by the Wohl Shoe Co.

Over-All Radio Exports 33 Million In 2nd Quarter

(Continued from Page 1)

exports valued at \$28,600,000 in the first quarter. The figures include all types of radios and equipment.

The report on radio exports was included in a general report showing that exports of goods and services reached a new peace-time peak in the second quarter of this year.

COAST-TO-COAST

—ARIZONA—

PHOENIX-TUCSON—Paul Gribben, who was formerly heard on KTAR and the Arizona Broadcasting System, has been named program director of the Sun Country Broadcasting Company, according to an announcement by J. R. (Dick) Heath, president. . . . **PHOENIX**—KTAR is the first station in the mountain area to acquire the newest RCA-developed high-fidelity transcribing equipment. The new addition has been installed at the station's transmitter, a few miles northeast of this city.

—CONNECTICUT—

HARTFORD—The horseshoe pitching contest between Mayor Edward N. Allen of this city and temporary Mayor John Hynes of Boston, scheduled for September 11 at Mayor Allen's Enfield, Conn., summer home, will be wire-recorded and broadcast by WDRG operatives. The match is tentatively scheduled for 3:00 p.m. and will be aired at 6:30 p.m. . . . **NEW HAVEN**—New director of publicity and special events at WNHC is Lewis Doolittle, formerly at WELI, WHAI, Greenfield, Mass., and WFOY, St. Augustine, Florida.

—DISTRICT OF COLUMBIA—

WASHINGTON, D. C.—Bertram Libin, assistant program director, has taken over the reins as producer for the "Luncheon at 1450" program which is heard over WWDC at 12:15 p.m. every weekday. . . . Coffee and buns were served by WRC to about five hundred visitors last Saturday in honor of Bill Herson's birthday. The party took place in studio A from 6:00 a.m. to after nine o'clock. Herson is emcee of the "Timekeeper" broadcast which was in progress during the entire three-hour "breakfast on the house" period.

—COLORADO—

DENVER—The story of Amelia Earhart's accomplishments, heard as part of "The World's Most Honored Flights" series last year on MBS, was rebroadcast by KFEL during the annual meeting of the Ninety-Nines, international organization of women pilots, held recently at Troutdale-in-the-Pines. Miss Earhart was the organization's first president. . . . **GRAND JUNCTION**—Two Western Colorado colleges have okayed football broadcasts over KFXJ this season. They are Mesa College of this city and Western State at Gunnison, whose home games will be carried over a 125-mile remote. Jack Putter will do the play-by-play.

—MASSACHUSETTS—

NORTH ADAMS—Charles B. Gilson, former announcer at WBEC, Pittsfield, has joined the staff of WKOB in this city. . . . **WORCESTER**—A feature, unique in this area, of broadcasting from the home of a listener, will be heard on WTAG's "Modern Woman" series. Through the facilities of this station's short-wave relay transmitter WBEE, operating on 2790 kilocycles, the program's hostess, Gretchen Thomas, will pay weekly surprise visits to members of her audience and broadcast her quarter-hour program from the living room of the home of the listener, who will be presented a bouquet.

—MICHIGAN—

DETROIT—New additions to WJBK's staff are Irene Pfeifer and Edward H. Brennan. Both new to radio, Miss Pfeifer will do secretarial work in the publicity department while Mr. Brennan will act as traffic manager. . . . **SAGINAW**—On September 7, WSAM officially opened the Saginaw County Fair with talks by fair, city, county and state officials. Broadcasts scheduled throughout the seven-day period include a twice-daily, cash giveaway program sponsored by the station; descriptions of the farm machinery and stock parades; review of the 4-H Club and Future Farmers of America activities; and wind up with a half-hour broadcast of the WSAM-Saginaw Fair Associates sponsored free circus for Saginaw County children.

—IOWA—

DES MOINES—New promotion manager of KRNT is Joe G. Hudgen, promotion manager of this station's Radio Theater for the past year. He succeeds Leon M. "Tex" Taylor who resigned to accept the position of Public Relations Director of Trinity University in San Antonio, Texas. . . . **FORT DODGE**—James S. Duncan, chief continuity writer for KQFD, has accepted an assistant professorship at the University of Alabama, Tuscaloosa, Ala. He will assume his new duties September 23, when the fall term opens.

—LOUISIANA—

MONROE—New additions to KNOE's sales staff are Al Donaldson, formerly sales and assistant manager of KPIN, Pampa, Texas, who has been appointed station sales manager, and Robert Powell, who will act as account executive. . . . **SHREVEPORT**—Kenneth K. Kellam has resigned his position as manager of KWKH to accept management of an automobile dealership in which he will be part owner. He will be succeeded by Henry Clay, who has for several years been manager of WLAY, Florence, Ala.

—MARYLAND—

BALTIMORE—Thomas D'Alexandro, Jr., mayor of this city, has proclaimed the month of September "WBAL Month" in Baltimore. The mayor's action was coincident with the opening of WBAL's "New World Of Tomorrow Studios" on the first of this month. . . . **SILVER SPRINGS**—Dr. Jesse Sprowls, for the past 20 years professor of psychology at the University of Maryland and one of America's leading psychologists, begins a new and unusual series of broadcasts on WGAY and WGAY-FM, September 14. Entitled "Psychologically Speaking," the series will present discussions, by Dr. Sprowls, of psychological phenomena in terms familiar to the average listener.

WBAY Sets Grid Sked

Entire 10-game football schedule of the University of Miami for the '47-'48 season will be aired exclusively over WBAY, Coral Gables, Fla., it was announced this week. Eight of the contests will be played at the home stadium, with the remaining games out of town. Station is represented by Joseph H. McGillvra.

NBC-Affiliate Meet Readies Speaker List

(Continued from Page 1)

confab just prior to the opening of the NAB convention. Friday morning's session will be open to press as guests with Niles Trammell, NBC president, making a welcome talk at 10 a.m. He will be followed by Charles G. Mortimer, chairman of the Advertising Council and v.-p. of General Foods; Sigurd S. Larmon, president of Young & Rubicam, and Neil M. Elroy, v.-p. and general manager of Procter & Gamble.

Ken R. Dyke, NBC program vice president, leads off Friday's afternoon session with a talk on "Program Standards Practices." Paul W. Morency, chairman of the stations' planning and advisory committee, will preside at the closed meeting for affiliates only. This session will be continued Saturday morning by affiliates and NBC executives.

Saturday afternoon Frank Mullen, NBC executive vice president, is scheduled to talk on "Television Operations." A question and answer period on television and FM will follow.

Liebmann Brewery Offers 100 G's For 'Series' Television

(Continued from Page 1)

fact that the tele audience might be largely made up of youngsters.

According to Philip Liebmann, director of advertising for the beer company, brewery company offered to buy the rights for \$100,000 if both the New York Yankees and the Brooklyn Dodgers met in a subway series. Company would offer "upwards of \$50,000" if the Dodgers failed to win the National League flag, and some other club, presumably St. Louis, met the New Yorkers. Liebmann indicated no interest in the fact that KSD-TV might pick up the southern phase of the Series in the event developments warranted it.

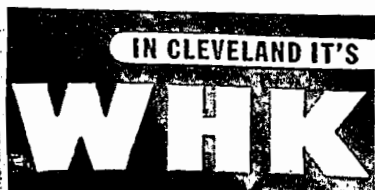
Chandler is said to have made known his feelings in the matter to the Liebmann Company but that nothing has been put in writing, nor is it likely there will. Liebmann said yesterday his company had received "no official word" from the baseball hierarchy, and that "negotiations are continuing." If Chandler's alleged verbal decision holds, it's said Liebmann will appeal to the ball clubs participating in the Series.

Paul H. Lee To WHOM

Paul H. Lee, former chief engineer at WNDR, Syracuse, N. Y., has joined WHOM, New York, in the same capacity. He succeeds Ted Gempp who is now connected with Maj. Edwin Armstrong's laboratories.

WANNA WORK HARDER

Have had cushy job producing daily national show for 2 years now. Also Assistant Radio Director of agency for 4 years. Wanna do more creative work. Only agencies demanding lotta work, initiative and responsibility from writer-producer-executive need apply to Box 398, Radio Daily, 1501 Broadway, New York 18, N. Y.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



CL. 40, NO. 51

NEW YORK, THURSDAY, SEPTEMBER 11, 1947

TEN CENTS

BMB's Financial Set-Up

Denny Heads Speakers At CBS Affiliate Meet

Charles R. Denny, FCC chairman, commissioners E. M. Webster and K. Jett, and Frederic R. Gamble, president of the American Association of Advertising Agencies, are among the prominent government officials and business leaders who will be guests Sunday night at the dinner CBS is giving for its affiliates at the Hotel Traymore in Atlantic City, N. J. The dinner, one of the highlights of the 25th annual convention of the National Association of Broadcasters, will bring together more than 500 broadcasters and government and business leaders. Acceptances are being mailed daily at CBS headquarters. Frank Stanton, CBS president, will

(Continued on Page 3)

Our Firm In Radio Debut With Plans For Expansion

Associated Fur Coat & Trimming Manufacturers, Inc., New York, have purchased a 10-week series of participations on four ABC stations to tell the story of furs to the consumer, retailer and buyer. WJZ, in New York, WXYZ in Detroit, WENR in Chicago and KGO in San Francisco have been chosen as the open-outlets in a campaign that is ex-

(Continued on Page 6)

AB's Program Panel Adds Whiteman and Kaye

Paul Whiteman and Sydney Kaye among music authorities just added to the panel for the Program Directors Clinic scheduled at the NBC convention Monday, Sept. 15. The musical leaders, four in all, will

(Continued on Page 7)

Mobile Service

Honolulu—Mutual Telephone Co., which serves all Hawaii's islands, has made mobile radio service a part of its regular commercial phone system. Rate is \$30 for 20 calls monthly, each additional call in Honolulu costing 30 cents with usual rates for long distance. Mayor John H. Wilson of Honolulu, accompanied by Mutual's William C. Avery, inaugurated new service.

Resourceful

Utilizing the facilities of WJAS, their Pittsburgh radio affiliate, CBS Tuesday night broadcast an appeal to amateur movie cameramen for 16 millimeter films of the Island Queen boat disaster. Fifteen camera fans responded and tonight at 8 p.m., WCBS-TV, New York will televise the best of the disaster film during Doug Edwards' tele news transmission.

Chi. Co-Op. Group Sets New 36-Week Series

Chicago—Second year of the weekly "WBBM-FM Studio Theater" series will begin on Friday, October 10. The 36-week series will again offer high school and college students an opportunity for the development of new techniques and new ideas; to study the field of radio in actual performance, and to participate in critical discussion.

It is presented by the WBBM department of education in co-operation

(Continued on Page 3)

AWB Elects Ruth Crane As Acting President

To meet an unprecedented situation, the executive board of the Association of Women Broadcasters has unanimously named Ruth Crane of WMAL, Washington, as acting president of the organization, it was announced yesterday by Dorothy Lewis. Miss Crane takes the post vacated

(Continued on Page 3)

Major Net Show Offered FM; 500 Gather For Convention

"Vox Pop," one of radio's oldest quiz shows, set to debut on ABC for American Express Co., on Wednesday, Oct. 1. (8:30-9 p.m.), will be the first major network program to be heard on local FM stations throughout the country to promote interest in FM broadcasting.

Parks Johnson and Warren Hull, co-emcees of the show, which has been a network headliner since 1935, will offer to do separate shows for FM stations in each city on "Vox Pop's"

Meeting Of Finance Committee Reveals Current Assets At \$100,000; Spent \$1,335,000 In Thirty Months

Another Scramble On For Cleveland Grant

Washington Bureau, RADIO DAILY
Washington — Two-way scramble for a new AM station in Cleveland, Ohio, was renewed yesterday when the FCC granted a petition for rehearing by Scripps-Howard Radio, Inc. In a decision made public on March 7, of this year, the Commission had granted the competing application of Cleveland Broadcasting, Inc.

(Continued on Page 7)

CBS Promotion Clinic Hailed As Big Success

Pronounced a "big success" by the more than 100 CBS station managers and promotion managers who attended the three-day meeting, the first Columbia Broadcasting System Promotion Managers' Clinic came to a close with an all-day session yesterday.

(Continued on Page 2)

Bank Interest In Radio Showing Steady Increase

The increasing interest of banks in radio advertising within the last year is further pointed up by the fact that the first six sponsors buying "Periscope," the quarter-hour Newsweek

(Continued on Page 2)

Total receipts of the Broadcast Measurement Bureau during its 30 months of service to the industry—January 1, 1945 to June 30, 1947—amounted to \$1,413,000, with expenditures of \$1,335,000. It was announced yesterday following a meeting of the Bureau's finance committee. Total assets, as of June 30th, were put at \$100,000, including \$78,000 in cash.

Included in the total receipts was a \$75,000 loan from NAB and a \$15,000 loan from AAAA, and their repayment.

(Continued on Page 7)

Atlanta Hearing Starts In Net-Affiliation Suit

Atlanta—An unusual "anti-trust" case, in which WGST, Atlanta, is asking a permanent injunction against Columbia Broadcasting System to prevent affiliation of WAGA with that network, opened in U. S. District Court here yesterday before U. S. District Judge E. Marvin Underwood.

The case, which is certain to be appealed to the U. S. Supreme Court for final adjudication, matched two for-

(Continued on Page 7)

NBC Readies Plaques For Six 20-Year Outlets

NBC's convention entourage, led by Niles Trammell, president, pulls out today for Atlantic City, where the network starts its own two-day session tomorrow, just prior to the NAB confab. Trammell will open the NBC

(Continued on Page 8)

Favored People

Washington—Winthrop Sherman, WOL announcer, driving up from Virginia was stopped at the state line by a young deputy sheriff who demanded Sherman's license. The "card" was a WOL police pass. Beginning of beautiful friendship. Cop was part-time gendarme, really radio student, pointing toward job as announcer. Sherman would please excuse stoppage.

RADIO DAILY

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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 6607
WASHINGTON BUREAU
Andrew H. Older, Chief Manning Clapett
6417 Dahlonega Rd. 2122 Decatur Pl., NW
Phone: Wisconsin 3271 Phone: Hobart 7627
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg., 155 N. Clark St.
Phone: State 2332

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FINANCIAL

(Sept. 10)

NEW YORK STOCK EXCHANGE

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

Cotsworth To Guest

Staats Cotsworth, star of CBS' "Crime Photographer," will guest star as the visiting detective on the Helmbros Watch Company's "Quick As A Flash," program, Sunday, Sept. 14.

COMING AND GOING

HENRY J. TAYLOR, Mutual network newsman and commentator who has been broadcasting from Europe during the past 13 weeks, will arrive in New York today aboard the America. He aired his program from the ship on the way over.

ROBERT R. TINCHER, vice-president and general manager of WNAX, Yankton, S. D., conferred yesterday at the New York offices of his national representatives.

ROY HOFHEINZ, owner of KTHT, Houston, Tex., and president of the FMA, paid a call yesterday at the offices of the Mutual network, with which KTHT is affiliated.

P. A. SUGG, general manager of WKY, Oklahoma City, chatted for a while yesterday with the national reps of the station.

G. PEARSON WARD, general manager of KTTS, Springfield, Mo., is in town on a short business trip. Station is an affiliate of the Mutual network.

JOHN REED KING, emcee of "The Missus Goes A-Shoppin'" on WCBS, has returned from his summer home in Carmel, N. Y., and now is comfortably ensconced at his new residence in Scarsdale.

PHILIP HERBERT, sales manager of WHKK, Mutual affiliate in Akron, Ohio, is in town on station and network business.

THAD HOLT, general manager of WAPI, Birmingham, Ala., is in town to attend the sessions of the CBS program promotion clinic and the NAB convention in Atlantic City.

C. M. ROBERTSON, Jr., president of the Ralph H. Jones Co., Cincinnati advertising agency, is in Gotham with officials of the Kroger Co., a client, to record some programs. He is accompanied by JAMES M. NELSON, vice-president of the agency, and KATHRYN HARDIG, radio time buyer.

ROBERT N. PRYOR, publicity and promotion manager of WCAU, Philadelphia, is back at the station following three days at CBS headquarters in New York.

A. A. HARRISON, promotion director of KSWM, Columbia outlet in Joplin, Mo., left New York yesterday for a few days in Washington, D. C., after which he'll come back for the NAB convention.

DON LERCH, director of farm broadcasts for CBS with headquarters in Washington, D. C., has arrived in New York for conferences with network officials on the CBS program, "Country Journal."

JACK M. DRAUGHON, president and station manager of WSIX, Nashville, Tenn., accompanied by Louis Draughon, is in town. Sat in for a while yesterday with the outlet's national representatives.

CBS Promotion Clinic Hailed As Big Success

(Continued from Page 1)

day at the Hotel Pierre, New York. The entire morning session was devoted to the subjects of station, public and press relations. William C. Ackerman, CBS director of Reference Department, opened the session with a talk on building and using a public relations list. Victor Ratner, advertising and sales promotion consultant, then talked on station public relations. The morning was concluded with a talk by George Crandall, CBS director of Press Information, aided by Arthur Perles, assistant director, on station press relations.

Edward R. Murrow, veteran CBS newsmen, was the luncheon speaker. Murrow told the attendees of the proposed format of his forthcoming news-program series for Campbell Soup Co., which starts 7:45-8 p.m., Monday Sept. 29, five times weekly. Murrow stated that it would not be a one-man show but that the entire CBS world-wide news organization and others would be part of the program, either as news gatherers or via pickups. Seated with Murrow were Rex Budd, advertising manager of Campbell Soup Co.; Sherman D. Gregory, assistant advertising manager, and Robert C. Alexander, of the Ward Wheelock agency.

The afternoon opened with a panel group of experts answering questions on copy, layout, art, production and related subjects. On the panel were Louis Hausman, CBS director of presentations; Mr. Ratner, William Golden, associated CBS director of Sales Promotion and Advertising, and Edward Side, of the promotion department's production division.

Thomas D. Connolly, CBS director of Program Promotion, who conducted the clinic, completed the meeting by answering questions not previously covering during the three-day session.

Bank Interest In Radio Showing Steady Increase

(Continued from Page 1)

produced show originating in New York and syndicated to other outlets, are all banking institutions. Furthermore, many other banks are considering using the show as it is placed with stations in various markets. Most sponsors so far use the series to exploit their consumer credit service. "Periscope," based on the Newsweek feature of that name, originates live over WOR every Sunday night where it is sponsored by the Industrial Bank of Commerce. Show is transcribed on the spot and rushed by air mail to the following stations and sponsors who have signed to date: KFEQ, St. Joseph, Mo., Morris Plan Bank; WKOP, Binghamton, N. Y., Industrial Bank; WBNS, Columbus, O., Ohio National Bank; WEOA, Evansville, Ind., Northside Bank; and WDSU, New Orleans, Progressive Bank & Trust Co.

The show premiered in New York last Sunday and is sent to other outlets for use on Monday, Tuesday or Wednesday. "Periscope" is distributed by Charles King Radio Productions.

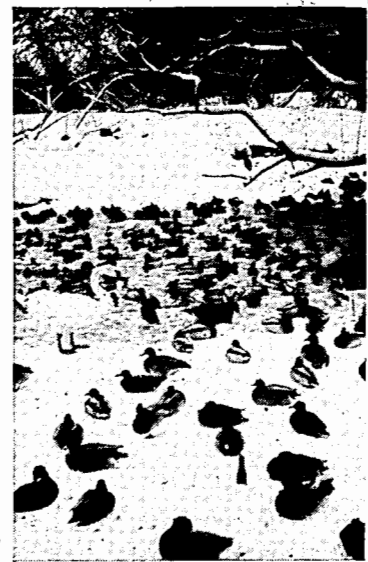
In addition, numerous co-op shows have piled up an imposing list of local banks as clients.

Charles R. Gordon

Vancouver—Charles R. Gordon, 47, manager of the Vancouver branch of the RCA Victor died at his home here on September 7. Born in Toronto, Gordon had worked in the Montreal offices of the company for several years.

Claiborne To ABC Chi.

Chicago—R. C. Claiborne has been named assistant to Ell Henry, publicity director of ABC's central division. He replaces Jerry Baxter, who has joined Variety as manager of the Chicago office.



KEEP SWIMMING!

Not all ducks go south for the winter. This flock was content with northern climate and the food possibilities.

They had one tough assignment, though.

In order to keep open water between the ice, the ducks had to take turns swimming constantly! Maybe your business is almost frozen up today. But you too have to keep open water in front of you. One of the best ways we can think of in radio, in Baltimore, to keep the freeze from closing over... is Station W-I-T-H.

W-I-T-H, is the successful independent that delivers more listeners-per-dollar-spent than any of the four other stations in town. If you're trying to reach Baltimore... the 6th largest city... W-I-T-H is the way to do it. And the best way to start is to put W-I-T-H at the top of that budget.



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

TOM TINSLEY, President REPRESENTED BY HEADLEY-RE...

Cineffects INC. THE PRODUCERS' AID DIORAMIC DISPLAYS FOR TELEVISUAL STILL LIFE PHOTOGRAPHY. 1600 BROADWAY N.Y. 19, N.Y. CIRCLE 6-0951

Chi. Co-Op. Group Sets New 36-Week Series

(Continued from Page 1)

with the Northwestern University Radio Guild and the Radio Council of Chicago Board of Education. The project has been worked out according to a plan formulated by Elizabeth McCott of WBBM's department of recreation and an advisory board composed of Ben Park, WBBM writer-producer; Don Danielson, WBBM publicity department; Beulah Roegge, member of the Radio Council of the Board of Education; Dr. Martin Maloney, instructor in radio script writing at Northwestern, and Marie Thomas, instructor in radio production and in charge of the Northwestern Radio Guild.

Following the weekly broadcasts of radio dramas by the Guild on WBBM-FM, a qualified radio person will conduct a discussion period that will cover production methods, casting, writing and acting interpretations. Last year the series broadcasts were confined to adaptations of classic literature. This year the plan will be expanded to include a greater variety of presentations. The series will be divided into six units of six weeks each. In the first two series the Guild will broadcast 19th century and early 20th century plays representative of American history and literature. The

AWB Elects Ruth Crane As Acting President

(Continued from Page 1)

by Frances Farmer Wilder who resigned Sept. 1 after two months in office to join Social Research, Inc. The new acting president will fill the office, which ordinarily runs for a term of two years, on an indefinite basis. To further clarify the situation, the AWB by-laws committee and NAB's legal department are probing for an interpretation of the organization's constitution and by-laws.

Meanwhile, Miss Crane, along with Mrs. Lewis, plans to attend the NAB convention in Atlantic City and will participate in the AWB session Tuesday, Sept. 16. During the AWB session, Mary Margaret McBride will give a five-minute talk while Robert R. Wason, NAM board chairman, will be principal speaker, talking on "Radio—Guard Our Liberties."

The second series will deal with famous ghost stories under the sub-title "There Are Such Things." After the holidays the Studio Theater will present a special documentary series concerning modern Mexico, for which special tape-recorded interviews were made this summer by Dr. Maloney. In the final series of the season, the Studio Theater will deal with Chicago minority groups, their history and their future place in the American social scheme.

Statistical

In June, 1946, there were 1,009 AM (standard) broadcasting stations operating in the United States. On Sept. 1 of this year the total number of AM stations had increased to 1,351 AM operations.

Special Legal Course Will Cover Copyright Law

A practical course on the law of literary property and copyright is scheduled next month by the Practising Law Institute in co-operation with the Committee on Copyright of the Association of the Bar of the City of New York. Principal topics in the series of lectures include broadcasting, television, motion pictures, dramatic-musical and musical works, books, magazines, and periodicals.

Lecturers Listed

Lectures will be given on 12 successive Thursdays, 7:30-9:30 p.m., starting Oct. 6, at the building of the Association, 43 West 43rd street. The lecturers' panel will include the following: Robert J. Burton, BMI; Isaac Watlington Digges, counsel to the Association of National Advertisers; Joseph A. McDonald, general attorney and veepee of the American Broadcasting System, and Sidney Fleisher, counsel to the Authors' League of America.

Denny Heads Speakers At CBS Affiliate Meet

(Continued from Page 1)

preside at the dinner in the Traymore. FCC staff members who will attend include Benedict P. Cottone, general counsel; David C. Adams, assistant to the general counsel, and William P. Massing, chief of the license division.

Judge Austin Miller, president, and A. D. Willard, Jr., executive vice president, are among the NAB executives who will be at the CBS dinner. From C. E. Hooper, Inc., there will be Mr. Hooper, W. Ward Dorrell and Fred Kenkel. Also, John Churchill, director of Research, Broadcast Measurement Bureau, and Dr. Sydney Roslow, of The Pulse, Inc.

Entertainment at the dinner is being staged under the direction of Werner Michel, assistant CBS director of programs. The entertainers include Tom Howard, Lulu McConnell, George Shelton and Harry McNaughton, of CBS' "It Pays to be Ignorant;" Abe Burrows, whose comedy show is a new feature of the CBS Saturday night schedule, and Dorothy Shay, new singing sensation and comedienne. Charles Collingwood, of the CBS news news staff, will be emcee.

Monday night, the nine-man Columbia Affiliates Advisory Board will hold its dinner-meeting at the Traymore.

Blaze of Noon
Bedelia
The Locket
New Orleans
The Egg and I
Kiss of Death

WOR
sells
movies!

leave it to showmen
to pick the greatest
showcase in New York
radio. They pick WOR.

mutual

The Other Love
It Happened on Fifth Avenue
Sinbad the Sailor
That's My Man
Duel in the Sun
The Late George Apley
Monsieur Verdoux
The Macomber Affair
Carnegie Hall
Great Expectations
Mother Wore Tights
The Farmer's Daughter



W

Martin

SOUND-PROVED ABE BURROWS...

He's famous for making the great laughmakers themselves laugh most, at Hollywood's funniest private parties. He's long been the entertainer's favorite performer, the comedian's funniest comic, the wit's sharpest wit!

And for years, Abe Burrows has *also* been one of radio's great comedy-writers, heading up Duffy's Tavern's stable of script-writers and gagsters; writing his sharp-edge, sparkling comedy for Joan Davis, Dinah Shore and others.

This summer we sat him down to a coast-to-coast microphone, and proved something else about him . . . in sound!

For Burrows is now revealing to millions what the great comedians have always known: that no one can get as many laughs out of a Burrows song as Burrows; no one can get the laughs out of his lines that he himself does.

Listen to him any Saturday night on CBS at 10:30 EDT and you'll hear what they mean.

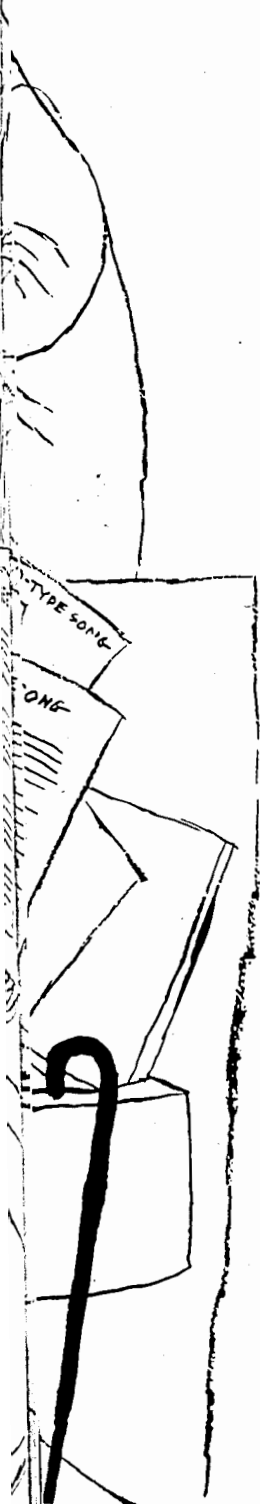
Burrows (as one critic affectionately put it) "has a voice like a bull-frog with a sore throat." But it's *just* the voice for the comedy and songs that have made him famous: "The Girl with the Three Blue Eyes" or "O, hurry, Mr. Hurricane, and blow my lover back to me," and dozens of others.

Without exception, the critics have called it *the best comedy-satire of our time*, in any medium, anywhere. (See The Saturday Evening Post, Time, Newsweek, Variety, John Crosby, Jack Gould or any of the others.)

As writer, composer and in front of a mike, Burrows proves, week after week, he's one of today's great comedy buys; top-talented comedy, at fifteen-minute time and talent costs.

If you want to laugh, hear him. If you want to smile, buy him.

A CBS PACKAGE PROGRAM



LOS ANGELES

By RALPH WILK

CHARLES BOYER has joined Dana Andrews, Joan Fontaine, John Garfield, Myrna Loy, Ray Milland and radio producer Arthur Kurlan as a stockholding member of Radio Repertory Theater, Inc., which plans to do a transcribed show each week.

Under Philco sponsorship, KTLA will present televised programs of the home games of the Los Angeles Dons, starting with September 12th, at the Los Angeles Coliseum when the Dons meet the New York Yankees. Two cameras will be used.

"Your Hymn For Today," a transcribed series of five-minute shows with Gene Baker singing and Irma Glen at the organ, has been sold to 41 stations, starting Oct. 1. Duane-Jones agency handled the deal.

Garry Moore is now in New York with his wife and two sons, preparing for his new emcee spot on "Take It or Leave It." Moore will broadcast his first two shows starting September 14 from Gotham and then will return to Hollywood for the remainder of the season.

Fur Firm In Radio Debut With Plans For Expansion

(Continued from Page 1)

pected to expand by the turn of the year.

Participation roles in women's daytime programs that include Nancy Craig in New York, Beulah Karney in Chicago, Ann Holden in San Francisco and Fern Melrose in Detroit have been chosen, because, it is felt a woman can best convey to other women the intrinsic and investment values represented today by the purchase of a fur garment, Associated Fur Coat & Trimming Manufacturers, Inc., state.

While basically a promotional effort to boost fur sales, the Association's radio programs also are being directed at the retail store executives and fur buyers to eliminate the possibilities of production bottlenecks such as have been experienced this year, inordinate price increases because of hesitant early buying and subsequent rush to reorder, and to prove that furs, far from being the "luxury" item they are tagged to be by retailers, really are a necessary part of a woman's wardrobe; and are saleable the year 'round—not seasonal as is generally felt in the retail trade.

Other stations, it is understood, will be added—as the present programs progress—to the point where complete national coverage will be attained. The account is being placed direct. Sponsorship is expected to start the week of September 15, with programs scheduled for Tuesday, Thursday and Friday over Station WJZ (New York), Tuesday and Thursday over Station WENR (Chicago), Wednesday, Thursday and Friday over Station KGO (San Francisco) and Tuesday, Wednesday and Friday over Station WXYZ (Detroit).



Windy City Wordage. . . !

● ● ● Harold Russell, World War II vet who won an Oscar for his performance in the picture "The Best Years of Our Lives," may soon be in radio. When Jerry Walker of WBBM interviewed Russell this week at the Oriental Theater, Russell revealed that he'd like to get into radio. Jerry arranged an audition at CBS the same day and it turned out surprisingly well. Russell

Chicago

was so good on the test scripts that another audition is being arranged, and the vet may get his wish. . . . Donald G. Tennant has joined the NBC production staff, replacing Ed Daley, who went to "Truth or Consequences" on the West Coast. Tennant formerly was with Rogers & Co., theatrical producers. . . . The "Quiz Kids" program will be aired from Lincoln Auditorium, Syracuse, N. Y., Sunday, over WSYR, which is celebrating its 25th anniversary. . . . "Prep Sports," with Jimmy Evans, presented by the Radio Council of the Chicago public schools, in co-operation with the department of physical education, will return to the air Saturday over WIND.

☆ ☆ ☆

● ● ● The WBBM Speakers' Bureau, established to supplement the station's radio series "Report Uncensored," is receiving many requests from civic groups for speakers who can give detailed information on juvenile delinquency. Bev Dean, WBBM writer-producer, directs the bureau, and 27 public-minded citizens who include prominent clergymen, social workers, psychiatrists, lawyers, training school executives, juvenile judges, community center leaders and juvenile research executives have volunteered their services.

☆ ☆ ☆

● ● ● John Crosby, New York Herald-Tribune radio writer whose unfettered comments on radio have made him well known, spent several days in Chicago this week, "casing" midwestern radio. He is continuing his tour westward. . . . While Deems Taylor was in Chicago on his way to the Ascop meeting in Los Angeles, he was in a huddle with Bud Hecht and Larry Kurtze of Kuttner & Kuttner, ad agency, on a new program which the agency will submit to an undisclosed client. . . . Geraldine Kay has replaced Joyce McCluskey in the role of Burma in "Terry and the Pirates." . . . E. R. Borroff, vice-president in charge of the ABC central division; Robert B. Jones, station relations manager, and Roy McLaughlin, WENR station manager, will attend the NAB convention at Atlantic City. . . . Holleb & Co., distributors of Holleb's Supreme Foods, are using radio for the first time. They have contracted for 122 one-minute spots on WIND, WJJD, WCFL and WAIT to tell about their October 28 anniversary celebration.

☆ ☆ ☆

● ● ● Al Benson, first Negro disc jockey to broadcast on a 50,000-watt station, is becoming a popular personality in Chicago radio. Benson formerly produced musical comedies and minstrel shows in the south, and for 10 years was in social service work in Chicago. He has had a disc jockey show on WGES for some time, and to this has added a half-hour show on WJJD. In addition, he does a special Saturday night show, "Battle of the Bands," from the Pershing Ballroom.

☆ ☆ ☆

● ● ● Phil Levant, whose work was formerly heard on the air waves, has given up his band and is now associated with Russ Facchine, formerly of MCA and now head of Musart Corp. Phil handles club talent and the cocktail department. . . . Clarence Nash, said to be the originator of the voice of Donald Duck, will be the guest of Don McNeill on the "Breakfast Club" Friday. . . . A new program, "Twin Views of the News," featuring Hy Gardner and Danton Walker, will be added to WGN's Sunday schedule this week-end, as will be "Juvenile Jury," returning to the air after a summer hiatus.

HAWAII

By JOHN WILLIAMS

TOTAL of 4,930 listeners from a seven islands of this territory responded to "What Radio Means to Me" 50-word letter contest held by KULA, 10,000-watt Honolulu station which went on air May 14.

Contest was spotted on five daily programs for 30 days. Twenty prizes were offered. Analysis shows listeners wrote from 10 to 15 per cent of known radio homes on all islands. Eight men were among the 20 winners.

Winner was Yoshinao Omiya, blind war vet of Honolulu, who wrote "Radio is a treasure chest laden with interesting, entertaining and educational values, enabling me to make time with time. It is essential like Audrey is to me now."

Audrey is Yoshinao's seeing-eye dog.

Joe Worthy, well known West Coast free-lance, has joined KGMB Honolulu, as production manager. For 80 weeks Joe narrated "We Deliver the Goods" over CBS from U. S. Merchant Marine base at Catalina island during the war, and lately was with "13 by Corwin" and "Cavalcade of America."

Larry Stevens, several years with Hawaiian Broadcasting System and lately in charge of radio account for W. H. Male ad agency here, has opened his own agency at 315 Royal Hawaiian Avenue, Honolulu.

Sponsored by more than 75 firms of the populous Kalihi section of Honolulu, "Kalihi Kapers" is a local listening must every Wednesday, 4:30 to 5:00 p.m., over KGMB. Sponsors are livewire members of the Kalihiana Business Assn. which aims to keep Kalihiana neighborhood shopping.

Quick-witted Klein tirelessly pounded the words sandwiched between appropriate Brooklyn crowd noise into KPOA's mike. As heard via Klein, each game ran only a couple of men behind actual man at bat.

New Jazz Music Shows Planned For Mutual We

Mutual has scheduled two special jazz programs on its "Band For Bonds" Saturday broadcasts, 1:30 to 2 p.m., EDT. First in the series, the "Battle Of Jazz" is set for Sept. 13, when Rudi Blesh, MC of MB, "This Is Jazz" will defend Dixieland type jazz music and will present his "All Star Stompers" in New Orleans arrangements.

The following week, Sept. 20, Barr Ulanov, editor of "Metronome," will be MC for the "Bands For Bonds" show. Show is produced by WJ Goulden, with Larry Dorn directing.

New Mayfair Album

Al Rickey, radio orchestra leader has produced a new "Young America" album for Mayfair Records which dramatizes in music and stories the lives of such famous leaders as Washington and Lincoln. The Rickey album is designed to be entertaining as well as educational for children.

BMB Assets \$100,000; Expended \$1,335,000

(Continued from Page 1)

ment is shown on the list of expenditures.

BMB's income from network and station subscriptions for the '46 study amounted to \$1,302,000. A total of 14 networks (national and regional) and 11 stations made up the first subscriber list.

Other Items Listed

Other individual items on the BMB financial statement included: \$96,000 for organizational expenses; \$51,000 for developmental research; \$722,000 for field work, tabulation, research supervision of the '46 study; \$26,000 for postage, supplies, etc.; \$132,000 for printing, publishing and distributing data on the first study. Included among receipts was \$21,000 on the sale of BMB publications, etc., regarding the '46 study.

BMB's finance committee is composed of: (AAAA) Leonard T. Bush, Hampton Advertising; (ANA) Lowry Brites, General Mills; and (NAB) Roger W. Clipp, WFIL, Philadelphia, chairman of the committee.

NAB's Program Panel Adds Whiteman and Kaye

(Continued from Page 1)

Discuss the "Use of Music" on radio programs.

Others added for the musical phase of the panel are Norman Cloutier, musical director of NBC's Thesaurus Service, and Harrison Kerr, executive secretary of the American Composer's Alliance. A fifth speaker is Dr. John D. Adams of Tufts Medical School, speaking as a music lover, not musician, who will discuss the value of music as a therapeutic agent. Meritt E. Thompkins, president of Associated Music Publishers, chairmans the music panel.

Kirby, Dunn In New Posts At ABC Spot Sales Div.

Winston Kirby, formerly in charge of promotion for ABC Spot Sales, has been named an account executive in that department, and Walter Dunn, who is in charge of exploitation for WJZ, New York key station of ABC, will assume the added duties of promotion manager for ABC Spot Sales. Murray Grabhorn, manager of owned and operated ABC stations is announced.

Dunn will be assisted by Thelma Moni, who has been named assistant promotion manager for ABC Spot Sales. Kirby's promotion to account executive at ABC Spot Sales fills the vacancy created by the resignation of Roy Hall who will join the staff of Radio Sales at the Columbia network.

Sedgwick Joins O'B & D

W. P. Sedgwick, formerly of the Campbell-Ewald and NBC, has joined the copy staff of O'Brien & Dorrance, New York promotion agency.

Deal For Network Affiliation Pits Porter vs. Fly In Atlanta

(Continued from Page 1)

mer chairmen of the FCC—Paul A. Porter for the plaintiff, and James Lawrence Fly for CBS and the Wheeling, W. Va., radio chain owner, George B. Storer.

Porter offered 24 affidavits alleging that CBS abandoned its long-time affiliates WGST, Atlanta and WQAM, Miami, Fla., in order to close a deal for a 50-kw., outlet in Wheeling, W. Va.

Fly, who opens the defendants' case tomorrow, said the change was "a simple, routine contract," and denied that there is any monopoly or conspiracy whatsoever. He claimed every effort was made by CBS and by Storer to aid WGST in making a tie-up with ABC, and asked the court to refrain from "drastic remedy prior to trial on the merits of this case."

Fly said every radio station was licensed for the public good, and observed "it is agreed that under law radio must be a competitive industry." He acknowledged that provisions of the FCC make anti-trust laws applicable to radio, but denied vigorously that there had been conspiracy to violate them.

Daniel MacDougald, appearing for CBS, also denied anti-trust violations and declared "the right to select a customer is not a one-way street." He said the matter of choice applied equally to the one who sells a service and the one who receives it, and added: "It was overwhelmingly in the interest of CBS to take the Wheeling station."

Compares Atlanta and Miami

Porter acknowledged that the Wheeling deal was attractive to the network, but offered analysis of the Atlanta and Miami areas to show that CBS took less-desirable stations there in order to land the 50-kw., outlet. In daytime, he said, WGST has an estimated audience of 291,600 radio families, while WAGA is rated at 199,560. At night, WGST rates 188,860, against 151,180 for WAGA.

Miami's daytime listeners were listed by Porter as 96,200 for WQAM, owned by Fred W. Bordon and the publisher, John S. Knight, and 74,840 for Storer's WGBS. At night, WQAM rates 100,300 families, compared to 69,750 for WGBS. Additionally, he said, WQAM has better signal in downtown Miami.

CBS Attorney MacDougald made no comment on the Miami situation, but said the wave-length of WAGA at 590 kilocycles was preferable to WGST's 920 on the broadcast band.

Affidavits offered by WGST hammered at the loss which would be suffered if the station is deprived of its CBS affiliation next Dec. 15. Manager John Fulton said it would mean suspension of a construction program which contemplates a 50-kw., FM transmitter atop a mountain in north Georgia, costing in excess of \$250,000, and a \$400,000 studio building on the Georgia Tech campus. He said if the contract is cancelled, it will reduce

WGST to "inferior and insignificant status."

The two-year contract with WGST would have run through August, 1948. CBS seeks to terminate it Dec. 15, 1947, under a clause allowing one-year notice of termination. The Miami contract with WQAM expired June 15, and CBS gave six months notice.

In opening the hearing, which is expected to consume at least three days, Porter charged CBS and Storer with conspiracy to violate Federal anti-trust laws, and demanded court intervention to prevent "irreparable damages." Underwood previously granted a temporary injunction.

The Storer chain, Judge Underwood was told, had affiliation with ABC. When Columbia agreed to the deal, the three stations dropped this affiliation, effective June 15. WWVA at Wheeling and WGBS at Miami joined CBS immediately, but a hitch developed in Atlanta when WGST insisted on holding CBS affiliation and WAGA was forced to continue its ABC affiliation until Dec. 15 under a verbal agreement. WQAM in Miami switched to ABC.

Operating Profit Shown

Counsel for WGST said if the state-owned radio station lost its CBS affiliation, it would be unable to get another network tie-up because ABC has signed with WCON, newly-licensed 5-kw., station of the Atlanta Constitution which goes on the air in Atlanta Dec. 15. The Atlanta Journal's 50-kw., station, WSB, has NBC, while Mutual's outlet is the 250-watt station, WATL.

Fulton, general manager of WGST, testified in an affidavit that the station showed a profit of \$247,440 last fiscal year, of which \$151,704 was in revenue from CBS representing 61 per cent. The station is administered by the State Board of Regents for Georgia Tech, and President Blake Van Leer said loss of CBS affiliation would mean "disaster."

New Gruen ET's Completed

Cincinnati—Lloyd Smithson, head of the E. T. firm, Spot-Radio Productions, Cincinnati, recently completed production of a new musical time signal and a special jewelers' jingle for the Gruen Watch Company. The recordings were produced in NBC's Hollywood Studios, and were sung by the Modernaires. Both transcriptions will be made available to Gruen dealers in all radio markets within the next few weeks.

McCarney's Son With Firm

John C. McCarney has joined the sales staff of the R. W. McCarney Company, publishers representatives. He will work out of the company's main offices in Philadelphia.

Resignation of Joseph A. Gallagher also was announced. His successor as Philadelphia City Manager of the McCarney organization has not yet been named.

Another Scramble On For Cleveland Grant

(Continued from Page 1)

the Commission, however, set aside the grant to Cleveland Broadcasting and designated the two applications for further hearing. No date was immediately set. The Commission acted on a petition for rehearing made by Scripps-Howard on March 27, of this year.

The Commission said the hearing would include an airing of the following issues:

(A). The qualifications of the applicant corporations, their officers, directors and stockholders to construct and operate a radio station with respect to their length of residence, their knowledge of and familiarity with the community to be served; the extent of the integration of the ownership of the applicants and the management of the proposed radio station; and the extent to which, if any, either of the applicants is associated with other media of mass communication in the area to be served.

(B). The type and character of the program services proposed to be rendered and whether it would meet the requirements of the areas and populations proposed to be served.

The FCC yesterday also announced its proposed decision looking toward the grant of the application of Standard Tobacco Co., Inc., for a new station at Maysville, Ky., to operate on 1240 kc., 250 watts, unlimited.

The Commission announced its proposed decision of looking toward the grant of the application of Brookhaven Broadcasting Co., Inc., for a new station at Brookhaven, Miss., to operate on 1340 kc., 250 watts, unlimited.

Still in another proposed decision the FCC denied the application of Radio Springfield, Inc., for a new station at Springfield, Ill., to operate on 1490 kc., 250 watts, unlimited.

Leahy Joins Green Firm

Chicago — Frank Leahy, football coach, whose 1947 All-Star team beat the champion Chicago Bears, has just signed with Green Associates, Chicago radio production agency, to do a 15-minute open-end weekly sports program. With Leahy will be Harry Wismer, well-known sportscaster.

Titled "Leahy of Notre Dame," the program will feature behind-the-scenes news of all college football, interviews, human interest sports stories, and predictions. Several stations have already signed for the new series.

Send Birthday
Greetings To—

September 11
Bill Comstock Al Reiser
Charles Stark

'Vox Pop' Offered FM; Convention Draws 500

(Continued from Page 1)
paign will be outlined at the FMA confab at the Roosevelt tomorrow (Friday) morning.

Meanwhile some 500 FM broadcasters and industry execs are expected to converge on the Roosevelt tomorrow when business session opens in the grand ballroom at 9:30.

Minor changes in the convention agenda include a switch of Ira Hirschmann's talk "How to Put Over an FM station," originally scheduled for the luncheon session, to the morning business meeting. Also, George Arnold Jr., WTAD-FM, Quincy, Ill., has been added to the list of speakers Saturday morning on "Selling FM—Here's How."

Gets Crosley Radio Post

Appointment of Stanley Glaser to the post of manager, radio section of the Crosley division, Avco Manufacturing Corp., has been announced by R. C. Cosgrove, general manager. Prior to joining Crosley, Glaser was associated with Goldblatt Bros., Chicago, as buyer of radio and phonograph records for the chain's 15 retail outlets. During the war he served in the U. S. Army Air Corps. Following service overseas he was assigned to the aircraft radio laboratory at Wright Field, Dayton, Ohio.

Gibson Back On Air

Chicago—Morton Jacobson, president of Morton Radio Productions, Inc., announces that Gibson Refrigerator Company, off the air since pre-war days, has recommended to its numerous dealers the use of "Louise Massey and the Westerners," for release over their local outlets. This is a 15-minute transcribed show, featuring Curt Massey. Broadcast of the series by approximately 95 dealers throughout America will commence September 15.

COAST-TO-COAST

—ALABAMA—

BIRMINGHAM—WAPI will broadcast all Alabama Polytechnic Institute football games this fall, with Maury Farrell giving the play-by-play descriptions. . . . **HUNTSVILLE**—New production director at WHBS is Richard Warner, formerly with WCAU, Philadelphia; WMBR, Jacksonville; WSGN, Birmingham, and more recently radio director for Bates Advertising Agency in this city. . . . **MONTGOMERY**—Caldwell Stewart, WMGY's "Minute Man," is the proud papa of an 8½-pound boy born to Mrs. Stewart at St. Margaret's Hospital on Labor Day. . . . **AUBURN**—Elmer G. Salter, general manager, has announced plans for WAUD to begin operations early in October. Station is a 250 watt and will operate on 1230 kilocycles with unlimited time.

—NEW JERSEY—

ATLANTIC CITY—Popular five-year-old dramatic star and dancer of this city, Vicki Gold, is emcee of a 15-minute record program which recently made its debut on WMID. Keyed to the local juvenile audience, the program's format includes music popular with the various age groups of children, poems and monologues by the young emcee. . . . **NEWARK**—Paul Brenner, popular WAAT disc jockey, will be master of ceremonies at the first annual dance and entertainment of the Retail Record Dealers Association of New York. Affair, titled "Parade of Recording Artists," will be held in Manhattan Center, New York City, Sept. 21.

—WISCONSIN—

MILWAUKEE—One of the largest single-time sales in this city's radio history recently was consummated when the Fox Wisconsin Amusement Corp. bought five full hours per week on WMLO. Fox will sponsor the Tommy Dorsey show, Tuesday-Saturday, beginning September 15. . . . In less than a week after Barbara Jacobs, 19-year-old Milwaukee vocalist, made her bow as featured singer on the "Jane Jarvis Presents" program, she was sought by a sponsor for a new Sunday show. She is now heard on "Dreamin' In Rhythm" heard over WTMJ and sponsored by the Howard B. Stark Co.

—NEW YORK—

BUFFALO—WBEN-FM is now broadcasting all the home games of the Buffalo Bills of the All-America Football Conference. Handling the play-by-play is Jim Wells with Budd Tesch adding color and between-halves comment. . . . **UTICA**—A new Buick station wagon has been purchased by WGAT for their special events department. The car will have a high frequency transmitter mounted in it for point-to-point transmission use in special events and remotes and will be equipped for sound. . . . **SYRACUSE**—On September 14, the Quiz Kids will air their broadcast from Syracuse where they will help celebrate WSYR's 25th anniversary. Program will be presented in the Lincoln Auditorium where the children will broadcast before a packed audience.

—PENNSYLVANIA—

PHILADELPHIA—KYW, for the first time, is presenting a recorded music program, originating from a local night spot. Entitled "Along the Rialto," the show features Jeff Keen, veteran Philadelphia newspaper columnist in a half-hour program of gossip, interviews and recorded music from the Latin Casino. . . . **PITTSBURGH**—New member of WWSW's staff is Stan Malotte who will handle the station's popular two-hour, early morning music show, "The Six to Eight Special." . . . Si Bloom, of KDKA's continuity department, is vacationing in New York where he was a free-lance radio writer before joining KDKA. He returns Sept. 22.

—MISSOURI—

KANSAS CITY—KCMO went on the air this week with an increase in power from 5,000 to 50,000 watts. This makes KCMO the most powerful Greater Kansas City station, and the first 50,000 watt in this area. The station will also change its frequency, moving from 1450 to 810 kilocycles. . . . A collection of sports stories and anecdotes, "They Make Me Laugh," authored by Sam Molen, KMBC sports director, will appear this month, published by Dorrance & Company, Philadelphia. "They Make Me Laugh" is Molen's first book. However, the sports broadcaster has authored numerous articles for national publications.

Research Assn. Elects Wilson

Elmo C. Wilson, CBS director of Research, last week, at Williamstown, Mass., was elected vice-president of the newly-formed American Association for Public Opinion Research.

NBC Readies Plaques For 6 20-Year Outlets

(Continued from Page 1)

convention at 10 a.m. tomorrow the Wedgewood Room of the Marlborough-Blenheim where all formal business sessions are scheduled. Luncheons and dinners will be held at the Hotel Claridge. Latter place headquarters for NBC officials.

Added event to NBC's convention agenda during Saturday's luncheon is the awarding of bronze plaques to six stations affiliated with the network for 20 years. Officials who will receive awards for their stations are Dr. Ray Manson, president of Strongberg-Carlson which owns WHA, Rochester, N. Y.; John J. Gill, president, WOW, Omaha; James Shouse, president, Crosley Broadcasting Corp., owners of WLW, Cincinnati; Amon Carter, Jr., executive of WBAP, Fort Worth, Tex.; Col. B. Palmer, board chairman, Central Broadcasting Co., owners of WHB, Des Moines; Walter Damm, vice president and general manager, WTMJ, Milwaukee. Nine stations were similarly given plaques by NBC earlier this year and six last year.

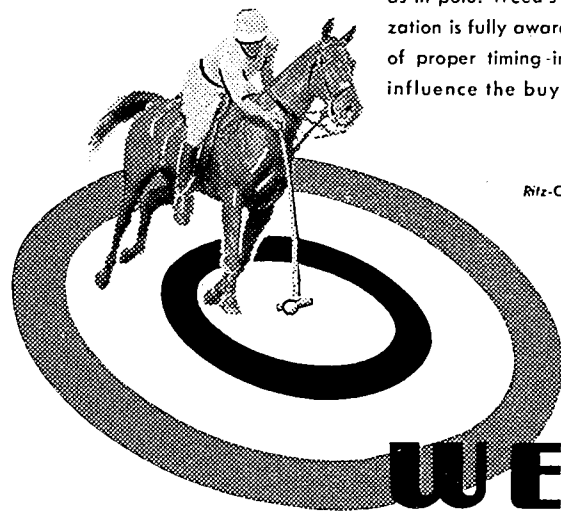
"Invitation To Learning" From London Sunday

"Invitation to Learning," on CBS will be presented as a special show Sunday from London, with Lyma Bryson, chairman, interviewing Ivy Brown and Desmond MacCarthy, both Fellows of the Royal Society of Literature. They will discuss Tolstoy's "War and Peace." The program will be heard from noon to 12:30 p.m. EDT.

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

ON TARGET

Good timing is as essential in selling as in polo. Weed's nationwide organization is fully aware of the importance of proper timing in all elements that influence the buying of radio time.



Convention Address — Ritz-Carlton Hotel, Atlantic City

WEED AND COMPANY
RADIO STATION REPRESENTATIVES

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

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



PL. 40, NO. 52

NEW YORK, FRIDAY, SEPTEMBER 12, 1947

TEN CENTS

Pre-Convention Activity

Radio, Tele, Records for "Freedom Train"

Opening of the American Heritage Foundation's Freedom Train, scheduled to make a year-long tour of 300 cities, will be provided comprehensive radio and television coverage when it leaves Philadelphia next week, Sept. 17 in addition to heavy support from other segments of the industry for the duration of the trip. NBC will present a special program featuring Fred Waring and his Pennsylvanians on the eve of the start of the train Tuesday night at 9:30 p.m., EDT. Attorney General Tom

(Continued on Page 5)

Elson And "Red" Grange Again In Radio Combine

Chicago — Bob Elson and "Red" Grange, who combined to broadcast some of the collegiate football games heard on WJJD last season, will be together again this season to broadcast a schedule on U. of Illinois football games over the same station, beginning October 4.

Elson has been airing major sports for the past 18 years, while Grange will enter his second year of broadcasting. So successful was Grange's

(Continued on Page 2)

NEW-Magazine Tie-Up For Kiddie "Theater"

At the request of WNEW, "Parents' Magazine" will screen all material for a new show called "The Children's Theater" which starts over the station next Sunday, Sept. 14, 5-5:30 p.m. Programs will draw upon the backlog of current children's

(Continued on Page 2)

FMA Confab Today

FMA opens a two-day convention at 10 a.m. this morning at the Hotel Roosevelt, with over 500 broadcasters and industry execs on the registration list. Today's agenda is highlighted by a luncheon session, at which Rep. Carroll D. Kearns, will discuss the FM-Petrillo situation, and a talk at the banquet tonight by Paul Walker, of FCC.

Tele In Each Room

Washington—The FCC yesterday awarded a construction permit for a new commercial television station to the Lacy-Potter Television Broadcasting Co. owned by two Texas oil men who have said they will construct a 47-story hotel with a video set in every room. The two Texans are Rogers Lacy, of Longview, and Tom Potter of Dallas. The new station will be operated on channel No. 8, 180-186 mc. The tele antenna will be constructed on top of the proposed hotel.

CPs For AM To 3; Other Activity At FCC

Washington Bureau, RADIO DAILY
Washington—The FCC this week granted CP's to three applicants for new AM stations. They include Southland Broadcasting Corp., Ft. Lauderdale, Fla., to operate on 1580 kc., 250 watts, daytime; Clyde Weatherby, trading as Hamilton Broadcasting Co., Hamilton, Texas, to operate on 900 kc., 250 watts, daytime; Tom Potter, trading as El Dorado Broadcasting Co.,

(Continued on Page 8)

WOR's FM Stations Set For Regular Sked Oct. 20

WOR's FM station, WBAM, will resume regular broadcasting Oct. 20 following program suspension for the last 18 months during which it cooperated with FCC engineers in

(Continued on Page 5)

Porter And Fly In Round 2 As WGST vs. Web Continues

Atlanta—Two former chairmen of the FCC disputed in Federal Court yesterday over interpretation of Commission regulations. The clash developed in the anti-trust suit brought by WGST, Atlanta, against CBS and George B. Storer, Detroit owner of seven radio stations. U. S. District Judge E. Marvin Underwood questioned whether CBS had not ignored FCC regulations when it agreed last December to give

Many NAB Early-Birds On Boardwalk And At The Hall; NBC 'Rump' Meet Appoints Morency Spokesman

By FRANK BURKE
Editor, RADIO DAILY

WCBS-TV Grid Sked, Also UN Assembly

WCBS-TV, CBS' tele outlet in New York, will pick up 17 major college and professional football games this fall, starting Sept. 12 and running through Dec. 7, with Washington and Annapolis included as originating points.

Six of the contests represent the home schedule of Columbia University at Baker Field in New York. A

(Continued on Page 2)

Ford Motor Co. To Host NBC Affiliates At NAB

Ford Motor Company will play host to 500 NBC station personnel at the NAB convention in Atlantic City with a party at the Haddon Hall Hotel next Monday, Sept. 15, from 5:30-7:30 p.m. Ben R. Donaldson, advertising manager of Ford; and William

(Continued on Page 2)

Atkinson WFIL Biz Mgr.; Expanding Tele Staff

Philadelphia—Harry L. Atkinson, formerly sales promotion executive of the Campbell Sales Co., has been named business manager for WFIL,

(Continued on Page 5)

Atlantic City — Pre-convention activity here indicates that the NAB's 25th annual meeting will not only be "different" as to the entire set-up and all records broken for attendance, but rather it is taking on the aspect of a Mecca for all the trials and tribulations of the broadcasting industry. Which

(Continued on Page 6)

Radio Aid In 15 Cities Ups School Enrollment

More than 25 major stations and network key outlets in 15 cities are contributing free time for spot and other announcements to aid the fall enrollment of the City College of New York Midtown Business Center for Intensive Business Training Program. According to reports from the City College admission office telephone

(Continued on Page 5)

WINS Billings Boosted By Three Heavy Clients

Three sponsors, two of them new, have signed contracts with WINS which after next Jan. 1, will hit around \$2,200 in weekly billings. Top spender of the lot is Paradise Wine

(Continued on Page 8)

NBC Tele Show

NBC's special television show for the NAB delegates tomorrow (Sat.) titled "NBC Rovus," will star Jimmy Savo, stage and night club comic, and Rosario and Antonio, famed dance team. Show will be piped-in to the Hotel Claridge via the RCA special relay link, to a 7 by 10 foot theater-size television screen and a good attendance seems assured.



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

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WASHINGTON BUREAU
Andrew H. Oiler, Chief
6417 Dahlonaga Rd. 2122 Deaturer 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.

FINANCIAL

(Sept. 11)

NEW YORK STOCK MARKET

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

OVER THE COUNTER

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

Ford Motor Co. To Host NBC Affiliates At NAB

(Continued from Page 1) B. Lewis, vice-president of Kenyon & Eckhardt in charge of radio, will be on hand to "preview" the forthcoming "Ford Theater."

Garfield, Louella Parsons Guest

John Garfield, starring with Lilli Palmer in Enterprises' forthcoming United Artists Picture "Body and Soul," will be guest star this Sunday (September 14) on the Louella Parsons broadcast over the full ABC network, 9:15-9:30 p.m., EDT.

COMING AND GOING

T. A. M. CRAVEN, of WOL, Washington, D. C., is in Atlantic City attending the pre-convention committee meetings of the NAB. ROY PASSMAN, program manager of the station, will join him Sunday for the regular NAB sessions.

TAD REEVES and MRS. REEVES are in town. Tad is promotion director of WBNS, Columbia network outlet in Columbus, Ohio. The Reeves will return to the station Sunday.

W. R. MCKINSEY, program director of KSPI, Stillwater, Okla., a Mutual outlet, in Gotham on station and network business.

ED (CHARLIE CHAN) BEGLEY, his brother MARTIN and his son TOM, go out to Englewood Sunday to do a benefit performance at the Actors Home.

CLAIRE CARI-CARI and CHARLES CLAGGETT, of Gardner Advertising Co., St. Louis, are in Chicago this week to settle final details for Ralston-Purina's "Tom Mix" series on MBS, which is featuring "Tom Mix Safety Week" from Sept. 22-26.

W. H. PAULSGROVE, assistant manager of WJF, Hagerstown, Md., a caller yesterday at the headquarters of the Mutual network, with which the station is affiliated.

DICK REDMOND, who has been in Gotham on business, leaves today on the return trip to WHP, Harrisburg, Pa., of which he is promotion director.

ROSWELL MacPHERSON and FRED LOUNSBERRY, of the promotion department at WGR, Buffalo, have left for the home offices following a few days in New York.

G. W. "JOHNNY" JOHNSTONE, director of radio for the National Assn. of Manufacturers, accompanied by MRS. JOHNSTONE, is motoring to Atlantic City to attend the NAB meet.

ORRIN THURSTON is in town the whole way from Honolulu, T. H., for talks with the station's national representatives.

HENRY B. HOOK, promotion director of KGLO, Mason City, Iowa, left New York for the home offices last night after having chatted with personnel of the press information and promotion departments at CBS.

I. E. SHOWERMAN, vice-president of NBC in charge of the central division, and A. W. KANEY, manager of the division's station relations department, left Chicago yesterday for New York and Atlantic City.

GEORGE WEISS, owner and general manager of WBBQ, Mutual outlet in Augusta, Ga., is spending some time in New York.

WELLS CHURCH, director of news broadcasts for CBS, left yesterday for a few days in Washington, D. C.

L. M. SEPAUGH, general manager of WSLI, has arrived from Jackson, Miss., for confabs with officials of the Mutual network.

WCBS-TV Grid Sked, Also UN Assembly

(Continued from Page 1)

seventh, Columbia game, against the U. S. Naval Academy at Annapolis, Md. Seven other contests make up the home schedule of the Brooklyn Dodgers professional club at Ebbets Field. Three games will be picked up from Georgetown University in Washington, which team will have as their opponents Fordham and New York Universities.

Opening game on the WCBS-TV tele schedule will be the Dodgers against the Cleveland Browns at Ebbets Field. Bob Hall and T. Gore will handle the play-by-play and color descriptions.

Meanwhile, CBS television announced plans to televise the opening ceremony of the second regular session of the United Nations General Assembly at Flushing Meadows, next Tuesday, Sept. 16, and several other of the UN meets. In addition to the opening, WCBS-TV will air the business session on Wednesday, Sept. 17, starting at 11 a.m. Ned Calmer, veteran CBS news correspondent, will handle the commentary and translations.

Shaffer Is Mitty Contest Judge

Lloyd Shaffer, musical director of the NBC-Chesterfield Supper Club program, will represent radio and television on the list of judges who will select the winners of the "Mitty Dance Contest," to be held at the Palladium ballroom, Broadway & 53 Street, on Thursday evening, September 18, in connection with Samuel Goldwyn Productions and their latest Danny Kaye film, "The Secret Life of Walter Mitty." Other judges selected by Goldwyn will represent the newspaper, magazine, beauty and fashion fields.

WNEW-Magazine Tie-Up For Kiddie "Theater"

(Continued from Page 1)

albums, which use name personalities as narrators, in addition to first performance rights granted WNEW by many record companies.

Stories and narrators on the premiere broadcast include "Tweedle Dum and Tweedle Dee," Eddie Cantor; "Story of Celeste," Victor Jory; and "Aesop's Fables," Barry Thompson. There'll also be a series of spots on safety, tolerance and children's activities around New York.

Ted Cott, WNEW program director, predicts that radio is going to make extensive use of children's albums now that 15 per cent of the total record production goes for kiddie discs while some companies produce solely for this market. In recent years, name personalities have also found a lucrative sideline in this field.

Elson And "Red" Grange Again In Radio Combine

(Continued from Page 1)

debut in radio last fall that he has since worked as the color announcer on network broadcasts of the 1946 National Professional League championship game and on the 1947 College All-Star game. The Elson-Grange collegiate broadcasts will be sponsored by the Illinois Central Railroad.

WPDO's TIME-BUYERS JACK POT THIS WEEK'S WINNER ELEANOR SCANLON BATTEN, BARTON, DURSTINE & OSBORN Next Week ? ? ? ?



Look, Richard..

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

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

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

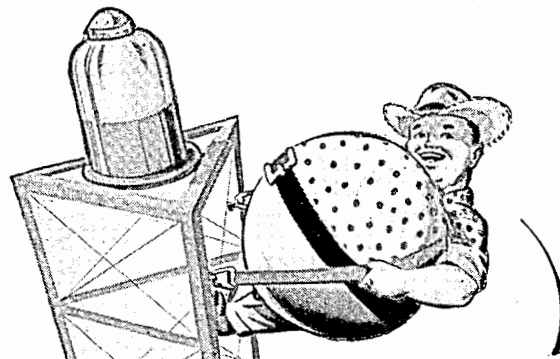
That's the way to get yourself sales in this 6th largest city . . . because W-I-T-H delivers more listeners-per-dollar-spent than any other station in this big 5-station town.

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

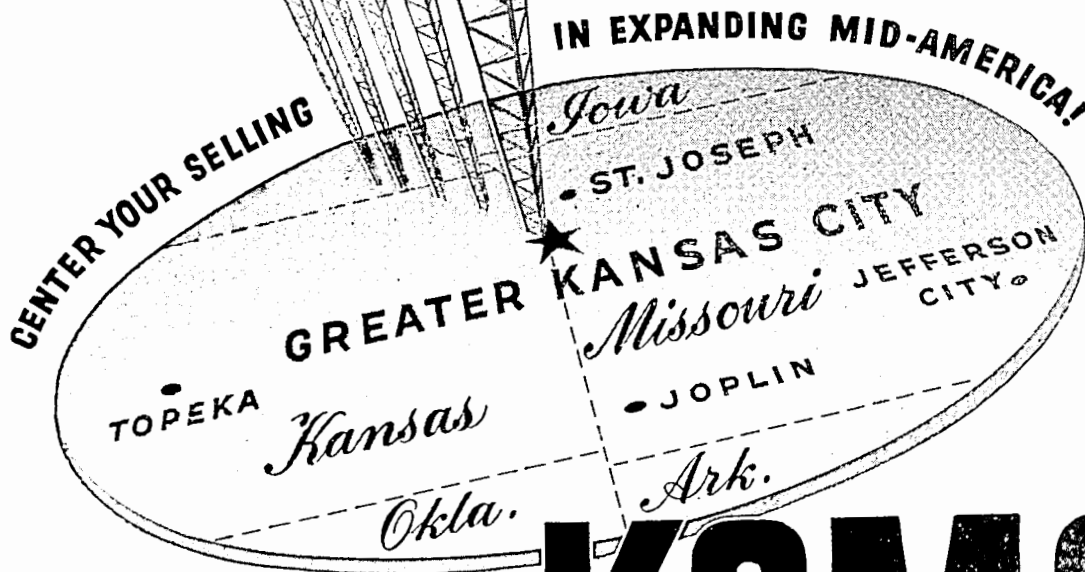


W-I-T-H AM and FM IN BALTIMORE TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

IN CLEVELAND IT'S WHK



**KCMO is up to
50,000 watts!**



NOW — UP TO 50,000* WATTS, at a new frequency of 810 kc, KCMO blankets the fast-growing industrial and agricultural area of Mid-America. For complete and economical coverage of this rich and expanding Mid-America market, center your selling with Mid-America's most powerful radio station.

Represented by: John E. Pearson Co.

KCMO

Kansas City, Mo. • Basic ABC for Mid-America

*** 50,000 WATTS DAY • 10,000 WATTS NIGHT — AT 810 KC**

CHICAGO

By NAT GREEN

LINN BURTON, Chicago disc jockey is the emcee of a new program of recorded music which made its debut Monday, September 1 over WENR. Titled "Platter Party," it will be heard at 10:30 to 11 p.m., Mondays through Fridays and with the exception of Mondays it will originate from the College Inn of the Hotel Sherman. Maury Murray will produce. This is Linn's second radio show the other being "Welcome Travelers" broadcast at 11 a.m.

Russ Davis, commentator on WBKB's wrestling telecasts, started a new studio show on the tele station this week, titled "You Should Ride a Hobby Horse." Outstanding hobbyists will show the television audience their collections or tell them how they started odd hobbies.

"Student Overture," presented weekly by the WBBM department of education and the Radio Council of the Chicago public schools, is currently featuring a special series of programs on Chicago history, scripts for which are written by Leonard C. Brown. All roles are enacted by student members of the Central Radio Workshop under direction of Robert R. Miller.

Television receiver installations in the Chicago area passed the 5,000 mark August 15, the exact number on file being 5,027. On that date WBKB put into effect a basic hourly rate of \$375, to apply until 15,000 receivers are installed.

Started September 1 the "Betty Crocker Magazine of the Air" now is heard on 191 stations of the ABC network, replacing "Hymns of All Churches."

Sandra Bagus, eight-year-old Chicago girl, joined the Quiz Kids on September 7.

On Sunday, September 7, WBBM's "Report Uncensored" program presented "Juvenile Gangland," story of teen-age Chicago youths who gather in clans and attack other gangs. The program, now in its tenth week, has attracted wide attention and commendation.

Bob White, of Mutual's sales staff, is the father of a boy, Peter, born August 31.

"Club Time" Renews ABC

The Club Aluminum Products Co., of Chicago, makers of kitchenware and household cleaning products, through Swaney, Drake & Bement, Inc., advertising agency, has renewed its sponsorship of "Club Time" over ABC for 13 weeks beginning Tuesday, Oct. 14. Show is heard Tuesdays 10:45 a.m., EDT.



Manhattan Memoranda. . . !

● ● ● Next Wed. nite on "Big Story," there'll be a dramatization of the surrender of a notorious gangster to Walter Winchell and the columnist's subsequent turning him over to the FBI. After okaying the script, W.W. immediately turned over his end of the check to the Damon Runyon Cancer Fund. Not to be outdone, Emerson Foote matched it with a personal check of his own. . . . You don't have to get very close to the MCA walls to hear of the rhubarb that went on between that outfit and Rose Franken in the "Claudia" deal. (As a matter of fact, Coca-Cola came within an ace of shelving the whole setup). Over 400 actresses were auditioned by Miss Franken for the lead before she finally settled on Katherine Bard, whom she had auditioned first. . . . A name bandleader has been warned by his medico to give up his sax or his lungs. . . . Five will get you ten that "It Pays To Be Ignorant" gets another renewal. . . . Rob't Merrill sporting a pip of a shiner. Automobile accident. . . . Ted Collins negotiating to buy a radio station in Dallas, Texas. . . . Joe Bigelow nixed an offer to take over the head writing chores on the Amos 'n' Andy stanza, preferring to go out on his own in the producing and packaging biz. Meanwhile, his resignation as J. Walter Thompson veepee became effective Sept. 1st—but he was persuaded to remain on another four weeks to iron out details on the Jolie show.

★ ★ ★

● ● ● Ray Green has signed up Randolph Scott and Claire Trevor for a high-class Western transcribed series tagged "Frontier Town." John Guedel will produce. . . . Tina Thayer, Metro starlet, who quit H'wood to go into N. Y. publicity, has quit the biz to go back into the movies. . . . The Bobby-Que Lewis airer switches to Sundays at 2 p.m. Oct. 5th. . . . Joan Davis co-op show all set for Sept. 27th preem at 9 p.m. with CBS. . . . Arnold Stang leaving the Berle and Morgan stanzas to join Cantor. . . . Ray Carroll, WHOM platter prof, has an idea for a show in which newlyweds can air their troubles, called "Trousseau Consequences."

★ ★ ★

● ● ● Adrian Samish lining up a strong team over at Dancer, Fitzgerald and Sample, with Lester Vail heading daytime radio supervision. . . . CeCe Martin, who gets the Eddie Cantor show, is an Arthur Godfrey Talent Scout discovery. Irving Mansfield having picked her for the opening show. Other alumni of the series include: Vic Damone, Joan Nichols (Blue Angel); Dolores Martin (who warbles "Necessity" in Finian's Rainbow); Wilton Clary (Curly in Oklahoma); Muriel Gaines (Ruban Bleu), to mention a few. . . . Dick Gilbert, of KRUX, negotiating transcription deal for Elliott Roosevelt. . . . Nick Keesely has taken on a special assignment with the popular "American Forum of the Air." Knowing Nick's record in the past, we're betting he comes up with a bankroller pronto. . . . "The Scarlet Caballero," a romantic, two-fisted figure of the old West, will ride his horse, Diablo, in on an audition to be presented tomorrow on WOR's "For Your Approval." Show is written by Gibson S. Fox and co-owned by Fox and George Hogan, WOR announcer. . . . John Paris will star in a concert for the Pan American Union in Washington Monday. . . . Card from Arthur (Street Singer) Tracy from London, where he's making p.a.'s and records. . . . Over 100 stations already signed up for the new Bob Feller transcribed series.

★ ★ ★

● ● ● LOVE 'n' KISSES: Dean Martin and Jerry Lewis' sock comedy routines at the Riviera—freshest stuff we've seen in years. . . . The way Bob Smith toys around with "Must Be L-U-V," Hit Parade material. . . . Symphony Sid and Ray Carroll's WHOM all-nite jive. . . . Piano wiz Jan August's Sat. eve airah. . . . Lew Parker's great clowning at the Capitol. . . . Ed Phelan's warbling via WLIB. . . . Mel Torme at Meadowbrook.

LOS ANGELES

By RALPH WILK

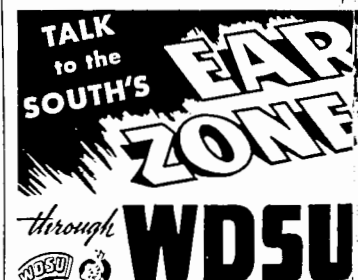
KFWB began a unique series of mystery dramas Aug. 29th with "The Unknown World" on Prevue Theater of the Air program. "Keeper" turns the pages of a ledger and reveals weird, suspenseful stories of dreams, actually reported as attested to.

Ed Wynn blew into town from New York to cut auditions for his NBC comedy package. Wynn, co-starring with his son Keenan, will offer a type of comedy entirely new to his career. Henry Russell, musical director, will wield his baton, and Donald Johnson holds the post of head scribe.

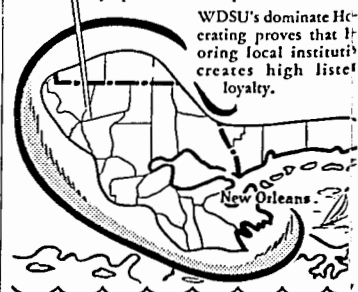
Jablons To Handle Press At FMA Conventin

Mike Jablons, public relations director of Gainsborough Associates, has been named to co-ordinate publicity information for the current FMA association meeting at the Hotel Roosevelt in New York, it was announced yesterday by J. N. "Bill" Bailey, executive director of FMA.

Jablons will handle the press and publicity relations for the FMA conference in the absence of Bill Bailey, regular publicity director of the association who is ill and unable to come to New York.



WDSU broadcasts 5000 watts from the French Quarter of the Gulf and South Louisiana listening area. 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.



NEW ORLEANS WDSU ABC Affiliat 5000 Watts 1280 kc

IN CLEVELAND IT'S

WHK

Radio, Tele, Records For "Freedom Train"

(Continued from Page 1)

Clark and John Foster Dulles, U. S. representative to the UN General Assembly, will speak from Independence Hall in Philadelphia, and other top government and civic officials will be heard on the show. Next day, Mutual will make a pickup of the start of the tour via a 15-minute show by Alan Scott, correspondent, from 4:45 to 5 p.m., EDT.

Meanwhile, WNBT, NBC's tele outlet in New York, will film the train's start at the Philadelphia Broad Street Station on Wednesday, Sept. 17, and will make live pickups when it reaches Grand Central Station in New York on Sept. 25.

As a special public service and contribution to the tour of Freedom Train, Decca Records is making available to all stations three half-hour transcriptions which can be used by broadcasters in the campaign. The series features Bing Crosby, Andrews Sisters, Orson Welles and Clifton Fadiman in special performances aimed at rededicating the U. S. populace to its American heritage. Decca is sending the transcriptions immediately to World Broadcasting's 550 subscribers and offering them free of charge to all other stations upon request.

Crosby Sings National Anthem

Jack Kapp, Decca president, is said to have offered his company's service upon learning that the American Heritage Foundation, which directs and finances Freedom Train, was having trouble preparing radio transcriptions for the tour. One program has Bing Crosby singing the national anthem and reciting "Man Without a Country" plus the groaner and the Andrews Sisters singing "Freedom Train," written by Irving Berlin. The second program carries several famous American speeches, re-enacted by Orson Welles, while the third transcription features a narration by Clifton Fadiman and Burl Ives singing "A Lonesome Train."

It was also announced yesterday that World Broadcasting, as a public service bonus for its subscribers, is mailing out 22 transcribed five-minute singing programs on Child Safety which features Frank Luther, children's entertainer and Decca recording artist. Series is connected with the "Back to School in Safety" campaign of the National Safety Council. Within the last two years, Luther has sung safety songs to over a million children during personal appearances in schools. His show, "Songs for Children," is aired every Saturday morning over NBC.

Porter And Fly In Round 2 As WGST vs. Web Continues

(Continued from Page 1)

Miami, Fla., and then added WAGA to the deal at Storer's request. Akerberg explained Storer was apprehensive that the American Broadcasting Company would withdraw affiliation from WAGA in retaliation for losing WWVA, Storer's 50,000-watt station at Wheeling and WGBS, Miami.

Thus, related Akerberg, CBS agreed last December to enter into a contract June 14, 1947, to affiliate with WAGA effective Dec. 15, 1947, provided CBS was satisfied that WAGA's coverage substantially equalled that of WGST.

Judge Underwood questioned this agreement saying "If I agree with you to contract for service at a later date, would that not be binding?" then he added: "It seems to me this contract was entered into in a prohibited period."

Fitts in Rebuttal

William Fitts, law-partner of James Lawrence Fy, insisted that FCC regulations restrain the local station, but do not apply to the network. Fly, former FCC chairman, told the court he concurred.

However, Paul Porter, also a former chairman, declared, "I don't accept that interpretation and I reserve the right to be heard later."

Judge Underwood questioned Fitts concerning the negotiations which preceded cancellation of CBS affiliation with WGST, and termination of a contract with WQAM in Miami. Both had been affiliated with the network for 17 years.

The court reminded counsel that competition for affiliation must be "free and untrammelled," and that there must be no restraint of trade. "There is nothing in the law" rejoined Fitts, "that says networks can't select affiliates by any method they choose."

Qualification by Court

"Provided," interjected Judge Underwood, "that it isn't effected by conspiracy in restraint of trade."

"If they (the plaintiff) can establish a conspiracy or restraint of trade," said Fitts, "they have an anti-trust case."

Judge Underwood commented: "I don't think the networks could violate anti-trust laws for their own benefit."

"Oh, no," interrupted Fitts, "there is no immunity from anti-trust laws." "And anti-trust laws are for the protection of the public," continued the court.

"We say there was no violation of anti-trust laws," replied Fitts, tartly.

"But," persisted Underwood, "there is opportunity for it. I think often and extreme illustration brings that out more forcefully. Suppose a broadcasting company has affiliation with a certain network which has been satisfactory for a great number of years. It has served well, and there is no reason to change. Now the broadcasting company sees it to its advantage to have an outlet in some other sec-

tion. Therefore, in order to get that outlet, it decides to change local affiliation.

"Let us say one outlet is 50,000 watts and the other 250 watts. Someone else is concerned, and that is the public."

Fitts insisted that networks have the right to select their own outlets, "so long as they are not in restraint of trade," and added, "I still don't think they have an anti-trust case."

"But" insisted Judge Underwood, "how would you protect the public?"

"I think the public is protected," replied Fitts, "by the highly competitive conditions, as here, where we have seven radio stations in the Atlanta area." He argued there could not possibly be damaged to the listening public or to advertisers because CBS programs would continue to be broadcast and there would be the same options as before.

Permanent Injunction Asked

The State Board of Regents, which owns and operates WGST in behalf of Georgia Tech, asks a permanent injunction against transfer of CBS affiliation to WAGA. It charges anti-trust conspiracy, saying CBS affiliations in Atlanta and Miami were given to chain stations "because the latter were members of a combination of related corporations which controlled a powerful facility in Wheeling, W. Va."

The plaintiffs continue: "We recognize that WGST and WQAM necessarily accepted the hazard of competing with others for network affiliations on the basis of the comparative merits of their service. The law, however, protects them against the hazard of the application of the concerted and concentrated power of a combination which has the purpose and effect of denying them an opportunity to compete."

The hearing will resume at 10 a. m., today.

Atkinson WFIL Biz Mgr.; Expanding Tele Staff

(Continued from Page 1)

it was announced yesterday by Roger W. Clipp, general manager of the station.

A graduate of Ursinus College, Atkinson joined the Campbell Soup Co., as assistant comptroller and served with that organization for some years, with time out for army service.

Meanwhile the Philadelphia Inquirer's television station, WFIL-TV, announced three appointments to the outlet's expanding staff.

Ted Estabrook, former film producer, and advertising agency television exec, has joined the station as a program producer. Chris Wood, Jr., a prominent racing authority and handicapper, has been named commentator for turf and horse show programs. He is a veteran turf announcer, having been with the four major networks in recent years.

Radio Aid In 15 Cities Ups School Enrollment

(Continued from Page 1)

and mail inquiries have "noticeably increased" due to radio's co-operation.

NBC and CBS will have used all 12 of the spot announcements provided by CCNY by the time classes open, it was said, and WOR is planning to use 10 spots prior to the opening. CBS has used eight thus far, one of which was aired during the Arthur Godfrey show last week. NBC has spotted college's messages before or after such programs as the H. V. Kaltenborn and Richard Harkness shows, plus other news broadcasts.

Other New York stations, equally co-operative, include: WNEW, WOV, WINS, WMCA, WWRL, and WNYC.

Out-of-town stations using all or most of the announcements provided them include: WSPR, Springfield, Mass.; WCAU, WFIL, Philadelphia; WNHC, New Haven, Conn.; WAZL, Hazelton, Pa.; KXOK and KSD, St. Louis; WLW, Cincinnati; WGAR, Cleveland; KMBC, Kansas City; WING, Dayton, Ohio, and WGN, Chicago.

WOR's FM Stations Set For Regular Sked Oct. 20

(Continued from Page 1)

propagation tests. Hours of the station's broadcasting day have not been set. WBAM will operate for the first time on the new band, Channel 254 at 97.1 megacycles. Ted Streibert, WOR president, said the FM outlet will carry non-musical programs of WOR and Mutual, plus musical transcriptions and frequent news periods. WBAM's one-kilowatt transmitter is located atop the 44-story building at 444 Madison Avenue. New 10-kilowatt equipment is to be installed at a later date.

YOU WON'T HEAR CONFUCIUS IN PERSON



But You'll Eat the Finest in Chinese Foods

at **OLD CHINA**
137 WEST 52nd STREET
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

CBS' NAB Vanguard Sets Departure Today

Advance guard of CBS' contingent going to the National Association of Broadcasters convention in Atlantic City leaves this morning, when J. Kelly Smith, director of station relations, and William Schudt, eastern manager of station relations, motor to the Jersey resort to set up Columbia's two headquarters at the Ritz-Carlton Hotel and Room 3 of Convention Hall.

Most of the other CBS executives will leave Sunday for Atlantic City, in plenty of time to get there before the Sunday night dinner at the Traymore Hotel for the network's affiliates which will open CBS' activities at the NAB convention.

Special Promotion Panel Today

Also leaving this morning will be Thomas D. Connolly, CBS Director of Program Promotion. He is scheduled to participate in a special panel today on station promotion. He also will aid in setting up the CBS 1947 Fall program promotion campaign exhibit, which will be on display in Convention Hall's Room 3, Columbia's daytime headquarters.

The Convention Hall Room will be connected by teletype and direct telephone lines to CBS' New York offices, and a staff of CBS personnel will be available to answer questions and be of general service to convention visitors. CBS evening headquarters will be in Rooms 627-628-629 at the Ritz-Carlton.

500 For Dinner

More than 500 broadcasters, government officials and business leaders will attend CBS' Sunday night dinner. Yesterday Rodney Shearer, vice-president of the A. C. Nielsen Company, sent in his acceptance, and the following were among the advertising people who accepted network invitations to the affair.

Eugene Katz, of the Katz Agency, Inc.; Lillian Selb, of Foote, Cone & Belding, Inc.; Edna Cathcart and John Bates, of J. M. Mathes, Inc.; Stanley Pulver, Bob Buckley, Charles Hotchkiss, George Duran and Frank Moriarity, of the Dancer-Fitzgerald-Sample, Inc.; George Kern, of Benton & Bowles, Inc.; Linnea Nelson, of J. Walter Thompson, Inc.; Ethel Wieder, of The Biow Co., Inc.; William Weintraub, Jr., of William H. Weintraub & Co.; Frank Silvernail, of Batton, Barton, Durstine & Osborne, Inc.; Carlos Franco and Frank Coulter, Jr., of Young & Rubicam, Inc.; Helen Hartwig, of Ruthrauff & Ryan, Inc.; Edgar P. Small, of Ted Bates, Inc., and R. M. Budd and Sherman Gregory, of the Campbell Soup Company.

NBC Convention Registrants

Roster of nearly 400 broadcasters who will attend the two-day NBC Affiliates Convention opening today at the Hotel Claridge in Atlantic City was released yesterday at NBC headquarters in New York. It was pointed out that the list does not include network officials in attendance and that most of those whose names appear will be registered at the Claridge Hotel, NBC headquarters for the convention. The list follows:

James M. Gaines, WNBC, New York; Paul W. Morency, Walter Johnson and Leonard J. Patricelli, WTIC, Hartford; John J. Boyle, WJAR, Providence; Wilmer C. Swartley and Gordon Swan, WBZ, Boston; William H. Rines, WCHS, Portland; G. Emerson Markham, B. J. Rowan and W. J. Purell, WGY, Schenectady; Harry C. Wilder and E. R. Vadeboncoeur, WSYR, Syracuse; Dr. Ray Manson and William Fay, WHAM, Rochester; A. H. Kirehhofer, C. Robert Thompson and Francis W. Kelly, WBen, Buffalo; Vernon H. Pribble, WTAM, Cleveland; Joseph E. Baudino, G. D. Tons and Franklin Tooke, KDKA, Pittsburgh; Carleton D. Smith, WRC, Washington; E. M. Stoer, Dr. David E. Weglein, Harold C. Burke, John Deelman and Kenneth Carter, WBAL, Baltimore; J. Gorman Walsh, WDEL, Wilmington; Walter C. Evans, Walter Benoit, Robert E. White; James Begley, John Conley and W. B. McGill, KYW, Philadelphia; Harry Bannister, Edwin K. Wheeler, Harold Priestle and Willard Walbridge, WWJ, Detroit; George B. Storer, J. Harold Ryan, Lee B. Wailles, E. Y. Flanagan and Glenn Jackson, WSPD, Detroit; I. E. Showerman, WMAQ, Chicago; Willard C. Worcester and Rex Schepp, WIRE, Indianapolis.

Also James D. Shouse and Robert E. Dunville, WLW, Cincinnati; Nathan Lord and George W. Norton, WAVE, Louisville; Jack DeWitt, Harry Stone and Edwin W. Craig, WSM, Nashville; Walter J. Damm and R. G. Winnie, WTMJ, Milwaukee; George M. Burbach, KSD, St. Louis; Dean Fitzer, WDAF, Kansas City; Bury Lettridge, WOC, Davenport; Paul A. Loyet, Wm. D. Wagner, Ralph Evans, Harold Fulton, Woody W. Woods and Jack Kerrigan, WHO, Des Moines, Iowa; Stanley E. Hubbard, KSTP, Minn.-St. Paul; John J. Gillin, Jr., Bill Wiseman, Lyle DeMoss and M. M. Meyers, WOW, Omaha; Jack S. Atwood, WRDO, Augusta; Edward E. Guernsey, WLBZ, Bangor; C. A. Bengtson, WINR, Binghamton; L. N. Bitner, WENY, Elmira; Charles E. Denny, Jacob A. Young, B. Walker Sennett and Gerald P. O'Connor, WERC, Erie; John S. Phillips and George Whiteman, WBK, Clarksburg; James Shott, Hugh Shott, Jr., and Pat T. Flanagan, WHIS, Bluefield; Walter W. Krebs and J. C. Tully, WJAC, Johnstown; George C. Gable, WFBG, Altoona.

Also Thomas W. Metzger, WMRF, Lewistown; Aurelia S. Becker, WTKB, Cumberland; Wilbur M. Havens, Wilfred H. Wood and Walter A. Bowry, Jr., WMBG, Richmond; Frederick L. Allman and Robert Harrington, WSWA, Harrisonburg; Paul Alger and Frank Wellman, WTTM, Trenton; B. Bryan Musselman, WSAW, Allentown; Raymond A. Gaul, WRAW, Reading; Elwood C. Anderson, WEST, Easton; Clair R. McCollough, Walter O. Miller, J. E. Mathiot and J. Robert Gulick, WGAL, Lancaster; Harold E. Miller, WORK, York; C. G. Moss, WKBO, Harrisburg; Victor C. Diehm, WAZL, Hazleton; Louis G. Baltimore and David Baltimore, WBRE, Wilkes-Barre; George W. Trendle, Mr. Campbell and Don DeGroot, WTCB, Flint; Robert W. Phillips and Milton L. Greenebaum, WSAM, Saginaw; Stanley W. Barnett, WOOD, Grand Rapids; J. Robert Kerns, WLOK, Lima; Pierre Boucheron, WGL, Fort Wayne.

Also Clarence Leich, WGBF, Evansville; Vernon Nolte and Clay Littick, WHIZ, Zanesville; Howard Dahl, WKBC, LaCrosse; W. E. Walker and Joseph D. Mackin, WHEM, Marinette; Stanley E. White, WEEK, Peoria; J. Gordon Wardell, KGBX, Springfield, Mo.; S. Pantle, Jr., KELO, Sioux Falls; John F. Meagher and Braden Clements, KYSM, Mankato; Frederick C. Schlipplin, KFAM, St. Cloud; G. David Gentling, KROC, Rochester; Walter C. Bridges, WEBC, Duluth-Superior; John Alexander, KODY, North Platte; Austin Weir and Walter Powell, CBC; Campbell Arnoux, WTAR, Norfolk; Richard H. Mason, WPTF, Raleigh, Gordon Gray and Harold Essex, WSJS, Winston-Salem; John W. Shultz and William C. Barnes, WMVA, Martinsville; Earle J. Gluck, Eddie E. Jones, Hunter Marshall and R. S. Morris, WSOC, Charlotte; Roger C. Peace and Beverly T. Whitmore,

WFBC, Greeneville; Harold H. Thoms and Marvin Newton, WISE, Asheville.

Also Douglas Featherstone, Dan Crosland and Ralph Norman, WCRS, Greenwood; G. Richard Shafro and Steve Libby, WIS, Columbia; Edgar W. Teasley and Walter Brown, WTNT, Augusta; Robert E. Bradham, WTMA, Charleston; Harben Daniel, WSAV, Savannah; John T. Hopkins III, WJAX, Jacksonville; W. O. Murrell, Jr., and Eugene D. Hill, WORZ, Orlando; Charles G. Baskerville and Truman Green, WFLA, Tampa; S. O. Ward, WLAK, Lakeland; James M. LeGate and Robert Fidler, WIOD, Miami; John M. Outler, Frank Gaiter, J. Leonard Reusch and James M. Cox, Jr., WSB, Atlanta; S. E. Adeock, F. C. Gow, Fred Andrews and C. H. Frazier, WROL, Knoxville; Addison F. Martin, Paul L. Overbay and Thomas Phillips, WKPT, Kingsport; W. A. Wilson, WOPI, Bristol; Eloise Hanna and Mr. Hamann, WBRC, Birmingham; Howard E. Pihl and David E. Dunn, WSPA, Montgomery; William O. Pape and H. K. Martin, WALA, Mobile; Jack Rathburn, WCOA, Pensacola; Harold Wheelahan, WSMB, New Orleans; Sylvan Fox, KSYL, Alexandria; George H. Thomas, KVOL, Lafayette.

Also D. Wilson and T. B. Lanford, KPLC, Lake Charles; Douglas Manship and Roy Dabadie, WJBO, Baton Rouge; Wiley P. Harris and P. K. Lutken, WJDX, Jackson; P. K. Ewing, Jr., F. C. Ewing and P. K. Ewing, Sr., WMIS, Natchez; H. W. Slaviak and Ray Huber, SMC, Memphis; Gustav Brandborg and William B. Way, KVOO, Tulsa; Archie J. Taylor, KANS, Wichita; William Wyse and George B. Alden, KWBB, Hutchinson; P. A. Sugg and Edgar T. Bell, WKY, Oklahoma City; James M. Moroney, Martin B. Campbell and Ralph Nimmons, WFAA, Dallas; George Cranston, Amon Carter, Jr. and Harold Hough, WBAF, Fort Worth; Aubrey Jackson, O. L. Taylor, Era Lewis and Alex Keese, KGNC, Amarillo; Cecil K. Beaver, KTBS, Shreveport; Ed Zimmerman and Julian Hass, KARK, Little Rock; Robert W. Dumm and James A. Noe, KNOE, Monroe; Jack Harris, Harvey Wheeler and Mrs. W. P. Hobby, KPBC, Houston; Hugh Hallif and Jack Keasler, San Antonio.

Also T. Frank Smith, KRIS, Corpus Christi; Byron W. Orle, KRGV, Weslaco; Earl Reineke, Julius Holland and Tom Barnes, WDNEY, Fargo; F. E. Fitzsimonds and Phil Meyer, KFYR, Bismarck; Lloyd E. Yoder, KOA, Denver; S. S. Fox, George A. Prowl and John M. Baldwin, KDYL, Salt Lake City; Harry H. Fletcher, KSEI, Pocatello; Walter Wagstaff, KIDO, Boise; Ed Youm, KGH, Billings; William B. Ryan, KFI, Los Angeles; Hal Brown and Robert Street, KMJ, Fresno; John Elwood, KPO, San Francisco; Arden Pangborn and H. Quenton Cox, KGW, Portland; O. W. Fisher and Ray Baker, ROMO, Seattle; Richard Dunning, E. W. Harvey, Arthur C. Anderson and Richard Lewis, KTAR, Phoenix; Harry C. Butcher, KIST, Santa Barbara; Paul Bartlett, KERO, Bakersfield; Ewing C. Kelly, KGRA, Sacramento; Bert Silen, KZRH, Manila.

Also Mrs. W. C. Swartley, WBZ, Boston; Mrs. Ray Manson and Mrs. William Fay, WHAM, Rochester; Mrs. John Conley, KYW, Philadelphia; Mrs. Sigurd S. Larmon, Young & Rubicam; Mrs. Edwin W. Craig, WSM, Nashville; Mrs. George Burbach, KSD, St. Louis; Mrs. Lyle DeMoss, WOW, Omaha; Mrs. C. A. Bengtson, WINR, Binghamton; Mrs. Fred Allman and Mrs. Bob Harrington, WSWA, Harrisonburg; Mrs. Paul Alger, WTTM, Trenton; Mrs. B. B. Musselman, WSAW, Allentown; Mrs. Raymond A. Gaul, WRAW, Reading; Mrs. Clair McCollough, WGAL, Lancaster; Mrs. Victor C. Diehm, WAZL, Hazleton; Mrs. David Baltimore, WBRE, Wilkes-Barre; Mrs. Stanley W. Barnett, WOOD, Grand Rapids; Mrs. Pierre Boucheron, WGL, Fort Wayne; Mrs. Robert Gulick, WGAL, Lancaster; Mrs. Clarence Leich, WGBF, Evansville; Mrs. Howard Dahl, WKBC, LaCrosse; Mrs. John Meagher and Mrs. Braden Clements, KYSM, Mankato.

Also Mrs. Walter Bridges and Miss Mary

Early NAB Arrivals; NBC Dissenters Meet

(Continued from Page 1)

is probably as it should be. Yesterday the "trump" convention of NBC affiliates who were not exactly in accord with the others, resulted in poorer attendance than originally expected with a possible 50 affiliates showing up for the gathering, spearheaded by Harry Bannister. Net result was to appoint Paul Morency (WTIC) to represent the minority at the regular meeting today of the NBC-affiliated stations. Morency will present the complaints of the dissenting group as expressed at their own meeting. No resolutions were passed.

Many Exhibits

Exhibitors at this convention will be unusually strong as to number as well as the amount of equipment on view and the variety of stuff presented. This follows naturally the increased interest in recording apparatus, television, frequency modulation and advances made in technical equipment of all kinds. Arthur Stringer, one of NAB's hardest workers, deserves a bow for his yeoman efforts in setting up the exhibitors at their stalls and rooms.

With the exhibitors installed in Convention Hall as well as all meetings being spotted there, the situation is changed compared to past years when a central hotel hardly able to contain all elements was the main arena.

Late Comers On Their Own

Late-comers for hotel accommodations will have to shift for themselves to great extent since the harassed C. E. Arney, Jr., who is handling the NAB's over-all convention, held on to all his extra rooms until the deadline and then released them back to the various hotels. Available rooms and suites are at a premium of course and Arney is now being pestered by the late-comers who did not make their reservations beforehand, or those who unexpectedly decided to attend.

With the NBC and CBS affiliate meetings and the two dinners, plus the Mutual board meeting etc., the pre-convention activity here exceeds by far any previous NAB meet.

Bridges, WMFG, Hibbing; Mrs. Campbell Arnoux, WTAR, Norfolk; Mrs. R. C. Peace, WFBC, Greeneville; Mrs. Harold Thoms, WISE, Asheville; Mrs. E. W. Teasley, WTN, Augusta; Mrs. W. O. Murrell, WORZ, Orlando; Mrs. W. A. Wilson, WOPI, Bristol; Mrs. Douglas Manship, WJBC, Baton Rouge; Mrs. P. K. Lutken, WJDX, Jackson; Mrs. P. K. Ewing, Jr., WMI, Natchez; Mrs. William Wyse, KWBB, Hutchinson; Mrs. James M. Moroney, WFAA, Dallas; Mr. George Cranston, WBAF, Fort Worth; Mr. Earl Reineke, WDAY, Fargo; Miss Nancy Youm, KGH, Billings; Mrs. Richard Dunning, KHQ, Spokane; Mrs. Ewing C. Kelly, KGRA, Sacramento; Mrs. W. J. Scripps and Mrs. Herb Ponting, WWJ, Detroit; M. A. Mulrony and Lorrin Thurston, KGH, Honolulu; E. B. Craney, KXLF, Butte; B. J. Williams, KVOA, Tucson; George Young, CBC, Canada; J. F. Steinman and J. H. Steinman, KGAL, Lancaster, Pa.; Sen. Wallace H. White, Jr., James McClean, E. J. Loveman and James D. McLean, Philco Television; Charles R. Denny, E. K. Jett and E. M. Webster, FCC; Justin Miller, NAB; Sigurd S. Larmon, Young & Rubicam; Phillip I. Merryman, H. V. Anderson.

IN CLEVELAND IT'S
WHK

★

Frank Burke

Marvin Kirsch

Albert Ashcroft

Pinky Herman

Ernest Stern

Morris Altschuler

Val Adams

William McMahon

Manning Clagett

Jim Owens

and

Jack Alicoate

Will Be In

ATLANTIC CITY

NEXT WEEK

Covering the

NAB CONVENTION

for

RADIO DAILY READERS

★

BEHIND THE MIKE

By SID WEISS

JACKIE MILES goes in the Chez Paree in Chicago at five G's a week. Talking about salaries, the King Cole Trio, which worked for the management of the Club Troubadour six years ago for \$150 per. will rate five thousand when they open there next month.

Garrison's, new W. 50th street dining spot, devoting back page of its menu to photos of radio celebs who dine there.

Walter Kaner's WINS Broadway-Hollywood chatter stuff now on five times weekly.

Merrill E. Joels flew up to Hartford over the week-end to lecture before the Mark Twain Masquers.

Aside to Eddie Dunn: Understand there's a deal in the works for you to handle football telecasts for an important bankroller.

Bob Readick, radio stage and film "heavy", has scripted a mystery novel "Rhumba King Noro Morales (the guy that started the What Happened fad) and his bride, vocalist Nita Del Campo, honeymooning in Puerto Rico. Piano wiz Jan August held over at the Astor Roof, thanx to his Misirlou-lu of a style.

Martin Fleer handling publicity for Gala Records.

Symphony Sid suggests a program (featuring radio's former comics) called "Can't You Stop This?"

Judy Canova's air time moved back a half hour (9:30) on NBC starting Oct. 4th.

Herb (20 Questions) Polesie says his father-in-law has a will of his own—but it's made out to his mother-in-law.

WINS Billings Boosted By Three Heavy Clients

(Continued from Page 1)

Co. which bought 24 quarter-hour shows a week, starting Oct. 1, for approximately \$1,000 weekly. The two new advertisers are Barney's Clothes and National Shoe Stores who each obtained three quarter-hour programs and six 1-minute announcements a week starting Sept. 15. Both accounts by Barney's and National will be doubled next Dec. 29, thus bringing the outlay of each sponsor to \$600 a week. Emil Mogul is the agency for both contracts.

Most programs taken by Paradise Wine are current WINS sustainers but some will be new, including an across-the-board live music show directed by staff musical director Irving Landau, with a name guest each

CP's Granted For AM To 3; Other FCC Activity Is Heavy

(Continued from Page 1)

El Dorado, Kans., to operate on 1360 kc., 1 kw., daytime.

In another action, the Commission assigned FM frequency 92.9 MC (Channel 225) to Mission Broadcasting Co., San Antonio, Texas.

Atlantic City Broadcasting Co., asked the FCC to set aside a hearing order and grant its request to change the main studio of WHOM from Jersey City to New York City. Stressing WHOM's increased accent on foreign language programs, the company told the Commission that the "overwhelming majority" of these language groups reside in New York City.

"The maintenance of the main studio at Jersey City for the minor purpose for which it is now being used (station identification) the petition said, "imposes a substantial and unnecessary burden upon WHOM. In the event this application is granted, the station will be able to devote the time, money and energy now required for maintenance of the Jersey City studio to improving the service of WHOM from its New York studios."

Auxiliary Studios in New York

The company pointed out that the station now operates auxiliary studios in New York and has been making increasing use of these studios.

"In view of the fact," the station said, "that WHOM is generally regarded as a New York metropolitan station, it would appear most appropriate that it be permitted to identify itself as a New York City station."

Attorney for the station is Marcus Cohn of the Washington firm of Cohn and Marks.

The FCC yesterday set aside an AM grant to the Rochester Broadcasting Co. for a new station in Rochester, Minn., and ordered a new hearing in the case. The Commission action was taken after further pleas of interference made by two broadcasters. Claiming varying degrees of interference, WDAY, Inc., licensee of WDAY, Fargo, N. D., and the state of Wisconsin and the University of Wisconsin, licensee of WHA, Madison, Wis., filed petitions for a rehearing with the Commission.

Also set aside was a Commission

night, and a Saturday football resume by Don Dunphy. Current sustainers which Paradise picks up starting next Monday include Sidney Walton's nightly commentary at 10:30 p.m. and the Jack Lacy show at 9:30 p.m. Most programs covered by the contract are on the evening schedule. Account is handled by Olian Advertising Agency.

Barney's Clothes and National Shoe Stores will use mainly daytime musical programs. Barney's fall radio campaign in New York hits an all time high for the company. Two weeks ago it added WBNX to its schedule, 18 announcements a week, and increased its account with WHOM. Continuous accounts from Barney's are also carried by WNEW, WMCA, WOV and WLIE.

decision granting the application of Radio Fort Wayne for a new AM station in Ft. Wayne, Ind. The petition was filed by Community Broadcasting Corp., which, with Homer Rodeheaver, had been denied application in a proposed decision. The Commission ordered that an oral argument in the case be held on October 6.

The Commission also announced its proposed decision looking toward the grant of the application of Lomar Broadcasting Co. for a new station at Lancaster, Pa., to operate on 680 kc., with 5 kw., day, 1 kw., night and denial of the following applications:

Baltimore Broadcasting Corp., Baltimore, Md., to change frequency of WCBM from 1400 kc., to 680 kc., increase power from 250 watts, unlimited, to 10 kw., day, 5 kw., night.

Tower Realty Co., for new station at Baltimore to operate on 680 kc., 10 kw., day, 5 kw., night.

Foundation Co., of Washington for a new station at Philadelphia, Pa., to operate on 680 kc., 10 kw., day and night.

Monroe Broadcasting Co., Rochester, N. Y., to increase power of WRNY from 250 watts daytime only to 1 kw., day, 500 watts night.

The Commission also announced an order making final its proposed decision and granted application of Sunland Broadcasting Co., for a new station at El Paso, Texas, to operate on 1340 kc., 250 watts, unlimited, and denied applications of Seaman and Collins, Del Norte Broadcasting Co., Inc., and Timberwolf Broadcasting Co., Inc., seeking same facilities.

Six Applications for AM

Six applications for new AM stations were listed yesterday by the FCC. They include Herschel W. Ward, Franklin L. Orth and John W. Anslow, doing business as Independent Broadcasting Service, Oak Park, Ill., to be operated on 1350 kc., 500 watts, daytime; Jasper On the Air, Inc., Jasper, Ind., to be operated on 990 kc., 1 kw., daytime; Sam P. Douglas, Portales, N. M., to be operated on 1450 kc., 250 watts, unlimited; Community Broadcasting Co., a partnership composed of Leslie C. Smith, B. G. Moffett and J. H. Mayberry, Corpus Christi, Texas, to be operated on 1400 kc., 100 watts, unlimited; Eldridge C. Harrell, Ross Bohannon, Joseph Floyd Parks, Largent Parks, Ernest Henry Parks, Frances Parks Rain and Elaine Parks Holcomb, doing business under the name of Lakewood Broadcasting Co., Dallas, Texas, to be operated on 1470 kc., 500 watts, daytime, and Hays County Broadcasting Co., a partnership composed of Charles L. Cain and Merl Saxon, San Marcos, Texas, to be operated on 1470 kc., 250 watts, daytime.

Two late applications for new AM stations were listed by the FCC. They were L. W. Andrews, Inc., Davenport, Iowa, to be operated on 1580 kc., 250 watts, daytime, and Frequency Broadcasting System, Monroe, La., to be operated on 900 kc., 250 watts, days.

AGENCIES

GORDON C. BRAINE, former market director of Lever Bros. has joined N. W. Ayer & Son, Inc., director of radio research.

FRANK X. HAMILTON has been named supervisor of household refrigerator advertising for the Westinghouse Electric Appliance Division, Mansfield, Ohio.

COSMO ELECTRONICS CORP. New York, manufacturers of the new "Compo" repair-it-yourself radio, has appointed Jules Lippit Advertising Inc., to handle its account.

FRED CHAPMAN, formerly associated with Monterey Peninsula Association, has been named account executive by the Ad Fried Advertising Agency, Oakland, Calif. Chapman served in the newspaper departments of the Redwood City Star, Monterey Peninsula Herald, Claremont Press and the Burlingame News.

"Town Hall" Broadcast Brings \$2,000,000 Suit

Hollywood—A \$2,000,000 suit charging libel and slander has been filed against Mrs. Lela Rogers, mother of Ginger Rogers, who debated the "Communist question in Hollywood" during "America's Town Meeting of the Air" over ABC last week. Actually, two identical \$1,000,000 suits were filed by Emmet Lavery, playwright and president of the Screen Writers Guild, and Martin A. Gosch, Lavery's producer. The suits charge that Mrs. Rogers damaged the reputations of both plaintiffs by statements that were "scandalous, false and malicious." Max Fink, attorney for Lavery and Gosch, said none of the defendants named in the suit are radio officials.

The program is co-operative and sponsored locally in each town.

Send Birthday Greetings To—

September 12

Eddy Howard Richard Maxwell
Ella Mae Morse Ben Edwards
John G. Gude John Taylor

September 13

Margaret Banks Arthur J. Daly
Russ Johnston John McNamara
Bob Miller Gretta Palmer
Michael M. Sillerman
Leith Stevens

September 14

Ann Barbanel Mose Gumble
William Meikle Christy
Richard Herbert Marlo Lewis
Lee Meyers Harry Salter
Gene Thomas Edna Whittington

IN CLEVELAND IT'S
WHK

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 40, NO. 53

NEW YORK, MONDAY, SEPTEMBER 15, 1947

TEN CENTS

Appraise NAB's Problems

Busy Two-Day Session At NBC Station Meet

Atlantic City—All NBC officials and advertising execs addressing the business sessions of NBC's two-day convention Friday and Saturday stressed importance of an aggressive public-relations drive and urged that the NAB confab adopt a plan during its two-day stint. One luncheon talking the NBC meeting featured David Sarnoff, RCA president, detailing his entire speech to television while in another, Kent Cooper, executive director of the Associated Press, called for a "mutuality of interest" between radio and press. Miles Trammell, NBC president, as

(Continued on Page 36)

West Coast Confab Opens On Coast Sept. 24

San Francisco—West Coast convention of the Institute of Radio Engineers, combined with the third annual Electronics Trade Show of the West Coast Electronic Manufacturers' Association, is expected to attract over 1,000 industry execs when meetings open at the Palace Hotel and Whitcomb Hotel here next Wednesday, Sept. 24.

Several technical discussions on (Continued on Page 34)

WPTZ Sets 2 New Series Of 1-Hour Remote Shows

Philadelphia—Addition of a second mobile unit for remote pickups was enabled WPTZ, the Philco television station here, to inaugurate two new series of on-the-spot telecasts as part of an expanding program schedule, was announced this week by Ernest (Continued on Page 2)

Taking Bows

Atlantic City—John Crosby's series in the New York "Herald-Tribune" on Walter Damm and WTMJ, his Milwaukee station, has eye-brows raised along the boardwalk but Walter is eating up every word of the column and loving it. As it happens, Crosby comes from Milwaukee and once worked on the Milwaukee "Journal." But you should hear what WISN man said!

R. D. Headquarters

RADIO DAILY will have operational headquarters in Room 16, Convention Hall, and will also welcome visitors in Booth 131 of the Exhibition Hall. The telephone number of Room 16 is Atlantic City 4-8967.

Columbia Web Host To Industry Leaders

Atlantic City—Special CBS activities linked to the NAB convention began with an affiliates dinner at the Hotel Traymore last night where Frank Stanton, Columbia president, presided over an array of crack echelons, totaling over 500 persons, from broadcasting, government and business. Justin Miller and A. D. Willard, Jr., headed NAB's representation in the American Room while Chairman Charles R. Denny, E. M. Webster and E. K. Jett were among FCC officials in attendance.

A highlight of the event was a special (Continued on Page 39)

Transcription Exhibitors Peeved At Facility-Lack

Atlantic City—Rank and file of transcription and recording companies who have exhibits at Convention Hall, are up in arms over what they consider below par treatment, (Continued on Page 34)

"Probationary" Web Music Hits Hopeful Chord At FMA

The possibility of FM duplication of AM network music for a "probationary period" during which time FM broadcasting may be permitted to establish itself as a major service to the public, will be discussed by James C. Petrillo's American Federation of Musicians and the Frequency Modulation Association "within the next few weeks," it was disclosed yesterday as the first annual convention of the FM Association

Broadcasters Register Their Opinions; Proposed Code No. 1 Issue--Record Crowd Attending Convention

By FRANK BURKE, Editor, RADIO DAILY

Atlantic City—This resort city became the capital of American radio today with an estimated 2,500 broadcasters and executives from allied fields on hand for the opening of the 25th annual convention of the National Association of Broadcasters.

While the convention proper does not get underway until this morning, broadcasters began converging on Atlantic City last Thursday and by midnight last night hotel accommodations were at a premium and cots in sample rooms began to appear in the leading hotels.

Broadcasters are in evidence everywhere,—in the hotel lobbies, on the boardwalk, at committee meetings and in the night spots. The atmosphere, from outward appearances, is that of a gay, carefree group bent on a holiday but a RADIO DAILY survey of broadcaster opinion revealed most of the radio executives are here for the serious business of the broadcasting industry itself.

Radio Week Ties In "Voice Of Democracy"

Washington Bureau, RADIO DAILY

Washington—"The Voice of Democracy" will be chosen next month in a nation-wide contest for high school students in 1500 cities and towns, it was announced yesterday. The national winner will be selected during observance of National Radio Week, Oct. 26-Nov. 1. The U. S. Junior Chamber of Commerce will sponsor the contest for high school students in co-operation with the U. (Continued on Page 37)

The proposed Standards of Practice, better known as The Code, is No. 1 on the agenda, the poll of broadcasters revealed. Next is the Petrillo-AFM matter as it relates to both AM and FM radio and third, the overall subject of FM radio. Some broadcasters are opinionated on the proposed Code, others regard it as secondary. (Continued on Page 2)

Mutual-Net Affiliates Dine, Confer Tonight

Atlantic City—Justin Miller and Charles R. Denny will be guests of MBS and execs from more than 400 affiliates at their annual dinner-meeting tonight at the Chelsea Hotel. Robert A. Schmid, Mutual station relation. (Continued on Page 37)

WNEW'S Blimp

WNEW has contracted for use of one of the Douglas Leigh blimps for promoting the station and its programs. Huge sausage will fly over New York City over the weekend and will cover the Boardwalk in Atlantic City Monday through Wednesday for the NAB Convention. Letters 27-foot high carry messages. Contract is for a three-month period.



Broadcasters Give Opinions On NAB Convention Problems

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

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Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granlito 6607
WASHINGTON BUREAU
Andrew H. Oider, Chief
6417 Dahlgren 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

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FINANCIAL

(Sept. 12)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Admiral Corp.	7	7	7	1/8
Am. Tel. & Tel.	159 1/4	158 3/8	159 5/8	+ 7/8
Farnsworth T. & R.	7 1/8	7 1/8	7 1/8	0
Gen. Electric	36 5/8	36 1/4	36 1/4	- 3/8
Philco	28 1/8	28 1/8	28 1/8	+ 1/8
Philco pfd.	96	96	96	+ 1
RCA Common	8 1/8	7 7/8	7 7/8	- 1/4
RCA first pfd.	76	76	76	0
Stewart-Warner	15	15	15	0
Westinghouse	27	26 1/2	26 5/8	- 3/8
Westinghouse pfd.	105	104 1/2	105	+ 3/4
Zenith Radio	20 3/4	20 3/4	20 3/4	- 3/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	6 1/4	7
Finch Tele Comm.	5	6
Stromberg-Carlson	11 1/2	13 1/4
U. S. Television	2 1/2	2 7/8
WCAO (Baltimore)	39	41
WJR (Detroit)	14	14 3/4

WPTZ Sets 2 New Series Of 1-Hour Remote Shows

(Continued from Page 1)
B. Loveman, vice-president of the Philco Television Broadcasting Corp. First of the series of remote pickups, each an hour long, will be from Franklin Institute on September 23, titled "Seasons, Climate and Weather," starting at 8 p.m. Other series, to originate at the Philadelphia Zoo, is set to start Friday, September 26, from 4 to 5 p.m. Several members of the zoo staff will be on hand to offer detailed description and narrative to the video audience.

IN CLEVELAND IT'S

(Continued from Page 1)

ondary to the FM problem with regard of duplication of network musical programs.

Craig Lawrence, general manager of WCOP, Boston interviewed at Convention Hall yesterday had the following to say about the proposed Code: "It seems imperative that broadcasters adopt Standards of Practice which will help improve the public relations of the industry, and it is equally imperative that the adopted standards be workable from a practical business standpoint. The problem is to achieve proper balance between good taste, a sound public service policy and the necessity for adequate advertising revenue."

Joe L. Smith, Jr., of WJLS, Beckley, W. Va., is concerned about the section in the proposed Code as it deals with the limitation of commercials within a fifteen minute period.

"Stations such as ours depend a great deal on the revenue they derive from the sale of announcements run during announcement periods," Smith said. "Limiting them to three one minute spots per fifteen minutes will necessitate a lot of refiguring, especially the way operating costs continue to rise."

Declaring that the 1947 convention "is loaded with subjects vital to all broadcasters," K. K. Hackathorn of WHK, Cleveland, took time out to say that "Programming, Sales and General Management" are important topics. He said he was looking forward to discussions on the Taft-Hartley and Lea Bills as they apply to radio.

Kapner's Views on AFM

Leonard Kapner, president of WCAE, Inc., Pittsburgh, gave RADIO DAILY his views on convention problems as follows: "In my opinion, one of the most important problems to be discussed at the convention is the matter of Mr. Petrillo refusing to permit duplication of AM musical programs on FM stations. If steps cannot be taken to force the AFM to permit such duplication, the incentive on the part of the public to purchase FM receivers will be greatly curtailed, resulting in FM broadcasting becoming merely an expensive adjunct without many listeners."

Too Many Meetings—Damm

Walter Damm, general manager of WTMJ, Milwaukee, thinks that too many meetings and conventions interfere with the broadcasters' year round operations. He puts it this way:

"In our opinion the most important problems to be discussed at the NAB convention will not be one which it ought to be. Broadcasters ought to be more concerned right now with the total amount of time in 52 weeks they are called upon to be away from their offices because of the many meetings and conventions. The most important problem they could discuss would be to condense all of the meetings which take place within the next 52 weeks into one annual meeting designed to

cover the major problems of the industry and to be held in the same location each year."

Speaking for the small market station group, Gerald F. Boyd, manager of WPAY, Portsmouth, Ohio, suggests that the convention show them "How to develop and hold more local advertising." Continuing he says: "With more AM stations and even more FM stations in the future, small market stations may receive a much smaller share of the national budgets and will need every possible idea for developing local business in order to keep us out of the red."

Len Nasman of WFMJ, Youngstown, Ohio, puts this question up to the convention: "With networks demanding even more than option time, how can stations serve local advertisers properly?"

Comments on Economics

Focusing attention on "the ever decreasing margin between income and expense," Willard Schroeder, general manager of WINS, New York, comments: "Increased operating costs with particular emphasis on personnel represented by the various unions must be a problem that is shared with other broadcasters. It is an accepted fact that we all are reluctant to materially raise rates because of a very possible resultant drop in business volume. The ever decreasing margin between income and expense is one that I think needs serious consideration."

Howard W. Davis, KMAC-KISS, San Antonio, appraises the situation as follows: "The public service responsibility of a broadcast licensee and the relations of these responsibilities to the 'survival of the fittest' policy of granting as many facilities in a given area as the AM band will permit under the present engineering standards. With the total number of AM stations practically doubled during the last two years and the total gross broadcasting revenue increasing by only a small percentage will inevitably result in poor program standards, smaller personnel and limited public service."

Labor Aspects Emphasized

Placing emphasis on the importance of Employee - Employer Relations, Chet Thomas of KXOK, St. Louis said: "One of the most important problems to be discussed at the convention is Employee-Employer relations. All the new developments in radio such as FM, television and facsimile, lose importance if the radio industry fails in its solution of labor relations. Broadcasting has been recognized as a progressive industry. It is to be hoped that we will be able to adopt a formula which will assure co-operation between radio management and the men and women in the industry who, together, have made it successful."

Varied opinions on convention problems were gained from interviews and are reproduced in the pages that follow.



Spotlight

There's a gang of skaters on that ice . . . but the light is focused on the star. It's always been that way with champs.

Accustomed as we are to spotlights . . . we still feel pretty good every time smart time buyers ask "How about that independent station down there in Baltimore?"

They could only be talking about W-I-T-H, the successful independent in this big five-station town. And the reason could only be that W-I-T-H produces more listeners - per - dollar - spent than any other station in town.

That's a big fact to keep in mind at budget time.



W-I-T-H

AM and FM
IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REE



ON TARGET

Good timing is as essential in selling as in polo. Weed's nationwide organization is fully aware of the importance of proper timing in all elements that influence the buying of radio time.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

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

Convention Address—Ritz Carlton Hotel, Atlantic City

Broadcasters Give Views

New Code Ranks 1st On Convention's Agenda

New NAB Code

"It seems to me that the proposed NAB Code is the most important problem to be discussed. Acceptance of and adherence to a new code of program standards, self-imposed and self-enforced by this industry is vital if broadcasting is to retain public confidence. We must face openly the mounting criticism of over-commercialism, frequency and effect of crime show on juvenile listeners and the excess of soaps. . . ." DALE TAYLOR, WENY, Elmira, N. Y.

"Standards" Most Important

"In my opinion, the most 'important problem' to be discussed at the NAB Convention will be the proposed new NAB Standards of Practice. The future course of radio's entire operation may be set by this new code." JAMES M. LEGATE, WIOD, Miami, Florida.

"The most important long-range problem before the Convention is the matter of industry Standards of Practice. If a code can be developed which will be observed by a major portion of the industry, and which will quiet much of the criticism of radio, the convention will have done a real job." ROBERT DONAHUE, WMAZ, Springfield, Mass.

"Adoption of the new code which should raise the standards of commercial broadcasting and thus assure continued general acceptance by the public of private commercial operation." THEODORE C. STREIBERT, WOR, New York City.

"Entirely Too Stringent"

"The proposed code which, in my opinion, is entirely too stringent to be honestly observed by a majority of stations. Goodness can't be legislated into radio by a trade association depending on voluntary compliance from the too many stations on the air. If anyone is going to decide what is 'too much commercial,' it must be someone able to enforce that interpretation on one and all alike. After all, the great listening public seems to like radio pretty well—or aren't we to believe such things as the NORC survey?" WILTON COBB, WMAZ, Macon, Ga.

"The most important problem to be discussed at the forthcoming NAB convention in my estimation will be that of the Standards of Practice. It is imperative that the standards of radio operation be improved for the future of our industry." CHARLES C. CALEY, WMBD, Peoria, Ill.

No. 1 on Agenda

"Discussion of the new Standards of Practice should surely rank among the most important of the Convention. Our very existence is dependent upon the level of our acceptance in the homes of the nation. . . . Many of us shrug off criticism of our operations as stemming from sources somewhat less than objective and unbiased. Perhaps much of such criticism does come from those

with the proverbial axe to grind, but my observations in recent months convince me that we are losing ground with Mr. and Mrs. Average American. . . . It is up to us to see that constructive, aggressive and progressive steps are taken to avoid such a catastrophe and to rekindle enthusiastic endorsement of our system of broadcasting." LEE B. WAILES, The Fort Industry Co., Detroit, Mich.

Stresses Code of Ethics

"Fostering a code of ethics for those engaged in broadcasting so that it might gain a professional status. . . . The industry should give some thought to stabilizing personnel and establishing some standards by which workers may be judged and compensated. . . . For some reason, the industry does not dignify its smaller units who make up the warp and woof. . . . That doesn't build any industry to go anywhere." RUSSELL BENNITT, KGRH, Fayetteville, Ark.

"The new NAB Code, its full implications, and the possibilities of industry-wide conformity." JOHN F. MEAGHER, KYSM, Mankato, Minn.

"In my personal opinion I think the most important problem to be discussed at the forthcoming NAB convention is the new NAB code." DON MENKE, WEOA, Evansville, Ind.

Hull Makes Comment

"Settling the issues raised in the Blue Book and in the recent White Bill with a long-time instead of a short-time point of view, bearing in mind, within the family circle, that radio has offended and has neglected some of its duties." RICHARD B. HULL, WOI, Ames, Iowa.

"There is no doubt in my mind but

that foremost in importance at the NAB convention will be the code study, to the end, I hope, of reducing the commercial content of radio programming." DEAN FITZER, WDAF, Kansas City.

"The most important thing which will be considered by the members of the National Association of Broadcasters at the convention in Atlantic City is the proposed new code. . . . It is my hope that this convention will mark another important step forward toward the intelligent self-regulation which is the only possible way for our radio industry to run. I hope those who think that some of the proposals are unnecessarily severe will examine them with great care before voicing opposition." PAUL W. MORENCY, WVIC, Hartford, Conn.

Weil Is Critical

"In my opinion, the most important business to take place at the forthcoming NAB Convention will be on the Broadcasting Code. There'll be heavy discussion by a lot of guys on strict adherence to a given maximum minutes and seconds of commercial per 15-minute air-segment . . . plus a lot more talk on abstinence from rate-cutting. The whole auditorium will rise in a body to swear by the newly set principles. After the convention . . . the same boys race back to beat each other cutting rates and stretching commercials. I cannot mention names, but the particular territory is in specific sections of North America." RALPH N. WEIL, WOV, New York City.

Wants "Reasonable" Code

"I believe the enactment of a reasonable code of practice for the broadcast industry should be one of the paramount

FM's Future Plans Held Important In Comments

Frequency Modulation

issues before the NAB convention. It is much needed." JACK KELLY, WCCO, Columbus, Ohio.

"In my estimation, the most important subject to be discussed at the forthcoming NAB Convention is the FM music duplication problem. FM which is so far superior to AM broadcasting with progress, in spite of Petrillo and others who are attempting to hold back the most important advancement in radio since its inception, frequency modulation." R. SANFORD GUYER, WBTL, Danville, Virginia.

FM "Duplication" to Fore

"It seems to me one of the most pressing problems facing the industry today is the question of duplication of AM and FM programs, because this duplication holds in my mind a great deal of the future of FM broadcasting." JON FULTON, WGST, Atlanta, Ga.

"Just when and where the AM broadcaster is going to quit creating competition for himself through FM outlets and just what stand the Commission is going to take on AM stations going ahead with FM." R. M. LAMBE, WNOX, Asheville, N. C.

"I believe one of the most important problems that should be discussed at the NAB Convention is the duplication of AM programs over FM stations." RAY P. JORDAN, WDBJ, Roanoke, Va.

"We are most interested in the future for FM and feel, therefore, that this topic will be one of the most important discussed at the convention. Some of the highlights which should be touched on would be: (1) when will agencies buy time? (2) when can programs be duplicated—that is musical programs? (3) when will a survey be made showing the number of sets in a given area?" GEORGE W. BINGHAM, WKIP, Pottersville, N. Y.

Calls Music Paramount

"We are about to put WLBC-FM on the air, a Class B FM station, and naturally we are extremely concerned with the music situation, particularly where network duplication is considered. We would like to duplicate WLBC programs until such a time as enough receivers are in the market to warrant an independent program department for the station." D. A. BURTON, WLBC-FM, Muncie, Indiana.

"Why must FM be held at a standstill by the AF of M, and who is to blame?" H. M. STEED, WLAV, WLAV-TV, Grand Rapids, Mich.

"We believe the FM situation is one of the most important situations to be discussed. We feel that FM should be promoted by NAB, and that the Network and Petrillo should be in unison so that programs can be broadcast simultaneously." F. H. ALTDORFFER, WLAV, Lancaster, Pa.

(Continued on Page 8)

Convention Hall--Atlantic City



Here's a beach front view of Atlantic City's famous Convention Hall, scene of the 25th annual convention of the National Association of Broadcasters. All convention sessions and exhibits are being held in this civic center.

THEY LOVED US IN JULY AND AUGUST...

- 1. NETWORK STATION "A"
- 2. **WNEW**
- 3. NETWORK STATION "C"
- 4. NETWORK STATION "B"
- 5. NETWORK STATION "D"

(8 A.M.-8 P.M.—MON.-SAT. AUGUST PULSE. JULY PULSE, TOO, SHOWS WNEW IN THE SAME POSITION)

AS THEY DID IN FEBRUARY...

Here's how they rate
8 to 8-

NETWORK STATION "A" ..	4.5
WNEW	3.7
NETWORK STATION "B" ..	3.6
NETWORK STATION "C" ..	3.4
NETWORK STATION "D" ..	3.2

More than ever... New York's No. 1 Buy

WNEW

1130 ON YOUR DIAL

Hot or cold...

New York's

No. 1 Buy

WNEW

24 HOURS A DAY

1130 ON YOUR DIAL

Represented by John Blair and Company

To Station Owners . . .
To Representatives . . .
To Transcription Companies . . .

Let's Get

SPOT RADIO should have a national organization of its own. This means an association organized for the sole purpose of championing the cause of National Spot Radio.

The cause is worth while. Spot is big business. Its volume this year will exceed \$100,000,000. It is growing faster than any other major advertising medium and unquestionably is destined to overtake and pass total annual network volume. If we could remove some of the obstacles and restrictions, a flood of new Spot business would immediately be stimulated.

Spot business is radio's greatest potential. It offers the most productive field for development. National network prospects are limited to the few hundred with national distribution. Spot prospects are numbered by thousands. The advertising registers last year listed more than *fifteen thousand* national advertisers—all Spot Radio prospects.

Here is an abundance of business for new stations and for the older ones feeling the first pinch of new competition. Here is business that nets stations their biggest income and pays them the full card rate—and yet, it has grown like Topsy, without national organization or promotion.

Here is a great opportunity, radio's greatest potential business; and what has been done to date? There has been no united front, no national effort, no protection against competition. Although National Spot pays radio stations the highest rate, it is allotted the least desirable station time. It deserves better time. We don't want more chainbreak time; we need evening hours for programs.

National representatives must be credited for great accomplishments, but they must have the support of a larger and broader national organization, if we realize this opportunity.

Let's get together and form our own National Spot Radio Association. All other major advertising media are organized. American magazines have their *Advertising Bureau* well designed to promote magazine advertising against newspapers and radio. The Outdoor people have united to do a tremendous job in selling outdoor advertising. The American newspaper publishers have their *bureau* to sell newspaper advertising against radio and magazines. Their collective effort presents a national front, fully organized and aggressively strong. And the networks are even more compactly organized to present the features of network advertising. Of all great mediums, National Spot alone is still unorganized.

Together!

We should identify our competition and recognize our opportunity.

Obviously, Spot Radio is competitive with magazines, newspapers and outdoor. Not quite so obviously, it is basically competitive with the networks and is much more than a nursery or proving ground for network accounts. It must stand on its own feet and must be considered as something more than supplementary. Properly developed, Spot Radio can bring big names and glamor to all national advertisers. Let's have more Ronald Colmans and T. Dorseys. Let's get more Bing Crosbys and P.W.s—but as Spot Radio and at a rate more profitable to the stations.

Membership in a National Spot Radio Association should consist of national representatives, transcription companies, talent, advertisers and radio stations. Radio stations have the chief stake, the most to gain. Such an organization is designed to promote and protect their richest source of income.

Right now, a National Spot Radio Association could accomplish the following:

1. Unite in one common effort stations, representatives, transcription companies and

all others whose primary interest is the development of Spot Radio.

2. Advertise, educate, promote Spot Radio's great advantages.
3. Glamorize transcriptions and overcome the slur of "canned music."
4. Secure removal of transcription announcement regulations.
5. Encourage more "big name" recordings.
6. Identify competition.
7. Secure a better share of station's allotted time for Spot business.

I am making this proposal with the hope that it may be constructive. Any thoughts or suggestions you may have on the subject will be most welcome. Most of us are competitive with each other in one way or another, but we do have a common cause and we need a common meeting ground.



Express Views on Agenda

Frequency Modulation

(Continued from Page 4)

"Of Paramount Importance"

"It is of paramount importance to several hundred broadcasters who have gone into FM to have NAB bring out the truth as to exactly why FM is being stymied in so many mysterious ways. Those who are trying to impede the growth of FM should realize that while you can halt progress, you never can stop progress. The FCC in the past two years has gone all-out for FM. . . . The networks, aided and abetted by radio set manufacturers, are fighting a losing battle in their attempt to sidetrack FM." ROY L. ALBERTSON, WBNY, Buffalo, N. Y.

"I am convinced that FM should take the field for reception, and radio operators and personnel should go in for producing good programs. . . . I have found that a vast majority of listeners do not go in for distant stations any more. . . . If you have a good program they will listen regardless where it comes from. FM can do the job on reception and all radio operators have to awake to the fact that there is competition." THOMAS W. SEWELL, WMGY, Montgomery, Ala.

Wants Program Duplication

"I feel that one of the most important problems to discuss at the NAB Convention would be the possibility of duplicating your AM programs on your FM transmitter. The Petrillo edict banning such duplication is certainly a detriment to the growth of FM and some ways and means of overcoming this situation should be adopted at the convention." JAMES T. MILNE, WNHC, New Haven, Conn.

"The fact that The American Federation of Musicians are able to prevent AM-FM network affiliates from broadcasting network programs." HAROLD J. FRANK, WSLB, Ogdensburg, N. Y.

Sanger Gives View

"In my opinion, the advancement of FM is the most important problem before the NAB Convention. FM has come of age and its public acceptance is inevitable. As soon as all programs are available on FM, the public and the broadcasting industry will benefit enormously." ELLIOTT M. SANGER, WQXR, New York City.

"We should like to hear discussed fairly and unbiased, the FM situation as it may affect the local AM station operation. This subject will naturally include the music situation and Mr. Petrillo as well as the effect FM as regards commercial competition." G. PEARSON WARD, KTTS, Springfield, Mo.

"I think the most important point of discussion is the 'selling' of FM to the most important people in the world—the listeners. Up to now, this listener is a very confused person. Neither the manufacturer nor the dealer has been able to do the job up to now, and it's definitely up to the broadcaster. It looks as the FM is certainly here to

stay—we must see to it that it won't take too long to become established." GEORGE VOLGER, KWPC, Muscatine, Iowa.

WWDC's Opinion

"There are the usual number of problems facing the industry in the forthcoming NAB Convention, but it seems to me the two most important ones are FM and BMS. We are among those who are highly in favor of FM and have been doing everything within our power to help it develop speedily. The many obstacles in FM's way have been widely discussed but probably could stand additional discussion, not only the problem created by Mr. Petrillo, but others. Why, for example, do the networks constantly give lip-service to FM but operate their own FM stations in such a slipshod manner?" BEN STROUSE, WWDC, Washington, D. C.

"We believe the most important situation today facing the small stations is FM versus AM. How soon, if ever, the former will replace the latter and how extensive should the small community station go in for FM at this time." O. E. RICHARDSON, WJOB, Hammond, Indiana.

"I think it is high time our industry united with regard to AM and FM. FM broadcasters claim FM is not an expert type of broadcasting but an improvement over the AM system. Rather than support the FM Association and the NAB, where it is apparently in liaison existence, why not merge for the advancement of the radio interests toward broadcasting." JAN KING, KFCK, Odessa, Texas.

American System of Radio

" . . . Frankly, I would suggest a Declaration of Independence for the radio industry. I mean independence in the sense we declare ourselves capable of doing our own programming with the constant thought in mind of letting the people themselves decide the things they wish to hear. We should also declare ourselves independent in the presentation of all news. Until such time as the radio industry enjoys the same freedom as the press, we will never be able to operate 100 per cent in the public interest." REX SCHEPP, WIRE, Indianapolis.

" . . . The number one problem facing broadcasters is this: How can we keep radio free? The assumption of power not delegated in the communications act that is now exercised by the FCC, the pressure for government radio by some segments of education, the anti-radio smear campaigns aimed at undermining the American system of radio—these are the very real problems that the broadcasters must soon give thorough consideration. . . ." REX HOWELL, KFXJ, Grand Junction, Colorado.

"The most important subject for discussion is the fact that a handful of large advertisers and advertising agencies have usurped the function of radio station management. These large advertisers determine what is heard and when it is heard on the air. . . . This undeniable fact constitutes a serious threat to the American system of broadcasting." NATHAN STRAUS, WMCA, New York.

Petrillo-AFM

"In my estimation the most important problem to be discussed is the Petrillo question. Even though the Lea Bill and the Taft-Hartley Bill are supposed to have crimped his style, he is still slowing the progress of FM, and we feel this great development should not be held up any longer." R. C. EMBERTON, WITH, Baltimore, Maryland.

"In my opinion, the most important problem to be discussed is James Cagney Petrillo. Every year Mr. Petrillo is some sort of club he throws around of the heads of broadcasters. Despite the passage of the Lea Act and Taft-Hartley Bill, Mr. Petrillo is now using AM-FM duplication as his club. . . . Musicians should take their place along with other unions, instead of getting preferential treatment and being a problem child. Music is important to broadcasting, it is just as important to musicians." SIMON GOLDMAN, WJZ, Jamestown, N. Y.

Levy Offers Comment

"I think that the most important problem to be discussed at the NAB convention is the Petrillo situation. It is possible that this 'czar' will pull out all of the musicians from all of the stations, as he did with the recording companies and preparations should be made to meet this problem should it occur." LEON LEVY, WCAU, Philadelphia, Pa.

"The most important problem, in my opinion, to be discussed at the convention is the AFM situation in its entirety. I have felt for the past several years that the radio broadcasting industry should take a definite stand regarding the consequences of what they did in the ASCAP situation." WALTER KOSLIER, WROK, Rockford, Ill.

Lists Important Subjects

"In my opinion, there are three 'most important' problems at the moment as follows: The Petrillo matter of duplicating programs on FM; relief for work stations in areas that do not have daylight saving time—to eliminate the terrific Spring and Fall schedule changes; and the lowering of NAB dues." HOWARD E. PILL, WSAZ, Montgomery, Ala.

"The strength of the Musicians' Union as it affects new broadcasting media, FM and television." HANK ENDEBEN, WPEN, Philadelphia, Pa.

"Most immediate problem is Petrillo-FM controversy. Lack of quick favorable action can result in the creation of an intolerable situation for FM operators. I believe aggressive action on networks' part would be extremely helpful." JOHN J. LAUX, WSTV, Steubenville, Ohio.

Additional Broadcaster Comments on NAB Problems will be Published Tomorrow.

Today's Convention Agenda

MONDAY, SEPTEMBER 15

- | | | |
|------------|----|---|
| 9:00 a.m. | to | Registration—Lobby, Convention Hall |
| 5:00 p.m. | | |
| 9:00 a.m. | | Exhibits Open—Convention Hall |
| 9:00 a.m. | | Retail Advertising Clinic—Room 20, Convention Hall |
| 9:30 a.m. | | Broadcast Engineering Conference—Room A, Convention Hall |
| 9:30 a.m. | | Program Clinic—Room B, Convention Hall |
| 12:30 p.m. | | Joint Broadcast Advertising-Program Clinic Luncheon—Grand Ballroom (West) |
| 12:30 p.m. | | Joint Engineering — Employee-Employer Relations Clinic Luncheon—Grand Ballroom (East) |
| 2:00 p.m. | | Employee-Employer Relations Clinic (restricted to station managers and owners)—Room 21, Convention Hall |
| 2:00 p.m. | | Broadcast Advertising Clinic — Room 20, Convention Hall |
| 2:00 p.m. | | Broadcast Engineering Conference—Room A, Convention Hall |
| 2:00 p.m. | | Program Clinic—Room B, Convention Hall |

**ZIV
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HIT HABIT**



PROGRAM YOUR STATION WITH THESE ZIV SHOWS

To get business, get the audience ...with ZIV Shows



In the ZIV tradition of fine shows, all these and more ZIV productions are building audience for 675 stations . . . building sales for 1185 sponsors . . . to help both get more business in an increasingly competitive economic market. Write or wire for details today.

Favorite Story



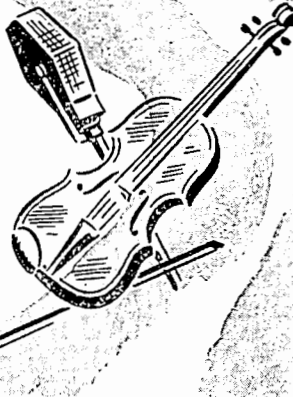
Radio's most brilliant dramatic half hour, with Mr. Ronald Colman as host and narrator. Outstanding cast includes Benita Hume, Edna Best, Lionel Stander, Vincent Price, Lurene Tuttle. Symphonic orchestra, Claude Sweeten, musical director.

Wayne King Show



A glorious half hour featuring the incomparable music of the waltz king, his golden saxophone and his orchestra, with vocals by Nancy Evans and Larry Douglas; Franklyn McCormack, narrator.

SONGS OF GOOD CHEER



A choir of gorgeous voices, and guest soloists, in a quarter hour of favorite songs. Orchestra directed by Vladimir Selinsky; narrator, Lawrence Elliott

Sincerely- Kenny Baker



A sparkling quarter-hour musical, starring America's favorite romantic tenor, with Jimmy Wallington, Donna Dae, and the music of Buddy Cole and his men.

OLD CORRAL



Starring Pappy Cheshire, famous western storyteller, and a big cast of vocalists and instrumentalists in songs of the open range

PLEASURE PARADE



Vincent Lopez, Milton Cross, Jimmy Wallington, the Modernaires, Paula Kelly, Dick Brown, Lillian Cornell, the Pleasure Parade orchestra and guests in a lavish quarter-hour musical.

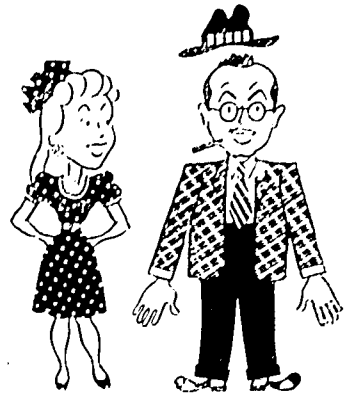
BOSTON BLACKIE

One of radio's top mystery shows. Top ratings everywhere . . . Louisville, 21.7 . . . Youngstown, 21.3 . . . Cincinnati, 16.9 . . . Minneapolis, 16.5. Radio's best point-per-dollar buy.



EASY ACES

America's funniest husband and wife in a three or five a week strip. A leading network show for years, with great ratings everywhere.



BARRY WOOD SHOW

A smooth-as-silk quarter hour, with your singing host, Barry Wood, the lovely voice of Margaret Whiting, the Melody Maids, and the brilliant arrangements of Hank Sylvern and his orchestra.



Western adventure stories, featuring the greatest U. S. Marshal ever to ride the western plains. Complete merchandising plan with premiums.

PHILO VANCE

S. S. Van Dine's famous detective character in a high-rated half-hour mystery drama. Each program a complete story.



KORN KOBBLERS

The band of a thousand gadgets and a million laughs . . . presenting a wide variety of music ranging from the classics to comedy and novelty tunes.



MORE PROGRAMS FOR MORE SPONSORS, ON MORE STATIONS

VISIT OUR BOOTH No. 110-112-114 N.A.B. CONVENTION



LOS ANGELES

By RALPH WILK

STANLEY BURNS, who has been filling in as vacation staff announcer at KMPC, and who was formerly with WINS, WMAC and WLIB, left over the week-end, returning to New York by motor, via Canada. He expects to be back there in about two weeks.

Al Jarvis is trying something new on his television program which is heard over KTLA on Wednesday when he puts a dance team in front of the cameras. Team is well-known dancers Don and Beverly. This marks the first time such an act has been tried on television. Up to now guests have been stationary type. He will also have with them the Mellow Larks and Wonderful Smith.

Actor Tom Drake and Fifi Dorsey teamed up for the Army recruiting services on "So Proudly We Hail," transcribed series when they did a comedy play titled "Flowers for Suzette."

Tex Ritter, film and recording star, is planning a new radio series called "Western Jamboree."

Bernie Joslin has made arrangements to start cutting the second series of "The Alan Ladd Show—Box 13" for Mayfair Transcription Co., at NBC on September 28, as soon as Ladd returns from New York.

Ken Carson introduced "I Go Out But My Heart Stays Home," a new song by Jack Meakin and Foster Carling, on Meakin's NBC "Summerfield Bandstand" September 3rd, last airing for the summer show. Guest star was Patricia Norman (Mrs. Meakin), singing "There'll Be Some Changes Made."

John Masterson, manager-producer of "Breakfast in Hollywood," and Carl Blume, promotion manager, left here Sunday (Sept. 7th), via TWA for an extended advance tour of the country in preparation of Tom Breneman's tour in co-operation with the local Community Drive and Cancer Fund Drive.

Orval Anderson, emcee of "Darts for Dough," and his partner, Burt Mitchell, who produces the program, have added, as an average, an ABC station a week since the show made its debut on the network 160 weeks ago. "Darts for Dough" will be heard on Thursday nights beginning October 2nd.

Singer Val Delmar, a veteran at Birmingham Hospital, made his debut in a new 15-minute sustaining program over KNX, September 3rd. Show will be heard every Wednesday night. Delmar is accompanied by Lud Gluskin and his orchestra.

Johnny Green, musical director of "The Man Called X" (CBS), once sold his original song "Body and Soul" for \$50. When it became a hit, they returned the rights to him, and it has netted him a tidy sum to date.

David Raksin, who wrote the musical scores for "Forever Amber" and "The Secret Life of Walter Mitty," has been named musical director of the newly organized Radio Repertory Theater.



Boardwalk Broadcasting! ! !

• • • The pounding surf along the shore involves millions of tons of water, yet week-end arrivals of NAB Convention attendees, cannot help but feel that much water is also involved in what has flown over the proverbial dam since the broadcasters met here in August of 1939 . . . for it was rather a harassed industry at the moment with the new

Atlantic City

Code set for adoption and the Ascapi situation loomed ominously . . . the 1939 Convention will always be remembered as the one that gave birth to the industry-owned organization, BMI, probably the industry's greatest achievement for its own welfare . . . in 1939 some 700 strong were on hand, a record for the occasion . . . today 2,300 radio people are here . . . which spells progress with a capital P.

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• • • Alert faces, many new to NAB Conventions are in evidence . . . majority are NAB veterans, and not a few attending in a higher post than on previous occasions . . . speaking of people . . . there's Fred Gamble, AAAA prexy, looking after the interest of the advertising agency as a group, but always offering full co-operation with the broadcaster . . . Burt Adams, here for the first time as head of NBC's co-op dep't, a RADIO DAILY alumnus, by the way . . . John McNeil, premieres as a tele station attendee (WABD) . . . Bert Silen, representing KZRH, Manila (where he was interned by the Japs) at the time a web correspondent . . . John A. Zerbe, is up from WKAQ, San Juan, P. R. . . . Ted Campeau, with the Canadian call letters CKLW, but a Detroit outlet . . . Paul Hancock, WMID, town's newest station, hosting around . . . Carl Haverlin, convention vet, but first time here as a President (BMI).

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• • • Niles Trammell, NBC prez telling a Dixie story . . . also Frank Mullen, NBC v.-p., and Earl Mullin, ABC publicity director . . . this is how they spell their names, in case . . . Lou Cowan, singing the praises of the fast moving Tommy Dorsey, disc jockey coup, who will find himself still busier when he takes over the N. Y. Radio Exec. Club program direction . . . Frank Stanton, Joe Ream, Frank White, Bill Gittinger, spearheading the CBS contingent which is an extra heavy one this convention . . . Ben Gimbel, Jr. wondering if he should phone the WIP offices . . . he hasn't spoken to his staff in over 20 minutes . . . Ed Buckalew, KNX-CBS exec, probably looking for one Arthur Godfrey . . . Fred Ziv and his ace John Sinn, unawarding more 1948 transcription ideas . . . William Fay, WHAM, radio gentleman of the "old school," and up-to-the-minute in his methods of operation; brand new layout busting out soon . . . Gene O'Fallon, the silver-fox from Denver; they're the best . . . Lewis Allen Weiss, Don Lee head and making his bow in A.C. as Mutual board chairman. Joe Weed, always in the midst of friends.

☆ ☆ ☆

• • • Some guys "beat around the bush" but not Leonard T. of Compton Advertising and that P&G business . . . and there's Albert Demplewolf, Celanese Corp. who'll give Hugh Feltis a lift with selling BMB to new subscribers; not directly, that is . . . Lew Avery, of Avery-Knodel, still adding stations that are worth while . . . Aaron Bloom and Eddie Kasper, of Kasper-Gordon . . . Boston's gift to the syndicated ET industry . . . George Crandall, CBS press info, setting up a staff of newshounds . . . Arthur Simon, WLIB, anking up the boardwalk with a glint in his eye, as though he's holding back some news . . . C. E. Hooper, and his henchmen Kenkel and Dorrell; most likely with a lease in their pockets for BMB if they want some space in Norwalk . . . Roger Clipp, wondering if the braunschweiger is as good in A.C. as it is in WFIL's Philly . . . Mark Woods, the magic wand of ABC, affable as ever . . . Paul Raymer, of the suave station reps. . . Harold Hough, WBAP, shrewd gentleman from Texas, sans fanfare.

CHICAGO

By NAT GREEN

ABC's five-minute Sunday feature "Is It Fact—or Fiction?" has been renewed by the Brown & Williams Tobacco Co. (Wings Cigarettes) for 52 weeks, beginning October 5. Myrtle Wallace continues as narrator; Roy Young directs, Jack Simpson is the producer, and show is scripted by Judy Tom.

Olan Soule leaves September for the West Coast where he is taking up residence and will co-star "First Nighter" when it returns the air in October.

David Davis, 14-year-old violinist who has played at Grant Park with the Chicago Symphony Orchestra, will be heard on the Chicago Theater the Air September 6.

The Song Spinners, vocal group featured on the ABC National Association of Manufacturers' air show, have organized their own recording company, Spinnac Records.

Ray Perkins, disc jockey on KFE Denver, flew to Mexico City this week for a two-week vacation.

Frank Korch, WGN sports director announces that Jack Brickhouse will do the play-by-play broadcasts eleven outstanding football games this fall, including the Notre Dame Army game and the Notre Dame Southern California joust.

Station WBEZ, FM station owned and operated by the Chicago Public Schools, will return to the air Sept. 2.

William J. Newens, manager KOIL, Omaha; Frosty Blair, national sales manager of the same station; and Harry Peck, manager of KFO Lincoln, Neb., were in Chicago this week conferring with ABC officials.

Sybil Keith has joined the staff Dutton-Lippold, press representative as a writer.

Maurice Copeland and Cliff North have been added to the cast of "Ter and the Pirates."

Albert Crews, former NBC production-director, who now heads the Japanese radio under General MacArthur's headquarters in Tokyo, back in Chicago for a two-week visit with his family.

WBBM's contest for a name for its early morning program of tunes, topics, temperature and time, will present Cliff Johnson as host, won by Mrs. Ida B. Stone of Maunwood, Ill., who submitted the title "Listen to Cliff."

"Dude Ranch," a composition for piano and organ by Bill Otto, WGN staff pianist, will have its premiere on June Baker's program September 9. It will be played by Otto at Harold Turner, staff organist.

Leonard O'Connor, news editor Norman Felton, production-director and Betty Ross, assistant public service director, all of NBC, are vacationing.

Ade Hult, vice-president in charge of Mutual's midwest operations, back from a Florida vacation and reports that while Chicagoans were sweating, the Florida thermometer hovered at a comfortable 80.

NAB RESERVATIONS HIT ALL TIME HIGH

Advance reservations for the 25th annual convention of NAB tallied early 1,800 with several hundred more expected to register when the convention gets under way today. On the following pages is the official registration list to date:

A

Abr, George P., George P. Adair, Radio Engineering Consultants, Washington, D. C.
 Adams, Charles F., WMVA, Martinsville, Va.
 Adams, Roland A., WGPB, Bethlehem, Pa.
 Adams, Val, Radio Daily, Room 16, Convention Hall
 Acock, S. E., WROL, Knoxville, Tenn.
 Aern, W. R., General Electric Company, Syracuse, N. Y.
 Abeck, William S., A. C. Nielson Company, New York City
 Aelberg, Herbert V., Columbia Broadcasting System, Inc., New York City
 Aertson, Roy L., WBNY, Buffalo, N. Y.
 Ainger, Albert R., WCOL, Columbus, Ohio
 Ainsworth, G. F., WKBY, Richmond, Ind.
 Ainsworth, E. A., WHBQ, Memphis, Tenn.
 Ainsworth, George, KWWB, Hutchinson, Kan.
 Ainsworth, Mahlon R., KFRU, Columbia, Mo.
 Alexander, John, KODY, North Patte, Neb.
 Alder, W. R., Jr., WSYR, Syracuse, N. Y.
 Alder, Paul, WTTM, Trenton, N. J.
 Alder, T. Jim, Canadian Association of Broadcasters, Toronto, Ont.
 Alden, Joseph M., Bristol-Myers Company, New York City
 Alden, Philip P., WLVA, Lynchburg, Va.
 Alderman, Frederick L., WSYA, Harrisonburg, Va.
 Alderson, Arthur C., KTAR, Phoenix, Ariz.
 Alderson, Elwood C., WEST, Easton, Penn.
 Alderson, H. Vernon, KLOU, Lake Charles, La.
 Alderson, Jay, KFSB, Ft. Smith, Ark.
 Alderson, Fred, WROL, Knoxville, Tenn.
 Alderson, John S., WBLJ, Dalton, Ga.
 Alderson, E. M., WGNB, Chicago, Ill.
 Alderson, Bill, WBLJ, Dalton, Ga.
 Alderson, Janet, First Church of Christ, Scientist, Boston, Mass.
 Alderson, George, Jr., WTAD, Quincy, Ill.
 Alderson, Campbell, WTAR, Norfolk, Va.
 Alderson, Albert, Radio Daily, Room 16, Convention Hall
 Alderson, John R., WBBU, Anderson, Ind.
 Alderson, Ellis, KCKN, Kansas City, Mo.
 Alderson, Jack S., WRDO, Augusta, Me.
 Alderson, Joseph W., Jr., Kosciuszko Broadcasting Corp., Warsaw, Ind.
 Alderson, Lewis H., Avery-Knodel, Inc., New York City

B

Baker, C. Stanley, Burn Smith Co., New York City
 Baker, James E., WAGA, Atlanta, Ga.
 Baker, John R., Jr., KYOC, Casper, Wyo.
 Baker, Joseph W., Louis G. Cowan, Inc., New York City
 Baker, Wm. J., (BII), William J. Bailey, Radio and Public Relations Counsel, Washington, D. C.
 Baker, Dana, Weed & Co., Boston, Mass.
 Baker, Ray, KOMO, Seattle, Wash.
 Baker, Raymond W., WABL, Arlington, Va.
 Baker, John M., KDYL, Salt Lake City, Utah
 Baker, John G., WLAP, Lexington, Ky.
 Baker, David M., WBRE, Wilkes-Barre, Penn.
 Baker, Louis G., WBRE, Wilkes-Barre, Penn.
 Baker, Dolly, WHAT, Philadelphia, Penn.
 Baker, Harry, WWJ, Detroit, Mich.
 Baker, C. G., Magnacord, Inc., Chicago, Ill.
 Baker, Tom, WDAV, Fargo, N. D.
 Baker, Charles E., WMBD, Peoria, Ill.
 Baker, Bernice C., WLOS, Asheville, N. C.
 Baker, Charles G., WFLA, Tampa, Fla.
 Baker, Richard G., WKNE, Alstead, N. H.
 Baker, Edward F., WPAG, Ann Arbor, Mich.
 Baker, Dave, WJMO, Cleveland, Ohio
 Baker, Layne, WBAP, Ft. Worth, Texas
 Baker, Ceil G., KTBS, Shreveport, La.
 Baker, Mrs. Aurelia S., WTBO, Cumberland, Md.
 Baker, Alfred R., American Broadcasting Co., Inc., New York City
 Baker, Robert M., WATG, Ashland, Ohio
 Baker, Harriet M., Grey Advertising Agency, Inc., New York City
 Baker, C. A., WYNR, Binghamton, N. Y.
 Baker, Sam H., KMBC, Kansas City, Mo.
 Baker, William F., KXYZ, Houston, Texas
 Baker, Roger G., WAKR, Akron, Ohio

Berk S. Bernard, WAKR, Akron, Ohio
 Berk, Mrs. S. Bernard, WAKR, Akron, Ohio
 Berkeley, Kenneth H., WMAL, Washington, D. C.
 Betheridge, Harry W., WWJ, Detroit, Mich.
 Beville, H. M., Jr., National Broadcasting Co., New York City
 Bill, Edgar L., MWBD, Peoria, Ill.
 Blum, F. D., WLAC, Nashville, Tenn.
 Bishop, Edward E., WGH, Norfolk, Va.
 Bishop, Frank, KFEL, Denver, Colo.
 Bitner, Harry M., Jr., WFBB, Indianapolis, Ind.
 Bitner, H. M., Sr., WFBB, Princeton, N. J.
 Bitner, Lynn N., WENY, Elmira, N. Y.
 Black, Elizabeth, The Joseph Katz Co., New York City
 Blair, Frank S., WSCR, Scranton, Pa.
 Blair, John P., John Blair & Co., (Radio Station Representative), Chicago, Ill.
 Bland, William, WLCS, Baton Rouge, La.
 Blichter, George E., A. C. Nielson Co., New York City
 Blinks, Milton M., Standard Radio Transcription Service, Inc., Chicago, Ill.
 Bloom, Aaron S., Kasper-Gordon, Inc., Boston, Mass.
 Blust, L. A., Jr., KTUL, Tulsa, Okla.
 Boehman, W. C., WCOS, Columbia, S. C.
 Boedger, Alan, Audio Devices, Inc., New York City
 Boggs, Norman, WLOL, Minneapolis, Minn.
 Bolling, George W., The Bolling Co., Inc., New York City
 Bondurant, Hale, WJBC, Bloomington, Ill.
 Boos, Elmer, WLW, Cincinnati, Ohio
 Booth, John S., WCHA, Chambersburg, Pa.
 Booth, Robert W., WTAG, Worcester, Mass.
 Borel, Richard A., WBNS, Columbus, Ohio
 Borland, R. D., United Broadcasting Co., Cleveland, Ohio
 Bormann, Jim, WMT, Cedar Rapids, Iowa
 Borton, F. W., WQAM, Miami, Fla.
 Boucheron, Capt. Pierre, Farnsworth Television & Radio Corp., (Farnsworth WGL), Fort Wayne, Ind.
 Boulware, Robert H., WSAI, Cincinnati, Ohio
 Boundy, Glenn G., Fort Industry Co., Detroit, Mich.
 Bowden, James L., WKBN, Youngstown, Ohio
 Bowers, Charles E., WKDK, Newberry, S. C.
 Bowles, Robert L., WJOL, Joliet, Ill.
 Bowry, Walter A., Jr., WMBG, Richmond, Va.
 Boyd, Gerald F., WPAV, Portsmouth, Ohio
 Boyd, Hugh N., WHNM, New Brunswick, N. J.
 Brackett, Quincy A., WSPR, Springfield, Mass.
 Bradburn, Robert E., WTMA, Charleston, S. C.
 Brandburg, Gustav, KYOD, Tulsa, Okla.
 Brandt, Otto P., American Broadcasting Co., Inc., New York City
 Bratton, Verl, WREN, Topeka, Kan.
 Brauner, Julius, Columbia Broadcasting System, Inc., New York City
 Brechner, Joseph L., WGAY, Silver Spring, Md.
 Breen, Edward, KYFD, Ft. Dodge, Iowa
 Breining, Paul M., WBPZ, Lock Haven, Penn.
 Bremer, Frank V., WAAT, Newark, N. J.
 Brett, George W., The Katz Agency, Inc., New York City
 Brines, Paul C., WGNB, Chicago, Ill.
 Brinkley, Francis H., WILM, Wilmington, Del.
 Britt, Charles B., WLOS, Asheville, N. C.
 Broadhead, D. K., Allied Record Mfg. Co., Inc., Hollywood, Calif.
 Broby, Melvin, Needham, Louis & Broby, Advertising Agency, Chicago, Ill.
 Broughton, Charles E., WHBL, Sheboygan, Wis.
 Broughton, W. G., General Electric Co., Syracuse, N. Y.
 Brown, Carleton D., WTYL, Waterville, Me.
 Brown, Mrs. Doris B., WKBC, N. Wilkesboro, N. C.
 Brown, John, Andrew Co., Chicago, Ill.
 Brown, Julia, Compton Advertising, Inc., New York City
 Brown, Kenyon, KWFY, Wichita Falls, Texas
 Brown, R. J., General Electric Co., Syracuse, N. Y.
 Brown, Walter J., WSPA, Spartanburg, S. C.
 Brown, Willard, Don Lee Broadcasting Co., Los Angeles, Calif.
 Brunton, Ralph R., KQW, San Francisco, Calif.
 Buckley, E. W., KNX, Los Angeles, Calif.
 Buckley, Richard D., John Blair & Co., New York City
 Buford, Pat, KHRR, Okmulgee, Okla.
 Bulselt, Victor, WLOP, Orlando, Fla.
 Bullitt, Mrs. O.A., Scott, KING, Seattle, Wash.
 Bullock, Mark, KFAB, Omaha, Neb.

Burbach, George M., KSD, St. Louis, Mo.
 Burghart, W. T., WTAD, Quincy, Ill.
 Burke, Harold C., WMAL, Baltimore, Md.
 Burke, Frank, Radio Daily, Room 16, Convention Hall
 Burke, Harry, KFAB, Omaha, Neb.
 Burkland, Carl, WTOP, Washington, D. C.
 Barlesson, Berney, WJHL, Johnson City, Tenn.
 Burrow, Robert J., WDAN, Danville, Ill.
 Burton, Dan, WLBC and WLBC-FM, Muncie, Ind.
 Burton, Robert, Broadcast Music, Inc., New York City
 Bush, Leonard T., Compton Advertising, Inc., New York City

C

Cesar, George, WOSH, Oshkosh, Wis.
 Calder, C. Wylie, WRDW, Augusta, Ga.
 Caldwell, Norman S., WBPZ, Lock Haven, Pa.
 Caldwell, P. G., General Electric Co., Syracuse, N. Y.
 Calley, Charles C., WMBD, Peoria, Ill.
 Camp, Harry, WGAR, Cleveland, Ohio
 Campbell, A. Hartwell, WCRB, Dunn, N. C.
 Campbell, Chesser, WGNB, Chicago, Ill.
 Campbell, Martha, WFAA, Dallas, Texas
 Campbell, Sam H., Jr., WJHL, Johnson City, Tenn.
 Campbell, Wendell B., KMOX, St. Louis, Mo.
 Campau, Ted, CKLW, Detroit, Mich.
 Cannon, D. A., KFDM, Beaumont, Texas
 Carey, John T., WIND, Chicago, Ill.
 Cari-Cari, Claire H., Gardner Advertising Co., St. Louis, Mo.
 Carlson, Alden O., Columbia Transcriptions, (a division of Columbia Records, Inc.), New York City
 Carlson, Hal, WCVS, Springfield, Ill.
 Carpenter, David, WCON, Atlanta, Ga.
 Carpenter, H. K., United Broadcasting Co., Cleveland, Ohio
 Carpenter, Robert, Mutual Broadcasting System, New York City
 Carr, Eugene, WHBC and WPAV, Canton, Ohio
 Carr, Thomas S., WANN, Annapolis, Md.
 Carrigan, Joe B., KWFT, Wichita Falls, Texas
 Carrow, Frank, Wilmington Tri-State Broadcasting Co., Inc., Wilmington, Del.
 Carter, Hervey, WMUR, Manchester, N. H.
 Carter, Kenneth, WBAL, Baltimore, Md.
 Cashman, Louis P., WQBC, Vicksburg, Miss.
 Cashman, Mary-Yan, WQBC, Vicksburg, Miss.
 Cavamugh, Joseph E., WARD, Johnstown, Pa.
 Chain, Sol, WBIC, New Haven, Conn.
 Chandler, Vincent H., WMUR, Manchester, N. H.
 Chapin, M. F., General Electric Co., Syracuse, N. Y.
 Chappin, Wells R., KWGD-FM, St. Louis, Mo.
 Chatterton, C. O., KWLK, Longview, Wash.
 Chernoff, Howard L., WCHS, Charleston, W. Va.
 Church, Arthur B., KMBC, Kansas City, Mo.
 Churchill, John, Broadcast Measurement Bureau, Inc., New York City
 Cislter, Steve, WKYW, Louisville, Ky.
 Cizek, William, WIBM, Jackson, Mich.
 Claire, Marion, WGNB, Chicago, Ill.
 Clark, Plez S., KFJ, Wichita, Kan.
 Clark, Richard, WRUN and WRUN-FM, Rome, N. Y.
 Clarkson, Robert J., Columbia Transcriptions, (a division of Columbia Records, Inc.), New York City
 Clay, Henry, WBYD, WLAY, Muscle Shoals, Ala.
 Clifford, Marie E., WHFC, Cicero, Ill.
 Clipp, Roger W., WFIL, Phila., Pa.
 Clochessy, Henry, Compton Advertising, Inc., New York City
 Close, Joseph K., WKNE, Marlboro, N. H.
 Coan, James W., WTOB, Winston-Salem, N. C.
 Coar, Mrs. Helen B., Joint Senate & House Recording Facility, Washington, D. C.
 Coar, Robert J., Joint Senate & House Recording Facility, Washington, D. C.
 Cobb, Wilton E., WMAZ, Macon, Ga.
 Cohen, Julius, George C. Davis, Consulting Radio Engineer, Washington, D. C.
 Coleman, George D., WGBI, Scranton, Pa.
 Collier, Joe W., George C. Davis, Consulting Radio Engineer, Washington, D. C.
 Collins, Sam, KARY, Mesa, Ariz.
 Colton, Lionel, Helen Wood & Colton, New York City
 Comer, J. M., Jr., General Electric Co., Syracuse, N. Y.
 Connolly, James H., American Broadcasting Co., Inc., New York City
 Connolly, T. D., Columbia Broadcasting System, Inc., New York City
 Conrad, Francis, American Broadcasting Co., Inc., Hollywood, Calif.

Conwell, Frank, KCH, Hanna, La.
 Cook, Charles R., WJPF, Herrin, Ill.
 Cook, George R., WLS, Chicago, Ill.
 Coombs, Clyde F., KARM, KIROV, Fresno, Calif.
 Cooper, H. Edward, WJPA, Washington, Pa.
 Cooper, Virginia N., WJLS, Beckley, W. Va.
 Cosman, James V., WJAT, Paterson, N. J.
 Covington, G. W., Jr., WCOV, WGWG & WGWG, Montgomery, Ala.
 Cowan, Louis G., Louis G. Cowan, Inc., New York City
 Cox, C. Russell, Andrew Company, Chicago, Ill.
 Cox, H. Quenton, KGW, Portland, Oregon
 Cox, James L., Broadcast Music, Inc., New York City
 Coy, Wayne, WINX and WINX-FM, Washington, D. C.
 Craig, Edwin W., SM, Nashville, Tenn.
 Craig, F., WLBC and WLBC-FM, Muncie, Ind.
 Crandall, George, Columbia Broadcasting System, Inc., New York City
 Crandall, Mark, GFEL, Denver, Colorado
 Crandall, George, WBAJ, Fort Worth, Texas
 Craun, T. A. M., WOL, Washington, D. C.
 Cribb, Wayne W., KHAM, Hannibal, Mo.
 Crites, Lowry H., General Mills, Inc., Minneapolis, Minn.
 Crockett, Joe P., WBOB, Galax, Virginia
 Crocker, William J., Jr., KDEC, Decorah, Iowa
 Crowther, Frank, WMAZ, Macon, Ga.
 Croy, James R., Frank H. McIntosh—Consulting Radio Engineer, Washington, D. C.
 Croy, Kenneth A., Western Maryland Broadcasting Corp., Hagerstown, Md.
 Cruickshank, Herbert W., WHEC, Rochester, N. Y.
 Crutchedfield, Charles H., WBT, Charlotte, N. C.
 Curruitt, Allen, WOSH, Oshkosh, Wis.
 Curtis, James R., KFRO, Longview, Texas

D

Dahadie, J. Roy, WJBO-WBRL, Baton Rouge, La.
 Dahl, Howard, WRBH, LaCrosse, Wis.
 Ballin, Vernon, FQC, Saskatoon, Sask., Canada
 Dameron, K. Kenneth, WOSU, New York City
 Damm, Walter J., WTMJ-WTMM-FM, Milwaukee, Wis.
 Danforth, Harold P., WDBO, Orlando, Florida
 Daniel, Harben, WSAV, Savannah, Ga.
 Darling, R. G., WTSE, Emporia, Kansas
 Daugherty, Dorothy, WKST, New Castle, Pa.
 David, W. R., General Electric Co., Syracuse, N. Y.
 David, George C., George C. Davis, Consulting Radio Engineer, Washington, D. C.
 Davis, John Morgan, WALL, Phila., Pa.
 Davis, Laurence, WMDH, Boston, Mass.
 Davis, R. E., The Goodyear Tire & Rubber Co., Akron, Ohio
 Davis, Warren G., WSEA, Bloomington, Indiana
 Dawson, Henry S., Canadian Assn. of Broadcasters, Toronto, Ontario, Canada
 Dean, Robert J., KOTA, Rapid City, S. Dakota
 DeGray, Edward J., WBT, Charlotte, N. C.
 Delaney, Glover, WHTT, Hartford, Conn.
 de Mars, Paul A., Raymond M. Wilmotte, Inc., Consulting Engineers, Washington, D. C.
 de Mars, Mrs. Paul A., Raymond M. Wilmotte, Inc., Consulting Engineers, Washington, D. C.
 DeMoss, Lyle, WOW, Omaha, Nebraska
 Demplewoltz, Albert, Colanese Corp. of America, New York City
 deRussy, John S., National Broadcasting Company, New York City
 Dewing, Harold L., CVS, Springfield, Ill.
 DeWitt, J. H., Jr., WSM, Nashville, Tenn.
 Dibble, Muriel, Compton Advertising, Inc., New York City
 Diehm, Victor D., WAZL, Hazelton, Pa.
 Dieinger, Frank A., WFMJ, Youngstown, Ohio
 Dillard, Everett L., KOZY, Washington, D. C.
 DiPon, Bob, KRNT, Des Moines, Iowa
 Dirks, Dietrich, KTRI, Sioux City, Iowa
 Dixon, R. K., Raytheon Mfg. Co., Waltham, Mass.
 Dolberg, Glenn, Broadcast Music, Inc., New York City
 Doolittle, Franklin M., WDRC, Hartford, Conn.
 Dorrell, W. Ward, C. E. Hooper, Inc., New York City
 Dothard, William R., WFBR, Baltimore, Md.

(Continued on Page 18)

**A tough-minded
examination of
1947 radio values
shows that
CBS is the most
effective network
in America, today**



Radio doesn't stand still. Vigorous new things keep happening in its solid maturity, as in the days of its youth. Yet in all of the swift confusions of radio's growth and changes some simple basic yardsticks remain, with which to measure radio network values.

What are these yardsticks?

- 1. Completeness of coverage**
- 2. Balance of facilities**
- 3. Balance of program schedules**

These combine to give a sometimes-overlooked (but very basic) measure of network efficiency:

How many listeners delivered at what cost?

We have applied all these yardsticks to all the networks in a new CBS study; a useful measure of the *coverage* and *economies* of the networks.

The figures show, simply and clearly, that CBS is the most effective network in America, today.

To see the study—and to get the utmost in radio values...

SEE CBS . . . THE COMPLETE NETWORK

Hit big fall listening!

FIVE FULL HOURS EVERY WEEK!

Tommy DORSEY

**DISC JOCKEY SHOW
ON TRANSCRIPTION**

Already sold for more broadcast hours
than any other transcribed show!

A BIG AUDIENCE...FOR A SONG!

the **DAVID STREET
SONG SHOP**

117 transcribed
quarter-hours.

At last! The BIG
15-minute-musical
show!

PUNCH...POWER...PAYOFF!

**MURDER at
MIDNIGHT**

Top-rating! Top-selling wher-
ever broadcast! 52 terrific
half-hours!

Here are seven—count 'em—seven of the fastest moving transcribed shows in radio . . . ever! And every one is hot as a two-dollar pistol . . . and almost as low in cost!
No more shooting in the dark . . . whatever audience you're out to get is yours. Because you're selling with proven shows, produced, acted, written, and directed by the tops in radio talent . . . the people who know how to make each quarter hour and half hour sizzle with sales!

IN THE COWAN GALLERY OF GREAT SHOWS, ON TRANSCRIPTION

BIG STARS!
BIG LAUGHS!... BIG SALES!

the SMITHS of Hollywood

starring Arthur Treacher, Brenda Marshall
Harry Von Zell, Jan Ford,
plus movie-star guests.

The great new half-hour
transcribed comedy hit
of the year!

SELL...
with the voices that
sell a thousand products!

THEATRE OF FAMOUS RADIO PLAYERS

half-hours of
drama, adventure
and comedy.

AMERICA'S
FAMOUS FIGHTING COWBOY

RED RYDER

A sensational merchandising,
selling, pick-of-the-air show
now available on transcrip-
tion—a proven hit!

HEARTWARMING!
RESISTIBLE! SALEABLE!

Barber Shop Harmonies

by the gaslight quartette
156 15-minute
transcribed
programs.

For
local
and
regional
sponsorship!

Take your choice of disc jockey, situation comedy, mystery,
drama, or music. They're ready to go to work for you . . .
to give each station and sponsor top local coverage.

Remember, share-the-load transcriptions keep costs com-
fortably light.

Get your facts today!

NOW AND FROM NOW ON THE BEST IN TRANSCRIBED SHOWS

LOUIS G. COWAN, INC.

445 Madison Ave.,
22, N. Y. Plaza 9 3709
8 So. Michigan Ave.,
N. W. Randolph 2022

HOLLYWOOD: Guaranty Building,
6331 Hollywood Blvd. Hollywood
28, Cal. Hillside 5337

BMI Presents

A STAR-STUDED MUSICAL EXTRAVAGANZA

For the 1947

NAB CONVENTION TOMORROW NIGHT (Tuesday) In Person! All Stars!

Master of Ceremonies . . .

RAY BOLGER

Music Masters . . .

SAMMY KAYE GUY LOMBARDO NORO MORALES JOSEPH STERN PAUL WHITEMAN

and the Paul Whiteman Chorus
With an Orchestra of 40

Opera Stars . . .

FRANCES YEEND • MARIO LANZA GEORGE LONDON

Comedy . . .

FRANK MARLOW MARTIN BROTHERS

Hot Jazz . . .

PEANUT HUCKO'S QUINTET

An Original Hoedown . . .

by BAREFOOT MUSIC, INC.

(A Cast of 54)

Plus

THE MOST BEAUTIFUL TALENT IN THE WORLD

In Person

MISS MINNESOTA—Elaine Campbell
MISS NEW JERSEY—Dolores Mendes
MISS LOUISVILLE—Margaret Allen Hill
MISS ARKANSAS—Becky McCall

Winning "MISS AMERICA" Contestants

Convention Registration

(Continued from Page 13)

Douglas, J. H., General Electric Co., Syracuse, N. Y.
Duckett, Carl E., BOB, Galax, Va.
Dumm, Robert W., KNOE, Monroe, La.
Du Mond, Joe, KXEL, Waterloo, Iowa
Duncan, Harmon L., WDUK, Durham, N. C.
Duncan, L. J., WRLD, West Point, Ga.
Dunning, Richard O., KHQ, Spokane, Wash.
Dunville, Robert, WLW, Cincinnati, Ohio
Duvall, Thomas W., KGBX, Springfield, Mo.
Dyer, John P., DAR, Savannah, Ga.
Dyke, Ken R., National Broadcasting Company, New York City
Dykstra, F. G., Transcription Sales, Inc., Springfield, Ohio

E

Eaton, Joe S., WHAS, Louisville, Ky.
Ebel, A. James, WMBD, Peoria, Ill.
Edgar, Edward E., WGII, Norfolk, Va.
*Edouarde, Wm. Doty, Badger, Browning & Hersey, Inc., New York City
Eggleston, J. C., WMC, Memphis, Tenn.

*Correct spelling

Ehrman, Robert W., WCFM, Washington, D. C.
Eiges, Sydney H., National Broadcasting Co., New York City
Eisenmon, Abram, DAR, Savannah, Ga.
Ekrem, Adeline J., KVOD, Denver, Colorado
Ekrem, Thomas C., KVOD, Denver, Colorado
Ekstrum, Robert N., WTCN, Minneapolis, Minn.
Elbroch, Rae B., Franklin Bruck Advertising Corp., New York City
Eldridge, Hudson, KOZY, Washington, D. C.
Elias, Don S., WWNC, Asheville, N. C.
Elliott, Walter E., Elliott-Haynes Lts., Toronto, Ontario, Canada
Elrod, Cecil H. Jr., WGNS, Murfreesboro, Tenn.
Elrod, Mrs. Cecil H. Jr., WGNS, Murfreesboro, Tenn.
Elvin, Ralph G., WJBK, Detroit, Mich.
Elwood, John W., KPO, San Francisco, Calif.
Embry, Robert C., WITI, Baltimore, Md.
Enns, H. T., Jr., Cowles Broadcasting Co., New York City
Esau, John, KTUL, Tulsa, Okla.
Essex, Harold, WSJS, Winston-Salem, N. C.
Etter, Lester P., WLBR, Lebanon, Pa.
Evans, C. Richard, KSL, Salt Lake City, Utah
Evans, Edward F., American Broadcasting Co., New York City
Evans, F. J., WPII, Huntington, W. Va.
Evans, H., Graybar Electric, Phila., Pa.
Evans, Ralph, WHO-WOC, Davenport, Iowa
Evans, T. L., KCMO, Kansas City, Mo.
Everett, Max, J. P. McKinney & Son, Radio representatives, New York City
Everson, C. M., WHKC, Columbus, Ohio

F

Fairbanks, W. M., WIBC, Indianapolis, Ind.
Falknor, Frank, WBBM, Chicago, Ill.
Fantle, Sam Jr., KELO, Sioux Falls, S. Dakota
Farnsworth, Guy B., WATG, Ashland, Ohio
Farrell, N. V., Weed & Company, New York City
Fast, H. E., WKRC, Cincinnati, Ohio
Fay, William, WHAM, Rochester, N. Y.
Feagin, Robert R., WDDQ, Jacksonville, Fla.
Fehlman, Robert, WHBC, Canton, Ohio
Fellows, Harold, WBEI, Boston, Mass.
Feltis, Hugh M., Broadcast Measurement Bureau, Inc., New York City
Fern, Charles J., KTOH, Lihue, Hawaii
Fetzer, John E., WKZO-WJEF, Kalamazoo, Mich.
Feyl, Albert J., WBAB, Atlantic City, N. J.
Fidler, Robert L., WIOD, Miami, Florida
Fischer, F. W., Westinghouse Electric Corp., Baltimore, Md.
Fisher, O. W., KOMO, Seattle, Wash.
Fitzer, Dean, WDAE, Kansas City, Mo.
Fitzpatrick, E. Boyd, WHDL, Olean, N. Y.
Fitzpatrick, Horace S., WSLS, Roanoke, Va.
Fitzsimmons, E. J., Weed & Co., New York City
Fitzsimonds, Frank E., KFYR, Bismarck, N. Dakota
Flanigan, E. Y., WSPD, Toledo, Ohio
Fletcher, Mrs. Elizabeth A., WARL, Arlington, Va.
Fletcher, Floyd, WTIK, Durham, N. C.
Fletcher, Frank U., WARL, Arlington, Va.
Fletcher, Fred, WRAL, Raleigh, N. C.
Fly, James Lawrence, Fly, Fitts & Shuebruk, New York City
Folts, Harry, WEDO, McKeesport, Pa.
Foster, G. P., General Electric Co., Syracuse, N. Y.
Fox, Milton, KSYL, Alexandria, La.

Fox, S. S., KDYL, Salt Lake City, Utah
Franco, Carlos, Young & Rubicam, Inc., Agency, New York City
Frank, Philip, Broadcast Measurements Bureau, Inc., New York City
Frazier, C. H., WROL, Knoxville, Tenn.
Frazier, Howard S., Frazier & Peters, Inc., Management Consultants, Washington, D. C.
Frederick, David, Columbia Broadcasting System, New York City
Harry A. Friedenberg, Marfree Advertising Corp., New York City
Fry, Paul R., KBOB, Omaha, Nebr.
Fulton, Harold W., WIO, Des Moines, Iowa
Fulton, John, WGST, Atlanta, Ga.

G

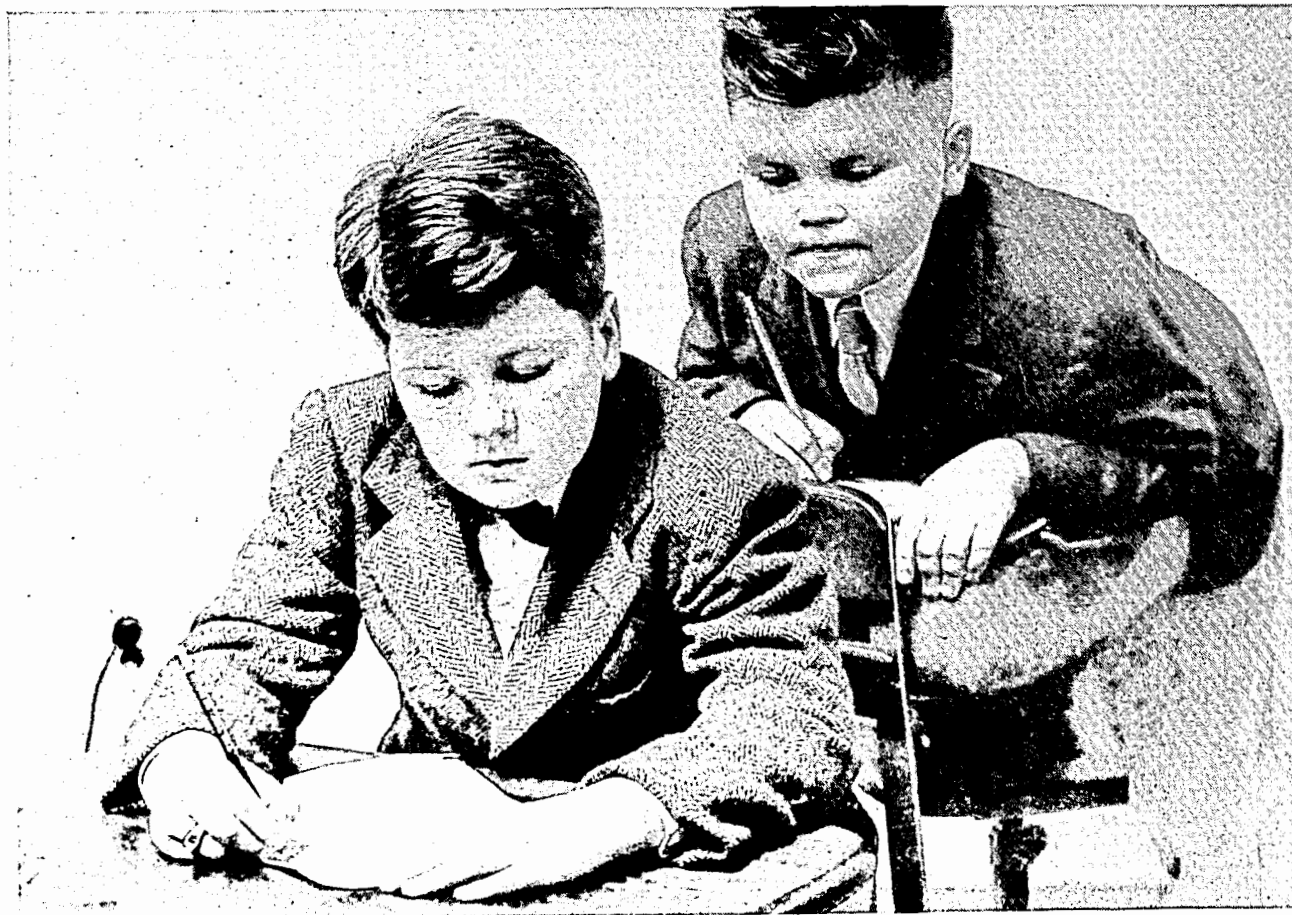
Gaines, James M., KNBC, New York City
Gailther, Frank, WSB, Atlanta, Ga.
Galvin, John, KRCC, Richmond, Calif.
Gamble, Edmund R., WBTA, Batavia, New York
Gamble, Frederic R., Am. Assn. of Advertising Agencies, New York City
Gammons, Earl, Columbia Broadcasting System, Washington, D. C.
Garland, O. K., WJHL, Johnson City, N. C.
Gaul, Raymond A., WRAW, Reading, Pa.
Gelder, John T., WJLS, Beckley, W. Va.
Gentling, G. David, KRCC, Rochester, N. Y.
George, Abner H., KOTA, Rapid City, S. Dak.
George, Carl E., GAR, Cleveland, Ohio
George, Leonard M., WGPC, Albany, Ga.
Gilechrist, (T. S. Jr.), WTMG, Ocala, Fla.
Gillespie, Kingsley, WSTC, Stamford, Conn.
Gillett, Glenn D., Glenn D. Gillett & Associates, Washington, D. C.
Gillin, John J. Jr., WOW, Omaha, Neb.
Gimbel, Benedict, Jr., WIP, Phila., Pa.
Gittinger, W. C., Columbia Broadcasting System (CBS), New York City
Gleason, Pleas, KPRO, Riverside, Calif.
Gleeson, W. L., KREO, Riverside, Calif.
Gluek, E. J., WSOC, Charlotte, N. C.
Goan, Walter H., WAYS, Charlotte, N. C.
Goddard, Fred G., KXRO, Aberdeen, Wash.
Godwin, Charles, Mutual Broadcasting System (MBS), New York City
Goldman, Simon, WJTN, Jamestown, N. Y.
Godley, Paul F., Paul Godley Co., Inc., Montclair, N. J.
Gordon, James E., WNOE, New Orleans, La.
Gould, Lester L., WJNC, Jacksonville, Fla.
Gow, F. C., WROL-FM-WROL, Knoxville, Tenn.
Graham, Arthur W., WKST, New Castle, Pa.
Granberry, H. W., General Electric Co., Syracuse, N. Y.
Gray, Gilson, CBS, Inc., New York City
Gray, Gordon, WIP, Phila., Pa.
Gray, W. A., Raytheon Mfg. Co., Waltham, Mass.
Gray, Gordon, WSJS-WMIT, Winston-Salem, N. C.
Gray, W. Harold, WFLO, Farmville, Va.
Greely, George, WOSH, Oshkosh, Wis.
Greene, F. Robert, WGR, Buffalo, N. Y.
Green, Truman, WFLA, Tampa, Fla.
Greene, Tom, Capper Publications, Chicago, Ill.
Greenebaum, Milton L., WSAM, Saginaw, Mich.
Gregory, M. C., WHBS, Huntsville, Ala.
Gregory, S. D., Campbell Soup Co., Camden, N. J.
Griffin, John, KTUL, Tulsa, Okla.
Griffith, H. J., KWTF, Wichita Falls, Tex.
Griffith, James M., KADA, Ada, Okla.
Griffiths, Richard W., Graybar Electric, New York City
Gross, Jack O., KFMB, San Diego, Calif.
Grove, Wm. C., KFBC, Cheyenne, Wyo.
Grubb, Gayle Vincent, KGO, San Francisco, Calif.
Guernsey, Edward E., WLBZ, Bangor, Me.
Gulick, J. Robert, WGAL, Lancaster, Pa.
Gundy, Phillip L., Graybar Electric Co., Detroit, Mich.
Gunther, Frank A., Radio Engineering Laboratories, Inc., L. I. C., New York
Guzendorfer, KROW, Oakland, Calif.
Guyer, R. Sanford, WBTM, Danville, Va.

H

Haus, Julian, KARK, Little Rock, Ark.
Haase, Walter B., WDRG, Hartford, Conn.
Haboush, W. P., WIREcorder Corp., Detroit, Mich.
Hackathorn, K. K., WHK, Cleveland, Ohio
Hagan, James A., WWNC, Asheville, N. C.
Hagenah, Gus, Standard Radio Transcription Service, Inc., Chicago, Ill.
Hager, Kohn, SESAC, Inc., New York City
Hald, Allen L., WMMN, Fairmont, W. Va.

(Continued on Page 22)

SIMPLE QUIZ *for* TIME BUYERS



When does 51,989 = 1300?

Screwy arithmetic? Not by a country mile!

Because when WFBR made a single announcement that a few tickets were available for its live shows over Baltimore's most popular afternoon program—Club 1300—51,989 requests came deluging in!

Phenomenal? Well—we leave the adjectives to you.

Club 1300—Baltimore's number one live show in afternoon popularity is, of course, a WFBR production. Live shows are a long standing policy of WFBR. Only at WFBR do

Baltimoreans get the thrill of live radio. Not just a spot on the dial, not just steel towers, but RADIO CENTRE, where Baltimoreans come for the visual glamour, the personalities, the personal participation in pulsating, breathing, LIVE radio.

So, naturally, when you buy WFBR you buy loyalty that means more listeners and quicker action. (51,989 responses to a single announcement—that's ACTION. An average Club 1300 Hooper of 13.6—that's LOYALTY).

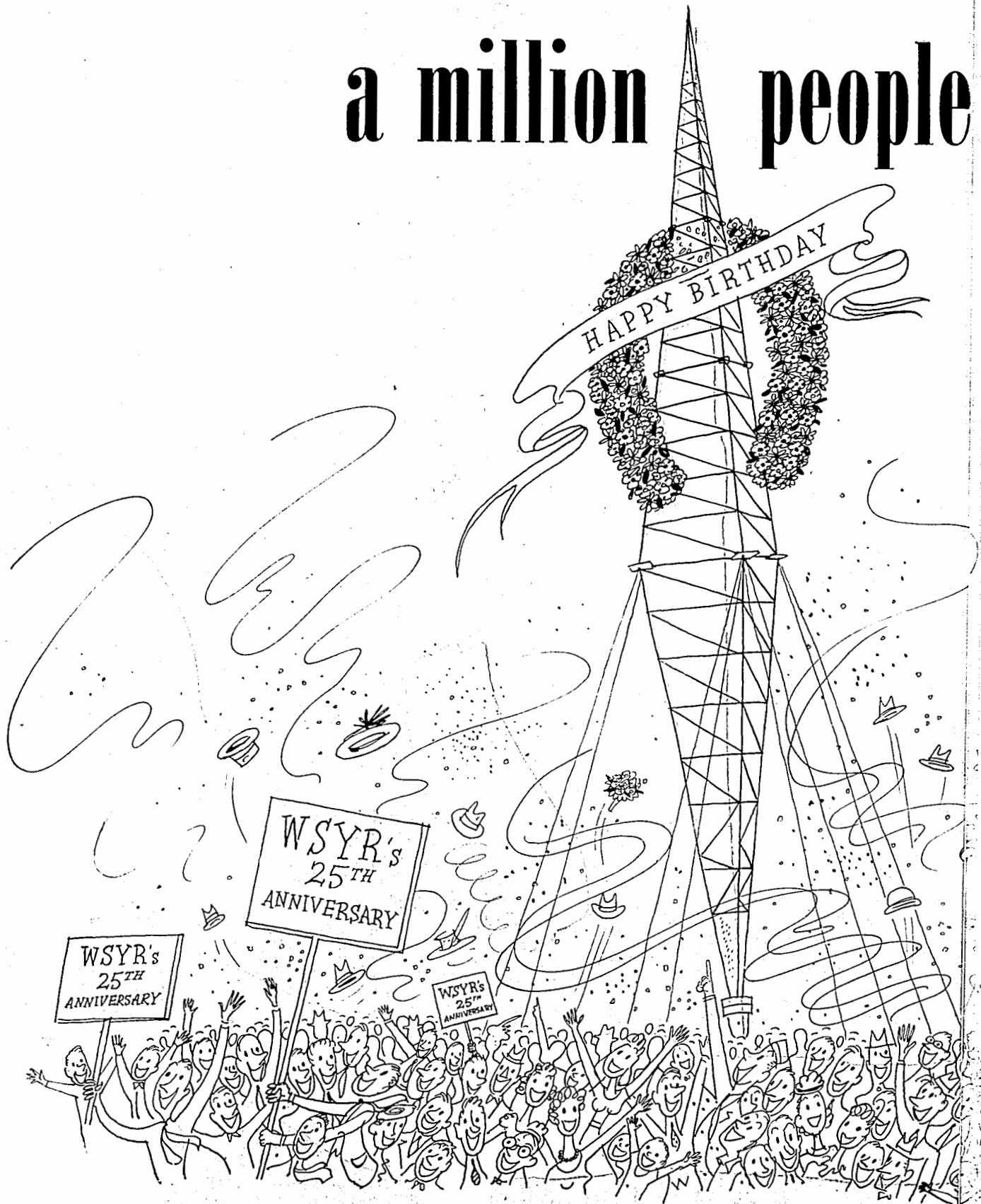
So if it's Club 1300, it equals 51,989. If it's WFBR—it equals SALES.

WFBR—BALTIMORE

ABC—5000 WATTS—AND 1,200,000 LISTENER FRIENDS

NATIONAL REPRESENTATIVE—JOHN BLAIR & CO.

a million people



at our silver jubilee!!

Back in 1922 hardly anybody in Central New York State knew us. We didn't know much of anybody, either. That first morning when we squeaked "hello" to Syracuse, we were just a dewy-eyed 50-watter with great aspirations and few friends.

But how things have changed in 25 years! Today we could pack a place as big as the Yankee Stadium fourteen times over with the people we count as our friends!

WSYR is a well-liked name in radio. Evcryone, throughout 23 rich counties that keep growing with us, knows WSYR. (In fact the latest Pulse survey shows that we're their top favorite. Local advertisers vote us first, too.)

As the basic NBC affiliate in Central New York...with 5,000 watts on 570 kc and a flair for bigtime local programming...WSYR has evolved a mighty long way from its 1922 infancy. And scores of advertisers—both local and national—have *also* come a long way with us in Central New York State.

We helped 'em. And this year, when we reach that quarter century mark, more than a million loyal fans will be on hand. They're a profitable group for any advertiser to know.



"A Quarter Century of Service"

**570 kc—5000 watts
NBC in Central New York**

Represented by Headley-Reed

WTRY, Albany-Troy-Schenectady & WELI, New Haven are also H. C. Wilder Stations

Convention Registration

(Continued from Page 18)

Haines, Homer M., WNAE, Warren, Pa.
Hales, Frank B., WBRV, Waterbury, Conn.
Haley, J. C., Jr., KRUL, Corvallis, Oregon
Hall, Hugh A. L., WOAI, San Antonio, Texas
Hamann, G. P., WBRC, Birmingham, Ala.
Hancock, Paul M., WMID, Atlantic City, N. J.
Hanna, Eloise H., WBRV, Birmingham, Ala.
Hanna, Michael Richard, WICU, Ithaca, New York
Hannon, William A., Employers Reinsurance Corp., Kansas City, Mo.
Hanson, O. B., NBC, Inc., New York City
Hardig, Kathryn, WKRC, Cincinnati, Ohio
Hardy, William E., WFMD, Frederick, Md.
Harker, G. W., WJR, Detroit, Mich.

Harlow, Roy L., Broadcast Music, Inc., New York City
Harrington, Robert B., WWSA, Harrisonburg, Va.
Harris, Charles L., WGRC, Louisville, Ky.
Harris, Jack, KPRC, Houston, Texas
Harris, John P., KIMV, Hutchinson, Kansas
Harris, Wiley P., WJDX, Jackson, Miss.
Harrison, Austin, KSWM, Joplin, Mo.
Hart, John P., WBIR, Knoxville, Tenn.
Hartenbower, E. K., KCMO, Kansas City, Mo.
Harvey, E. William, KTAR, Phoenix, Arizona
Hatcher, Ralph, CBS, Inc., New York City
Hausman, Howard, CBS, Inc., New York City
Havens, Wilbur M., WMBG, Richmond, Va.
Haverlin, Carl, Broadcast Music, Inc., New York City
Hawkins, Ewing B., Clark Associates, Inc., Binghamton, N. Y.
Hayes, Arthur Hull, WCBS, New York City
Hayford, Byron, WFLP, Panama City, Fla.

Haynes, Bryce, Audio Devices, Inc., New York City
Hedges, Wm. Saxby, WNBC, New York City
Heller, C. B., WJFA, Washington, Pa.
Hendon, Bill, WLOS, Asheville, N. C.
Hendrick, Lofton L., KRRV, Sherman, Texas
Hennessy, Ed J., WRBL, Columbus, Ga.
Henshel, Harry D., WOY, New York City
Henzel, John R., WHDL, Olenn, N. Y.
Herbert, Philip, WHKK, Akron, Ohio
Hergert, Joseph J., WCAW, Charleston, W. Va.
Herman, A. M., WRAP, Fort Worth, Texas
Heslop, Stanley N., WNBW-WNBW-FM, Binghamton, N. Y.
Hester, Walter F., WHPE, High Point, N. C.
Heiland, Julius, WDAY, Fargo, N. D.
Hickox, Sheldon B. Jr., NBC, Inc., New York City
Hicks, Evelyn S., WTSB, Birmingham, Ala.
Hill, E. E., WTAG, Worcester, Mass.
Hill, Luther L., KRNT, Des Moines, Iowa

Hirsch, Oscar C., KFVS, Cape Girardeau, Mo.
Hirschberg, Edward J., WEDO, McKeesport, Pa.
Hixenbaugh, George P., WMT, Cedar Rapids, Iowa
Hoehntner, Ed, Jr., Transcription Sales, Inc., Springfield, Ohio
Hodel, E. J., WCFC, Beckley, W. Va.
Hodges, B. S. Jr., WGTC, Greenville, N. C.
Hoffman, Edward, WMIN, St. Paul, Minn.
Hoffman, Karl B., WGR, Buffalo, N. Y.
Hoffman, Phil, KRNT, Des Moines, Iowa
Hogan, John V. L., WQXR, New York City
Hogg, J. E., General Electric Co., Syracuse, N. Y.
Hollibery, George P., George P. Hollibery Co., Chicago, Ill.
Hollister, Herb, KBOL, Boulder, Colo.
Holloway, Dick, WRLD, West Point, Ga.
Holt, Thad, WAFI, Birmingham, Ala.
Hook, Henry B., KGLO, Mason City, Iowa
Hooper, C. E., C. E. Hooper, Inc., New York City
Horst, Robert, Transcription Sales, Inc., Springfield, Ohio
Hoskins, Cecil B., WWNC, Asheville, N. C.
Hough, Harold, WBAP, Fort Worth, Texas
Howard, Louis N., WHIT, New Bern, N. C.
Howe, James L., WCTC, New Brunswick, N. J.
Howell, Rex, KFJL, Grand Junction, Colo.
Hubbard, Stanley E., KSTP, Minneapolis, Minn.
Hunter, C. M., WHK, Cleveland, Ohio
Hurley, John J., WNEB, Worcester, Mass.
Herman, Pinky, Radio Daily, Room 200, Convention
Hurley, Wilkes, WEDO, McKeesport, Pa.
Huss, J. W., WJMS, Ironwood, Mich.
Hussman, W. E., WCMC, Texarkana, Tex.
Hynatt, F. Marion, WJHO, Opelika, Alabama
Hyde, C. A., United Broadcasting Co., Cleveland, Ohio

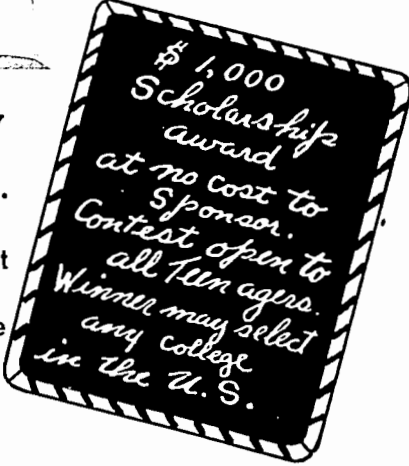
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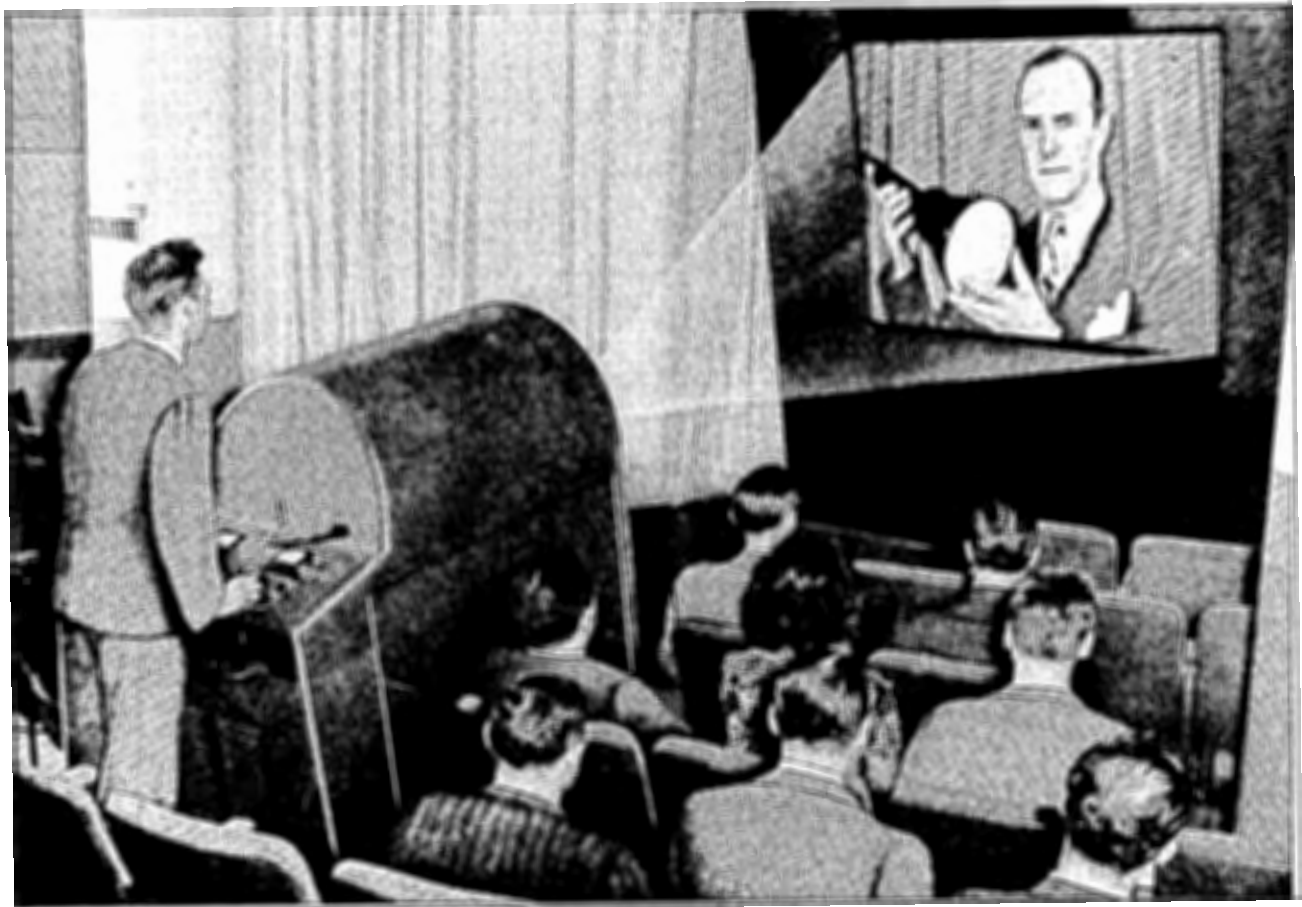
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I
Imbroglia, Joseph, WFBR, Baltimore, Md.
Inman, Don E., WNAN, Yankton, S. Dak.
Isaacson, J. J., WOW, Omaha, Nebr.
Ittmann, William, The Procter & Gamble Co., Cincinnati, Ohio
J
Jackson, A. H., Blaw-Knox Co., Pittsburgh, Pa.
Jackson, Aubrey, KGNC, Amarillo, Texas
Jackson, C. S., KALE, Portland, Oregon
Jackson, Glenn, WSPD, Toledo, Ohio
Jacobs, Lee W., KBKR, Baker, Oregon
Jacobsen, Wm. S., KROS, Clinton, Iowa
Jadassohn, K. A., SESAC, Inc., New York City
Jaeger, W. C., General Electric Co., Syracuse, N. Y.
Jahnke, Ernest Lee Jr., ABC, Inc., New York City
Jarman, J. F., WDNB, Durham, N. C.
Jayne, Dan E., WELL, Battle Creek, Mich.
Jessop, M. K., The Jessop Advertising Co., Akron, Ohio
Johns, Myles H., WOSH, Oshkosh, Wis.
Johnson, Albert D., KOY, Phoenix, Ariz.
Johnson, Dick, WWSA, Harrisonburg, Va.
Johnson, G. W., WWSA, San Antonio, Tex.
Johnson, John G., WTOB, Winston-Salem, N. C.
Johnson, Leslie C., WHBF, Rock Island, Ill.
Johnson, Pete, MBS, Inc., New York City
Johnson, Walter, WTIC, Hartford, Conn.
Johnson, George, SESAC, Inc., New York City
Johnston, Henry P., WSGN, Birmingham, Ala.
Johnston, Louise F., WSGN, Birmingham, Ala.
Johnstone, G. W., Natl. Assn. of Manufacturers, New York City
Jones, E. Z., WBBB, Burlington, N. C.
Jones, George I., Graybar Electric Co., Philadelphia, Pa.
Jones, Hugh O., WGCM, Gulfport, Miss.
Jones, Merle S., WCCO, Minneapolis, Minn.
Jones, Robert B. Jr., ABC, Inc., Chicago, Ill.
Jordan, Ray P., WDBJ, Roanoke, Va.
Jorgensen, Norman E., Courtney, Krieger & Jorgensen, Washington, D. C.

K
Kaney, A. W., NBC, Inc., Chicago, Ill.
Kapner, Leonard, WCAE, Pittsburgh, Pa.
Karabin, John E., WEDO, McKeesport, Pa.
Karns, Adna, Transcription Sales, Inc., Springfield, Ohio
Karol, J. J., CBS, Inc., New York City
Kasper, Edwin H., Kasper-Gordon, Inc., Boston, Mass.
Katz, Eugene, The Katz Agency, Inc., New York City
Kaufman, WKDK, Newberry, S. C.
Kaye, Sydney M., Broadcast Music, Inc., New York City

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 Keegan, Kenneth M., WAKR, Akron, Ohio
 Keese, Alex, KGNC, Amarillo, Texas
 Kellam, K. K., RWKH, Shreveport, La.
 Keller, Bob, Robert S. Keller, Inc., New York City
 Kellner, Morris S., The Katz Agency, Inc., New York City
 Kelley, Boyd, KPLT, Paris, Texas
 Kelly, Don, WLOW, Norfolk, Va.
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 Kelly, Francis Wagner, WBEW, Buffalo, N. Y.
 Kelly, Jack, WCOL, Columbus, Ohio
 Kemp, Frank B., Compton Advertising, Inc., New York City
 Kendrick, Herbert, WHGB, Harrisburg, Pa.
 Kenkel, Fred H., C. E. Hooper, Inc., New York City
 Kennedy, Charles A., Te'aways Radio Productions, Inc., Hollywood, Calif.
 Kennedy, Helen, WKRC, Cincinnati, Ohio
 Kennedy, John A., WCHS, Charleston, W. Va.
 Kennedy, John W. Jr., WHAM, Rochester, N. Y.
 Kern, H. F., WCFM, Washington, D. C.
 Kerns, J. Robert, WLOK, Lima, Ohio
 Kerr, Shirley, WKST, New Castle, Pa.
 Kerrigan, John F., WHO, Des Moines, Iowa
 Keesee, Frederick L., WMBD, Auburn, N. Y.
 Kettler, Stanton P., WGBS, Miami, Fla.
 Kirsch, Marvin, Radio Daily, Room 16, Convention
 Kiley, William F., WFEM, Indianapolis, Ind.
 Kerns, J. Robert, WLOK, Lima, Ohio
 King, Fulton A., WTON, Staunton, Va.
 King, Gerold, Standard Radio Transcription Services, Inc., Hollywood, Calif.
 King, Jan, KECK, Odessa, Texas
 King, Peter, SESAC, Inc., New York City
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 Kirby, Ed., C. P. MacGregor Electrical Transcription Co., Washington, D. C.
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 Kobak, Edgar, MBS, Inc., New York City
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 Koerber, Karl, KMBC, Kansas City, Mo.
 Konyenburg, F. Van, WTCN, Minneapolis, Minn.
 Kopf, Harry C., NBC, Inc., New York City
 Kornbrodt, Herman, Audio Devices, Inc., New York City
 Kramer, Worth, WJR, Detroit, Mich.
 Krueger, Herbert L., WTAG, Worcester, Mass.

Rutsch, Wm. A., WMMG, Peoria, Ill.
 Kynaston, Don D., WMBD, Peoria, Ill.

L

Laekey, F. Ernest, WHOP, Hopkinsville, Ky.
 Laekey, H. S., WSON, Henderson, Ky.
 Laekey, Pierce E., WPAD, Paducah, Ky.
 Laekey, W. P., WPAD, Paducah, Ky.
 Ladner, Henry, NBC, Inc., New York City
 Lafount, Harold A., WOV, New York City
 Lahr, Melvin, WSAE, Fall River, Mass.
 Lamons, Robert P., Andrew Co., New York City
 Lancaster, W. H., WPHL, Jackson City, Tenn.
 Landis, Dewitt, KFYO, Lubbock, Texas
 Lane, C. Howard, WJLD, Chicago, Ill.
 Lanford, T. B., KRMD, Shreveport, La.
 Langlois, Cy Jr., Lang-Worth Feature Programs, Inc., New York City
 Langlois, C. O. (Cy), Sr., Lang-Worth Feature Programs, Inc., New York City
 Langlois, John, Lang-Worth Feature Programs, Inc., New York City
 Larkin, Sally, H. B. Humphrey Co., Boston, Mass.
 Lasker, George, WORL, Boston, Mass.
 Lasky, Philip G., KSEF, San Francisco, Calif.
 Latham, U. A., WKRC, Cincinnati, Ohio
 Latham, Wayne Henry, WSPR, Springfield, Mass.
 Laus, John J., WTPG, Atlantic City, N. J.
 Lawler, Jean D., Sullivan, Stauffer, Colwell & Bayles, Inc., New York City
 Lawrence, Craig, WCOP, Boston, Mass.
 Lawrence, Val, KRDD, El Paso, Texas
 Leake, James C., KTUL, Tulsa, Okla.
 Legate, James M., WIGD, Miami, Fla.
 Leib, Clarence, WGBF, Evansville, Ind.
 Leidy, Richard D., WATG, Ashland, Ohio
 LeMasurier, Dalton, KDAL, Duluth, Minn.
 Lewis, Miss Era, KGNC, Amarillo, Texas
 Lewis, Richard O., KTAR, Phoenix, Ariz.
 Leydorf, Fred, WJR, Detroit, Mich.
 Leibler, Vincent, Columbia Transcriptions, a Division of Columbia Records, Inc., New York City
 Light, Joseph, Cavalier Broadcasting Corp., Norfolk, Virginia

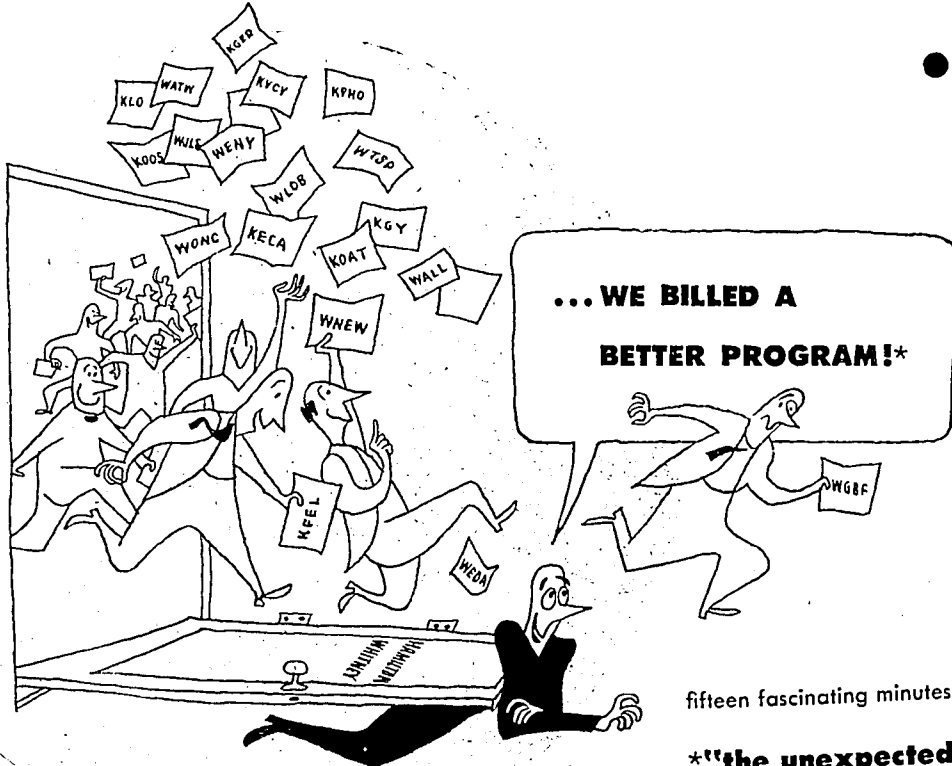
Linder, H. W., KWLM, Willmar, Minn.
 Lindsay, Merrill, WSOV, Decatur, Ill.
 Lindsay, Robert K., KFBI, Wichita, Kansas
 Lippitt, Kendrick H., George C. Davis, Consulting Radio Engineer, Washington, D. C.
 Little, Lee, KTCU, Tucson, Arizona
 Lloyd, John S., WACE, Chicago, Mass.
 Lloyd, Leon, KBOW, Butte, Montana
 Locke, C. B., KPDM, Beaumont, Texas
 Lodge, William, CBS, Inc., New York City
 London, Howard J., Natl. Foundation for Infantile Paralysis, Inc., New York City
 Long, D. H., WMOB, Mobile, Ala.
 Long, Monroe H., The Branham Company, New York City
 Lord, Nathan, WAVE, Louisville, Ky.
 Lottridge, Beryl, WGC, Davenport, Iowa
 Lounsbury, I. R., WGR, Buffalo, N. Y.
 Love, Jas. A., CFNC, Calgary, Alberta, Canada
 Lovett, Eliot C., WTAR, Washington, D. C.
 Lowman, Lawrence, CBS, Inc., New York City
 Lowry, Bert, Associated Program Service, New York City
 Lowrance, Bomar, WSOC, Charlotte, N. C.
 Loyel, Paul A., WHO, Des Moines, Iowa
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 Ludy, Ben, KCRN, Kansas City, Mo.
 Lyons, J. C., Weed & Co., New York City
 Lytle, Paul C., WNEB, Worcester, Mass.

M

McAlister, R. B., KICA, Clovis, N. Mexico
 McBride, W. G., WDBO, Orlando, Florida
 McCarthy, C. L., KQW, San Francisco, Calif.
 McClain, Glen, KWET, Wichita Falls, Texas
 McCloskey, E. Ray, WBNF-WNBF-FM, Birmingham, N. Y.
 McCollough, Clair R., WGAL, Lancaster, Pa.
 McConnell, C. Bruce, WISH, Indianapolis, Ind.
 McConnell, James C., NBC, Inc., New York City
 McConnell, Robert B., WISH, Indianapolis, Ind.
 McCoy, Arthur H., Avery-Knodel, Inc., New York City
 McCoy, Dale W., KFBI, Wichita, Kansas
 McCracken, Arthur, WQPA, Bethlehem, Pa.

McCullough, T. O., WMBM, Miami Beach, Fla.
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 McDonald, Patt, WHHM, Memphis, Tenn.
 McGrath, William B., DHDH, Boston, Mass.
 McGuire, Wm. A., WGNB, Chicago, Ill.
 McGuire, Hazel, WQAM, Miami, Fla.
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 McKay, Robert Martin, Jr., WKRM, Columbia, Tenn.
 McKay, Mrs. Robert Martin, Jr., WKRM, Columbia, Tenn.
 McKee, W. L., Capper Publications, New York City
 McKee, Dixie B. (not given), Washington, D. C.
 McKinney, W. N., KELD, El Dorado, Ark.
 McKinnon, Clinton D., KSDJ, San Diego, Calif.
 McLatchy, Frank B., KSL, Salt Lake City, Utah
 McLaughlin, Roy, WENR, Chicago, Ill.
 McMurray, Emmet H. Jr., WJPR, Greenville, Miss.
 McNally, Wm. J., WTCN, Minneapolis, Minn.
 McRaney, Bob, WCBL, Columbus, Miss.
 McCoshe, E. E., Graybar Electric Co., Inc., Pittsburgh, Pa.
 MacDonald, A. G., WGY, WGFN, WRGB, Schenectady, N. Y.
 Macregor, C. P., C. P. MacGregor Elec. Transcription Co., Hollywood, Calif.
 Mack, R. W., WXXC, Lima, Ohio
 Mace, Robert G., WHUM, Reading, Pa.
 Mahoney, James, MBS, Inc., Chicago, Ill.
 Mahoney, Steve, WEDO, McKeesport, Pa.
 Mado, Wm. F., WDRG, Hartford, Conn.
 Mandel, Max A., WPA, Chester, Pa.
 Manship, Douglas L., WJBO-WBRL, Baton Rouge, La.
 Manson, Dr. Ray H., WHAM, Rochester, N. Y.
 Marget, M. M. (Manny), KVOK, Moorhead, Minn.
 Markham, G. E., WGY, WGFN, WRGB, Schenectady, N. Y.
 Marlin, Al, Broadcast Music, Inc., New York City
 Marquart, K. G., KCKN, Kansas City, Mo.
 La Marque, J. W., Graybar Elec. Co., Inc., New York City

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 Martin, A. F., WKPT, Kingsport, Tenn.
 Martin, D. M., WLW, Cincinnati, Ohio
 Martin, Thomas E., WRUN-WRUN-FM, Rome, N. Y.
 Martino, Italo, WDRC, Hartford, Conn.
 Maslin, Robert S. Jr., WFBR, Baltimore, Md.
 Mason, Jay E., WJTN, Jamestown, N. Y.
 Mason, Iln, Transcription Sales, Inc., Springfield, Ohio
 Mason, Richard H., WPTF, Raleigh, N. C.
 Mason, R. T., WMRN, Marion, Ohio
 Mastin, Cecil D., WNBW-WNBW-FM, Blinghamton, N. Y.
 Mathews, Frank, KFII, Wichita, Kansas
 Mathiot, J. E., WGAL, Lancaster, Pa.
 Matthews, Francis P., WOW, Omaha, Nebr.
 Mattison, Carl W., WGLN, Glens Falls, N. Y.
 Maurer, J. B., WHK, Cleveland, Ohio
 May, Edward W., KMA, Shenandoah, Iowa
 Mayes, Wendell, KBWD, Brownwood, Texas
 Mayo, John, Lang-Worth Feature Program, Inc., New York City
 Mayoral, George A., WRCM-WJMR, New Orleans, La.
 Meachem, J. R., WELM, Elmira, N. Y.
 Meagher, John F., KYSM, Mankato, Minn.
 Melghan, Howard, CBS, Inc., New York City
 Mendelsohn, Monroe L., WBAB, Atlantic City, N. J.
 Mendelsohn, Ray, WAKR, Akron, Ohio
 Menke, J. D., WEOA, Evansville, Ind.
 Metzger, Thomas W., WMBF, Lewistown, Pa.
 Meyer, Harold H., WSTC, Stamford, Conn.
 Meyer, P. J., KYFR, Bismarck, N. D.
 Myers, Carl J., WGNB, Chicago, Ill.
 Meyers, M. M., WOW, Omaha, Nebr.
 Michels, Robert D., Louis G. Cowan, Inc., Chicago, Ill.
 Michelson, Charles, Charles Michelson, Inc., New York City
 Midgley, C. E., CBS, Inc., New York City
 Mikesch, Lee, KSAN, San Francisco, Calif.
 Milbourne, L. Waters, WCAO, Baltimore, Md.
 Miller, Charles D., KRNT, Des Moines, Iowa
 Miller, C. W., Westinghouse Electric Corp., Baltimore, Md.
 Miller, Harold E., WORK, York, Pa.
 Miller, Joyce, WMAZ, Macon, Ga.
 Miller, Neville, Miller & Schroeder, Washington, D. C.
 Miller, Walter O., WGAL, Lancaster, Pa.
 Mills, Frank R., WJWS, Champaign, Ill.
 Milne, James Thompson, WNHC, New Haven, Conn.
 Mitchell, L. S., WDAE, Tampa, Fla.
 Moberley, Mrs. Helen, WWDC, Washington, D. C.
 Moody, Robert H., WHIO, Dayton, Ohio
 Moore, James H., WSLS, Roanoke, Va.
 Moore, Wm. I., WBXN, New York City
 Moren, James E., WJSW, Altoona, Pa.
 Morency, Paul W., WTIC, Hartford, Conn.
 Moroney, J. M., WFAA, Dallas, Tex.
 Morris, Frank G., Plough, Inc., Memphis, Tenn.
 Morris, Wm., WSOO, Sault Ste. Marie, Mich.
 Morrison, K. G., Graybar Electric Co., Inc., New York City
 Mosby, A. J., KGYO, Missoula, Montana
 Moss, C. G., WKBO, Harrisburg, Pa.
 Mullen, Frank E., NBC, Inc., New York City
 Mullinax, Edwin, WLAG, LaGrange, Ga.
 Murphy, Hugh Lake-Spiro-Shurman, Inc., (Advertising Agency), Memphis, Tenn.
 Murray, Kenneth B., WNEB, Worcester, Mass.
 Musselman, B. Bryan, WSAN, Allentown, Pa.
 Myers, Frank O., KCMC, Texarkana, Tex.
 Myers, Guy C., WOW, Omaha, Nebr.

N

Nafzger, Lester, WBNS, Columbus, Ohio
 Nasman, Leonard E., WFMI, Youngstown, Ohio

Nax, Charles W., KWGD-FM, St. Louis, Mo.
 Neale, J. James, Dancer-Fitzgerald-Sample, Inc., Chicago, Ill.
 Neary, John F., Lehigh Structural Steel Co., New York City
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 Neff, E. L., Advertising & Selling, New York City
 Neff, Mort A., WIRECORP, Detroit, Mich.
 Nelson, Miss Linnea, J. Walter Thompson Co., New York City
 New, John, WTAR, Norfolk, Va.
 Newens, Wm. J., KOIL, Omaha, Nebr.
 Newton, Marvin, WISE, Asheville, N. C.
 Nimmmons, Ralph W., WFAA, Dallas, Texas
 Noe, James A., WNOE-KNOE, New Orleans, La.
 Noe, James A., KNOE, Monroe, La.
 Nolte, Vernon A., WHIZ, Zanesville, Ohio
 Norris, Sam, Amperex Electronic Corp., Brooklyn, N. Y.
 Norton, Ed., WAPI-WMBR, Birmingham, Ala.
 Norton, Mrs. Ed., WAPI-WMBR, Birmingham, Ala.
 Norton, John H. Jr., ABC, Inc., New York City
 Nunn, Gilmore N., WLAP, Lexington, Ky.

O

O'Brien, Gerold, WTNC, Tucson, Arizona
 O'Brien, Robert H., KSWI, Council Bluffs, Iowa
 O'Driscoll, Francis A., Louis A. Cowan, Inc., New York City
 O'Fallon, Gene, KFEL, Denver, Colo.
 Ogle, Byron W., KRGV, Weslaco, Texas
 O'Hara, J. M., WMAN, Mansfield, Ohio
 Oht, Herbert R., KGLQ, Mason City, Iowa
 Olin, Bruff W. Jr., WQUA, Moline, Ill.
 Oliphant, Paul, WLAC, Nashville, Tenn.
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 Olson, Harvey, WDRC, Hartford, Conn.
 Orr, W. L., WBNS, Columbus, Ohio
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 Outler, John M. Jr., SB, Atlanta, Ga.
 Overbay, Paul L., WKPT, Kingsport, Tenn.
 Owen, Reeve, WHOC, Savannah, Ga.
 Owens, Arthur, WCSH, Portland, Maine
 Owings, Dorsey, Broadcast Music, Inc., New York City
 Ownsby, James T., WCTA, Andalusia, Alabama

P

Pabst, Herbert G., WMOH, Hamilton, Ohio
 Page, E. C., E. C. Page Consulting Radio Engineers, Washington, D. C.
 Pagliara, Nicholas, WEW-WEW-FM, St. Louis, Mo.
 Palen, Edward N., WFRP, Savannah, Ga.
 Palmer, Fred A., The Fred A. Palmer Co., Cincinnati, Ohio
 Pangborn, Arden X., KGW, Portland, Oregon
 Park, E'don, WLW, Cincinnati, Ohio
 Parkinson, Geer, WBNS, Columbus, Ohio
 Parrish, B. J., KOTN, Pine Bluff, Ark.
 Passman, Roy, WOL, Washington, D. C.
 Patricelli Leonard J., WVIC, Hartford, Conn.
 Patt, John F., WGAR, Cleveland, Ohio
 Patt, Ralph H. Jr., WDDO, Chattanooga, Tenn.
 Pattee, Linn, Broadcast Music, Inc., New York City
 Patterson, T. H., WRRF, Washington, N. Carolina
 Peace, R. C., WFBC, Greenville, S. C.
 Peard, Leslie H. Jr., WCAO, Baltimore, Md.
 Peck, Harry D., KFOR, Lincoln, Nebr.
 Pefferle, L. G., WCVS, Springfield, Ill.
 Penra, Marshall H., KRNT, Roseburg, Oregon
 Perdive, H. L., General Electric Co., Syracuse, N. Y.
 Perkins, Geo. M., WHDH, Boston, Mass.
 Perry, Clark, KVOC, Casper, Wyo.
 Peter, Paul F., Frazier & Peters, Radio Management Consultants, Washington, D. C.
 Peterson, Howard O., KMA, Shenandoah, Iowa

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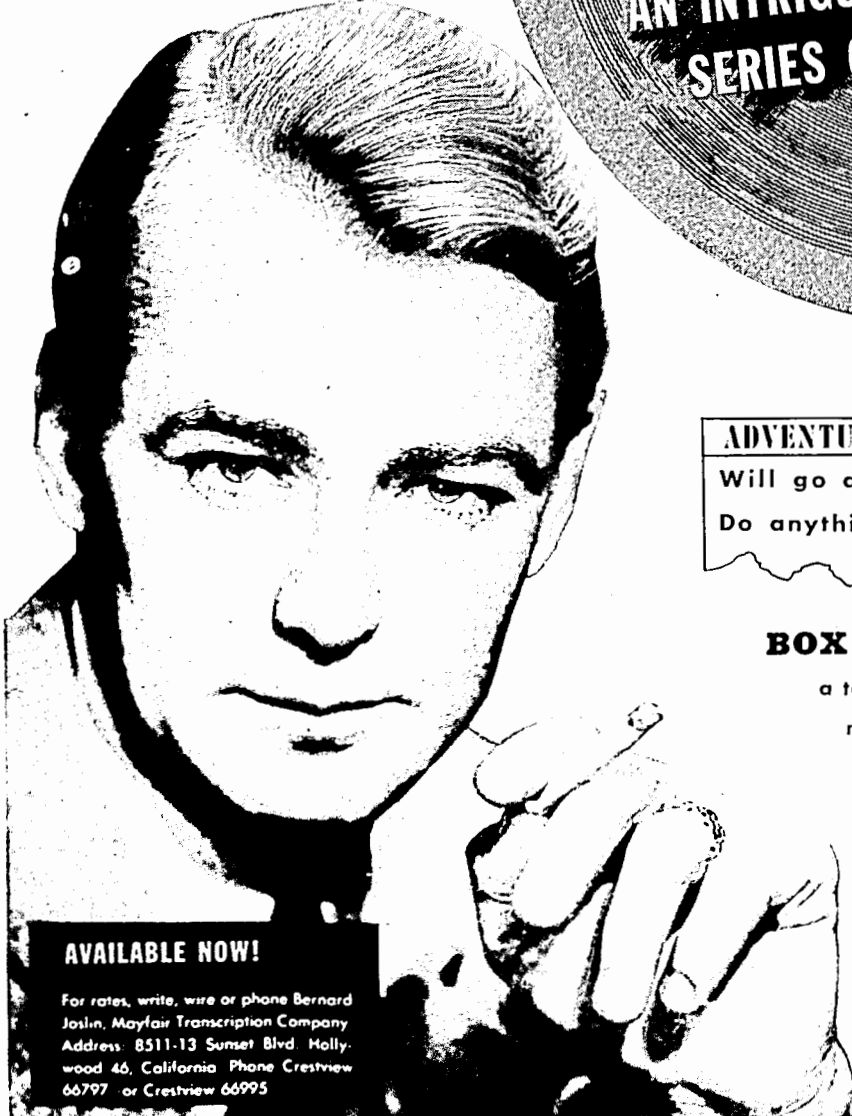
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 Phillips, C. F., WEBL-FM-WEBL, Syracuse, N. Y.
 Phillips, Robert W., WSAM, Saginaw, Mich.
 Phillips, Thomas, WKPT, Kingsport, Tenn.
 Phillips, Stewart W., WARK, Hagerstown, Md.
 Pierce, Jennings, NBC, Inc., Hollywood, Calif.
 Pierce, R. Morris, WGAR, Cleveland, Ohio
 Pippenger, F. J., Gates Radio Co., Quincy, Ill.
 Pirie, William S., WFBR, Baltimore, Md.
 Pittman, Charles W., WBML, Macon, Ga.
 Pixley, L. A., WCOL, Columbus, Ohio
 Plambeck, Herbert A., WHO, Des Moines, Iowa
 Pomeroy, W. A. (BEE), WJLS, Lansing, Mich.
 Poppele, J. R., WOR, New York City
 Porter, Glen J., WMD, Atlantic City, N. J.
 Postler, Henry, WNEW, New York City
 Potter, David, WNAE, Warren, Pa.
 Potter, Mrs. Marian, WNAE, Warren, Pa.
 Powers, Mrs. Helen, Ralph Powers Productions, Baltimore, Md.
 Pozgay, S. W., General Electric Co., Syracuse, N. Y.
 Pratt, Stanley R., WSOO, Sault Ste. Marie, Mich.
 Pree, Walter, Graybar Electric Co., Minneapolis, Minn.
 Preis, Rex L., KTSA, San Antonio, Texas
 Prendergast, Frank J.P., WTMV, East St. Louis, Ill.
 Pribble, Vernon H., WTAM, Cleveland, Ohio
 Price, Thomas, WWSW, Pittsburgh, Pa.
 Priebe, Robert E., KRSC, Seattle, Wash.
 Proctor, Frank S., WTJS, Jackson, Tenn.
 Provol, George A., KDYL, Salt Lake City, Utah
 Pryor, E. J., WRKN, Warren, Ohio
 Purcell, W. J., WGY, WGFM, WRGB, Schenectady, N. Y.
 Purvis, Melvin, WOLS, Florence, S. C.
 Pyle, Helen G., KVOD, Denver, Col.
 Pyle, Kay, KFBI, Wichita, Kansas
 Pyle, William D., KVOD, Denver, Colorado

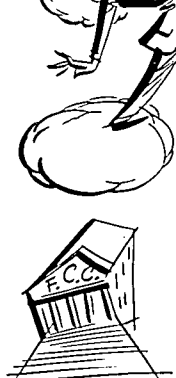
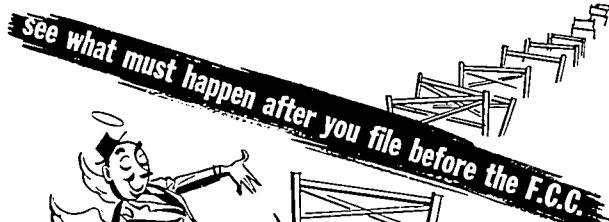
Q

Quarion, Wm. B., WMT, Cedar Rapids, Iowa

R

Raber, Joe, WMMJ, Peoria, Ill.
 Radner, Roy, WIBM, Jackson, Mich.
 Rambeau, Wm. G., William G. Rambeau Co., Chicago, Ill.
 Ramsland, Odin S., KDAL, Duluth, Minn.
 Randa, B. W., Weed & Co., Atlanta, Ga.
 Rankin, George P., WMAZ, Macon, Ga.
 Rathbun, Jack, WCOA, Pensacola, Fla.
 Ray, Stanley W. Jr., WJMR-WRCM, New Orleans, La.
 Ream, Joseph, CBS, Inc., New York City
 Reams, Frazier, WTOL, Toledo, Ohio
 Reed, Paul W., WFAH, Alliance, Ohio
 Reed, Robert B., KTSW, Emporia, Kans.
 Reilly, W. J., Weed & Co., Detroit, Mich.
 Reinecker, Reese H., KXYZ, Houston, Tex.
 Reineke, Earl, WDAY, Fargo, N. D.
 Relter, Hy, Broadcast Music, Inc., New York City
 Rekart, Arthur, KNOK, St. Louis, Missouri
 Rembert, Clyde W., KRLD, Dallas, Tex.
 Reynolds, John B., WKWK, Wheeling, W. Va.
 Reynolds, Paul E., WDBJ, Roanoke, Va.
 Riblet, Henry B., Glenn D. Gillette & Associates, Washington, D. C.
 Richards, E. V., WSMB, New Orleans, La.
 Richmond, R. W., WHKK, Akron, Ohio
 Rine, William E., WWVA, Wheeling, W. Va.
 Rines, Wm. H., WCSH, Portland, Maine
 Ringson, W. R., WRDW, Augusta, Ga.
 Rintoul, Stephen R., WRVR, Albany, N. Y. (Rintoul)
 Robertson, H. P., KFDA, Amarillo, Texas
 Roberson, W. R. Jr., WRRE-WRRZ, Washington, N. Carolina
 Robertson, C. M. Jr., WKRC, Cincinnati, Ohio
 Robertson, James W., WFMD, Frederick, Md.
 Robertson, Miss Madeleine, WRVA, Richmond, Va.
 Robertson, Miller C., KSTP, St. Paul, Minn.
 Robinson, D. E., Laroche & Ellis, New York City
 Robinson, Hubbell, Jr., CBS, Inc., New York City
 Robinson Irving B., The Yankee Network, Inc., Boston, Mass.
 Robinson, Ralph J., WACE, Chicopee, Mass.
 Robison, Ashley L., WORL, Boston, Mass.
 Rockwell, R. J., WLW, Cincinnati, Ohio
 Rockwell, Wm. Shepard, Graybar Electric Co., Cleveland, Ohio
 Rogers, Naylor, Keystone Broadcasting System, Inc., Chicago, Ill.
 Rogers, Wilmot, California Packing Corp., San Francisco, Calif.

(Continued on Page 29)



It takes more than a wish and a grant to get a radio station on the air • It takes more than time; yes, even more than money! (Our organization is geared to save you both.) • It takes sound engineering from conception to construction. Our organization of radio engineers, designers and constructors brings to each project time-saving, money-saving, professional follow-through from start to finish • Visit our Suite in the Hotel Ambassador and see each and every step required to get a radio station on the air, from the moment you file your application to the moment we turn your station and studios over to you as a going-concern.

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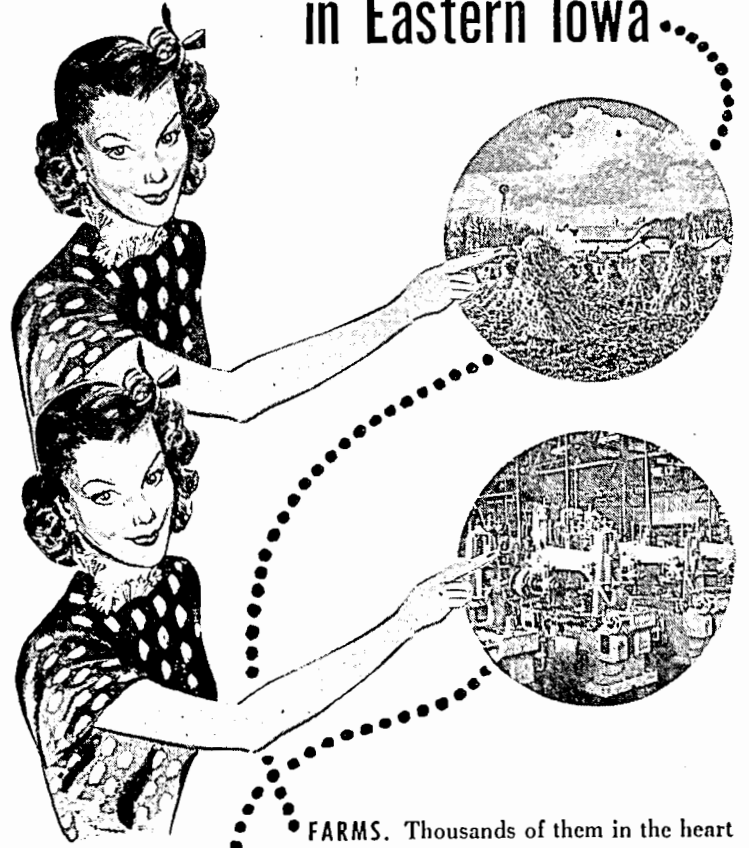
Rosen, Eugene, United States Recording Co., Washington, D. C.
 Rose, Marshall, WSAZ, Huntington, W. Va.
 Rosenhaus, Irving R., WAAZ, Newark, N. J.
 Rosenhaus, Mrs. Irving R., WAAZ, Newark, N. J.
 Rosenwald, Edward J., Louis A. Cowan, Inc., New York City
 Ross, Cecil C., Graybar Electric Co., Inc., Dallas, Texas
 Roth, Eugene J., KONO, San Antonio, Texas
 Rothensies, Walter J., WSBA, York, Pa.
 Rothchild, Walter, WTAD, Quincy, Ill.
 Rowan, B. J., WGY, WGEM, WRGB, Schenectady, N. Y.
 Roy, John F., WNBC, New York City
 Rudloff, Everett A., WJLK, Asbury Park, N. J.
 Rudolph, F. J. "Rudy", C. P. MacGregor Electrical Transcription Co., Hollywood, Calif.
 Runion, Mrs. Gladys A., KXLW, St. Louis, Mo.
 Runion, Guy, KXLW, St. Louis, Mo.
 Runyon, C. R. III, Radio Engineering Laboratories, Inc., L. I. C., New York
 Rupp, Mrs. Essie, The Fred A. Fabner Co., Cincinnati, Ohio
 Russell, Frank M., WRC, Washington, D. C.
 Ryan, J. Harold, Fort Industry Co., Toledo, Ohio.
 Ryan, William B., KFI, Los Angeles, Calif.

S

Saddler, Owen, KMA, Shenandoah, Iowa
 Samardick, WOW, Omaha, Neb.
 Sanders, Ben B., KICD, Spencer, Iowa
 Sandford, F. Eugene, WKYW, Louisville, Ky.
 Sanger, Elliott M., WQXR, New York City
 Saumenig, J. D., WIS, Columbia, S. C.
 Sawyer, Raymond H., KMA, Shenandoah, Iowa
 Schechter, A. A., MBS, Inc., New York City
 Schelling, Gordon A., WHIT, New Bern, N. C.
 Schupp, Rex, KPHO, Phoenix, Ariz.
 Schullin, Frederick C., KFAM-FM, St. Cloud, Minn.
 Schindler, C. E., WGR, Louisville, Ky.
 Schlos, Pete, WWSW, Pittsburgh, Pa.
 Schmidt, Robert A., MGS, Inc., New York City
 Schreiber, Frank P., WGNB, Chicago, Ill.
 Schroeder, Arthur H., Miller & Schroeder, Washington, D. C.
 Schroy, Miss Audrey, WKBY, Richmond, Indiana
 Schult, Wm., CBS, Inc., New York City
 Scott, G. Douglas, Canadian Assn. of Broadcasters, Toronto, Ontario, Canada
 Scripps, W. J., WWJ, Detroit, Michigan
 Sedgewick, Harry, CBS, Inc. (not given—unable to locate in Broadcasting Yearbook)
 Seebek, Charles E., WTON, Staunton, Va.
 Sepaugh, L. M., WSLT, Jackson, Miss.
 Severance, Harry, WGTM, Wilson, N. C.
 Sewell, P. G., WJMX, Florence, S. C.
 Sexton, Morgan, KHOS, Clinton, Iowa
 Shaffer, Roger, WSPA, Spartanburg, S. C.
 Shaffo, G. Elward, WIS, Columbia, S. C.
 Shapiro, M. H., Radio Daily, Room 16, Convention
 Shannon, Miss Jayne, J. Walter Thompson Co., New York City
 Sharp, Ivor, KSL, Salt Lake City, Utah
 Shearer, T. Rodney, A. C. Nielson Co., Chicago, Ill.
 Shepard, John, III, WNAC, Boston, Mass.
 Sherwood, Alex., Standard Radio Transcription Services, Inc., New York City
 Shipley, Larry, WJMO, Cleveland, Ohio
 Shoemaker, Ralph, WBAB, Atlantic City, N. J.
 Shull, Victor A., WHAS, Louisville, Ky.
 Shouse, James D., WJW, Cincinnati, Ohio
 Shultz, John W., WMVA, Martinsville, Va.
 Siegel, Jack, WLOV, Norfolk, Va.
 Silbermann, Michael M., Keystone Broadcasting System, Inc., New York City
 Silver, Douglas, WIRL, Fort Pierce, Fla.
 Simon, Arthur, WLIB, New York City
 Sinn, John L., Frederic W. Ziv Co., New York City
 Sipes, Leon M., KELD, El Dorado, Ark.
 Skinnell, Julian F., WBBR, Lebanon, Pa.
 Slaters, Wm., KBBN, Fort Smith, Ark.
 Slatter, E. M., Academy of Radio Arts,

Toronto, Ontario, Canada
 Slatter, J., Radio Representatives Limited, Toronto, Ontario, Canada
 Slavick, H. W., WMC, Memphis, Tenn.
 Smiley, David E., WDAE, Tampa, Fla.
 Smith, Calvin J., KFAC, L. A., Calif.
 Smith, Carleton D., WRC, Washington, D. C.
 Smith, C. E., United Broadcasting Co., Cleveland, Ohio
 Smith, Earl H., WLCS, Baton Rouge, La.
 Smith, Edward G., General Mills, Inc., Minneapolis, Minn.
 Smith, H. M., WLW, Cincinnati, Ohio
 Smith, Hugh M., WLAU, Laurel, Miss.
 Smith, Joe L. Jr., WJLS, Beckley, W. Va.
 Smith, J. Kelly, CBS, Inc., New York City
 Smith, J. Porter, WGR, Louisville, Ky.
 Smith, T. Frank, KRIS, Corpus Christi, Texas
 Smithgall, Charles A., WGGG, Gainesville, Ga.
 Smullin, Wm. B., KIEM, Eureka, Calif.
 Smullin, Mrs. Wm. B., KUIN-KSJO, Eureka, Calif.
 Snyder, Clarke A., Bulova Watch Co., New York City
 Snyder, Glenn, WLS, Chicago, Ill.
 Snyder, Marie D., Raymond M. Wilmatte, Inc. (Consulting Engineers), Washington, D. C.
 Soule, Robert G., WFBL-WFBL-FM, Syracuse, N. Y.
 Sowell, F. C., WLAC, Nashville, Tenn.
 Sparga, John S., Raytheon Mfg. Co., Waltham, Mass.
 Sparnon, Ken, Broadcast Music, Inc., New York City
 Speed, Wm. C., Audio Devices, Inc., New York City
 Spence, Harry R., KXRO, Aberdeen, Wash.
 Spencer, Wm. H., WHOT, South Bend, Ind.
 Spight, Lindsey H., John Blair & Co., San Francisco, Calif.
 Spiro, Avron, Lake-Spiro-Shurman, Inc. (Advertising Agency), Memphis, Tenn.
 Snokes, Alfred E., WJGY, Burlington, Vt.
 Sprattlin, Frank M., WGST, Atlanta, Ga.
 Springate, Y. N., KXOK, St. Louis, Mo.
 Squire, Burt, Broadcast Music, Inc., New York City
 Stantun, Frank, CBS, Inc., New York City
 Staubitz, E. J., Blaw Knox Co., Pittsburgh, Pa.
 Steffy, Geo. W., WNAC, Boston, Mass.
 Steinman, John F., WGAL, Lancaster, Pa.
 Steinman, J. Hale, WGAL, Lancaster, Pa.
 Stern, Ernest, Radio Daily, Room 16, Convention
 Stern, Jules, Broadcast Music, Inc., New York City
 Stetler, Donovan B., Standard Brands, Inc., New York City
 Stoer, E. M., WAAB, Baltimore, WISN, Milwaukee (Hearst Radio, Inc.), New York City
 Stone, Edward W., Graybar Electric Co., Atlanta, Ga.
 Stone, Harry, WSM, Nashville, Tenn.
 Stone, Loren B., KIRO, Seattle, Wash.
 Stone, Maxey E., WSVN, Crewe, Va.
 Storer, George B., The Fort Industry Co., Detroit, Mich.
 Story, Joe, KCKN, Kansas City, Mo.
 Staughton, Milton W., WSPR, Springfield, Mass.
 Stovln, Horace N., Horace N. Stovln & Co., Toronto, Ontario, Canada
 Strelbert, Theodore C., WOR, New York City
 Strouse, Ben, WWDC, Washington, D. C.
 Sullivan, Henry E., WDBC, Dillon, S. C.
 Sullivan, John V., WNEW, New York City

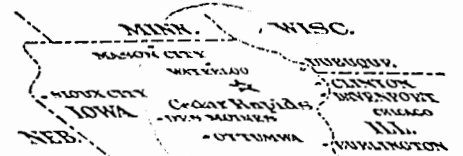
SELL TWO GREAT MARKETS with WMT in Eastern Iowa



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FACTORY. Half of Iowa's income (highest per capita in the U. S.) comes from her ever-expanding industries.

You sell both urban and rural listeners with WMT. Whatever your product you'll find a ready market in WMTland. (Ask your Katz representative.)



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600 kilocycles 5,000 watt- Day & Night Member: Mid-States Group

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September 2, 1947

Lewis Allen Weiss
VICE PRESIDENT & GENERAL MANAGER

Mr. Oliver Gramling
The Associated Press
50 Rockefeller Plaza
New York 20, N. Y.


Dear Gram:

Acknowledging your kind letter of August 26th, I have signed and am sending you herewith the application forms for the Associate Membership of Stations KHJ and KPRC and an original and duplicate copy of the new agreement enclosed with your letter of the above date. Please have an executed copy of the attached agreement returned to us for our files after the memberships involved shall have been approved by your board which meets in New York this month.

I am very glad to send you this evidence of our appreciation of the excellent service afforded us by the Associated Press during the past decade and will look forward under these new arrangements to the continuation of a relationship which has proven eminently satisfactory and pleasing to us.

I am sending a copy of this letter to Russ Clancy at San Francisco so that he will know that the enclosed documents are on their way to you in order to make the deadline for the board meeting referred to in your letter of the above date.

With warmest regards, I am

Very cordially yours,

Lewis Allen Weiss

Enclosures

MONTGOMERY BROADCASTING COMPANY, INC.
RADIO STATION WSFA
ESTABLISHED 1920
MONTGOMERY 2, ALABAMA
NBC
SOUTHCENTRAL GROUP

June 19, 1947

HOWARD P. ILLI, President
E. F. DE LOON, Vice President
H. S. DE LOON, Secretary-Treasurer

Mr. Oliver Gramling
Asst. General Manager
The Associated Press
50 Rockefeller Plaza
New York 20, N. Y.

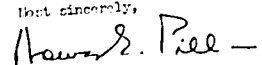
Dear Gram:

I am enclosing herewith our application for Associate Membership in the Associated Press.

I am delighted that the Associated Press is inviting radio stations into the fold. Your letter has just arrived and our application will be on its way back to you before today's sun sets.

As you may recall, I came into radio business from newspaper business and the Associated Press has been regarded as tops by me ever since my first job as a cub reporter more than 25 years ago.

As one of the South's pioneer stations and one of the oldest in Alabama, we have striven always for the best. I signed a contract with the AP at the very first opportunity - and now we are hastening our application to actually become a member of the AP family. As you know we are affiliated with the NBC network. We are extremely proud of that - and the WSFA-NBC-AP combination sounds mighty fine to me.

Most sincerely,

Howard P. Illi
President,
MONTGOMERY BROADCASTING CO., INC.
Radio Station WSFA

MEP:ll/am
Enclosure

Membership details are being supplied to Press Association subscribers as rapidly as possible.

Broadcasters, all...

These stations, among many others, will soon be saying:

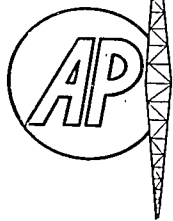
"THIS STATION IS A MEMBER OF THE ASSOCIATED PRESS!"

KXRJ, Russellville, Ark.
WOOB, Anniston, Ala.
KRDU, Dinuba, Calif.
WJLD, Bessemer, Ala.
KHJ, Los Angeles, Calif.
WSGN, Birmingham, Ala.
KPRO, Riverside, Calif.
WTNB, Birmingham, Ala.
KFRC, San Francisco, Calif.
WAGF, Dothan, Ala.
KBOL, Boulder, Colo.
WMFT, Florence, Ala.
WTHH, Hartford, Conn.
WKUL, Cullman, Ala.
WMMW, Meriden, Conn.
WJBY, Gadsden, Ala.
WBIB (FM), New Haven, Conn.
WHBS, Huntsville, Ala.
WNHC, New Haven, Conn.
WWWB, Jasper, Ala.
WBRY, Waterbury, Conn.
WKRQ, Mobile, Ala.
WMAL, Washington, D. C.
WSFA, Montgomery, Ala.
WWDC, Washington, D. C.
WHTB, Talladega, Ala.
WDHL, Bradenton, Fla.
WINK, Ft. Meyers, Fla.
WTBF, Troy, Ala.
WRUF, Gainesville, Fla.
WTBC, Tuscaloosa, Ala.
WJAX, Jacksonville, Fla.
WDSR, Lake City, Fla.
WEBJ, Brewton, Ala.
WIOD, Miami, Fla.
KFPW, Fort Smith, Ark.
WQAM, Miami, Fla.
KOPO, Tucson, Ariz.
WDBO, Orlando, Fla.
KLRA, Little Rock, Ark.
WORZ, Orlando, Fla.
WWPG, Palm Beach, Fla.
KDRS, Paragould, Ark.
WBSR, Pensacola, Fla.
KBST, Big Spring, Tex.
WEAR, Pensacola, Fla.
KHMO, Hannibal, Mo.
WALB, Albany, Ga.
WKLX, Lexington, Ky.
WLCS, Baton Rouge, La.
KPLT, Paris, Tex.
KSIG, Crowley, La.

WBGE, Atlanta, Ga.
KCIL, Houma, La.
WGST, Atlanta, Ga.
KNOE, Monroe, La.
WMGR, Bainbridge, Ga.
WNOE, New Orleans, La.
WDAK, Columbus, Ga.
WTPS (FM), New Orleans, La.
WBHB, Fitzgerald, Ga.
KWCC, Natchitoches, La.
WFRP, Savannah, Ga.
WLBZ, Bangor, Me.
WDEC, Americus, Ga.
WGAN, Portland, Me.
WCOH, Newnan, Ga.
WGUY, Bangor, Me.
WBOC, Salisbury, Md.
WIBV, Belleville, Ill.
WBMS, Boston, Mass.
WSOY, Decatur, Ill.
WHOB, Gardner, Mass.
WMBD, Peoria, Ill.
WHAI, Greenfield, Mass.
WTAD, Quincy, Ill.
WHAV, Haverhill, Mass.
WCVS, Springfield, Ill.
WXHR, Cambridge, Mass.
KSO, Des Moines, Ia.
WJDA, Quincy, Mass.
KMA, Shenandoah, Ia.
WELL, Battle Creek, Mich.
KSAL, Salina, Kans.
WMUS, Muskegon, Mich.
KGNO, Dodge City, Kans.
WEXL, Royal Oak, Mich.
KSEK, Pittsburg, Kans.
WFUR, Grand Rapids, Mich.
WOMI, Owensboro, Ky.
WHFB, Benton Harbor, Mich.
WLBK, Bowling Green, Ky.
KDAL, Duluth, Minn.
KSYL, Alexandria, La.
KFAM, St. Cloud, Minn.
KPDR, Alexandria, La.
WAML, Laurel, Miss.
WRBC, Jackson, Miss.
KCMO, Kansas City, Mo.
WBBS, Burlington, N. C.
KMBC, Kansas City, Mo.
WBIG, Greensboro, N. C.
KSD, St. Louis, Mo.

WHPE, High Point, N. C.
KXOK, St. Louis, Mo.
WEED, Rocky Mount, N. C.
KTTS, Springfield, Mo.
WSTP, Salisbury, N. C.
WMOU, Berlin, N. H.
WAIR, Winston-Salem, N. C.
WHEB, Portsmouth, N. H.
WATG, Ashland, O.
WCAP, Ashbury Park, N. J.
WHBC, Canton, O.
WBAB, Atlantic City, N. J.
WHK, Cleveland, O.
WMID, Atlantic City, N. J.
WJMO, Cleveland, O.
WAAT, Newark, N. J.
WBNS, Columbus, O.
WMBO, Auburn, N. Y.
WHIZ, Zanesville, O.
WBTA, Batavia, N. Y.
KLPR, Oklahoma City, Okla.
WBEN, Buffalo, N. Y.
KOCY, Oklahoma City, Okla.
WMAA, New York, N. Y.
KGFF, Shawnee, Okla.
WQXR, New York, N. Y.
KAC, Tulsa, Okla.
WKIP, Poughkeepsie, N. Y.
WGBB, Freeport, N. Y.
WHEC, Rochester, N. Y.
KAST, Astoria, Ore.
WRNY, Rochester, N. Y.
KRU, Corvallis, Ore.
WNBZ, Saranac Lake, N. Y.
KORE, Eugene, Ore.
WAGE, Syracuse, N. Y.
KALE, Portland, Ore.
WGAT, Utica, N. Y.
WESB, Bradford, Pa.
WATN, Watertown, N. Y.
WPWA, Chester, Pa.
WFAS, White Plains, N. Y.
WJAC, Johnstown, Pa.
KCNC, Fort Worth, Tex.
WCAU, Philadelphia, Pa.
KXOL, Fort Worth, Tex.
KGBC, Galveston, Tex.
WDAS, Philadelphia, Pa.
KFJZ, Fort Worth, Tex.
KGV, Greenville, Tex.
WPPA, Pottsville, Pa.

KATL, Houston, Tex.
KIXL, Dallas, Tex.
WHUM, Reading, Pa.
KOCA, Kilgore, Tex.
WSCR, Scranton, Pa.
WRR, Dallas, Tex.
KSEL, Lubbock, Tex.
WWON, Woonsocket, R. I.
KRDL, Dallas, Tex.
KECK, Odessa, Tex.
WMRC, Greenville, S. C.
KRIO, McAllen, Tex.
KNEL, Brady, Tex.
WORD, Spartanburg, S. C.
WACO, Waco, Tex.
WCHV, Charlottesville, Va.
KGKL, San Angelo, Tex.
WBTM, Danville, Va.
KVOP, Plainview, Tex.
KHUZ, Borger, Tex.
WWOD, Lynchburg, Va.
KABC, San Antonio, Tex.
KWVB, Walla Walla, Wash.
KRIC, Beaumont, Tex.
KYAK, Yakima, Wash.
KCOR, San Antonio, Tex.
WHIS, Bluefield, W. Va.
KNOW, Austin, Tex.
WBLK, Clarksburg, W. Va.
KONO, San Antonio, Tex.
WMON, Montgomery, W. Va.
WAGC, Chattanooga, Tenn.
WAJR, Morgantown, W. Va.
WJZM, Clarksville, Tenn.
WPAR, Parkersburg, W. Va.
WBRW, Welch, W. Va.
WTJS, Jackson, Tenn.
KVOC, Casper, Wyo.
KRBC, Abilene, Tex.
KVR, Rock Springs, Wyo.
WLBH, Mattoon, Ill.
WCNR, Bloomsburg, Pa.
KFRM, Concordia, Kans.
KSF, Nacogdoches, Tex.
KLOU, Lake Charles, La.
WSMB, New Orleans, La.
WRDO, Augusta, Me.
WCSH, Portland, Me.
WPAY, Portsmouth, O.
WFMJ, Youngstown, O.
WSOC, Charlotte, N. C.



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To Help Conquer

CANCER

American Radio
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THIS LAST YEAR ALONE

And this is a most conservative figure. It represents the amount of time devoted by you to our 1947 campaign for funds — 801 stations and the four nets reporting. It does not include the thousands of dollars in time given us by stations not reporting, nor does it include the grand support you are currently giving our year 'round educational campaign.

Dollars and minutes cannot measure the amount of good you are doing. Lives cannot be so easily appraised.

We say THANKS, our sincere THANKS, for your wonderful support. We are counting on it in the future to help us conquer cancer!

AMERICAN CANCER SOCIETY

47 Beaver Street
New York 4, N. Y.

JAMES S. HAUCK
National Publicity Director

WALTER KING
Director of Radio

(This ad personally sponsored by MR. ELMER H. BOBST, Nat'l. Chairman, 1947 Campaign.)

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Summers, Florence J., WHFC, Cicero, Ill.
Sutherland, George L., Wilmington Tri-State Broadcasting Co., Inc., Wilmington, Del.
Tait, Joseph, U. S. Recording Co., Washington, D. C.

Taft, David G., WCTS, Cincinnati, Ohio
Taft, Hulbert Jr., WKRC, Cincinnati, Ohio
Tait, Joseph, U. S. Recording Co., Washington, D. C.

Taylor, Archie J., KANS, Wichita, Kansas
Taylor, Dale, WENY, Elmira, N. Y.
Taylor, Davidson, CBS, Inc., New York City
Taylor, E. H., Graybar, Elec. Co., Chicago, Ill.

Taylor, F. H., Lehigh Structural Steel Co., New York City
Taylor, Nadine, C. E. Hooper, Inc., New York City

Taylor, O. L., KGNC, Amarillo, Tex.
Teetsell, Irving F., WFPG, Atlantic City, N. J.

Terry, Hugh B., KLZ, Denver, Colo.
Terry, M. N., WLW, Cincinnati, Ohio
Testut, Dick, Associated Program Service, New York City

Thomas, C. L., KXOK, St. Louis, Mo.
Thomas, Eugene S., WOR, New York City
Thomas, George H., KVOL, Lafayette, La.
Thompson, Charles Robert, WBEN, Buffalo, N. Y.

Thompson, John R., Graybar Electric Co., Cincinnati, Ohio
Thompson, R. B., Graybar Electric Co., Los Angeles, Calif.

Thompson, Roy F., WRTA, Altoona, Pa.
Thoms, Harold, WISE, Asheville, N. C.
Thornburgh, Donald W., KNX, Los Angeles, Calif.

Thornley, Howard W., WFCI, Pawtucket, Rhode Island

Thornton, John R., WNAC, Boston, Mass.
Tibbett, Gene, WLOX, Biloxi, Miss.

Tichenor, Dudley, WNSA, Raleigh, N. C.
Tighe, Thomas B., WJLK, Asbury Park, N. J.

Timin, Joseph F., The Branham Co., New York City

Tineher, Robert R., WNAX, Lankton, S. Dak.
Tinsley, Thomas G. Jr., WITI, Baltimore, Md.

Tison, W. Walter, WALT, Tampa, Fla.
Tompkins, Merritt E., Broadcast Music, Inc., New York City

Toms, E. C., Graybar Electric Co., Inc., Richmond, Va.

Toothill, John A., Burn-Smith Company,

Chicago, Ill.
Torge, George Russell, WBEN, Buffalo, N. Y.
Towne, A. E., KSFO, San Francisco, Calif.
Towner, Orrin W., WHAS, Louisville, Ky.
Townsend, S. W., WKST, New Castle, Pa.
Trace, Gene, WAKR, Akron, Ohio
Trammell, Niles, NBC, Inc., New York City
Traum, Wm. R., The Town Hall, Inc., "America's Town Meeting", New York City

Trautfelter, J. H. L., WFBR, Baltimore, Md.
Travers, Linus, Yankee Network, Boston, Mass.

Tuhy, Stephen, Jr., Stephen Tuhy, Jr., Radio Attorney, Washington, D. C.

Tully, J. C., WJAC, Johnstown, Pa.
Twamley, Edgar H., WWDN, Passaic, N. J.

Uhrig, R. B. (Bob), Graybar Electric Co., Inc., Kansas City, Mo.

Ulmer, James G., KGKB—KGKB-FM, Tyler, Texas
Ulmer, James G., Jr., KGKB—KGKB-FM, Tyler, Texas

Uplike, Fritz S., WRUN—WRUN-FM, Rome, N. Y.
Upson, Dean R., KWKH, Shreveport, La.
Uridge, Owen F., WJRK, Detroit, Mich.

Vadeboncoeur, E. R., WSYR, Syracuse, N. Y.
Vann, Robert G., Sun Coast Broadcasting Corp., Miami, Fla.

Volkenburg, J. Van, CBS, Inc., N. Y. C.
Vickers, Mrs. C. R., KPAC, Port Arthur, Texas

Vickrey, Vic, SESAC, Inc., N. Y. C.

Wageman, Muriel, Muriel Wageman Advertising, Chicago, Ill.

Wagner, Paul E., WCSI, Columbus, Ind.
Wagner, Wm. D., WHO—WOC, Davenport, Iowa

Wagstaff, Walter E., KIDO, Boise, Idaho
Wailles, Lee B., The Fort Industry Co., Detroit, Mich.

Walker, George D., WAIR—WAIR-FM, Winston-Salem, N. C.

Walker, Wallace A., WFCI, Pawtucket, R. I.
Wallace, Robert M., WOHS, Shelby, N. C.
Walsh, J. Gorman, WDEL, Wilmington, Del.

Walston, Geo. S., WRKZ, Clinton, N. C.
Walter, John M., WJPG—WJPG-FM, Green Bay, Wisc.

Wannamaker, Allen E., WGTM, Wilson, N. C.
Ward, S. O., WLAK, Lakeland, Fla.

Wardell, J. Gordon, KGBX, Springfield, Mo.
Ware, Wm. E., KSVI, Council Bluffs, Iowa

Warner, Wm. W., WIDH, Boston, Mass.
Warren, Charles C., WCMI, Ashland, Ky.

Wasden, Leonard, KID, Idaho Falls, Idaho
Wasser, G. S., KQV, Pittsburgh, Pa.
Weathers, Henry L., WOHS, Shelby, N. C.
Weed, C. C., Weed & Co., Chicago, Ill.
Weed, Joseph J., Weed & Co., N. Y. C.
Welein, David E., WBAL, Baltimore, Md.
Well, Ralph N., WOV, N. Y. C.
Weinberg, Dan, WARK, Frederick, Md.
Weis, Pierre, Lang-Worth Feature Program, Inc., N. Y. C.

Weiss, Lewis Allen, Don Lee Broadcast Co., Los Angeles, Calif.

Weiss, Lewis Allen, KJLH, Hollywood, Cal.
Weleh, D. C., WBPZ, Lock Haven, Pa.

Weldon, Jack, WWOJ, Lynchburg, Va.
Wellman, Frank, WTMJ, Trenton, N. J.
Wentworth, Ralph C., Broadcast Music, Inc., N. Y. C.

Werner, A. Matt, WHBL, Sheboygan, Wis.
West, Paul B., Assn. of Natl. Advertiser, N. Y. C.

Wheebahn, H., WSMB, New Orleans, La.
Wheeler, Edward A., WEAW, Evanston, Ill.

Wheeler, Edwin K., WWJ, Detroit, Mich.
Wheeler, Harvey, KPCC, Houston, Tex.
Wheeler, LeMoine C., WHEC, Rochester, N. Y.

White, Frank, CBS, Inc., N. Y. C.
Whitlock, E. S., WRNL, Richmond, Va.

Whitmore, B. T., WFBC, Greenville, S. C.
Whitten, L. H., Graybar Electric Co., Inc., Washington, D. C.

Wickett, Martin Deane, KING, Seattle, Wash.
Wieder, Ethel, The Biow Co., Inc., N. Y.

Wiig, Gunnar O., WHEC, Rochester, N. Y.
Wilburn, David, WKYV, Louisville, Ky.

Wild, A. S., General Electric Co., Syracuse, N. Y.

Wildner, H. C., WSYR, Syracuse, N. Y.
Wilkins, J. P., KFBB, Great Falls, Mont.

Wilkinson, Garland F., WCAW, Charleston, W. Va.

Williams, Ben., WTOG, Savannah, Ga.
Williams, J. P., Transcription Sales, Inc., Springfield, Ohio

Williams, John R., KOY, Phoenix, Ariz.
Williamson, Warren P., Jr., WKBN, Youngtown, Ohio

Willis, J. E., WLAP, Lexington, Ky.
Willis, Wm. L., WSVS, Crewe, Va.

Willmotte, Raymond M., Raymond M. Willmotte, Inc. (Consulting Engineers), Washington, D. C.

Wilson, Charles Everett, WSVS, Crewe, Va.
Wilson, David, KPLC, Lake Charles, La.

Wilson, Elmo, CBS, Inc., N. Y. C.
Wilson, W. A., WOPI—WOPI-FM, Bristol, Tenn.-Va.

Wilson, William M., Wm. G. Rambeau Co., N. Y. C.

Windmuller, Lewis, Allentown Broadcast Co., Allentown, Pa.

Windsor, Walter M., WDVA, Danville, Va.
Winfree, W. C., Graybar Electric Co., Jacksonville, Fla.

Winger, Earl W., WDOD, Chattanooga, Tenn.
Winnie, Russell G., WTMJ, Milwaukee, Wis.

Wiseman, Bill, WOW, Omaha, Neb.
Wolf, Sidney J., Keystone Broadcasting System, Inc., Chicago, Ill.

Wolfskill, Robert F., KOZY, Washington, D. C.

Wood, Helen, WIBX, Utica, N. Y.
Wood, Herbert S., WCFM, Washington, D. C.

Wood, Phil, WFMJ, Youngstown, Ohio
Wood, Wilfred H., WMBG, Richmond, Va.

Woodall, Allen, WBAL, Macon, Ga.
Woodhouse, C. J., WDNC, Durham, N. C.

Woodruff, Jim, Jr., WRBL, Columbus, Ga.
Woods, David C., WRVA, Richmond, Va.

Woods, James S., WMRF, Lewistown, Pa.
Woods, Mark, ABC, Inc., N. Y. C.

Woods, Woody, WHIO, Des Moines, Iowa
Woodward, Russel, Free & Peters, Inc., N. Y. C.

Woodworth, Samuel, WFBL—WFBL-FM, Syracuse, N. Y.

Woolley, Easton C., NBC, Inc., N. Y. C.
Wooten, Hoyt B., WREC, Memphis, Tenn.

Wooten, S. D., Jr., WREC, Memphis, Tenn.
Worcester, Wm., KPHO, Phoenix, Ariz.

Worham, R. W., Jr., KTRF, Lutkin, Tex.
Wright, O. R., KOZY, Washington, D. C.

Wylie, Margaret, J. Walter Thompson Co., Chicago, Ill.

Wynne, Lee, KGER, Long Beach, Calif.
Wynne, W. A., WEED, Rocky Mount, N. C.

Wyse, William, KWBW, Hutchinson, Kans.

Yeandle, R. S., General Electric Co., Syracuse, N. Y.

Yocum, Ed., KGHL, Billings, Montana
Yoder, Lloyd E., KOA, Denver, Colo.

Young, Stanley, Louis G. Cowan, Inc., Chicago, Ill.

Zess, Roy F., WFRP, Savannah, Ga.

Zimmerman, G. E., KARK, Little Rock, Arkansas

Ziv, Frederic W., Frederic W. Ziv Company, Cincinnati, Ohio

**IT'S GOING TO BE
THE TALK OF
THE NAB CONVENTION!**

VISIT BOOTHS 24 and 26!

Additional Registrants

(Continued from Page 32)

Adams, Burton M., National Broadcasting Co., New York, N. Y.
 Armstrong, J., Dumont Television Network, New York, N. Y.
 Banks, Tom G., KOKO, La Junta, Colo.
 Barrett, Howard, KRBC, Abilene, Texas
 Biddle, Richard B., WLAY, Muscle Shoals, Ala.
 Bingham, George W., WKIP, Poughkeepsie, N. Y.
 Bowles, George H., KSFT, Trinidad, Colo.
 Boyle, John J., WJAR, Providence, R. I.
 Bunker, Harry S., WKIP-WGNY-WHVA, Poughkeepsie, N. Y.
 Burwell, J. C., WMBS, Uniontown, Penn.
 Cannon, Carl, National Broadcasting Co., New York, N. Y.
 Chappell, Edward A., WKIP-WGNY-WHVA, Poughkeepsie, N. Y.
 Clark, Maurice C., WFVN, Finlay, Ohio
 Clinton, George H., WPUR, Parkersburg, W. Va.
 Clyne, C. Terrance, The Blow Company, Inc., New York, N. Y.
 Connelly, Patrick H., KSFT, Trinidad, Colo.
 Cooper, Madge, WMRN, Marion, Ohio
 Craig, Douglas I., Graybar Electric, Seattle, Wash.
 Crew, S. E., WCBT, Roanoke Rapids, N. C.
 Croft, John M., WELB, Fayetteville, N. C.
 Davis, Richard K., WFVN, Finlay, Ohio
 Dixon, Marion E., KGVO, Missoula, Mont.
 Donahue, Robert, WMAA, Springfield, Mass.
 Drew, A. L., WCBT, Roanoke Rapids, N. C.
 Dunlap, Janet A., WTON, Staunton, Va.
 Friedheim, Robert W., National Broadcasting Co., New York, N. Y.
 Gable, Robert, WPAM, Pottsville, Penn.
 Gallagher, J. L., WHBY, Appleton, Wis.
 Gilbert, Jan, Harold Cabot & Co., Inc., Boston, Mass.
 Gresham, Stokes, Jr., WISH, Indianapolis, Ind.
 Hanauer, W. Bertram, WFBR, Baltimore, Md.
 Hance, Kenneth M., KSTP, Minneapolis, Minn.
 Helms, Jesse A., Jr., WCBT, Roanoke Rapids, N. C.
 Higgins, George J., KSO, Des Moines, Ia.
 Hutchinson, W. E., WAAF, Chicago, Ill.
 Jacobsen, B. M., WSKI, Montpelier, Vt.
 Jensen, Ray V., KSAL, Salina, Kan.
 Jones, Ted, WIOB, Gardner, Mass.
 Jones, Paul C., KBOA, Kennett, Mo.
 Katzentine, A. Frank, WKAT, Miami Beach, Fla.
 Knorr, Fred A., WKMH, Dearborn, Mich.
 Kopeland, WGAY, Silver Spring, Md.
 Laubengayer, R. J., KSAL, Salina, Kan.
 Livingston, John, Homer Griffith Company, New York, N. Y.
 McCaig, Donald B., KSFT, Trinidad, Colo.
 McClure, Kenneth, WIRK, Knoxville, Tenn.
 McNeill, John H., WABD, New York, N. Y.
 Meares, Claude W., WCBT, Roanoke Rapids, N. C.
 Morgan, Roy E., WILK, Wilkes-Barre, Penn.
 Murphy, John T., National Broadcasting Co., New York, N. Y.
 Murray, Louis H., WPAM, Pottsville, Penn.
 Nelson, Leland B., WGBR, Goldsboro, N. C.
 Parsons, Willis B., National Broadcasting Co., New York, N. Y.
 Prior, Thomas C. J., WJAR, Providence, R. I.
 Rigby, Scott G., WKKT, Washington, D. C.
 Rochio, Wilbur E., Denver, Colo.
 Saudek, Robert, WJZ, New York, N. Y.
 Segal, David M., KFES, Texarkana, Texas
 Simms, Marvin, WKIP, Poughkeepsie, N. Y.
 Allen, B. H., KZRH, Manila, P. I.
 Smith, Clyde H., KSEL, Lubbock, Texas
 Taylor, Carl R., WSKI, Montpelier, Vt.
 Thompson, Marvin L., WIRK, Knoxville, Tenn.
 Van Til, E. R., KOKO, La Junta, Colo.
 Wallace, William J., KBST, Big Spring, Texas
 Vell, Eugene P., WLAQ, Rome, Ga.
 Whiteside, Paul E., KOKO, La Junta, Colo.
 Volever, Jack J., Jr., KTHS, Hot Springs, Ark.
 Vollenhaupt, Arthur F., WKIP-WGNY-

WHVA, Poughkeepsie, N. Y.
 Zerbe, John A., WKAQ, San Juan, P. R.
 Zimmerman, Fred Z., WBLK, Clarksburg, W. Va.
 Aleks, E. J., Collins Radio Company, Orlando, Fla.
 Alexander, H. G., Collins Radio Company, Omaha, Neb.
 Barkley, W. J., Collins Radio Company, New York, N. Y.
 Burda, Orville F., KDIX, Dickinson, N. D.
 Burrell, M. W., Collins Radio Company, Cedar Rapids, Iowa
 Campbell, Don, Sayre Printing Company, Sayre, Penn.
 Carson, C., Collins Radio Company, Cedar Rapids, Iowa
 Cooper, James G., Collins Radio Company, Lafayette, La.
 Cotton, Larry, WREN, Topeka, Kans.
 Cox, R. T., Collins Radio Company, Cedar Rapids, Ia.
 Craft, L. M., Collins Radio Company, Cedar Rapids, Ia.
 Davis, Donald, WHB, Kansas City, Mo.
 Findley, L. K., Collins Radio Company, Cedar Rapids, Ia.
 Gardner, Archie, Collins Radio Company, Cedar Rapids, Ia.
 Gates, R. S., Collins Radio Company, Cedar Rapids, Ia.
 Green, J. A., Collins Radio Company, Cedar Rapids, Ia.
 Huley, Andrew G., KAGH, Pasadena, Calif.
 Higgins, Joseph M., WTHI, Terre Haute, Ind.
 Hollis, J., Collins Radio Company, Cedar Rapids, Ia.
 Hollister, R. H., Collins Radio Company, Cedar Rapids, Ia.
 Johnson, Guy, Collins Radio Company, Cedar Rapids, Ia.
 Kearns, Raymond J., WTHI, Terre Haute, Ind.
 Killgore, H. S., Collins Radio Company, New York, N. Y.
 Larsen, Eleanor L., ZBM, Hamilton, Bermuda
 Lingner, WJMM, Lewisburg, Tenn.
 Lopez, Joseph, WICC, Bridgeport, Conn.
 McKenna, James A., Jr., KAGH, Pasadena, Calif.
 Potter, Hugh O., WOMI, Owensboro, Ky.

**WSYR's 25th Birthday:
 Banquet Set For Friday**

Syracuse—WSYR will mark its silver anniversary with a banquet at the Hotel Syracuse Friday night.
 Arriving in Syracuse today to participate in the anniversary program is Ann Carter, just chosen by the country's radio film commentators and press film critics as one of the nation's five outstanding juvenile actresses of 1946-47 in the annual Filmdom's Famous Fives poll conducted by The Film Daily.

**FM Outlet WFMO Debuts
 With Two-Hour Broadcast**

Jersey City's new FM station, WFMO, made its debut last Friday night with a two hour broadcast. It'll probably start a regular program schedule, from 7 a.m., to 12 midnight, later this week. Lou King is veepee and general manager of the outlet which operates on 106.3 mcs. It's owned by The Fidelity Media Broadcasting Corp.

Randolph, F. A., Collins Radio Company, New York, N. Y.
 Reinsch, J. Leonard, WSB-WHIO-WIOD, Atlanta, Ga.
 Rennaker, R. B., Collins Radio Company, Cedar Rapids, Ia.
 Sayland, A. C., Collins Radio Company, Dayton, Ohio
 Service, C. W., Collins Radio Company, Cedar Rapids, Ia.
 Smith, Jack, Collins Radio Company, Cedar Rapids, Ia.
 Strong, George, WGRG, Louisville, Ky.
 Thompson, Charles E., KAGH, Pasadena, Calif.

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 Established 1922

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Transcription Exhibitors Peeved At Facility-Lack

(Continued from Page 1)

both as to their assigned locations and the fact they are not permitted facilities or studios for auditioning transcriptions, on the exhibition floor.

ET and other disk men feel that they supported the NAB at all the conventions in the past, at times when pickings were slim for the NAB, and now they are required to take a back-seat compared to many equipment exhibitors who not always patronized the NAB meetings in the past. Inability to play their transcription is held to be a serious detriment to sales, the main reason for their coming out to the convention.

IRE West Coast Confab Opens On Coast Sept. 24

(Continued from Page 1)

television, AM and FM radio, in addition to other phases of commercial and industrial radio communications, will be offered to convention attendants by leaders in their respective fields. Expected to be of particular interest in the list of technical papers is that presented by J. W. McRae, of the Bell Telephone Labs., N. Y., on "The New York-Boston Radio Relay Experiment—a Progress Report"; Carroll D. Kentner, RCA-Victor on "A Modern Television Transmitter"; and discussions by Dr. Lee de Forest, and Philco Farnsworth, radio and television pioneers.

Benny Signs Dennis Day; Latter Keeps Own Program

Dennis Day was signed over the week-end to appear on the Jack Benny program, which starts on Sunday, October 5 over the NBC network. Day, who became a radio star when he followed Benny Baker on the Benny program, appeared on the show for five years until his entry into the Navy in May, 1944. Upon his return from service, he rejoined the Benny program on March 17, 1946, and has been a member of the show's cast ever since.

Day will double between the Jack Benny program and his own radio show.

Religious Awards

Two CBS stations won three of the awards made by the Religious Radio Workshop of the University of Chicago, it was announced by Miss Elinor Inman, CBS Director of Religious Broadcasts.

9 first award in the news category went to WTRY, Troy, N. Y., for the program, "Religion Views the News," sponsored by the Troy-Albany-Schenectady Council of Churches Radio Department. The citation was "for thoughtful, well-planned coverage of news interpreted from the religious viewpoint." WFOY, CBS station in St. Augustine, Fla., got two second awards. Its "Morning Meditations" was cited "for intelligent use of helpful devotional material directed to the needs of listeners, given in an original way."

BEHIND THE MIKE

By SID WEISS

BEWA WAIN and ANDRE BARUC now on a seven-day sked WMCA, airing from 9 to 12 noon Sundays. Team now has a total 21 broadcasting hours a week.

Mose Gumble off to the coast the 27th where he'll push "Too Marvelous For Words," now getting comeback via the screen. It's featured in the latest Humphrey Bogart film, "Dark Passage."

Arthur Knorr, Roxy Theater producer, raving about Ted Maloney work at Atlantic City beauty pageant.

Zac Freedman has a lawyer who claims all he wants out of life is three squares a day and one triangle a week.

Five million bux worth of precious gems will star in a mystery program when Jack M. Werst, international jewel dealer, brings his fabulous collection to N. Y. for the Sept. 14 airing of "David Harding, Counter-spy."

Recommended: Those extra soul effects supplied by the lad who televises the Thursday nite wrestling bouts.

After a tryout of several weeks Alan Sands has been signed to scribble "Blondie" with Johnnie Greene in fall series.

Marion Kingsley has switched from the Metronome Room of the Waldman Park Hotel to the room which was Evelyn Knight's business address for six years immediately prior to her big break.

That's Getting Even Dep't: Vernon Stephens (trombonist with Sami Kaye) who took his music lessons from Betty Sanford—married her in Tampa Sunday.

The Paul Laval-Muriel Angel heir is due any edition.

Deal in the works for Basil Fomero, noted society ork leader at the Ambassador, to be headlined in a half-hour series.

Michael Fielding, well-known classical violinist-composer, has the number one hit in England, "Where's My Love."

Garry Moore coastbound after his second airing of "Take It Or Leave It" Sept. 21st.

RCA-Victor pushing baritone Ig Gorin's new album. Latter is out in H'wood on a film deal.

Joe Hasel celebrating his 2nd anniversary on his ABC sports show.

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PROMOTION

KTSA Window Display

A window display on behalf of the two products of the W. A. Sheaffer Co., Skrip Ink and Sheaffer Pens, has been placed in the front window of the Paul Anderson Co., one of the leading stationery stores in San Antonio by the Merchandising and Promotion Department of KTSA, San Antonio. Display was arranged by Owen Johnson, promotion and merchandising manager of KTSA. A 22 x 28 inch card is set in the center of the window calling attention to the programs broadcast over KTSA and sponsored by the sponsor. Day programs are heard, time and station call letters are prominently displayed. Display is completed with a display of ink on one side of the card and of the pens on the opposite side.

"Ozzie & Harriet" Kit

Coincident with the return of International Silver Co., "Ozzie and Harriet" series to CBS after a Summer vacation, the Columbia Program Promotion department has sent all CBS affiliates a promotion kit to help them promote the program locally.

The kit includes a suggested newspaper advertisement, in mat and proof form; two sets of local announcements; background material on the show; glossy photos of the principals, and suggested use of billboards, window displays, trailers, house organs, car cards, taxi cards, lobby displays, station logs and listings.

KFEL Issues Pin-Up Sheet

KFEL's newest merchandising aid to Denver grocers and druggists is in the form of a "KFEL Pin-Up Sheet," designed to acquaint them with programs and products featured by the station. Sheet, issued monthly, folds to mailing size and contains teaser picture on the outside, teaser copy on inside page, and when opened to full size shows products advertised on KFEL, along with pictures of KFEL and MBS stars, programs and products they're associated with.

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★ **THE WEEK IN RADIO** ★

Early Exodus To Atlantic City

By JIM OWENS

LARGE scale exodus of industry execs to Atlantic City got under way early. Four webs' affiliates meetings drew early birds over the weekend, with entire NAB crowd expected to pass the 3,000 mark . . . Baseball Commissioner A. B. Chandler turned down offers by Ford Motor Co., and Rheingold Beer to sponsor the World Series on television. He rejected the first because of the price and Rheingold because of the product.

FM Association drew over 500 industry execs to its two-day convention at the Roosevelt. Among the hot issues under discussion were the FM music situation and FM programming . . . Broadcast Measurement Bureau issued a financial statement for the first 30 months of operation. Bureau's receipts were \$1,413,000 as against expenditures of \$1,335,000. BMB subscriber list to date for the next survey approached the 250 mark.

CBS held a three-day meeting of affiliates' station and promotion managers at the Pierre. . . AFM and network execs met in Chicago regarding FM web pickups, with decision expected by the week-end. . . RCA-20th Century Fox Film Corp., set a joint research program on theater television development.

RCA and ABC completed plans for

special television demonstrations at the NAB confab. RCA will show its latest improvement in large-screen, theater tele . . . Atlantic Refining Company to set a new high in grid sponsorship this fall. Company bought 250 games on 91 stations . . . "Vox Pop," one of radio's oldest quiz shows, will be offered to FM stations in all cities on the show's AM itinerary. Idea will be to promote interest in FM.

James L. Fly and Paul Porter, both former FCC chairmen, locked legal horns in an Atlanta courtroom in an anti-trust suit brought by WGST against CBS and G. B. Storer, Detroit radio exec . . . Over 25 major stations and key web outlets in 25 cities contributing free time re City College of New York's fall business enrollment . . . WCBS-TV set television pickups of 27 major college and professional games this fall . . . WOR's FM outlet, WBAM, will resume regular schedule Oct. 20th.

Radio's right to editorialize will be thoroughly thrashed out at a public hearing next January, FCC decided last week. Hearing will be seven years from the Mayflower decision in '41 . . . Farnsworth introduced its table-model tele set to dealers in New York and Phila. Company plans to turn out 50,000 tele sets in the next 12 months.



Smart money is being placed on Lou Steele these days . . . because advertisers-in-the-know are convinced that his platter programs pull. From 2:35 to 4:30, Monday through Saturday, Lou handles the reins of the "Club 93" program. His fresh approach . . . smart copy . . . and pleasing personality are attracting an ever-widening audience and bringing sure fire results.



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**HEADQUARTERS
NAB CONVENTION**

O. L. "Ted" Taylor

Alex Keese

Jack Allison

Stuart Kelly

At the Brighton

Peggy Stone

At the Claridge

Busy Two-Day Session At NBC Station Meet

(Continued from Page 1)
chairman of the affiliates meeting, sounded the keynote by saying, "The one major problem of radio is a public relations program. We must inform the public of the progress of the broadcasting industry and answer our critics."

Trammell added that this is not time for complacency. He urged that the broadcasting industry act now and institute a vigorous public relations program as early as possible.

The Trammell views were shared by other speakers at the Friday session. They included Charles G. Mortimer, Jr., General Foods veepee and chairman of the Advertising Council; Sigurd S. Larmon, president of Young & Rubicam; Neil McElroy, veepee and general manager of Procter & Gamble, and Ken R. Dyke, NBC administrative veepee of programming, public service and continuity acceptance.



TRAMMELL

Larmon, deviating from his prepared speech, said: "The lush days of radio are over and time for self examination has arrived." He urged adoption of the proposed code, spoke of the progress of the Broadcast Advisory Council and emphasized the need of the public relations program.

Dyke, talking on program standards and practices, declared "radio may have a lot to apologize for but we will face the issue in the years to come." He added, "We regard the proposed code as tremendously important and recommend that the affiliates give it every consideration in their discussions."

Trammell at one stage gave ap-



SARNOFF

proval of the proposed code when he declared: "NBC is for the new code and its adoption."

In his Friday talk McElroy of P&G denied the charge of critics who claim that sponsors dictate what programs the public shall hear. Bringing a new twist to the current talk on code, a move which he did endorse, McElroy said at the same time the industry should be careful not to slap the "great group of advertisers who are not abusing" their commercial privileges.

In a talk on the shortcomings of radio, Larmon of Y&R said there is a lack of program balance, need of improvement of the moral tone and good taste of many programs and charged present censorship is inadequate. He said the new NAB code is a forward step in correcting the abuses. Larmon asked for new talent and new types of programs plus more public service shows.

In a Saturday luncheon speech on television, David Sarnoff, RCA president, predicted that within five years after video is operating on a national basis "we shall achieve" international television. His time table on the rate of progress coincided with that of radio in its earliest years, and although the problems of international television are more difficult to solve, he said he believed they would be accomplished within the same length of time.

Sees 26 Tele Stations This Year

Sarnoff said 26 television stations will be on the air by the end of this year, meaning that the present number will be doubled within the next three and a half months. At the end of 1947, he continued, these stations will serve 150,000 to 175,000 television receivers. RCA's president revealed surveys estimate that currently

McElroy, On "Cost Per Listener"

Remarks by Neil McElroy, general-manager of radio's biggest buyer of air time, P&G, at the NBC convention on the increasing cost of radio advertising hit broadcasters smack in their bread basket. Said McElroy, "There is no question but that when we feel radio costs are no longer competitive with one or more of the other means of advertising, we will have no choice but to shift to a more advantageous advertising medium."

McElroy claimed that although the "cost per listener" has increased since 1933, the cost of reaching the consumer through other advertising media has remained relatively level or has declined.

there are seven viewers for each video set.

While Sarnoff implied that sound broadcasting will become supplementary to television some day, he branded "phone-vision," a pay-as-you-see method, "an idle dream." He said that "television will reach the home by radio as free to the receiver as broadcasting is now." He charged that wired "phone-vision" would bring a monopoly feature into television, limiting its service to telephone subscribers only.

At NBC's Friday luncheon, Kent Cooper, executive director of the Associated Press, urged a mutuality of interest between radio and press so that both can stand guard "against encroachments upon two interdependent freedoms, freedom of press and freedom of speech." Cooper said that although both radio and press deal in the entertainment field, news to the public far transcends in importance all else in which both interests deal. "Not only that," he added, "but, properly merchandised news can be made to bring the highest net financial return to both activities."

Recalls Early Days

Cooper recalled the early days of broadcasting when the question arose of how radio would get its news for programs. He said he had always advocated within the AP that instead of making radio a client of the press, the two interests should join in the collection of news. "I am convinced," said Cooper, "that the greatest mutual security for both the radio and press would arise out of a newspaper and radio station fellowship that made the collection of truthful unbiased news its common cause."

The Friday morning session of NBC's convention heard Charles G. Mortimer, Jr., General Foods veepee



DYKE



COOPER

Sarnoff In Chi. Talk Pleads For Intl. Radio

Chicago—Taking a firm stand the international radio can be more effective in molding public opinion around the world more than any other means, David Sarnoff, RCA president said Friday the United Nations should be given a world wide voice even if it costs \$50,000,000 a year. This, he added, would be far less than the cost of one modern battleship, mere fraction of what a single nation spends yearly for its armament.

Sarnoff spoke at a luncheon sponsored by the Chicago Council on Foreign Relations in honor of UNESCO. He said since the war ended another global conflict has started, "a battle for the minds of men," and that totalitarian and aggressive forces are trying to mislead the masses. Consequently, Sarnoff related, he could not understand why the question of radio should be of any concern in setting up a United Nations network.

Cites Video Potentialities

RCA's top official also talked of international television, saying he thought of it not only as linking nations but whole continents. He foresaw it as an invaluable aid to world understanding when it can be used to show hungry men, women and children, standing in breadlines one part of the world, to others more fortunate in other parts of the globe.

Sarnoff revealed in his talk that RCA plans the first public demonstration of "ultrafax," which transmits a million words a minute, next month in Washington, D. C. "Ultrafax" is a combination of radio and television, capable of sending a 50-page book coast-to-coast in 30 seconds.

All 'Pet' Advertising Is Radio

Announcement last week by CBS that Pet Milk Sales Corporation is renewing "Saturday Night Serenade" for another 52 weeks, effective October 4, highlights the fact that Pet Milk is continuing to place its entire consumer advertising budget in radio, all of it on CBS. "Serenade" has been on CBS since 1936; the other Pet Milk program, Mary Lee Taylor Saturday morning talks, has been a CBS feature since 1933

and chairman of the Advertising Council, tell of the latter's new project to aid better public understanding of the American economy system. Mortimer also revealed successful results accomplished by broadcasters who have participated in the Ad Council's radio allocation plan in other campaigns.



"You gotta change our copy on WFDF Flint—every male customer expects me to prove our claim."

Send Birthday Greetings To—

September 15

- Phil Brito
- William Hard
- T. F. Seawell
- John Conte
- Jack Robbins
- James Wallington

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IN CLEVELAND IT'S

WHK

Radio Week Ties In "Voice Of Democracy"

(Continued from Page 1)

Office of Education, the Radio Manufacturers Association and the National Association of Broadcasters. John Ben Shepperd national president of the Junior Chamber of Commerce told NAB and the RMA that the contest has been approved by this organization's board of directors and that detailed plans and rules shortly will be provided all local chapters.

The contest will seek to select competitively in each community the high school student who prepares and delivers the best brief talk on the topic, "I Speak for Democracy." Winners in local regional and national competitions will receive valuable prizes and have an opportunity to speak on the air.

Local and regional contests will be held prior to National Radio Week, while the final contest to choose the national "Voice of Democracy" will be a feature event of the Radio Week celebration which will mark the 27th birthday of radio broadcasting.

Radio Co-operation

More than 1600 broadcasters, 25,000 radio dealers, national and local radio stars will join in the observance of National Radio Week this year with special radio program dealer displays of new radio receivers and other events.

FM and television broadcasters will

★ AGENCY NEWSCAST ★

ELON G. BORTON, president, Advertising Federation of America, addressing a sales conference of the Continental Can Company here this week, declared: "We will need more and more intensive selling in the years ahead if our national income is to be maintained at its present high level and if we are to keep 55 or 60 million of our people profitably employed.

"We must sell 50 per cent more goods than we did before the war. People will not buy more goods simply because the goods are to be had. They are on the dealers' shelves in greater variety and abundance than ever in our history. But, unless the public knows of them and there is developed in their minds through effective advertising and selling the desire to have more—to live better, if you please—the goods don't move into the hands of the consumer.

"Advertising and selling have a great mission: to constantly increase our living standards. It is a challenge

to participate in National Radio Week's observance along with the standard AM broadcasters in every city and town where new radio services are operating.

Among the organizations co-operating with NAB and RMA in the observance of National Radio Week are: The FM Association, the Tele-

vision Broadcasters Association, the Association of Women Broadcasters, the National Association of Music Merchants, the National Retail Dry Goods Association, the National Retail Furniture Association, the National Electrical Retailers Association, the Radio Executives Club and the National Station Representatives.

to all of us to live up to the heretofore unheard of opportunities of a whole nation."

RALPH DE CASTRO has rejoined the creative staff of Ruthrauff & Ryan, Inc. He was with the agency from 1942 to 1945.

HARRY S. GOODMAN RADIO PRODUCTIONS have announced the opening of a West Coast office in the Castleton Building, 1777 North Vermont Avenue, Los Angeles. Daniel R. Goodman will be vice-president in charge and Arthur W. Silverstein will be western sales manager for the agency.

SHORTY BEVERAGES, Toronto, Ont., distributors of Rock and Rye, has appointed Garry J. Carter of Canada Limited, to handle their advertising. They will begin shortly with the famous "Joe Palooka" transcribed radio show over CFRB, twice weekly from 5:45 p.m. until 6:00 p.m.

Mutual Affiliates Set To Meet-Dine Tonight

(Continued from Page 1)

tions veepee, will preside at the affair which will unfold the new engineering presentation for the daytime coverage picture of the four major webs. E. P. H. James, head of advertising, promotion and research, will make the presentation.

Agenda contains short speeches by Edgar Kobak, Phillips Carlin, Robert Swezey, Bert Hauser and Charles Godwin. Kobak will review the past year's highlights and give the business outlook for the upcoming schedule. Hauser, director of co-op programs, will discuss the new co-ops recently scheduled by Mutual.

Special MBS activities in Atlantic City began last Friday and Saturday when its board of directors held a closed session headed by Lewis Allen Weiss, chairman.

Other board members are Kobak; E. M. Antrim, Willet H. Brown, Don Lee; J. E. Campeau, CKLW, Detroit; Chesser Campbell, WGN, Chicago; H. K. Carpenter, WHK, Cleveland; B. Gimbel, Jr., WIP, Philadelphia; John Shepard, III, Linus Travers, Yankee network; Ted Streibert, Jack Poppele, WOR, New York.

Headquarters for Mutual at the convention are located at the Ambassador Hotel and Room 14, Convention Hall.



"PUBLIC PROSECUTOR" series starring John Howard with Anne Gwynne, Mary Beth Hughes, Donald MacBride, Dewey Robinson and Lou Lubin scheduled for release Nov. 1. Additional series now in production.

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Jerry Fairbanks, Inc.
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 292 Madison Ave.

"Probationary" Idea For Web-FM Music

(Continued from Page 1)

music programs for a period of one or two years, "so FM broadcasters can have the opportunity they need to build their own programs."

Kearns emphatically declared that the FM industry today "needs duplication" of network music, and assured the FMA of his every co-operation in effecting such a solution. He said he asked Petrillo to appoint a committee to meet with a group representing FMA "to iron out these difficulties." Roy Hofheinz, president of FMA, announced shortly afterward that a committee would be appointed immediately to meet with Petrillo and Kearns to discuss the issue which has been the major obstacle thus far in the progress of FM broadcasting.

"Let Petrillo Know"

Principal speaker at the luncheon session yesterday, the Pennsylvania legislator urged FM broadcasters, as well as manufacturers, to "let Petrillo know how much the public wants FM." He urged manufacturers to speed up the production of receivers, and the broadcasters to take vigorous steps to build programs. Kearns said that "Petrillo agrees that FM has a great future, and he wants it to grow, but he's afraid of technological development." He added that the AFM chief was attempting, at this stage of FM's development, "to avoid the mistake he made in early AM radio." The House labor exec endeavored to assure the FMA that Petrillo is sincere in his attempts at co-operating with the industry, but that the present difficulties will have to be solved by arbitration rather than pressure. "We can't legislate in all of these problems," he said. "We have to get people to sit down, discuss them, arbitrate."

Sees Motives Good

The House labor exec said he didn't believe that any group, the AFM, or the networks, are trying to keep FM broadcasters off the air. "Any group keeping FM from doing business is in restraint of trade," he declared.

Kearns described the AFM prexy as "a man who drives a very hard bargain" but who is, however, "not difficult to work with when the issues are clearly understood." As an example of this characteristic, the government official referred to the settlement of a difficulty that has been a major point of much controversy between the industry and the AFM chief: on September 20th, Petrillo will sign an agreement drawn up by Kearns which will permit school and college bands to broadcast music.

Cites "Threat"

The agreement will be effective immediately, he said. Kearns also revealed that Petrillo's threat, made at the Washington hearings some weeks ago—that the AFM might go into the record business if necessary—has been withdrawn. "He said it might be a violation of the Sherman anti-trust law," Kearns stated.

At the FMA banquet Friday night,

Where to Find Web Execs.

NBC: Headquarters at the Hotel Claridge and Convention Hall, Room 4. Most network executives and affiliated broadcasters registered at the Claridge.

CBS: Headquarters at Ritz Carlton Hotel. Officials staying at other hotels are as follows: Frank Stanton, Joseph H. Ream and Frank K. White at Hotel Claridge; Earl Gammons and William B. Lodge at Haddon Hall Hotel; William C. Gittinger, John Karol, Adrian Murphy and Charles E. Midgley, Jr., at Hotel Traymore. Daytime headquarters for CBS is Convention Hall, Room 3, where an exhibit of its fall promotion campaign is also located. Columbia Affiliates

Paul A. Walker, vice chairman of the FCC, urged AM broadcasters to get into FM and not "stall yourselves into oblivion." His talk was broadcast over the Continental Network. "There are some broadcasters," Walker said, "well able to do so who have not yet applied for FM. To these broadcasters I say: In many communities all the Class B or wide coverage channels are already gone. Move with the times. Don't stall yourselves into oblivion."

Points to Rapid Growth

Walker cited, as a major factor in speeding the growth of FM, the "continued insistence by the FCC that those who hold construction permits shall start construction without delay or forfeit their permits. We have no room for the 'dog in the manger.' The time has passed for protracted delay." Walker said it was "unthinkable" that something cannot be done to break the present impasse over network musical program duplication of FM stations.

The FCC official said however, that "I do not agree that the whole future of FM turns on duplication. I think that FM broadcasters should proceed to develop programs specifically for FM." Walker termed the FM network over which he spoke a "thrilling manifestation of the broadness and the imagination with which this industry had found other means of developing FM. One year from today," Walker said, "the number of FM stations on the air should be upwards of one thousand."

Decries Lack of Sets

"That will about equal the growth made by our familiar system of AM, or amplitude modulation broadcasting, in a whole quarter of a century."

"Already 60,000,000 Americans live within the range of one or more FM stations," Walker said. "Note that I say 'live within the range.' I do not say that they are all hearing FM. Because of the lack of FM sets, very few of them are able to hear the new FM stations."

"All in all, comparatively few people know what those mysterious initials FM signify. For too many folks, FM is still in the category of the sea serpent and the flying saucer. The American people are entitled to know the facts about FM," he said.

Early measurement of FM station audiences was outlined at the morning sessions by C. E. Hooper and by

Advisory Board has closed meeting Monday evening, Sept. 15, in Mandarin Room of the Traymore at 6 p.m.

MBS: Headquarters at Ambassador Hotel. Officials staying elsewhere as follows: Edgar Kobak, Robert Swezey, Lewis Allen Weiss and J. E. Wallen at Hotel Claridge. MBS affiliates dinner-meeting at Chelsea Hotel Monday evening, Sept. 15, at 7 p.m. Also has daytime headquarters at Convention Hall.

ABC: Headquarters at Hotel Claridge. Station relations personnel staying at Hotel Traymore. Reception and dinner meeting of ABC and its affiliates at Claridge Hotel, Monday evening.

Coombs Sails For Europe; Takes Wire Recorder Equip.

George Hamilton Coombs, WHN commentator, has sailed for Europe where he will tour for three months making wire recordings for listeners back in New York. The recorded broadcasts will be airmailed to WHN and aired nightly during Coombs' regular program from 7-7:15 p.m.

the Broadcast Measurement Bureau.

Hugh Feltis, BMB prexy, said the organization intends to measure FM station audiences and has already a half-dozen FM subscribers, with others indicating heavy interest. He said that BMB's first measurement of station audiences, in March '46, showed very little FM listening, but anticipated the '48 survey will show a great increase. As to BMB's preparation for the future measurement of FM station audiences, Feltis said that ballot questions and instructions had already been tested to reveal both ownership of FM radios and respondents' FM listening. "These tests show that BMB technique is equally valid for FM and AM station audience measurement," he said.

Hooper's plan calls for continuous FM audience measurement of New York telephone homes where manufacturers' or dealers' records are authority for the presence of FM sets. Introducing the plan, P. K. Leberman, president of WGYN-FM, announced he was joining with W. G. H. Finch of WGHP-FM in complete underwriting of the initial year of study providing the Hooper organization, make the survey available to all FM stations in the New York area on a pro-rata participation basis.

Hooper injected the idea of supplying results to present subscribers to his AM listening reports in exchange for over-all tabulations of a comparative nature which he would extract from his AM records and supply to FM broadcasters. Idea also may involve providing these New York City FM audience reports to outside operators at a nominal fee, the thought being that the pattern of comparative AM-FM listening would be of help to broadcasters elsewhere. The Hooper sample would be based on 1,000 FM set owners, and reports would be rendered every other month, starting in November.

FCC Bows To Mexico In Nixing KNOE Plea

Washington Bureau, RADIO DAILY

Washington—In a proposed decision, the FCC yesterday denied application of James A. Noe to change the facilities of KNOE, Monroe, La., from 1230 kc., 250 watts, limited, to 1390 kc., 5 kw. The Commission said the proposed operation of the station would cause "obnoxious interference" with XETL, Tuxpan, Mexico. The Commission noted that the Mexican Government stated that the proposed operation of KNOE would restrict the operation of XETL.

The Commission also announced its proposed decision looking toward the grant of the application of Elyria-Lorain Broadcasting Co., for a new station at Elyria, Ohio, to operate on 930 kc., 1 kw., unlimited, and application of Michigan Broadcasting Co., for a new station at Battle Creek, Mich., to operate on 930 kc., 1 kw., unlimited, and denying application of Leonard A. Versluis to change assignment of WLAV, Grand Rapids, Mich., from 130 kc., 250 watts, unlimited, to 130 kc., 1 kw., unlimited.

The Commission also took action on numerous FM applications. Included in the FM actions were four conditional grants and a like number of construction permits. FM conditions were given the following (Class B):

John J. Laux, Niagara Falls, N. Y.; De Kalb Broadcasting Co., Decatur, Ga.; St. Louis County Broadcasting Co., Clayton, Mo.; Washington Radio, Inc., Washington, Ind.

The following were authorized construction permits: WAGC-FM, Tennessee Valley Broadcasting Co. (Class B), Chattanooga, Tenn.; Chesapeake Broadcasting Co., Inc., (Class A), Bradbury Heights, Md.; KTEB-FM, Bell Broadcasting Co., Inc. (Class B), Temple, Texas; KCKB-FM, The KCKN Broadcasting Co. (Class B), Kansas City, Kansas.

FM allocation plan changes provided by the Commission include the following: Atlanta, Ga., delete Channel No. 225; Decatur, Ga., delete Channel No. 225; Vincennes, Ind., delete Channel No. 293; Washington, Ind., add Channel No. 293.

The Commission also granted requests from two groups for cancellation of their FM construction permits including Midwest Broadcasting Co., Mount Vernon, Ill., and Patriot Company, Harrisburg, Pa.

ABC Skeds NAM President

An address, titled "Prices—Facts vs. Propaganda," by Earl Bunting, president of the National Association of Manufacturers, will be broadcast by ABC and its affiliated stations on Tuesday, Sept. 16, at 10:15 p.m. EDT. Bunting will answer charges leveled at the NAM, which spearheaded the drive to remove OTC ceilings, that the removal of ceilings has resulted in a spiral of rising prices throughout the nation.

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Asst. to the Pres.

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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 40, NO. 54

NEW YORK, TUESDAY, SEPTEMBER 16, 1947

TEN CENTS

Miller Discusses 'Code'

Status Of Ascap Talks Reported By Streibert

Atlantic City—Ted Streibert, president of WOR, reporting yesterday as chairman of the NAB Music Advisory Committee, told the press yesterday that Ascap had agreed to extend the period for broadcasters to decide between a blanket license contract or contract on the per program basis. The period has been extended from Sept. 30, 1948 until Sept. 29, 1949 with broadcasters asked to give 90 days' notice of acceptance of either form of contract.

Questioned as to which type of contract. (Continued on Page 24)

ABC Presents Ad Plan For Affiliate Tie-In

Atlantic City—A plan for blanket advertising coverage of all main highways in the United States with spectacular outdoor bulletins using the new Scotch Light-type sign, was presented to affiliated stations of ABC at a dinner meeting and reception held last night at the Hotel Claridge here. Through this plan, ABC becomes the first network to develop nationwide outdoor advertising campaign, and ABC affiliates using the plan will be able to tie in with (Continued on Page 25)

NAB Adds 37 Stations; Total List Reaches 261

Broadcast Measurement Bureau announced this week the arrival of 37 new subscribers under its new 15-minute plan, bringing the total to 261 as of Sept. 11. New subscribers not previously announced are: KOY Phoenix, Ariz.; KXRJ Russellville, (Continued on Page 2)

SRO

Atlantic City—The boardwalk hotels are overrun with convention visitors. Long lines of waiting registrants can be found at the Ambassador, Claridge and Ritz, with many being turned away. Jess Willard of the NAB last night estimated that between 3,000 and 3,500 broadcasters and representatives from allied fields are on hand for the convention.

Host
Atlantic City—RADIO DAILY played host to President Justin Miller's first press conference yesterday when it was learned that all the committee rooms had been taken. Miller and the NAB code committee met with 35 representatives of the press in Room 16. It was at this conference that the first announcement of the new code of practices was made.

U. S. Bureau Queries Canned Weather News

Chicago — "Canned" weather reports on the radio have drawn the attention of the U. S. weather bureau, which has warned its local station officials that such weather forecasts that deviate in any particular from the official forecasts are "being issued contrary to the statutes if it is stated or implied that it is the official Weather Bureau forecast." The Bureau, however, has made it clear that transcribed broadcasts which "give (Continued on Page 2)

Joan Davis Goes Co-Op. Starting Saturday, Oct. 11

Joan Davis, comedienne, launches a new Saturday night series over the Columbia network, beginning October 11, 9-9:30 p.m., EST. from Hollywood. The program will be presented under cooperative sponsorship, offering advertisers the opportunity to present a top-flight net- (Continued on Page 23)

Tele As Official NAB Agenda Demonstrates Potentialities

By VAL ADAMS
Staff Writer, RADIO DAILY
Atlantic City—A strong indication that television looms big and bold and that forces are at work to drive its potentialities home to the hearts of broadcasters was never more evident than it is at this 25th Annual NAB Convention.
Not only was a talk on television the first jack out of the box (during the engineering conference) Monday

25th Annual Convention Of NAB Set To Consider New Trade Practices; Some Opposition Is Expected

Atlantic City—Disc jockeys, giveaway shows, shopper guides and other commercial programs utilizing spots are in for rough sledding if the proposed NAB Standards of Practice is adopted in its present form. The Code, number one topic of the agenda, released yesterday by NAB, was the subject of a lengthy press conference with Justin Miller, president of NAB, yesterday, and will be thoroughly digested and discussed at the full meeting of the convention membership at 3 p.m. today. Early indications are that organized opposition will develop at this meeting.

The sections which will be the subject of most debates are those that deal with the "time limit limitations on commercials" and "commercial policies." Through the time limitation section the Code Committee, headed by Robert Swezey, v.-p. of MBS, sought to reduce the number of radio commercials and claim "reductions of 15 to 20 per cent" in commercial announcements in the over-all scheduling of a day's network programming. On the subject of "commercial policies" the Code Committee sought to clean up the excessive (Continued on Page 4)

Antenna Problem OK, TBA Committee Quits

Television Broadcasters Association's subcommittee on apartment house and multiple dwelling television antennas, formed last February to deal with the emergency occasioned by the sudden ban of video antennas on rooftops in the metropolitan area, has been dissolved by a vote of committee members, it was announced yesterday by Ernest A. Marx, chairman of the executive committee.
Marx attributed the solution of the (Continued on Page 24)

Set Drug Firm Spots Bought On 75 Outlets

Monticello Drug Co., one of radio's oldest advertisers, will launch a new 26-week nationwide spot campaign to cover the 75 most important metropolitan markets for its products, 666 Cold Tablets and 666 Cold Liquid, starting Sept. 22.
New campaign, which will also include five-minute news programs, etc. will use heavy time in the south and (Continued on Page 2)

OP' Leather Lung

Harry Wismer, ABC sportscaster, appears to have established some sort of record for cross-country travel and microphone endurance. Last Saturday he described the national amateur golf championship from Del Monte, Calif., hopped a plane to New York, and a few hours later did the national tennis matches at Forest Hills. Now he's at the NAB confab.



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

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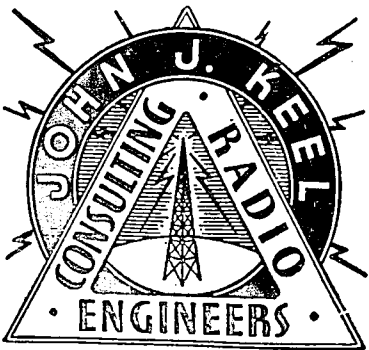
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Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

Set Drug Firm Spots Bought On 75 Outlets

(Continued from Page 1) southwestern area of the U. S., in addition to several eastern cities such as Philadelphia, Pittsburgh, and Baltimore. Monticello thus continues as a leading user of spot radio.

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BMB Adds 37 Stations; Total List Reaches 261

(Continued from Page 1) Ark.; KERN Bakersfield, Calif.; KMJ Fresno, Calif.; KFBK Sacramento, Calif.; KWG Stockton, Calif.; KCOOK Tulare, Calif.

KCSJ Pueblo, Colo.; WILM Wilmington, Del.; WRUF Gainesville, Fla.; WRLD West Point, Ga.; KSEI Pocatello, Ida.; WLS Chicago, Ill.; WHOW Clinton, Ill.; WSOY Decatur, Ill.; WILL Urbana, Ill.; WSBT South Bend, Ind.; WFAU Augusta, Me.; WCOU Lewiston, Me.; WOOD Grand Rapids, Mich.; WTCN Minneapolis, Minn.; KOH Reno, Nev.

WMUR Manchester, N. H.; KVER Albuquerque, N. M.; WMSA Massena, N. Y.; WHDL Olean, N. Y.; WWNV Watertown, N. Y.; WHHT Durham, N. C.; WCPS Tarboro, N. C.; KLPM Minot, N. D.; WHIZ Zanesville, O.; KCRC Enid, Okla.; WSPA Spartanburg, S. C.; KPRC Houston, Tex.; WSA Harrisonburg, Va.; WBTH Williamson, W. Va.; WOSH Oshkosh, Wis.

Test Tele Pulling Power

First test of the pulling power of WBKB, Balaban & Katz television station, Chicago, on a direct pitch to sell a small household item brought orders from one out of every 38 home set owners believed to be viewing the telecast. Russ Davis made the appeal for telephone orders on the opening show of his new series, "You Should Ride a Hobby Horse," sponsored by Arbee Food Products for its Chicago outlet, the Fair Store. Davis demonstrated the product, a disposal device called the Scrap Trap, retailing for \$2.19, and offered an additional month's supply of paper bags free to all viewers who phoned orders at the close of the show. They responded by swamping the switchboard with more calls than it could handle.

Table with columns: Stock Name, High, Low, Close, Net Chg. Includes Am. Tel. & Tel., CBS A, CBS B, Farnsworth T. & R., Gen. Electric, Philco, RCA Common, RCA first pd., Westinghouse, Zenith Radio, Nat. Union Radio.

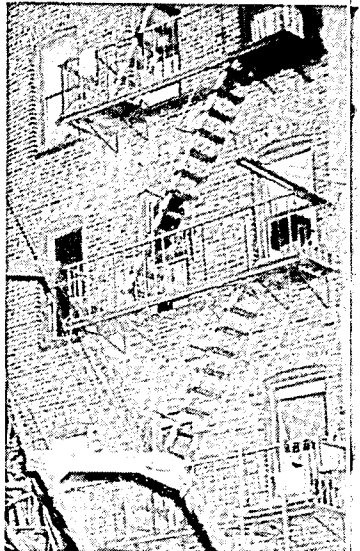
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U. S. Bureau Queries Canned Weather News

(Continued from Page 1) only the exact official temperature" are not objectionable.

On June 18 the Bureau sent to all its local stations a circular stating in part: "A number of inquiries and complaints have been received recently from all parts of the country in connection with 'singing weatherman commercials' used in the advertising of various products. The forecasts are usually broadcast from a recording which is a selection from a number of standardized recordings. The selected recording seldom repeats the official forecast exactly and often there are important discrepancies. The result is the issue of contradictory forecasts to the public and a tendency toward deterioration in the standard of service to the public."

J. D. Starr, of Starr Radio Productions, Chicago, which produces Temperatures, transcribed radio jingles giving the temperature, contacted the Weather Bureau after he had received inquiries from a number of stations using Temperatures, and received the following wire from McDonald, acting chief of the Weather Bureau, Washington, D. C.: "The weather bureau does not object to broadcast of transcribed radio jingles which give only the exact official temperature of the moment and in no way mention weather forecasts provided such jingles do not convey impression the weather bureau endorses or sponsors the advertiser."



Fire Escapes

One of the handiest bits of advice ever offered is the old movie caution: "Look for the nearest exit." And some of the recent bad fires proved the need for fire escapes in modern buildings.

A long look around in Baltimore radio time buying is pretty good advice, too.

For down here it's the hard working, successful independent that's the escape for products that aren't moving as they should.

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

The boys who buy time for the smart appropriations know that to be a fact.

How about you? Is W-I-T-H on your radio time budget? It should be!



W-I-T-H
AM and FM
IN BALTIMORE
TOM TINSLEY, President
Represented Nationally By Headley-Reer

Convention Headquarters of RADIO ADVERTISING COMPANY
National sales representatives for a selected list of stations
AMBASSADOR HOTEL
Atlantic City



WEED
gives
"SERVICE"
plus

"...you may look the world in the
face and say: 'I belong to the best firm of reps
in the country,'" writes Clarence Leich of
Station WGBF-(Evansville-on-the-Air)

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

WEED
AND COMPANY
RADIO STATION REPRESENTATIVES



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

Convention Address—Ritz-Carlton Hotel, Atlantic City

Miller Discusses 'Code

Enforcement Plan Will Need Strong Ways, Means

(Continued from Page 1)

use of spot announcements and giveaway plugs by confining the use of commercials to three minutes.

Code To New Board

Justin Miller questioned by the press indicated that the incoming NAB Board will have the new code tossed into lap on Friday for final consideration. He added that the board recommendations on the code would then be presented to the FCC, Department of Justice, Federal Trade Commission and other governmental agencies for sanction. Miller expressed doubt whether the new code would be ready for adoption in its final form until the November meeting of the Board of Directors despite the urgency of the matter and the desire of many broadcasters to pass the code during the present convention.



MILLER

Miller admitted that the code would probably have a major problem when it came up for enforcement. He said that the NAB had no time to inquire into whether or not some of the enforcement provisions were in violation of "unreasonable restraint of lawful trade."

Time limitations on commercials is clearly defined in the first section under the limitations category. It states: "The maximum commercial time, including station breaks, allowable in any fifteen minute segment of broadcast time, regardless of type of program, or sponsorship, or how such fifteen minute segment is divided into program units or announcements, should not exceed three minutes."

Bob Swezey, Chairman of the Code Committee, asked to make comparisons between the old code and the proposed one, said the committee really had little go by and started

at scratch to write a new code. Swezey explained that the old 1939 code was the only one that might be used for comparison and that it was outdated by the progress of broadcasting in the intervening years. He emphasized that the restrictions on commercials under the proposed code indicated that "the number of commercials are clearly less."

The code committee and President Miller told the press conference that the new code indicated a general tightening up on regulations. Miller added: "It lifts the levels of good taste."

Harold Fellows, Bob Swezey and John Outler, Jr., as members of the code committee will bear the brunt of the questioning and protesting when the meeting gets under way today. They will analyze the committee's accomplishments section by section and will then listen to the questions and protests of the membership. It is expected too that President Miller will join the deliberations giving his point of view on the code.

Code Text

The complete text of the most important sections of the proposed code follows:

Limitations On Commercials

1. The maximum commercial time, including station breaks, allowable in any fifteen minute segment of broadcast time, regardless of type of program, or sponsorship, or how such fifteen minute segment is divided into program units or announcements, should not exceed three minutes.

2. The maximum commercial time allowable to any single sponsor, regardless of type of program, should be as follows:

Before six p.m.

5-minute programs (4:30) 1:00.
10-minute programs (9:30) 2:00.
15-minute programs (14:30) 2:40.
30-minute programs (29:30) 4:00.
45-minute programs (44:30) 5:30.
60-minute programs (59:30) 7:00

After 6 p.m. and Sunday.

5-minute programs (4:30) 1:00.
10-minute programs (9:30) 2:00.
15-minute programs (14:30) 2:30
25-minute programs (24:30) 2:45.
30-minute programs (29:30) 3:00
45-minute programs (44:30) 4:30.
60-minute programs (59:30) 6:00.

3. All multiple sponsorship programs such as participation programs, announcement programs, "musical clocks" and shopping guides, which heretofore through general practice have been exempt from any commercial time limitations, are subject to the limitations set forth in paragraph 1 and, in the case of such programs of half-hour, three-quarter hour and hour duration, to appropriate multiples of that limitation. Five and ten-minute multiple sponsorship programs are subject to the limitations set forth in paragraph 2 for such length programs, namely, one minute and two minutes respectively.

4. Programs of news, news commentary and news analysis, which are less than 15 (14:30) minutes in

length should contain no middle commercial announcement.

Added Commercials

5. While there is no restriction on the number of products which any single sponsor may advertise within the above time limits, commercials for these products should be presented within the framework of the sponsor's program structure. This precludes the use on such programs of simulated spot announcements which are divorced from the program by preceding the introduction of the program itself, or by following its apparent sign-off. To this end the program itself should be announced and clearly identified before the use of what have been known as "cow-catcher" commercials, and the program should be signed off after—not before—the use of what have been known as "hitch-hike" commercials.

6. Any reference in a program to any product or service under any trade name, or language sufficiently descriptive to identify same should, except for normal guest identifications, be considered as commercial copy and as such is part of and included in the today time allowances as herein provided.

7. The placement of more than one commercial announcement between two programs should not be permitted under any circumstances.

Contests And Offers

Any broadcasting designed to "buy" the radio audience, and to influence it to listen in hope of reward, rather than for the quality of the broadcasting should not be permitted.

Contests should be subject to the following:

Contests

1. Proposed prize contests should be submitted to the broadcaster well in advance of the first public announcement in any medium involving the radio program.

2. Contests should offer the opportunity to all contestants to win on the basis of ability and skill, rather than on chance. Games of chance are not acceptable.

3. The decision of the judges should be final. Duplicate prizes should be awarded in case of ties.

4. Full details, including the basis upon which contestants' submissions are judged should be clearly stated in each announcement of the contest except where all details are withheld in favor of a "teaser" announcement of a pending or current contest, or where the listener is directed to another available source.

5. Closing date of the contest should be made known to the broadcaster when the contest goes on the air. If the contest is to be of short duration, its closing date should be stated during the first broadcast announcement of the contest; if of long duration, the termination date should be announced at least two weeks in advance.

6. While advertisers may require contestants to submit box-tops, wrap-

Status Of Giveaway Important Item In Code Set-Up

pers or other evidence of purchase products, reasonable facsimile thereof should be equally acceptable.

7. Contests and offers which require a consideration for which reasonable facsimile can be produced should not be accepted.

8. Contest decision should be made promptly, and the names of winners should be released as soon as possible thereafter. When the broadcasting of the complete announcement of winners is undesirable because of length, broadcaster should be supplied with the name of winners and other necessary information.

9. All copy pertaining to any contest associated with the exploitation or sale of the sponsor's product or service, and all reference to prizes or gifts offered in such connection should be considered as part of the included in the total commercial time allowances as herein provided.

Qualifications Or Offers

Offers should be subject to the following:

1. Full details of proposed offer, including samples of premiums and proposed copy should be submitted to the broadcaster for investigation and approval before the first announcement is to be broadcast. Premium should be offered which is harmful to person or property.

2. No premium that depends upon its alleged "luck-bearing" powers or its attractiveness or in any fashion appeals to superstition should be allowed.

3. Announcement of the termination of an offer should be made as far in advance as possible.

4. If a consideration is required, the advertiser should agree to honor complaints indicating dissatisfaction with the premium by returning the consideration. The advertiser should also hold the station free from liability in connection with the offer. Where offers require a consideration the premium should not be described as a "gift" or as "absolutely free."

5. Before a premium or gift offered on a program the advertiser should be certain of having a sufficiently large supply to meet the demand for the premium or gift.

6. There should be no misleading descriptions or comparisons of a premium or gifts which will distort or enlarge their value in the mind of the listeners.

Opposition Expected

Opposition to the new code is expected when the meeting gets under way today. It will stem from many independent stations, members of NAB, who claim the limitations on commercial announcements seriously impairs the economics of their operations.

On Giveaways

On the matter of giveaways and other programs which come under the premium category the code at one point has this to say: "Any reference in a program to any product or service under any trade name, or language sufficiently descriptive to identify same should, except for normal guest identifications, be considered as commercial copy and as such is part of and included in the total time allowances as herein provided."

WNEW and MARTIN BLOCK

AN UNBEATABLE TEAM!

The MAKE BELIEVE BALLROOM

**Makes music for listeners,
money for advertisers...**

**10-11:30 a. m. 5:35-7:30 p. m.
Monday thru Saturday**

Ever since 1935 MARTIN BLOCK and the MAKE BELIEVE BALLROOM have been part of the pulsating life of this metropolis. They make hearts — *and merchandise* — move faster!

For more than 12 years the MAKE BELIEVE BALLROOM has been a New York show — tailored for New York listeners and custom-made for advertisers who want to sell them! It's a BIG show — and like all big shows it appeals to all ages! Hit tunes, top bands, new stars — you hear them all and you *hear them first* when MARTIN BLOCK entertains at the MAKE BELIEVE BALLROOM with two big performances daily, six days a week.

Yes, he's No. 1 in the No. 1 Market!

So listen to MARTIN BLOCK *at his best* — on the MAKE BELIEVE BALLROOM!

Buy MARTIN BLOCK *where he's biggest* — on WNEW in Greater New York!

WNEW

**1130
ON YOUR
DIAL**

Represented by
John Blair and Co.

SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY

All Yours

... alert ready-made
television audiences
on Du Mont Station WABD
New York



Highway to the Stars...

Brand-new weekly serial with a heart-warming story and the kind of appeal that keeps an audience coming back for more—regularly. Takes you through the struggle, fun and exciting career of a girl in love with both a boy and a career. A smooth-running, fast-clicking production.



Doorway to Fame...

This is the "big break" in television for which hundreds of young talented actors, singers and dancers have been praying. They really give! Half-hour Friday evenings. There are no bugs in this easy-to-produce program! You can "discover" some of the future stars of television.



Birthday Party...

7:30 to 8 Thursday evenings following television's most popular juvenile show "Small Fry." Each week a new group of gifted youngsters attends the party—display an amazing array of talent as entertainers. A show for the whole family—and one that's a cinch to run—one that can sell goods.

television

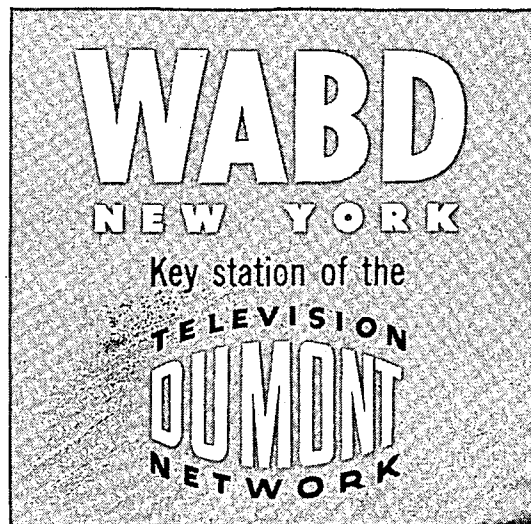
—your
fastest-growing audience—
has its part in your budget
... plan for it NOW!

These are sure-fire programs ... custom made ... pre-tested ... ready to work for you. Heavy mail response is already proving genuine listener interest in many WABD presentations. Latest industry reports indicate more than 35,000 television receivers in service in the New York area, estimated to approach 200,000 by the end of 1947.

WABD is currently presenting the most ambitious television program schedule of any New York station, averaging 39 hours per week.

Here's your audience, here's your station, here are your programs. Phone or wire ... TODAY.

→ **WABD—DU MONT**
Time Sales Dept.
615 Madison Ave.,
New York 22, N. Y.
Phone: PL 3-9800



ADDED BROADCASTER COMMENTS ON NAB

Frequency Modulation

"The different phases of the music problem will undoubtedly be up for major discussion at the convention. Practical application of the Lea and Taft-Hartley Acts, not only as they affect musicians but from the entire employee-employer relations aspect is of vital concern to all broadcasters. Also the AFM stand on FM duplication is certainly due for an airing. . . ." ROBERT W. BOOTH, WTAC, Worcester, Mass.

"Petrillo and the music question is just about the most important issue the convention has before it. . . ." "This issue and the whole question of employer-employee relationship is ripe for settlement and how it is settled will be of primary importance to the steady progress of the radio industry." ARTHUR SIMON, WLIB, New York City.

"The music problem always seems to be with us and there seems to be rumblings on the horizon for January, 1948. If discussions at the NAB convention serve to clarify these matters, we will feel that the convention has been a great success." JOHN PATTISON WILLIAMS, WING, Dayton, and WIZE, Springfield, Ohio.

Music and BMB Listed

"It is unfair to other important subjects to select and emphasize just one. Certainly the music problem is one of major importance. The matter of a new code also deserves close attention. And, equally important is what the industry will do about Broadcast Measurement Bureau (BMB). I believe these three are the most important problems before the convention." HUGH B. TERRY, KLZ, Denver, Colo.

"Unquestionably the most important problem for my money is the Jimmy Petrillo-FM problem. . . . FM won't work if there are no listeners. It takes programming to get listeners and it takes music to have a decent programming. Excessive costs of FM are a treat now. The added burden of a double set of musicians could easily be the straw that broke the camel's (FM) back." JOHN ESAU, KTUL, Tulsa, Oklahoma.

"The number one matter which the NAB should consider is the relationship which the industry as a whole must maintain with the AFM in the immediate future and in connection with FM in the not too distant future. . . ." DWIGHT J. BRUCE, WTOG, Savannah, Ga.

"FM music." WM. R. TEDRICK, CWCC, Poplar Bluff, Mo.

Wants FM Set Survey

"WGYN-FM is primarily interested in some method of determining the number of FM sets in a given area and the amount of listening to FM in general and to particular FM stations." RALPH DRENT, WGYN-FM, New York.

"Reduction in fees charged by ASCAP, best way to broadcast AM-FM simultaneously, using Network programs with or without Mr. Petrillo and ask Government to curtail any further issuance of license to new AM stations." PIEDMONT BROADCASTING CORPORATION, WSTP, Salisbury, N. C.

"The duplication of programs by both AM and AM transmitters under the same

station ownership." JOHN F. PATT, WGAR, Cleveland, Ohio.

"The entire FM-AM situation." G. J. RIAN, WTCN, WTCN-FM, Minneapolis-St. Paul, Minn.

" . . . I think the most important problem to all broadcasters today is 'What is the Economic Future of AM and FM Broadcasting' . . ." A. HARRY ZOOG, WWBZ, Vineland, N. J.

Seeks Operational Info

"In my opinion, these are the most important problems to be discussed at the forthcoming NAB Convention in Atlantic City: (1) How to operate an FM station without loss (in conjunction with a pre-existing AM station) either in revenue or audience. (2) The general problem of station operation in the face of continued competitive grants, and whether the public interest will be served as each outlet finds program expense necessarily reduced in proportion to decreased revenue." ROBERT R. FEAGIN, WPDQ, Jacksonville, Fla.

"There are a number of interesting things on the agenda, but we are interested most in getting a first-hand, up-to-the-minute, off-the-record, appraisal of FM from experienced broadcasters who now operate both AM and FM stations. Also, we would like to hear a logical explanation of why Petrillo demands extra pay if the program is broadcast over FM stations. . . ." WM. B. QUARTON, WMT, Cedar Rapids, Iowa.

"In my estimation, the recent formation of the NAB-FM Committee again shows the progressive spirit of NAB under Judge Miller's guidance. The election of a permanent committee and a report of its plans will play a most important part in the future of broadcasting. . . ." ARTHUR McCracken, WGPA, WGPA-FM, Bethlehem, Pa.

"In my mind, the most important problem to be discussed at the forthcoming NAB Convention is the problem of providing music for the stations, both AM and FM, without the stations being subjected to conditions that are unreasonable or coercive. . . ." DIETRICH DIRKS, KTRI, Sioux City, Iowa.

"I think the most important problem for discussion at the NAB Convention in Atlantic City is the FM-Petrillo situation. In my opinion, FM will never reach AM popularity until we have on FM the programs which have made AM popular. The present Petrillo ruling, unless rescinded, practically puts FM on the shelf for any immediate future developments." J. E. BAUDINO, KDKA, Pittsburgh, Pa.

"The music situation and its effect on AM-FM operations and labor generally." C. L. MCCARTHY, KQW, San Francisco, Calif.

"Petrillo and FM broadcasting." DICK HOLLOWAY, WRLD, West Point, Ga.

"Elimination of a dictator who can forbid networks to feed FM stations if they so choose. Determine if there is connivance between the networks and AFM on his matter." HOWARD BARRETT, KRBC, Abilene, Texas.

"In our opinion, one of the most important questions to be discussed at the NAB Convention is the problem facing all broadcasters due to the prolific granting of AM stations in practically every community. Competition is vastly in-

creased, in itself healthy enough, but it will require more intensive selling of radio itself to heretofore unsold retailers. . . ." W. M. CARPENTER, WLOW, Norfolk, Va.

Miscellaneous

"The indiscriminate granting of licenses both AM and FM without regard to their economic future. The country is supported with flagrant examples of cities struggling with four or five more stations which cannot possibly support more than one or two. . . ." FRED F. CHITTY, KVAN, Vancouver, Wash.

"Inasmuch as Durham along with Twin Falls, Idaho, and Phoenix, Arizona was one of the first three markets to face and solve the problem of multiplicity of radio stations in one market, we believe that other broadcasters might profit from a discussion of the problems imposed upon radio stations when the Commission grants more radio stations a given market than the market can nominally be expected to support." PAUL W. NORRIS, WTIK, Durham, N. C.

"Employer-employee relations." C. E. GATCHALL, WGAN, Portland, Maine.

"I consider the far too many station grants in obviously over-crowded markets a serious subject to be discussed at the Convention. Also labor-management relations." R. W. ROUNSAVILLE, WBAC, Cleveland, Tenn.

Eugene Carr Comments

"If the broadcasters of the country can come away from the NAB Convention this year with a clearer understanding of the application of the Lea Bill and the Taft-Hartley Bill to a radio station operation, then the trip to Atlantic City will have been very much worth while." EUGENE CARR, WHBC, Canton, Ohio.

"The most important thing at Atlantic City will be to do whatever is necessary to assure the continuation of the American System of Broadcasting." HAROLD HOUGH, WBAP, Fort Worth, Texas.

"Labor problems, unionization, etc." GRANTVILLE WALTERS, WAML, Laurel, Miss.

"I feel that the problem of employee-employer relations is of utmost importance along with thorough coverage of the Taft-Hartley and Lea Acts. Competition faces all of us today and it is necessary that the employer thoroughly understand his labor problems in order to efficiently operate and control his rapidly increasing cost of operation." E. K. HARTENBOWER, KCMO, Kansas City, Mo.

"Now that the problem of production is hurriedly being solved, I am of the opinion that the most important phase confronting the radio industry at the present is the installation and development of television." VERNON H. PRIBBLE, WTAM, Cleveland, Ohio.

"Discussion on editorializing by radio stations. We would like to have this discussed frankly at the convention and a definite policy set up for all NAB stations to follow." E. M. HORNING, KSIB, Creston, Iowa.

"How can small stations secure trained announcers, production men and women,

and at the same time keep pace with the FCC's granting policy." JAMES T. OWNBY, WCTA, Andalusia, Alabama.

"From the standpoint of the immediate future, tele." FRANK MULLIN, NBC, New York City.

"The most important subject that can be discussed at the NAB convention is how can we in the broadcasting industry induce the radio set and equipment manufacturers to spend a large portion of the millions they are now spending for newspaper and magazine advertising on broadcast advertising for building the finest radio programs possible and broadcast these over all the stations in the country. Also to induce the set manufacturers and equipment people to help the radio broadcasters perform a better public service by sponsoring public service programs in the local communities through their dealers and distributors." W. L. GLEASON, Broadcasting Corp. of America, Riverside, Calif.

"How can a small station survive?" HERBERT W. BROWN, KCVR, Lodi, Calif.

" . . . I believe that each District should select three representatives to meet in general convention nationally, and really get something done instead of asking the whole industry to meet at some distant spot, where confusion and liquor spoil any chance there might be to accomplish anything good or lastingly useful for radio. . . ." ROBERT J. DEAN, KOTA, Rapid City.

Programming

"Program standards. . . . Stations and networks must demonstrate fresh talents and techniques if they are to retain the listenership and prestige they have enjoyed heretofore." ROBERT G. PATT, WHN, New York City.

"In my opinion, the question of Programming will be the most important problem before the 1947 NAB Convention. If radio is to gain in effectiveness and prestige, rather than loss in influence, and thereby endanger the present system of free radio, those in the industry must be alert to formulate program schedules that will reasonably satisfy both the public and the advertiser. In my opinion, there is, at present, too wide a gap between the two interests." IVOR SHARP, KSL, Salt Lake City, Utah.

"Clear definition of FCC program control so that a station manager knows what is deemed in the public interest and if a commercial program can be included in the public interest category. A small station with a full commercial network schedule at a low rate does not have much station time left." FRANK O. MYERS, KCMC, Texarkana, Texas.

"American broadcasting is undergoing a definite change due to the large number of new stations coming on the air. These stations will have a programming problem. It seems to me that some new formula of non-network programs is bound to evolve. I think this subject is bound to receive considerable attention at the forthcoming NAB Convention." HERB HOLISTER, KBOL, Boulder, Colorado.



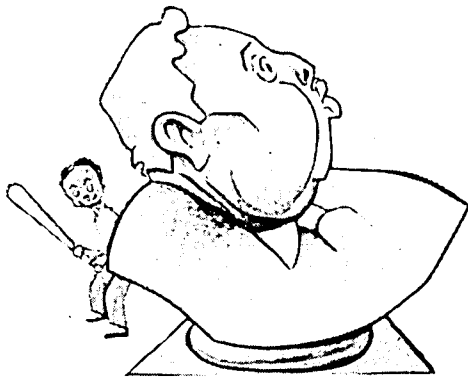
Fred Allen



Charlie McCarthy



Bob Hope



The Great Gildersleeve



Amos 'n' Andy



Red Skelton



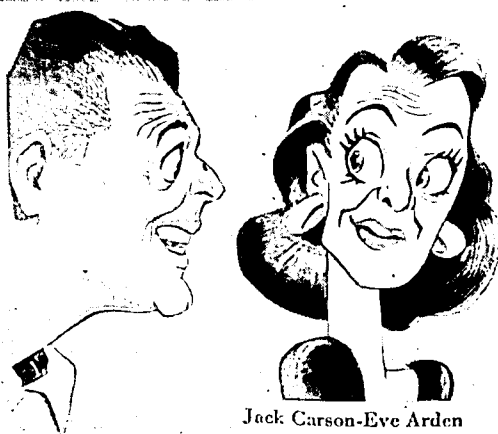
Mr. District Attorney



Kay Kyser



Eddie Cantor



Jack Carson-Eve Arden



Frank Sinatra



William Bendix



Burns and Allen

Network of the stars



Fibber McGee & Molly



Dennis Day



H. V. Kaltenborn

The pictures on these pages are but a sample of what advertisers and listeners will be seeing a lot of this year—NBC stars through the eyes of the famous caricaturist, Sam Berman.

With the familiar NBC lineup of stars intact—plus such newcomers as Al Jolson, Jimmy Durante, Frank Sinatra, Eddie Dowling, Jack Carson, Bob Hawk, Garry Moore and the Ford Theater, the 1947-48 season on NBC will shine brighter than ever—beaming to listeners the greatest concentration of talent, to advertisers the greatest concentration of listeners ever to be found on a single network.

America's No. 1 Network



the National Broadcasting Company

A service of Radio Corporation of America

Today's Convention Agenda

Tuesday, September 16

- 9:00 a.m. to 5:00 p.m. Registration—Lobby, Convention Hall
- GENERAL SESSION—MAIN ARENA FLOOR
- 10:00 a.m. Call to Order—Campbell Arnoux, WTAR, Norfolk, Chairman, Convention Program Committee
- 10:05 a.m. President's Report—Justin Miller, President
- 11:00 a.m. Address—Goar Mestre, Vice President, Inter-American Broadcasters Association
- 11:30 a.m. Address—Joseph Sedgwick, K. C., CAB General Counsel
- 12:30 p.m. General Luncheon—Ball Room
Music of and by BMI
- 1:20 p.m. Address—Admiral W. H. P. Blandy, U.S.N.
- 1:30 p.m. Address—Clarence F. Lea, M.C.
- 2:00 p.m. BMI Publishers and Their Hits—Carl Haverlin presiding
- GENERAL SESSION—MAIN ARENA FLOOR
- 2:30 p.m. Association of Women Broadcasters—Dorothy Lewis presiding; Greetings — Mary Margaret McBride; Speaker—Robert R. Wason, Chairman of the Board, National Association of Manufacturers; Introduction of Ruth Crane, Acting President, AWB
- 3:00 p.m. "Radio Management Tomorrow—Problems of Service and Survival" Under Auspices of NAB Small Markets Committee
- 5:00 p.m. Adjournment
- 7:00 p.m. Annual Banquet

Atlantic City Directory

(Courtesy of Amusement Publishing Co., Atlantic City)

MOVIES

Week Beginning Monday, September 15

APPOLO—Bdwk. at New York—"Kiss of Death."

ASTOR—Atlantic at New Jersey—"Secret Life of Walter Mitty."

CAPITOL—Atlantic at Maryland—"I Wonder Who's Kissing Her Now."

CINEMA—Atlantic at Ohio—"Carnegie Hall."

COLONIAL—Atlantic at New York—"Dear Ruth."

EMBASSY—Atlantic at New York—"Romance of Rosey Ridge." Wed.—"Mother Wore Tights."

HOLLYWOOD—Atlantic at Kentucky—"Lured."

MARGATE—Ventnor at Delevan—"I Wonder Who's Kissing Her Now." Wed., Thurs.—"Margie."

SHORE—Atlantic opposite City Hall—"Heaven Only Knows."

STANLEY—Bdwk. at Kentucky—"Welcome Stranger."

STRAND—Bdwk. at Pennsylvania—"Mother Wore Tights." Wed.—"The Corpse Came C.O.D."

VENTNOR—Ventnor at Weymouth—"Mother Wore Tights."

VIRGINIA—Bdwk. at Virginia—"The Bachelor and the Bobby-Soxer."

WARNER—Bdwk. at Arkansas—"Desert Fury."

HOTELS

AMBASSADOR, Bdwk. at Brighton Ave., Phone—(5-4141).

BREAKERS, Bdwk. at New Jersey Ave., Phone—(4-0121).

BRIGHTON, Bdwk. at Indiana Ave., Phone—(4-6121). Dancing and music.

CHALFONTE-HADDON HALL, Bdwk. at N. Carolina Ave., Phone—(4-0141).

CHELSEA, Bdwk. at Morris Ave., Phone—(4-1251). Dancing and music. Chelsea Grille.

CLARIDGE, Bdwk. at Park Place, Phone—(5-1281). Dancing and music. Mayfair Room.

DENNIS, Bdwk. at Michigan Ave., Phone—(5-2121).

JEFFERSON, 136 S. Kentucky Ave., Phone—(5-0141).

MARLBOROUGH-BLENHEIM, Bdwk. at Ohio Ave., Phone—(5-1211).

MAYFLOWER, Bdwk. at Tennessee Ave., Phone—(4-1161). Dancing and music. Holiday Room.

PENN ATLANTIC, 1219 Bacharach Blvd., Phone—(5-3226). Dancing and music. Riptide Room.

PRESIDENT, Bdwk. at Albany Ave., Phone—(4-5151). Dancing and music. Round the World Room.

RITZ-CARLTON, Bdwk. at Iowa Ave., Phone—(4-3051). Dancing and music. Ritz Carlton Hotel Tavern.

SEASIDE, Bdwk. at Pennsylvania Ave., Phone—(5-1151). Dancing and music. Surf 'n Sand Room.

SHELburne, Bdwk. at Pennsylvania Ave., Phone—(4-8131). Dancing and music. Shell Bar and Boardwalk Lounge.

ST. CHARLES, Bdwk. at St. Charles Place, Phone—(4-5241).

STRAND, Bdwk. at Pennsylvania Ave., Phone—(5-3271).

TRAYMORE, Bdwk. at Illinois Ave., Phone—(4-3021). Dancing and music. Submarine Grill.

NIGHT CLUBS

BABETTE'S, Pacific at Mississippi (Convention Hall). Charcoal broiled steaks, chops, sea food. Dinner and evening show. Air conditioned.

CLICQUOT CLUB, 15 North Illinois Ave. Steaks, chops, chicken. Two shows nightly 11 and 2:30. Air conditioned.

500 CAFE, 6 S. Missouri Ave. Excellent cuisine. Entertainment, dancing, music bar.

PADDOCK, Atlantic at Illinois. Dinner from 8:30 p.m. Revues, dancing, music bar. Top entertainment. Air conditioned.

RESTAURANTS

(Sea Food, Steaks)

HACKNEY'S, 215 Marine Ave., near Inlet end of Boardwalk. World famous for sea food. 11 a.m. to 12 p.m. Capacity, 3,000. Liquors. Steaks, chops, chicken. "Purified" lobster pools.

NEPTUNE INN, Pacific at Albany. Featuring sea food, steaks, chops, lobsters and house specialties. Game cooked on advance order. Open 3 p.m. to 2 a.m.

(Continued on Page 21)

Panoramic View of Atlantic City's Famed Skyline



Panoramic view of Atlantic City's famed resort skyline showing the boardwalk and many of the leading hotels which house the record crowd attending the 25th annual convention of NAB.

See Television on a 6 by 8 foot screen!



**Programs of ABC and NBC
including direct pickups of**

UNITED NATIONS
FOOTBALL
BASEBALL

TENNIS
AQUASHOW
HORSE RACING

Relayed from Philadelphia and New York by
microwave relay to the

**MAIN DINING ROOM
HOTEL AMBASSADOR**

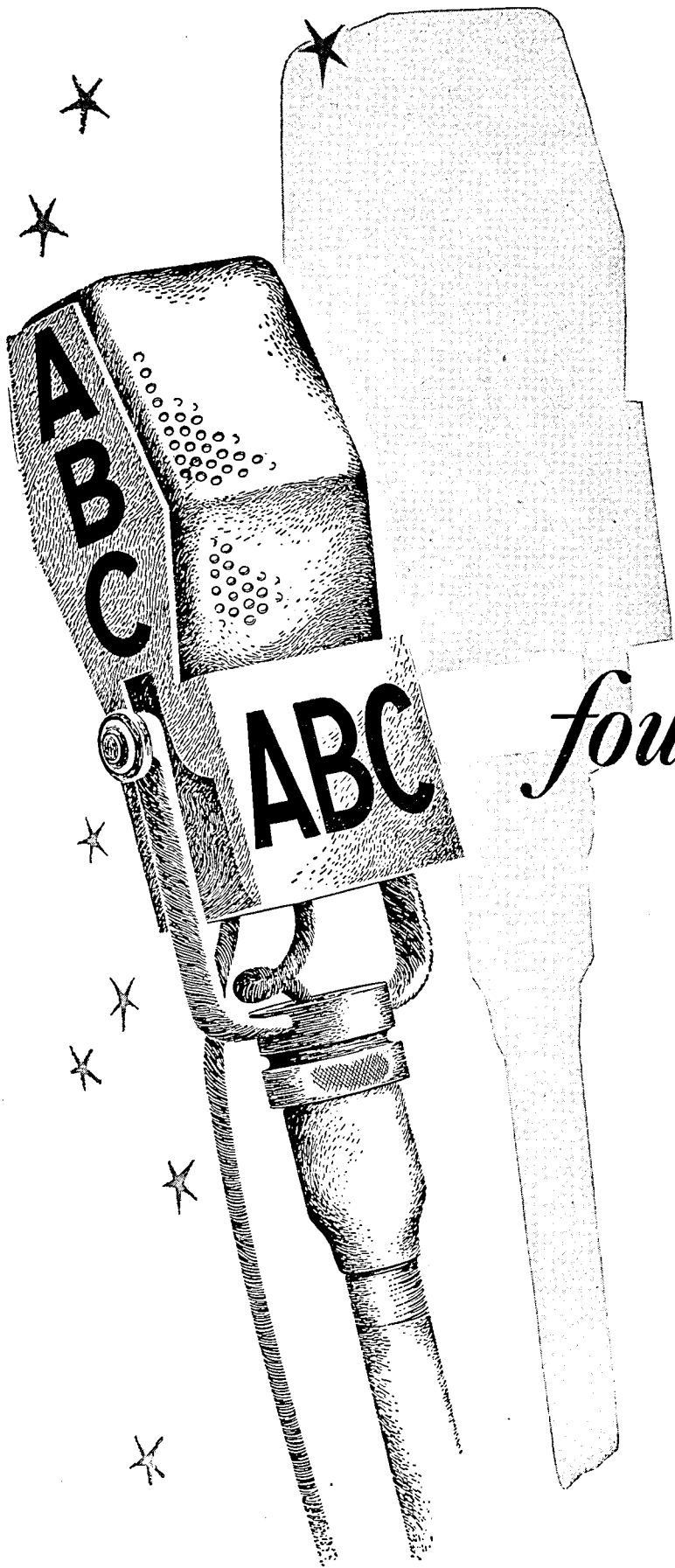
September 14 to 18

	Sunday	Monday	Tuesday	Wednesday
Afternoons	2:30-5:30	2:00-5:30	1:30-4:30	1:00-5:30
Evenings	7:00-9:00	7:30-10:30	7:30-8:30	7:30-10:30

P. S. Don't forget to visit our equipment exhibit in the Convention Hall. Latest models of AM, FM, and TV studio and transmitting equipment are on display. Features include our new 10-kw FM transmitter, 5-kw AM transmitter and a complete television-station layout, including transmitter, antenna, mobile television unit, microwave relay equipment, the new studio camera and a complete setup of permanent-type studio video equipment.



RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.



four years later.

1943-1944

IN THE SUMMER OF 1943, the American Broadcasting Company (then the Blue Network) was taken over by a new ownership and a new management.

The new management set about accomplishing two important jobs: first, to bring the best possible listening to millions of radio homes across the country; and second, to furnish American business with an efficient, effective advertising medium which would sell more and more goods to more and more people at the lowest possible cost.

Now—four years later (in radio time, that's 140,160 quarter hours later!)—is a good time to review the progress that the network has made.

FACILITIES:

At the time of the change, the Blue Network was made up of 160 stations with a total power of 469,800 watts.

Today, ABC has 264 stations, an increase of 65%. The total power of the network is now 1,045,700 watts: an increase during the four years of 123%.

In expanding from 160 to 264 stations, the emphasis has been on the nation's top 200 markets. Of the 104 stations added between 1943 and 1947, 52 of them were located in these vital sales areas. Thus, by the end of 1947, ABC will have its own outlets in at least 167 of the top 200 markets (45% more than in 1943). And in the remaining 33 markets, ABC provides primary coverage in 24 of them from outside stations.

In 1943, the network owned and operated three stations: WJZ in New York, WENR in Chicago and KGO in San Francisco.

KECA (Los Angeles) and WXYZ (Detroit), both important stations in key markets, have since been added to the Owned-and-Operated list, making a total of five Owned-and-Operated stations.

By the end of the 1947 ABC will have a total of eleven 50,000-watt stations on the network.

BILLING:

Gross billings for the year ending Dec. 31, 1942, were \$15,782,493. Billings for the year ending Dec. 31, 1946, totalled \$40,617,130. This is an increase of 157%.



American Broadcasting Company

A NETWORK OF 264 RADIO STATIONS SERVING AMERICA

As an example of the growth of ABC, take the food field:

NETWORK FOOD ADVERTISING 1943-1947*

	ABC	Network "X"	Network "Y"	Network "Z"
1943	\$ 6,913,471	\$12,941,518	\$12,600,180	\$1,104,588
1944	11,217,318	15,925,268	13,183,755	2,241,069
1945	13,189,172	14,046,091	12,150,275	2,913,405
1946	12,741,277	13,359,844	12,579,209	4,154,383
1947*	6,718,836	6,571,307	6,272,099	2,535,845

*First Six Months

Source: PIB

ABC is now completely sold out from 9 AM to 6 PM every Monday through Friday. And in the mornings, it is the most-listened-to network in radio.

PROGRAMS AND SPONSORS:

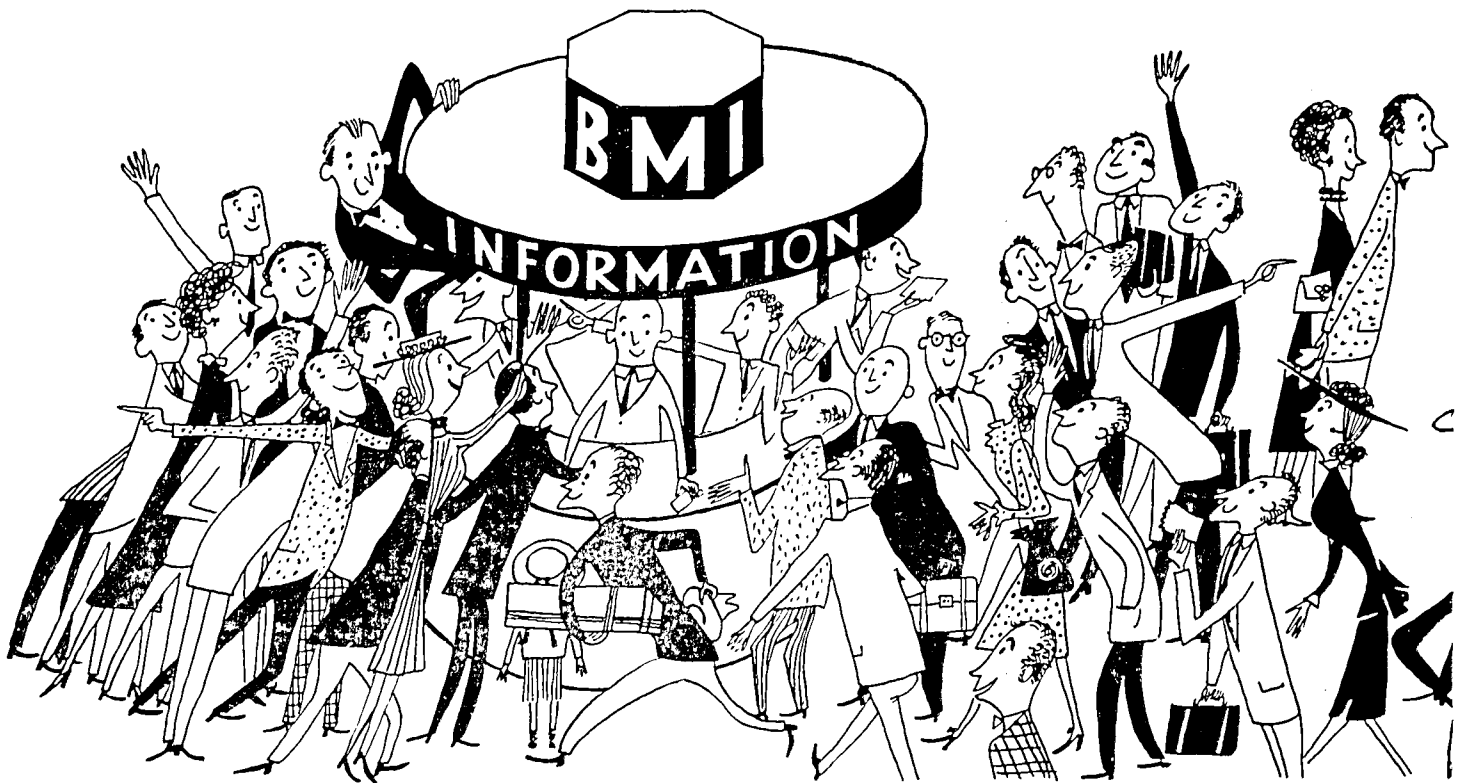
There have also been important improvements in programs, and they have been reflected in consistently higher ratings. (In January-February, 1947, ABC's Hooperatings for ALL programs were 18.4% higher than the same period of 1943.) Part of the credit for these improvements goes to the ABC Program Department for the development of new shows and new talent—and for better programming of shows.

But an even larger share of the credit must, of course, go to ABC's sponsors. To the network they have brought their vast experience—both in entertaining the public, and in the mass selling of goods. They have worked closely with the network; they have had faith in the network. If a network is known by the company it keeps, then ABC—with clients like *U. S. Steel*, *General Electric*, *R. J. Reynolds*, *Philco*, *General Mills*, *P & G*, *Westinghouse*, *American Tobacco*, *Goodyear*, and *Gillette* (to mention only a few)—cannot be outdone.

And if a network is known by the entertainment—enlightenment—education—inspiration—it provides, ABC and its clients have their full share of winners: top popularity programs like *the Bing Crosby Show*, *the Theatre Guild on the Air*, *the Boston and Detroit Symphonies*, *the Breakfast Club*, *Walter Winchell*, *the Metropolitan Opera*, *This Is Your FBI*, *the Henry Morgan Show*, *America's Town Meeting of the Air*.

All these facts and figures add up to just this: ABC has made remarkable progress in four years. And with our many friends—with their loyalty, their prestige, their confidence in our network—we can see this progress continuing in the years ahead.

Headquarters for service...



While you're at the Convention, look for the conspicuous neon sign that says "BMI-NAB". That's where you'll find the Official Information Center... right in the middle of Convention Hall... waiting to serve you.

Service, as you well know, is the main theme song of BMI. BMI serves the broadcaster all year around, of course, but during this week at the NAB Convention in Atlantic City BMI undertakes another kind of worthwhile service by operating the Official Information Center for the whole get-together.

It's yours to use—yours to serve you.

Meet your friends there. Ask all the questions you want... about the timetable of meetings, what's playing at local theaters, where fellow broadcasters are staying, or even how to get the biggest lobster dinner

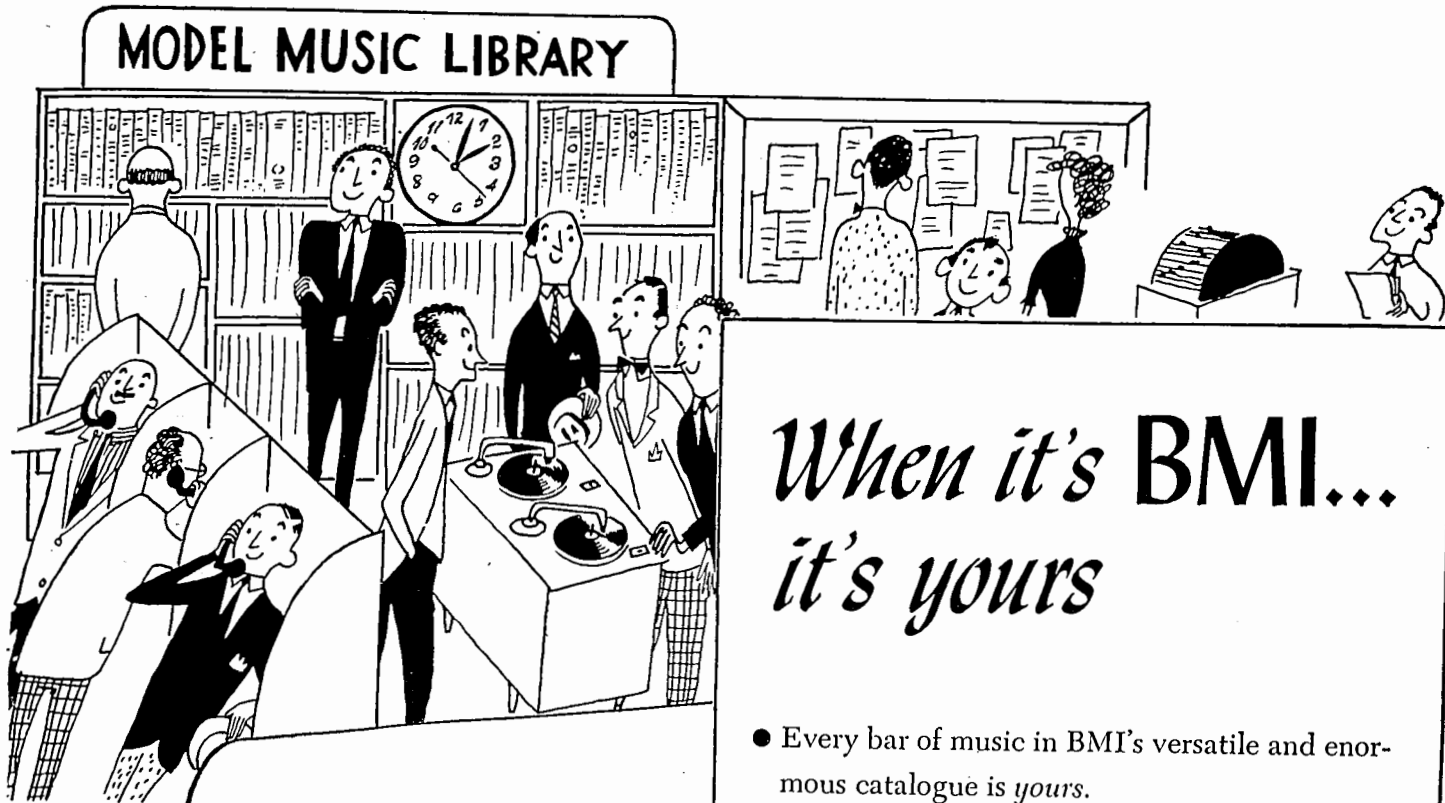
in Atlantic City. And, if you're expecting any urgent 'phone calls, remember that the BMI-NAB Information Center has direct lines to all leading hotels. When the call comes through we'll see that you receive it right in Convention Hall.

Don't Miss the Model Music Library

There's still another service feature too—a Model Music Library—set up to offer suggestions on how to improve the music library back at your own station. BMI has incorporated the best features of many efficient systems in this Model Library. You'll find it full of valuable hints that can be adapted to any station, large or small.

BMI has been wholeheartedly serving broad-

the BMI-NAB Official Information Center
at the NAB Convention.



*When it's BMI...
it's yours*

- Every bar of music in BMI's versatile and enormous catalogue is *yours*.
- Every service offered by BMI to improve music programming is *yours*.
- Every BMI song performed over the air is *yours*. Because, you see, *BMI itself is yours*. Broadcasters established BMI. Broadcasters maintain and operate BMI. It functions only to serve you and the interests of our great industry.

casters since 1941. Today, more than 1,700 alert stations are improving their programming with BMI's vast and varied music repertoire...its useful and saleable scripts...its enormous fund of other music programming aids, bulletins, biographies and suggestions.

Industry-owned, industry-operated, BMI is of, by and for the broadcaster. Its services are always yours—today at the NAB Convention, and every other day of the year as well.

Broadcast Music, Inc.

NEW YORK • CHICAGO • HOLLYWOOD



FM Department

From Annual Report To NAB

A NUMBER of actions taken by the NAB Board of Directors, NAB management and by the membership, through referendum, during the past year had the effect of materially strengthening the position of FM broadcasters within the structure of the Association. The NAB membership, by a near-unanimous vote, has approved the new By-Laws which call for Directors-at-Large to be elected to the NAB Board to represent frequency modulation, television and facsimile whenever the membership in any of these categories reaches a total of 25. The By-Laws further provide that with respect to FM, there shall be a Director for Class A stations and a Director for Class B stations, subject to the required minimum membership.

Except in 1947 when the old procedure for electing Directors-at-large will obtain, these new Directors will be nominated and elected by that section of the membership which falls within their classification.

In June, 1947, Walter Damm, Chairman of the FM Executive Committee, resigned from that position. Mr. Damm was president of FMBI at the time that the members of that organization decided to associate themselves with the NAB and felt that his work of bringing the two organizations together and establishing NAB's FM Department was completed. After consultation with NAB Board members and others particularly interested in FM broadcasting,

NAB President Justin Miller appointed Leonard Asch, of WBCA, Schenectady, New York, as chairman of the FM Executive Committee, bringing to the chairmanship of that group an exclusive FM broadcaster whose experience with this rapidly growing branch of the industry, and whose enthusiasm for frequency modulation broadcasting would give added impetus to FM affairs within the Association.

In August, 1947, Arthur Stringer, one of NAB's long-time department heads, and well known to broadcasters everywhere as an able and energetic organizer and promotion man, was selected to head the FM Department, replacing Robert T. Bartley, resigned.

On August 25, 1947, the FM Committee held its first meeting under the chairmanship of Leonard Asch, with Arthur Stringer, President Miller and Executive Vice-President Willard attending. Members of the committee are:

Leonard L. Asch, WBCA, Schenectady, N. Y.
Walter J. Damm, WTMJ-FM, Milwaukee, Wisconsin.
Matthew H. Bonebrake, KOCY-FM, Oklahoma City, Okla.

Everett Dillard, KOZY, Kansas City, Missouri.

Gordon Gray, WMIT, Winston-Salem, N. C.

John V. L. Hogan, WQXQ, New York City.

Clarence Leich, WMLL, Evansville, Indiana.

Cecil D. Mastin, WBNF-FM, Birmingham, N. Y.

Lester H. Nafzger, WELD, Columbus, Ohio.

John Shepard, 3rd, WGTR, Boston, Massachusetts.

Board Liaison:

Wayne Coy, WINX-FM, Washington, D. C.

Martin Campbell, KERA-FM, Dallas, Texas.

The Committee immediately undertook to chart a policy program for the FM Department which would meet the requirements of FM broadcasters and, at the same time, conform to the general policies of the National Association of Broadcasters. The committee asserted that FM is an advancement in the broadcasting art, that duplication of AM programs on FM stations is desirable and necessary to the more rapid development of the medium, and that NAB's FM Department should begin immediate-

ly to give its attention to the business and programming aspects of FM.

Under the guidance of the FM Committee and NAB management, and with the help of the other NAB departments, FM Director Arthur Stringer is undertaking a number of projects in behalf of the FM members.

1. The department will make a confidential and continuing study of FM rate policies, both local and national in order to give FM broadcasters the benefit of the accumulated experience of older FM'ers.

2. In collaboration with NAB's Research Director, Dr. Kenneth Baker, the FM Department will investigate the feasibility of developing a reliable and economical survey technique by which local FM broadcasters may determine the number of FM sets in their listening areas in a manner acceptable to advertisers, agencies and the industry.

3. The department will encourage frequency modulation broadcasters to increase operating hours above the minimums required by the FCC as quickly as economic conditions and program facilities permit in order to provide dealers with more demonstration hours and the public with as nearly a full-time broadcasting service as possible.

4. By resolution the committee asked the Board of Directors, at its meeting on September 14th, to consider the feasibility under the new

(Continued on Page 21)

RING & CLARK

25 Years Experience
in Radio Engineering

MUNSEY BLDG.

REPUBLIC 2347

WASHINGTON 4, D. C.

Banish this Nightmare!



YES, it's such a bore to hear the same "canned" newscast in the same words . . . over and over again . . . one station duplicating another like a procession of parrots. The public has a simple defense mechanism in such cases. It merely twirls the dial to something else. The public has little patience with microphone parrots.

To have consistently interesting news programs, to produce the kind of distinctive newscasts your listening audience looks forward to tuning in regularly, you cannot afford to be without International News Service, the basic ingredient of America's finest newscasts.

With INS you get the greatest variety of news, the news

behind the news, and the latest fresh angles—all in a continuous flow so that at no time must you succumb to audience-killing repetitions.

There's never an idle, never a dull moment on the INS wire. The INS newscaster never sounds like a parrot—because he has a constant flow of fresh, rich, *new* material to draw upon. The emphasis is on human interest, and local and regional as well as national and international significance. The writing is the product of journalism's greatest craftsmen—men and women whose superior abilities make for distinctive newscasting and permanent *INTERESTED* listening audiences.

Banish the parrot from your microphones! Give your radio audience the fuller benefits of INS—the best news service "buy" in America for radio.

INTERNATIONAL NEWS SERVICE

SOUTHWEST SIDELIGHTS

CLYDE WEATHERBY, operating as Hamilton Broadcasting Co., at Hamilton, has been granted a license by the FCC for a new standard broadcast station to operate there daytime only on 900 kilocycle with a power of 250 watts.

Jimmy Baxter, child movie star of more than a decade ago, and featured vocalist with Ted Fio Rita before the war, has been engaged as guest vocalist on the Grand Prize Beer "Design for Grand Living" heard Mondays, Wednesdays and Fridays from KXYZ, Houston, and over a special statewide network. He is substituting for Emmitt Ward, the regular vocalist, while he is vacationing. Baxter is also expected to take over for Lynn Cole on the "Headliner Time" program heard over the Texas Quality Network while Cole takes his vacation.

WOAI, San Antonio's singing cowboy, Red River Dave, has just completed four new recordings for the Continental Record Co. Due to commitments in San Antonio which precluded a trip to New York, Dave cut the discs in the studios of WOAI which has never before used its facilities for commercial recording. Soon to be released are the four sides which include "Tear Drops in My Heart," "Cigareets and Whiskey and Wild, Wild Wimmen," "A Rocky Mountain Lullaby" and "Bottle Talk."

A Birthday Greeting Program has been set for broadcast over KCOR, San Antonio, daily Monday through Sunday for a half hour. Program will send birthday greetings and play special dedications to all its listeners sending in dates of their birthday and names of their favorite selections. Quarter hour of the program will be sponsored by Robert Hall Clothing Manufacturing Co.

Tyrone Power, Hollywood motion picture actor, en route to Africa in a DC-3, stopped briefly in Dallas last week and paid a visit to Lee Segall. Power and Segall are business partners in KIXL there.

Bill Shomette, agricultural director and farm editor of WOAI, San Antonio, and Red River Dave, popular cowboy singing star of the station, aired a special broadcast from Floresville, Tex., in connection with the annual Peanut Festival held there.

As part of the recent display of the new line of Westinghouse receivers held in San Antonio, a 1921 one tube radio made by the company which sold for \$89.95, plus batteries, the tube, speaker and antenna was displayed next to a new model AM-FM receiver which sells for \$99.50. According to Charles D. Lutz, manager of KYFM, San Antonio, the dealers at the exhibition report an increasing demand in this area for sets which will receive FM.

NAB Membership by Web Affiliation

(As of August 1, 1947)

		NAB Member	Percent Membership
Total U. S. Network Affiliates.....	989	785	79%
American Broadcasting Company	240	196	82%
Columbia Broadcasting System	164	137	84%
Mutual Broadcasting System	442	326	74%
National Broadcasting Company	163	141	87%
Less Duplicates*	—20	—15	
Non-Affiliates	852	373	44%
<hr/>			
Total Standard Broadcast (Including 521 CP Stations)	1841	1158	63%
Frequency Modulation (Including 689 CP and CG Stations)	939	99	
Television (Including 54 CP Stations and 6 CP Stations operating on Special Temporary Authority) ..	66	3	
Associate Members		112	
<hr/>			
Total NAB Membership		1372	

* Duplicates—

- ABC and MBS 7—5 NAB Members
- CBS and MBS 3—1 NAB Member
- NBC and MBS 8—7 NAB Members
- NBC and ABC 2—2 NAB Members

IT IS THE TALK OF THE CONVENTION!

VISIT BOOTHS 24 and 26!

KASPER-GORDON, INCORPORATED

140 BOYLSTON STREET, BOSTON 16, MASS.

The Oldest—and one of the Country's Leading Producers
of Successful Syndicated Transcribed Programs

*Manufacturers of Quality Transcription Playback Machines
and Sole Manufacturers of Transcription Carriers*

P.S. EXCLUSIVE TERRITORY AVAILABLE FOR AGGRESSIVE TRANSCRIPTION REPRESENTATIVES.



The "Air Theatre"

One of *WBAL's*

"New World of Tomorrow" Studios

ATTENTION: NAB MEMBERS

WBAL's "new world of tomorrow" studios are the talk of the radio world. You are cordially invited to visit these new studios—when the convention is over.

WBAL—50,000 WATTS—BALTIMORE—NBC AFFILIATE

NATIONALLY REPRESENTED BY EDWARD PETRY & COMPANY

**Chizzini To NBC Sales;
Keck Succeeds Him In Chi.**

Frank E. Chizzini, manager of NBC's Chicago Radio Recording Division, will join the network sales department of NBC in New York on October 15, and will be succeeded in his present position by Scott E. Keck, it has been announced by I. E. Showerman, vice-president in charge of NBC Central division. Keck has been assistant to Chizzini for over a year and has been associated with the division for over two years. Chizzini joined the NBC network sales promotion department in New York in June 1934. A year later he became assistant manager of the New York Radio Recording division. In June 1940 he was promoted to the managership of the recording division office in Chicago. Keck also began his career with NBC in New York, joining the guest relations department as a guide in May 1942, following his graduation from Pennsylvania State College.

Women Plan Session

The first half hour of this afternoon's session has been allotted to the Association of Women Broadcasters with Dorothy Lewis, NAB Director of Listener Activities, presiding. Miss Lewis will present Ruth Crane, WMAL, Washington, acting president of AWB, who in turn will introduce Robert Wason, chairman of the board, National Association of Manufacturers, who will be the principal speaker. Mary Margaret McBride of WNBC, New York, and Barbara Wells of WOR, New York, will also be heard.

Peter Paul On WJZ

Peter Paul, Inc., candy makers, has bought sponsorship of Don Gardner's 7-7:10 a.m. newscast over WJZ on Monday, Wednesday and Friday, effective Sept. 22, it is announced by C. L. Doty, station sales manager.

Financial Report

National Association of Broadcasters
Statement of Income and Expense
Sept. 1, 1946 to July 31, 1947

INCOME	
Membership Dues	\$623,917.87
Other Income	34,845.96
	\$658,763.83
EXPENSES	
President	\$ 85,440.42
Secretary-Treasurer	37,324.82
Broadcast Advertising	75,028.20
Employee-Employer Relations	45,882.85
Engineering	11,748.26
FM	16,203.68
Program	10,832.05
Legal	39,691.13
Special Services	13,039.52
Public Relations	79,699.87
Research	27,794.76
General Administration	169,896.82
Special Budget	21,201.80
	\$633,784.20
Total	\$633,784.20
Excess of Income over Expenses September 1, 1946 to July 31, 1947	24,979.63
	\$658,763.83

Balance Sheet
August 31, 1946 and July 31, 1947

ASSETS:		
	Aug. 31, 1946	July 31, 1947
Cash in Bank	\$ 79,022.86	\$ 66,638.80
Petty Cash	250.00	250.00
Cash from Advance Convention Registration		20,124.31
Investments, U. S. Bonds	55,000.00	
Deposit, American Airlines	425.00	425.00
Dues and Accounts Receivable ..	9,032.56	16,332.00
Furniture and Fixtures less Reserve	23,158.03	37,322.00
Land and Building "1760 N Street" less Reserve	38,061.29	41,582.49
Land and Building "1771 N Street" less Reserve	200,000.00	289,973.20
Prepaid Expenses		2,323.08
Postage Inventory	359.71	229.80
	\$405,309.45	\$475,201.20
LIABILITIES:		
Surplus	\$341,680.14	\$394,935.54
FOAB Taxes	182.47	119.64
Withheld Taxes		4,953.24
Advance Convention Registration		20,124.31
Prepaid Membership Dues		18,096.51
Excess of Income over Expenses 1/1/46 to 8/31/46	63,446.83	
Excess of Income over Expenses 1/1/47 to 7/31/47		36,971.93
	\$405,309.45	\$475,201.20

C. E. ARNEY, JR.
Secretary-Treasurer.

WANNA NAB A GOOD SHOW?



G.R.P. FOR GOOD RADIO PROGRAMS

"THE WORLD OF JACK LONDON"

Starring
MICHAEL O'SHEA
VIRGINIA MAYO
Written by
JACK LONDON and
JOHN ESAU
Directed by Charles Schenck

A radio series based on the works of America's foremost adventure writer—JACK LONDON. Michael O'Shea, who created the character of Jack London on the screen, brings his works to the air. (1/2 Hr. 1 Wkly) LIVE

"MOVIES ON THE MIND"

Starring
CLAYTON "Bud" COLLYER
Directed by
CHARLES SCHENCK
Written by Gotham Staff

A quiz show about the movies and movie people with genial "Bud" Collyer (of "Superman" fame) as emcee. A highlight is "RADIO CHARADES," the parlor game adapted for broadcasting. (1/2 Hr.—1 Wk.) LIVE

"THE WHITE LINE"

Starring a Hollywood personality.
Written by Martin Seifert

A dramatic series about the men who ride the great highways of America, the truck drivers. The lives, loves and fortunes of these knights of the road are told through the personal adventures of JOHN LARSON. (1/2 Hr.—1 Wk.) LIVE

"WESTWARD HO!"

Starring
CLAYTON "Bud" COLLYER
Written by
JAMES BREETVELD

An adventure series based on Charles Kingsley's great sea classic. The exciting adventures of SIR AMYAS LEIGH in the swash-buckling days of Queen Bess. Slanted for the juvenile audience. (1/2 Hr.—1 Wk.) LIVE

GOTHAM RADIO PRODUCTIONS, INC.

GRamercy 5-7614 120 EAST 16th STREET, NEW YORK 3, N. Y.

NAB-FM Department Submit Annual Report

(Continued from Page 16)

By-Laws of electing Directors for each of the classes of FM stations in which there were the required minimum of 25 members.

5. Also by resolution, the committee adopted a motion on feather-bedding which pointed out that the dual broadcasting of identical programs on AM and FM does not increase the amount of work required of program and production personnel and that neither the charging of premium wage scales nor the employment of duplicate AM and FM personnel are economically justified.

6. By resolution, the committee further requested that the NAB Director of Engineering confer with manufacturers of ST transmitters and with the FCC regarding a deadline date when operation on fixed ST frequencies may become effective and to make recommendations to the FCC Engineering Department looking toward the establishment of a date which will be reasonable.

"Winner Take All" Quiz To Join Network Co-Ops.

"Winner Take All," CBS quiz now heard Monday through Friday 3:30-4 p.m., goes co-op starting September 29, it was announced yesterday by Ralph Hatcher, sales manager of the CBS co-op division. At that time it will be heard 4:30-5 p.m.

"House Party," which is now heard Monday through Friday, 5:00-5:30 p.m., and is available for sale on a co-op basis, shifts to 3:30-4 p.m., beginning September 29, and continues as a co-op show through November 28. Then, on December 1, its sponsorship will be taken over by the General Electric's Appliance and Merchandise Department. The time then will be 3:30-3:55 p.m.

Other co-op shows heard on CBS are:

CBS World News Roundup, 8:00-8:15 a.m., Monday through Saturday. Program heard at 9 a.m. Sundays.

CBS Morning News, 9:00-9:15 a.m., Monday through Saturday.

Red Barber, sports, 6:30-6:45 p.m., Monday through Friday, Eastern time zone only.

Hawk Larabee, Saturday, 7:00-7:30 p.m.

The World Tonight, 11:00-11:15 p.m., Sunday through Saturday, 11:00-11:15 p.m.

Chet Huntley, News, 10:00-10:15 p.m., Pacific Coast Time. Available only to stations in Mountain and Pacific Time zones.

JOSEPH HERSHEY MCGILLVRA INC.

Invites you to their NAB
Convention Headquarters
Rooms 1046-7-8

HOTEL AMBASSADOR

FOR SALES, SERVICE
AND QUICK RESULTS
CONTACT MCGILLVRA
366 Madison Ave. New York City
MU 2-8755-56
Chicago—Los Angeles—San Francisco

Where To Go In Atlantic City

(Continued from Page 10)

CAPT. STARN'S SEA FOOD RESTAURANT, Over the water at the Inlet end of trolley line. Moderate prices. Only restaurant operating its own fishing fleet with daily trips to sea. Open Noon to Midnight; capacity, 500. Florimor Punch specially. **EDGEWATER,** On the Bay, where Margate meets Langport. Phone — (9800 West). Beautiful over-the-water location. Sea food, steaks, chops. Cocktail lounge.

HEILIG'S, 2811 Bdwk. Famous stewed Snapper, shore dinners, Lobster Newburg, Steaks, Chops. Breakfast to late dinner. Closed Tues.

JACK GUISSARD'S STEAK HOUSE, 2520 Atlantic Ave. The best in steaks and chops. Open 5 p.m. to late evening.

(Chinese Food)

DRAGON'S DEN, 2021 Bdwk., next to War-

ner Theater; Chinese and American food; cocktail lounge. Open 11:30 a.m. to 2 a.m. **CANTON,** 184 S. Virginia. A new and attractive Chinese-American restaurant with large variety of specialties. Open lunch to late night.

(In the Hotels)

STRAND, Bdwk. at Penna. Fiesta Lounge for lunch and dinner. Air conditioned.

THE JEFFERSON, Kentucky Ave., near Beach; a pleasant American Plan dining room; open to the public; breakfast, lunch, dinner; \$3 steak and lobster dinners; Plantation Room Cocktail Lounge on ground floor.

HOTEL FLANDERS, St. James Place. Exceptional American cooking in their famous dining room open to public. Breakfast 8 to 11 a.m. Dinner 6 to 7:30 p.m.

SIGHTSEEING TOURS

WHITE WAY TOURS, Maryland Ave. and Bdwk. Phone—(5-3700). All tours and sightseeing by boat; sailing from Capt. Starn's Inlet Pier.

SPORTS

Bicycling on the Boardwalk, until 9 a.m. daily. Make arrangements through your hotel.

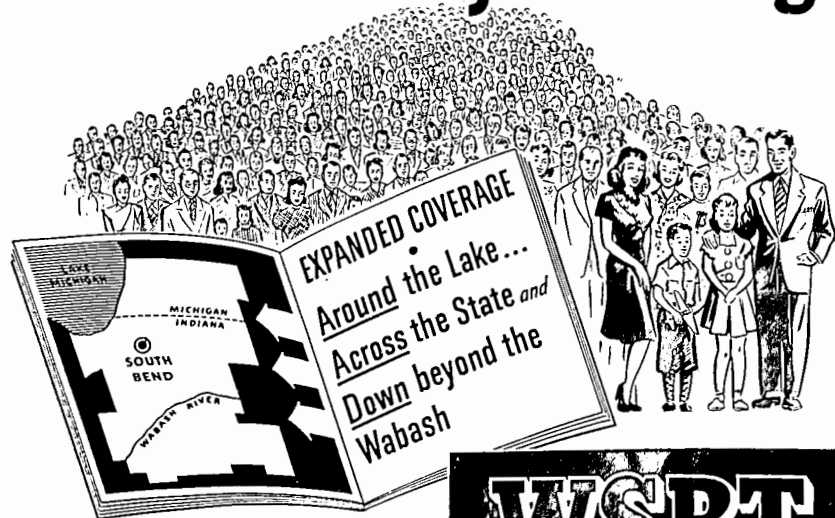
Boats to Hire, Motorboats. U-Run-It; Harbor Bar, 801 N. New Hampshire.

Bowling, opposite auditorium on Pacific Ave. Crabbing and Fishing Parties, from Trolley Terminal. Inlet, Capt. Starn's Restaurant and Yachting Pier, all kinds of boating. Phone—(4-3005). Foot of Wash. Ave. at Cornwall Ave.

Deep Sea and Tuna Fishing, from inlet trolley terminal. Phone—(4-3005).

**NOW — WITH
5000 WATTS —**

WSBT Has Added 138,680 Radio Families* to its Primary Coverage



960 KILOCYCLES
COLUMBIA NETWORK



* Estimated by counties from BMB Report

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

★ ★ ★ COAST - TO - COAST ★ ★ ★

— ALABAMA —

BIRMINGHAM—Evelyn Walker, WSGN's "Miss Ann" of the daily Comic Club, was recently commentator for a back-to-school fashion show describing styles and fabrics in a half-hour broadcast. . . . **HUNTSVILLE**—WHBS staff announcer, Tom Lawler, formerly with WNDR in Syracuse, N. Y., was promoted to sales director. . . . **AUBURN**—A memorial service to the late Dr. L. N. Duncan, president of API and originating at the college, was recently broadcast over a statewide hookup.

— ARIZONA —

PHOENIX—The production department of KTAR is readying a new dramatic series for Fall and Winter presentation. It's entitled "Arizona Adventure," and will relate the history of Arizona. . . . The FCC has granted a construction permit to the Sun Country Broadcasting Co. of Arizona for KPSC, a 5,000-watt station, operating on 1270 kilocycles.

— COLORADO —

DENVER—Complete coverage of the huge \$15,000 Denver Open Golf Tournament at the Cherry Hill Country Club, was recently broadcast by KOA. Starr Yelland, the station's popular sportscaster, handled the microphone daily from the scene of this outstanding sport event. . . . Bob Bugdanowitz, KFEL's early-morning newscaster and Gene O'Fallon, Jr.,

office manager of "Music By Muzak," recently attended the formal dedication of new studios at KSFT in Trinidad, where Bugdanowitz read a guest newscast. . . . **GRAND JUNCTION**—Opening of the new Cooper Theater was carried off in traditional movie capitol style. Lobby broadcast by KFXJ included interviews with notables and a quiz show.

— MASSACHUSETTS —

LAWRENCE—Five engineers, working in shifts and a chief announcer, combined their talents to keep WLAW on the air for more than five hours when the 50,000-watt transmitter at Burlington was struck by two bolts of lightning during a thunder storm, severing all communications between the transmitter and the outside and burning out a meter box which started a slight fire. Those participating were program director James T. Mahoney, chief announcer Frederick P. Laffey and engineers Morton Rowe, Edward Reimitis, Alden Doughty, Perley Tribou and Ernest Pfeiffer. . . . **WORCESTER**—Through the shortwave facilities of its relay station WBEE, WTAG broadcast the annual Worcester Telegram and Gazette Golf Tournament at the Wachuset Country Club. The play-by-play was done by Paul Johnson, Telegram and Gazette sports writer who is regularly heard on WTAG's weekly "Sport News and Views" program.

— NORTH CAROLINA —

CHARLOTTE—"Breakfast with Patsy and Harry," a sparkling fifteen minutes of informal chit-chat over the coffee cups, is WBT's newest offering for top-of-the-morning listening. Program is handled by Mr. and Mrs. Harry Snook of "Fun With The Funnies" fame. . . . **DURHAM**—R. H. Mason, WPTF general manager, has announced that the station will begin its annual "Stars of Tomorrow" contest next month, offering another \$500 music scholarship to the best instrumentalist or vocalist appearing in the program series. Auditions are now being heard, with qualifying musicians, between the ages of 15 and 21 being assigned two program dates in the broadcast series.

— CONNECTICUT —

HARTFORD—Station manager Walter Haase, of WDRC, has been appointed by Mayor Allen as a member of the Hartford Rededication Committee, which is planning a rededication week from September 28 to October 4. . . . **NEW HAVEN**—For the third successive year, WNHC will air a complete schedule of football games, played by Yale University and Boston College. Sponsor will be the Atlantic Refining Company. Station is also negotiating for pro football, hockey and basketball broadcasts for the fall and winter months.

— ILLINOIS —

EAST ST. LOUIS—Rita Delaney, a graduate of the Notre Dame Academy of Belleville, was chosen, from auditions held at WTMV in the interest of fostering local talent for writing, acting and producing, to appear in "Beauty and the Beast," an original comedy written by Roy McCarthy for Scott Douglas Productions and presented over the station. . . . **PEORIA**—New manager of WEEK is Fred C. Mueller, formerly associated with WKY, Oklahoma City; KVOR Colorado Springs and KLZ, Denver. He succeeds Stanley E. White who has resigned.

— OHIO —

CINCINNATI—Ramona, former White man vocalist and star in New York radio recently returned to WLW with her own Tuesday and Friday song show, entitled "Rendezvous With Ramona". . . . **MARIETTA**—WMRN has added another continuity writer to its staff. She is Betty Steinman a graduate of Ohio Wesleyan University who spent a year in Japan with the Red Cross before joining the station. . . . **STUEBENVILLE**—To promote its new Polish program, featuring popular music and semi-classical selections of that nation, together with famous Polish composers, WSTV is running a contest. Prizes include albums of Polish music and a wristwatch.

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Strand Hotel—On The Boardwalk
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CONTACT OUR AGENCY—

LOS ANGELES

By RALPH WILK

REMEMBER WHEN, a weekly quarter-hour of recorded music featuring hits of the past years, will be sponsored on KHJ by the Earl Scheib Auto Painting Company. Dick Donald Agency handles the account.

Tommy Cook, who plays Junior on NBC's "The Life of Riley," will enter the Pacific Southwest Intersectional Tennis Championship matches as one of the top seeded players. The tournament, which will be held Sept. 20-25 at the Los Angeles Tennis Club, is one of the outstanding national tennis meets.

Georgia Gibbs, singing star of NBC's "Blue Ribbon Music Time" program, will be the guest vocalist when the Bob Hope show returns to the network for the initial program of the season.

William Powell was set by Warner Bros. for spot on Burns and Allen show October 2nd, in plug for "Life With Father."

Joan Davis Goes Co-Op. Starting Saturday, Oct. 11

(Continued from Page 1)

work program in markets of their own selection.

Abe Burrows will write and Dick Mack will produce the new show. Burrows, star of his own CBS show on Saturday nights, was head writer for Miss Davis for the last part of the 1946-47 season. He has been chief writer for "Duffy's Tavern" and the "Dinah Shore Show," among others.

Dick Mack, one of the top producer-directors in network radio, has been in the control room for Miss Davis as her show developed into a popularity leader. He will be in charge of the new series.

Miss Davis, will be presented in a fast-paced situation-comedy vehicle tailor-made for her rapid-fire delivery.

WQXR Adds Two Clients; Louis Sherry Co. Renews

WQXR added a significant hike to its fall and winter billings with the signing of two new advertisers and a renewal this week.

Louis Sherry, Inc., for its ice cream, coffee and candies, has renewed sponsorship of WQXR's "Melodies of Old Vienna" (Sunday, 5:05-5:30 p.m.) for an additional 13 weeks, effective immediately, through Birmingham, Castleman and Pierce, Inc.

The Maillard Corporation, candy manufacturers, will sponsor the 12:45 p.m. period of "Luncheon Concert", Mondays through Saturdays, beginning Sept. 29. Contract, to run for 13 weeks, was handled through Walter W. Wiley, Advertising.

MacLevy Slenderizing Salons have been added to participating sponsors of Alma Dettinger's program.

AGENCIES

CHET GIERLACH, formerly of CBS and BBD&O, has been appointed a director in the radio department of the Duane Jones Company, Inc., where he will produce and direct radio shows. Gierlach, who has handled such programs as the "Philharmonic Symphony," will continue to direct the out-of-town "Hour of Charm" shows.

DANIEL F. SULLIVAN CO., Boston advertising agency, announced this week the addition of Coit O. Coburn to its staff. For the past ten years Coburn has been with the Christian Science Monitor, Winchester Repeating Arms Co. and Simmond Upholstering Company.

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The latest in MUSIC . . .
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5000 watts
1380 on the dial
Use **WBNX** for all-inclusive New York coverage.

Antenna Problem OK, TBA Committee Quits

(Continued from Page 1)
antenna problem,—one of which offered serious threat to the rapid development of television—to the TBA group, which worked closely with and approved the development of two master antenna systems. "The sub-committee was formed for the specific purpose of attempting to solve the apartment house television antenna situation," Marx said. "As a result of the sub-committee's efforts it may be stated that the problem has now been solved. Two master antenna systems have been demonstrated and approved by TBA and are in the process of manufacture and installation at the present time." The systems are RCA and Intra-Video.

Marx pointed out that "some of the largest real estate management and ownership organizations in New York City are actually advertising apartment houses with television master antenna systems, which, it is expected will be ready later this year.

Selma Lee On Leave

Selma Lee, of the William Morris Agency's television department, is taking a year's leave of absence, during which time her duties will be performed by Bill Murray. She will spend the time assisting her husband, Dr. Milton Markowitz, in a research program at Johns Hopkins Hospital.



NAB y THE SEA . . . !

● ● ● A major radio manufacturing company has perfected and will place on the market sometime in March a combination AM-FM-Television set for home use to retail at \$365.00 . . . machine will have a twelve-inch screen and eliminates the necessity of an outside aerial . . . company name starts with the 16th letter in the alphabet and the Prexy's name begins with the 7th letter. . . . At NBC's party Saturday nite at the Claridge which concluded the NBC convention, Prexy Niles Trammell made a brief speech to thank the entertainment committee for its good work and announced that "because this initial national confab proved so successful, annual meets will be held." . . . Colonel Stoopnagle emceed the show which followed the dinner. . . . Norman Cloutier's Orchestra accompanied the artists and supplied the dance rhythms. . . . NBC's First Piano Quartet and Baritone Robert Merrill endeavors were respective show-stoppers. . . . Dr. Clinton H. Churchill and Mrs. Churchill, accompanied by Mr. and Mrs. Arthur Simon, invited us to attend the first of a series of programs, "Facing the Future," featuring Dr. Churchill, which will be heard via WKBW Buffalo and which originated at ABC's Atlantic City outlet WFBG. . . . WMID hired two pretty gals to shine shoes for visiting Conventioneers. . . . Thus far the most uttered words were "whew, but it's hot" . . . local chamber of commerce apologized for the unusual weather and promised cool breezes for today and tomorrow. . . . CBS sales manager John Carroll, a dead-ringer for former Lt. Gov. Charles Poletti of N. Y.



● ● ● Spied Don Elias, WWNC, Asheville, North Carolina, accompanied by his charming wife, greeting CBSolons at the Traymore. . . . Merritt Tompkins, BMI veepee does a good job for himself at mealtime . . . wouldn't commit himself however, which of the ones (NBC or CBS) he enjoyed more. . . . Bob Lamb, tall and youthful manager of WNCA, Asheville, N. Carolina had a message for us from his sales manager Eddy Brandt . . . to wit: the latter's ballad, "Seven Days A Week" already on that town's local hit parade. . . . Handsomest couple at the CBS dinner was Mr. and Mrs. Charles Crutchfield, of WBT Charlotte . . . Charlie started with that station back in 1933 as junior announcer . . . also had a fine gabfest with Larry Walker WBTalented Program Director who heads for Gotham next week to make a series of one-minute spots for BC Headache powders. . . . Incidentally Bill Schudt and J. Kelly Smith did a great hosting job at the CBS hindig Sunday nite at the Traymore Hotel . . . diners were gifted with the new plastic bubaloons and bubbles bounced all over the room . . . biggest balloon was made by Prexy Frank Stanton. . . . Manager of WWNC Jimmy Hagan and his cohort Cecil Hoskins finally located a cool spot but only after Linnea Nelson of J. Walter Thompson, showed the way. . . . We've been neighbors for years and even graduated together from Yonkers (New York) High School, yet seems we only bump into Ned Midgely at NAB meets.



● ● ● Years ago when he was a top bandleader, Bert Lown, Associated Program Service exec. wrote a hit "Bye Bye Blues." . . . Sunday he went into a local fishery for a lobster dinner and when he spied the Nine Dollar check, he sang his composition with a slight lyrical variation . . . he sang "Bye Bye Green (backs). . . . Dorothy Shay, the Park Avenue Hillbilly did a swell job entertaining at the CBS party . . . seated with us at our table was Ted Chapeau, manager of WMBR, Jacksonville who revealed that Dorothy, who hails from that neck of the woods, got her first air break in 1935 when she sang on the Foremost Dairies Junior Amateur Radio Hour, which he emceed. . . . Good to see Bernie Berk of Akron, Ohio and his wife strolling along the boardwalk. . . . Mrs. Berk fully recuperated from a nasty automobile accident.

Status Of Ascap Talks Reported By Streiber

(Continued from Page 1)

tract seemed to be preferred by the broadcasters, Streiber said that some had found the per program deal a economical arrangement.

Streiber also disclosed that Ascap was not asking for a percentage increase on their renewals. He added that the co-op programs have resulted in a problem for both Ascap and the stations with the matter to be threshed out at another meeting of the Music Advisory Committee slated for Oct. 15.



STREIBERT

It was also disclosed that a permanent sub-committee has been set up by the Music Advisory Committee and Ascap to deal with the subject of licensing television stations of the nation.

This is the first indication of music license planning in the television field.

Under Discussion Today
Music question is scheduled to be mulled at length today with other aspects as well as the Ascap situation on tap. Ascap centers around forthcoming contracts to be signed next year between the broadcasters and the music society. Music panel today will include Carl Haverlin, president of BMI and Sydney Kaye, vice-chairman of the board.

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ABC Presents Ad Plan For Affiliate Tie-In

(Continued from Page 1)
national promotion by the network in such magazines as "Life" and the "Saturday Evening Post."

All five of ABC's owned and operated stations in New York, Chicago, Detroit, Los Angeles and San Francisco are scheduling extensive use of the outdoor Scotch Light signs. The signs serve a double purpose in that they are visible both day and night through the use of the plastic, glass and lead combination that forms the Scotch Light.

Each sign will be identical in size (24 by 8 feet) and coloring. The most prominent feature of the sign is the call letters of the individual affiliate and its frequency. The text of the copy on each sign will be limited to approximately 20 words.

Clay Morgan Improved

Clay Morgan's condition was reported improved at the Atlantic City Hospital last night. Morgan, assistant to Niles Trammell, president of NBC, suffered injuries when he tripped and fell at the Claridge Hotel early Sunday.

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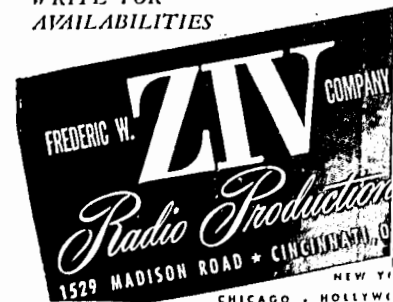
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ADAM J. YOUNG, Jr.

RADIO STATION REPRESENTATIVE
NEW YORK — CHICAGO
LOS ANGELES — SAN FRANCISCO

**Tele As Official NAB Agenda
Demonstrates Potentialities**

(Continued from Page 1)

Hotel, with NBC and ABC cooperating in supplying programs, is the highlight of the video pitch being made here. Several hours of programs are carried daily, both afternoon and evening, which includes pickups from the United Nations at Flushing Meadows, tennis from Forest Hills, baseball, a water show and horse racing. Some of the visiting broadcasters have also gotten a chance to see themselves on a life size television screen since both NBC and ABC are filming scenes of local Convention activity and rushing them to Philadelphia for processing and telecasting over WFIL-TV back to Atlantic City. This special television hookup makes use of Philco's radio relay between New York and Philadelphia where it makes a left turn and picks up the temporary relay installed by RCA between Atlantic City and Philly. This latter jumps a distance of 60 miles, using two relay stations. Both WFIL-TV and WPTZ, Philadelphia, are participating in the operation.

On the floor of Convention Hall, NAB delegates browse among the largest exhibit of broadcasting equipment ever assembled under one roof, including new television gadgets being shown off by RCA, Du Mont and General Electric. Du Mont features its new video "acorn package", a complete television installation selling for \$89,000. Du Mont is also making its first public demonstration of its movie projector with a right angle prism plus a translucent screen which permits film telecasting with any kind of camera instead of necessitating a special orthicon.

RCA's large exhibit, which features a complete television transmitter, finds WBAL-TV's mobile unit making its debut. Manager Harold Burke of the Baltimore station attached the license plates to the vehicle only yesterday.

Towering 90 feet above this exhibit, reaching almost to the ceiling of Convention Hall, is WBAL's television and FM antenna.

This year found television down on the official NAB Convention agenda. At the broadcast engineering conference on television developments, O. B. Hanson, NBC's chief engineer, gave details of a new film transcription system for television whereby programs can be filmed right off a receiver screen. It's done with a special camera developed by NBC and Eastman Kodak Co. Photographing the television image from a screen, Hanson said, "permits the camera and sound recorder to run continuously while the show is in production without the usual stop and start and later assembled into a finished film, with all its waste, as in the normal motion picture technique." Aside from syndication advantages, Hanson pointed out that another gain in this method is that a daytime special event can be readily filmed and rebroadcast at night for viewers who could not catch the original show.

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RADIO SALES, INC.**

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NAB CONVENTION**

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Alex Keese
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At the Brighton
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At the Claridge

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Greetings To—*

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METROPOLITAN 4477

NAB Boardwalk Impressions

By FRANK BURKE
Editor, Radio Daily

● ● ● Hot, sticky days and nights on the boardwalk with all hands on deck for the "Biggest Show in Radio"—Men in seersucker suits, some in bright yellow and white sports jackets, others going with their jackets under the arms and shirt collars wide open—the proposed Code and the weather are the main topics of conversation—the weather of the past week-end getting the edge.

☆ ☆ ☆

● ● ● Meetings everywhere—Ed Kobak and his Mutual crowd including the affable and dapper Lewis Allen Weiss, huddle for a board meeting at the Claridge . . . a photographer for a trade publication busts into the meeting to get a picture . . . the photog exits

Atlantic City pronto with no picture with Kobak the presiding officer tossing him an icy stare. . . . NBC affiliates, nearly 200 of them, divide their time from attending meetings in Marlborough-Blenheim to dinners, luncheons and cocktail parties in their Claridge headquarters. . . . Niles Trammell, Ken Dyke and Frank Mullen usually lead the Indian file hike from one hotel to another . . . the faithful affiliates fall in line.

☆ ☆ ☆

● ● ● The CBS crowd arrived in full force on Saturday with President Frank Stanton greeting his broadcaster friends in their spacious suite at the Ritz. . . . Columbia kicked off with a smart dinner and entertainment at the Traymore Sunday night with many dignitaries attending. . . . It had the Stanton touch. . . . ABC's genial Mark Woods, shrewd Robert Kintner and affable Ed Noble are among the early arrivals of the American network. . . . ABC, incidentally had a hand in the first television demonstration Thursday and Friday night with Paul Mowrey as their video vanguard.

☆ ☆ ☆

● ● ● Broadcasters everywhere—short ones, tall ones bright smiling faced new ones and bald shiny pated old ones . . . they gathered in the hotel lobbies, rode the mobile buggies on the boardwalk, ate at the seafood places, and spent their spare time in the cocktail lounges . . . they wanted air conditioned spots and strangely had trouble finding them in this glorified Coney Island by the sea. . . . Pete Wasser, formerly general manager of KQV, Pittsburgh, all smiles as he tells of three offers and his plans to make a decision this week. . . . Charley Michelson the transcription marketer escorts his charming wife into the dining room of the Ambassador.

☆ ☆ ☆

● ● ● Bert Silen of Manila gets a big hand as he is introduced as the NBC affiliate who traveled the farthest . . . another round of applause went for the delegation from Honolulu. . . . Arden X. Pangborn of the Portland Oregonian and his able associate, Quenton Cox, manager of KGW, greeting their many friends at the NBC cocktail party. . . . Pang confesses that it's the first time he's been back East for a couple of years and that he misses the fraternizing with the old gang. . . . Lovely Mrs. Lewis Allen Weiss luncheoning with Father Patrick Peyton, the priest who single-handedly sold Mutual a bill of goods and produces the Family Theater Hour from Hollywood each Sunday . . . Father Peyton, by the way, believes prayer of any faith in the home to be one of the strongest precepts for peace and that it will engender a return to old fashioned family home life. . . . Jack Alicoate, publisher of RADIO DAILY and FILM DAILY, chatting with Clair McCullough, Bob Swezey, Joe Ream and some of the other broadcasters who made the wartime trip of inspection to the European fronts.

☆ ☆ ☆

● ● ● Eddie Dowling paying tribute to radio as a medium of entertainment at the NBC dinner . . . and forgetting to identify himself as he emcees the show. . . . Orrin Dunlap, the veteran radio newspaperman and potent space grabber for RCA, escorting Brig. Gen. Sarnoff to the NBC affiliates dinner . . . Orrin has been traveling about in A.C. with Jack Gould of the Times and Joe Kaselow of the Herald-Tribune as a body guard. . . . Walter Damm of WTMJ, Milwaukee, laughing off the Crosby series of articles and pointing to some alleged inaccuracies . . . Walter, by the way, appeared Saturday in a nifty white sport coat. . . . O. B. Hanson, NBC veepee, coolest looking of many at the convention. . . . O. B. wears sensible seersuckers. . . . Harry Maizlish missed by many at the convention. . . .

(To Be Continued Tomorrow)

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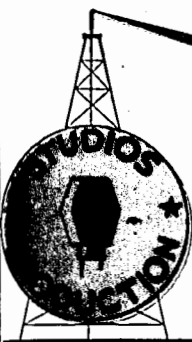
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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 40, NO. 55

NEW YORK, WEDNESDAY, SEPTEMBER 17, 1947

TEN CENTS

Heavy Opposition To Code

Small Markets Group Sees Saturation Point

Atlantic City—Although radio is currently enjoying a "peak income," the large increase in recent months in the number of AM and FM stations throughout the U. S.—together with the promise of many more to come—presents station operators with a strong challenge for leadership in their individual communities, if not an actual threat to their survival, Michael R. Hanna, general manager of WHCU, Ithaca (N. Y.) warned

(Continued on Page 2)

WOKO's Wavelength; Porter Enters Picture

Washington Bureau, *RADIO DAILY*
Washington—Lengthy dispute over WOKO's Albany (N. Y.) facilities continued yesterday with two unsuccessful applicants filing exceptions to the FCC's proposed grant to the Governor Dongan Broadcasting Corp. Protesting the decision and requesting oral argument were Van Curler, Broadcasting Corp. and the Joseph Henry Broadcasting Co., Inc.

Stating that the proposed grant is "inequitable" and an "injustice," Van

(Continued on Page 23)

Three Full-Network Shows Renewed By NBC Sponsors

Renewal of three full network programs on NBC was announced yesterday by Harry C. Kopf, administrative vice president in charge of sales. "Young Widder Brown", renewed by Sterling Drug, Inc., (Monday through Friday, 4:45-5 p.m.) effective Sept. 15, through Dancer-Fitzgerald-Sample. Jack Benny Show,

(Continued on Page 23)

Three Up, 1 To Go

Atlantic City—The Mutual network yesterday joined the ranks of the Broadcast Measurement Bureau holdouts. Edgar Kobak, president of the web announced that no decision would be reached regarding participation in the BMB's second study until next week. NBC, CBS and ABC, as networks, have signed up for the second study of the bureau.

Unappreciative

Washington—Justin Miller, president of the NAB, found himself competing with an ambitious xylophone player when he tried to get the attention of the broadcasters at the noonday luncheon yesterday. Miller pounded with his gavel as the xylophone player at a nearby stage gave out with "Deep in the Heart of Texas." The musician won with the Judge leaving the podium until the solo was finished.

Networks' 'Problems' Subject Of ABC Meet

Atlantic City—Reception and dinner meeting held here at the Claridge Hotel Monday night of the ABC station affiliates brought into sharp focus the broad problems confronting national radio networks serving the industrial and social communities of the United States.

Both Mark Woods, ABC's president, and Roger Clipp, chairman of the network's stations planning and ad-

(Continued on Page 23)

Indiana Radio Censorship Barred By Legislature

Indianapolis—Proposed legislative action to censor radio programs in Indiana was turned down at a meeting of the Indiana Legislative Advisory Committee, headed by Lieut. Gov. Richard T. James. Gerald B. Huff, a member of the House of Representa-

(Continued on Page 22)

Lea Discusses Labor Law; Analyzes Petrillo Decision

Washington Bureau, *RADIO DAILY*

Washington—Declaring that "the Petrillo decision is fundamentally based on the constitutional provision under which Congress can regulate monopolies for protection of the public," Rep. Clarence F. Lea, father of the Lea Act, spoke on "Public Interest in Employee Relations" at the first luncheon session of the NAB yesterday. Tracing the history of the Wagner Act and the recently enacted

Indies' Fight Makes Adoption Unlikely During Current Convention Of NAB; Miller Report Urges Agreement

By FRANK BURKE Editor, RADIO DAILY

Atlantic City—Hopes for final adoption of the new code during the present convention of the NAB vanished late yesterday when formidable opposition from independent broadcasters resulted in Justice Miller's continuing the hearing to Thursday morning's session. The independents, apparently led by Ted Cott of WNEW, New York, scored a point when Judge Miller agreed that the board should hear the recommendations of the indies and named Cott to serve as chairman of a committee to wait on the board. Cott was scheduled to name his committee last night.

In a formal statement to the NAB Standards of Practice Committee, Cott said there were 800 independent broadcasters in the United States vitally interested in the code and that while a minority group, they represented 44 per cent of NAB membership. He charged that the independents had been overlooked

CBS Affiliate Board Endorses NAB Code

Atlantic City—Standards of Practice Code for the radio industry, was voted strong endorsement last night by the Columbia Affiliate Advisory Board at a dinner-meeting in the Hotel Traymore. Gathering was held in conjunction with the 25th annual convention of the NAB.

Frank Stanton, CBS president, in announcing the CAAB's vote, pointed out that it was William S. Paley, CBS Board Chairman, who first noted

(Continued on Page 19)

in the framing of the new code and the text seemed to indicate that it represented the views of the networks rather than the

(Continued on Page 4)

RMA Group Sets Plan To Halt Export Drop

An educational program to halt reduced exports of U. S.-manufactured radios abroad was formulated this week by the expert committee of the Radio Manufacturers Association at a meeting at the Hotel Roosevelt, New York. Move was made to counteract dwindling dollar credits in Europe and restrictions recently

(Continued on Page 20)

Come-On

Atlantic City—Cocktail parties have been so numerous at the NAB convention here that some have not been attended to capacity. But on Tuesday it was rumored that a Ford would be given away at a certain soiree. Result: full attendance and an unbelievable number of gate crashers. But all to no avail. The party came and went—with no Ford.

(Continued on Page 21).



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FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Sept. 16)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include U. S. Television, WCAO (Baltimore), WJR (Detroit).

Zoomar Lens Production Gets Underway This Week

Los Angeles—Full commercial production of the new Zoomar television lens was started this week by Jerry Fairbanks Productions following receipt of orders from all major networks.

Change in distribution plans also were revealed by Producer Fairbanks. The Zoomar now will be sold outright to individual stations. Original plans called for the lens to be leased to telecasters with fees based on number of sets in area.

JOSEPH HERSHEY MCGILLVRA INC.

Invites you to their NAB Convention Headquarters Rooms 1046-7-8

HOTEL AMBASSADOR

FOR SALES, SERVICE AND QUICK RESULTS CONTACT MCGILLVRA

366 Madison Ave. New York City MU 2-6155-56 Chicago—Los Angeles—San Francisco

NAB Small Markets Committee Sees Fight For Biz Survival

(Continued from Page 1)

the NAB Small Markets Committee at a meeting here yesterday.

"We cannot ignore simple arithmetic," Hanna declared. "Four or five licenses in trading areas capable of supporting three or less indicates certain if not sudden death for one or more licensees." Which licensees "will fall by the wayside" Hanna said, will depend on the leadership qualities of the competitors. The most important asset of these qualities, he asserted, is "community leadership," and without it, "there will be little hope in the competitive markets for the kind of success for which we are all working."

The Ithaca broadcaster declared that the most effective stations in this country are those which have a strong sense of community needs, and as such are getting "closer and closer to the folks at home." A community-leading station must provide the creative skill, the personnel and all else required to make its contribution to its area effective, interesting and truly appreciated, he said.

Public Interest

"A station which does not give time to civic groups—the community chest—the scouts—to government—is hard to find," Hanna said. "No orchids, however, to the manager who doles it out like an army supply sergeant with a 'take it or leave it' or 'do with it as you please.' No leadership and in the community and, incidentally, no audience for the station permits deadly talks by preachers or professors or 'do-gooders' or the women's auxiliary—rather a loss of audience—a loss of respect—a loss of revenue and a confused beneficiary of time wasted."

"It's a rare listener who hasn't heard well produced shows on the networks and the better stations—it's a rare audience that doesn't miss showmanship today in the most educational and most worthwhile programs in the public interest. And so, a community-leading radio station must provide the creative skill, the personnel and everything else required to make its contribution to its area effective, interesting and truly appreciated."

WJTN Official Heard

The above remarks were echoed and emphasized somewhat by Simon Goldman, of WJTN, Jamestown (N. Y.) outlet, who declared that

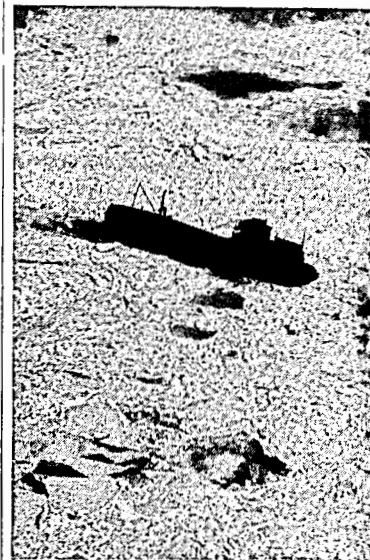
every station owner knows his operation "rises or falls on one fundamental of radio—successful programming." He declared that good programming must be identified with the local community.

"Advertisers have found that radio is the most potent and powerful means of selling goods and services, generating goodwill. The constant threat of its very existence that was hanging over radio's head in the thirties, has been to a great extent, removed. Today a station can't forget the necessity of sales emphasis, but it can relegate this function to its proper place and spend more time concentrating on program structure and profitable programming. Program right," he declared, "and you will have the listeners, which in turn will attract and keep sponsors."

"In Ethereal Class"

"A radio station has always been a moving force in its community and when you add to it a strong news staff that features local coverage, a local news bureau that goes out and gives the same thorough coverage on beats as a newspaper—then you have a contact with every part of your community life," Goldman said. "You solidify the relationship of your station with your community and establish a reputation with your listeners and your advertisers, that puts you in an ethereal class. Good radio al-

(Continued on Page 21)



STUCK

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

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

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

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

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

Advertisement for WROW radio station. Features a logo with 'THE GOLDEN TRIANGLE OF THE EMPIRE STATE' and 'ALBANY'. Text includes 'NEW YORK'S 3RD MARKET Covered by the NEW WROW 590 Kc - 5000 WATTS - BASIC MUTUAL REPRESENTED BY AVERY KNOEDEL, INC.'

Advertisement for W-I-T-H radio station. Features a logo of a stylized face with a lightning bolt. Text includes 'W-I-T-H AM and FM IN BALTIMORE TOM TINSLEY, President Represented Nationally By Headley-Reed'



ON TARGET

The only shots that count are those that hit. Weed and Company's record for "on target" selling is maintained by the accurately directed efforts of its experienced representatives.

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RADIO STATION REPRESENTATIVES

Convention Address—Ritz-Carlton Hotel, Atlantic City

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

Heavy Opposition To Code

NAB Head Orders Continuation Of Hearing

(Continued from Page 1)

independent stations of the country. Cott declared that the economic aspects of operation of independent stations were endangered in the section covering time limitations on commercials. He pointed out that one-minute spots were popular in the agency and sponsor field, and limiting stations to two minutes and 40 seconds of commercial time in any 15-minute segment of broadcast time would work hardship on the stations.

Judge Miller Comments

"We want the independents to have a hand in the revising and rewriting of this proposed code," Cott said.

Judge Miller, at this point said it was not the disposition of NAB to shut out any group of broadcasters in the formulating of the code. He then asked Cott if he would serve as chairman of an independent committee to draft recommendations on code revision.

Fred Fletcher of WRAL, Raleigh, N. C., asked the convention to adopt a code that broadcasters could abide with and still survive economically. He said that the code might become the new "blue book" of radio and recommended that every consideration be given in revising the text. Fletcher added that a referendum of broadcasters might be desirable when the new code is ready for final adoption by the membership.

Declaring that the first section of the new code sounded like "window dressing" for the broadcasting industry, Ed Breen of KVFJ, Fort Dodge, Iowa, urged more affirmative action in framing the text. Miller, in reply, said the planned preamble of the proposed code will be affirmative.

"Times" Story Cited

Frank Cross of WMAZ, Macon, Ga., was apprehensive about a story in the New York Times on Tuesday which indicated that Chairman Denny had recommended that Chairman Denny of the FCC might recommend the Commission adoption of the code as the standard for license renewals. He asked that Chairman Denny be questioned on this point and that all action on the code be delayed until the FCC commissioner had spoken.

Last night independents were holding gatherings in an effort to recruit more supporters before the Thursday morning session. It is probably that when the code again comes up on Thursday that prolonged discussion will follow with NAB committee members contributing additional information to the proposal.

Prior to open discussion of the code, the entire proposal was read by some of those who helped formulate it. Edgar Bill of WMBD, Peoria, Ill., led off the attempted selling job by saying that broadcasting faces greater Government regulation unless it imposed certain restraints voluntarily.

Finally, Bill said, it was just "good business" to adopt the proposed code.

Harold Fellows, WEEI, Boston, who presented the commercial policies phase of the code, commented that there are "only a few of us who are not sinning to some degree." He said that in a nutshell the new code meant no more than three minutes of commercials in any 15-minute program, and that "if you buy this, then you

Enforcement

Turning to the importance of acceptance of the code following its adoption and sanction by government, Miller declared: "Following preparation, adoption and acceptance of standards, then comes the more difficult problem of observance. I do not minimize the importance of this problem. It would be foolish for me, after years of experience in law enforcement and in the work of professional associations, to minimize the problem to you."

"I know there will be a small minority who will not observe standards of this kind. I know that any set of standards which could be accepted unanimously would have little virtue. Every broadcaster should look at the problem in those terms. While he must be concerned with the effect of the standards upon his own operation, he should think, also, of his part in the larger program, he should think of the choice which lies before us, of self-regulation, on the one hand, or of imposed government regulation, on the other; and eventually, perhaps of government broadcasting, itself."

buy the code." Others who read and explained the proposals to delegates were Bob Swezey of Mutual and John Outler, WSB, Atlanta.

Miller Opens Convention

Stressing the importance of NAB adopting a standards of practice for American broadcasters, Justin Miller, president of NAB formally opened the convention yesterday morning with a prepared address entitled "Radio Broadcasting—A Dynamic Force in National and World Affairs" while Judge Miller's address was a report to the membership on the progress of NAB affairs the highlight of the speech dealt with the proposed code.

"Preparing and adopting standards of practice is not 'merely' a matter of raring back and performing a miracle. We should make no mistake about its urgency and need. But we should not allow anyone—friend or enemy to rush us off our feet. What we are doing is a difficult legislative job; we are enacting legislative language, expressing legislative policies, just as truly as Congress does or a state legislature in the performance of its work."

Miller then proceeded to drive

home the importance of the code with a series of points. He said, "we must recognize that standards of practice represent a compromise between the ideal, on the one hand, and the practical necessities of life, on the other."

"We must realize that this is a job which affects many people in many different ways. If our standards are too loose, we may make our medium unacceptable to advertisers, in competition with our media. Both are inescapable considerations. How shall we reconcile the two? The point is, they must be reconciled."

"We must realize that radio broadcasting presents new and difficult problems, for standard setting, not yet attacked by other self-governing groups, because of its very nature as a new medium, the closest analogies are found in the press and in motion pictures. But even they are different."

"Task Involves 5 Steps"

"The task involves five steps: preparation, adoption, acceptance, voluntary observance, enforcement."

"We cannot let our interest in, or fear of, enforcement of standards cloud our thinking in the process of preparation. It would destroy the possibility of agreement upon standards of practice, if each proposal were subjected, by each broadcaster, to the question, 'do I want to take a chance on this hitting me back?' In words, we have here, in miniature, the whole large problem of mutual concessions for a common beneficial end, without which self-government, business—even games and sports—would not be possible."

Refuting a rumor that the NAB Code Committee was dominated by the networks in the preparation of the proposed code, Miller said:

"No Domination"

"In order to avoid any misapprehension upon the subject, let me make it perfectly plain that there had been no domination by anyone in the preparation of the proposed standards of practice. Neither the advertisers, the agencies, the networks nor the independent broadcasters have played a larger role than would be regarded as proper by any objective-minded person. The membership of the special committee is convincing evidence of this fact."

The NAB president then offered an explanation on procedure in adopting the code. He said that following the convention the board of directors would give consideration to the code and after they had ruled on its final form the NAB would present it to such governmental agencies as the FCC, D. of J. and the FTC.

Denny Quoted

Judge Miller also said: "Mr. Denny has expressed great interest in our efforts to adopt new standards, and has assured me of his willingness to discuss the proposed standards in advance of their adoption."

Judge Miller also reported on the progress of the industry's organization during his address at the morn-

Inter-Amer. Assn. Represented At Convention

ing session. He said that as of Sep 15 the number of active members was 1,324; the number of associate members, 126, and total membership of 1,450. One hundred more applications are pending before the board of the association.

Inter-American Rep.

The Inter-American Broadcaster Association was officially represented at yesterday's morning session by Goar Mestre, of Cuba, vice-president of the organization, who spoke of radio as a dynamic force in national and world affairs. Mestre indicated that the new IAAB was leaning heavily on the NAB for its counsel and background of experience. He invited all NAB members to the IAAB convention scheduled in Buenos Aires next spring and said that at that time "we want to elect a member of NAB to the board of IAAB."

In his talk, Mestre played heavily on a theme which has been recognized as the keynote of IAAB—the fight against government control of radio, either from within or without. He mentioned disturbing signs in Argentina and at one point asked "are we going to let the BBC of anyone else run wild throughout Latin America and even in this country, right under your very nose singing the praises of Government controlled radio and criticizing of our own system of free privately owned radio?"

Influence On Canada

The influence of United States radio on Canadian broadcasting was discussed at yesterday's morning session by Joseph Sedwick, general counsel for the Canadian Association of Broadcasters. He said that showed to CBC by the four major American networks "are the main foundations" of CBC's popular audience. Most of the highest ratings, he added, on CBC are United States originated shows.

Sedwick said that Canadian stations, aside from the revenue received, are forced to carry American programs to hold their audience since most listeners in Canada pick up U. S. stations direct. As an indication that Canadian audiences do listen to outlets below the border, Sedwick related that in Toronto advertisers, such as brewers, who are denied air time locally, have contracted with Buffalo stations.

Confident Regarding CBC

The CAB official said, however, do not want you to think that I desire to see the CBC abolished at the whole field of radio broadcasting delivered to private entrepreneurs.

Sedwick claimed there is not no and has not been for years at struggle to obtain the demise of the CBC.



FOR SALE
Transcribed mysteries across the board: a series that increased ratings 91% — share-of-audience 141% — within three months!



WNEW presents a thrilling mystery every weekday night 8—8:30 p.m.

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
at 8	at 8	at 8	at 8	at 8
"The Unexpected" and "Manhunt"	"The Avenger"	"The Unexpected" and "Blackstone, Magic Detective"	"The Haunting Hour"	"Diary of Fate"

you may not know...
"WHODUNIT"
you do know when ... 8 p.m.
and where ...

WNEW

1130
on your dial

Represented by John Blair & Company

★ ★ ★ Radio Daily's Camera In Atlantic City ★ ★ ★



GENTLEMEN OF THE DAIS: NBC added cocktails and dinner for its own Convention attendees of affiliates and other invited guests. Left to right: Frank E. Mullen, executive vice-president; Kent Cooper, executive director, AP; and Niles Trammell, president of NBC.

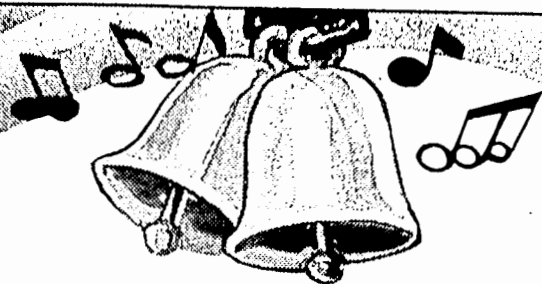


THE SPONSOR SPEAKS: Neil McElroy, vice-president and general manager of Procter & Gamble Co. radio's biggest client is telling the NBC Convention that radio's costs are too high. Seated is Charles G. Mortimer, General Foods vice-pee.

Columbia Network Plays Host To Officials Of Its Affiliated Stations



CBS entertained executives of its affiliated stations in the American Room of the Traymore Hotel, on Convention Eve. Reading from left to right: Frank K. White, vice-president and treasurer of CBS; Justin Miller, NAB prez; Frank Stanton, Columbia web president; Charles E. Denny, FCC Chairman; I. R. Lounsberry, of WGR, chairman of the CBS Affiliate Advisory Board; Jos. H. Ream, executive vice-president of the network, and Slim Summerville, WWL.



"Those Wedding Bells Are Ringing Again"

for the

Premiere of

"SECOND HONEYMOON"

on

WAAT

[970 ON YOUR DIAL]

Monday, September 22, 1947

*[and every Monday through Friday thereafter
from 10:30 to 11:00 a.m.]*



"SECOND HONEYMOON"

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CHARLES KING RADIO PRODUCTION

sponsored by

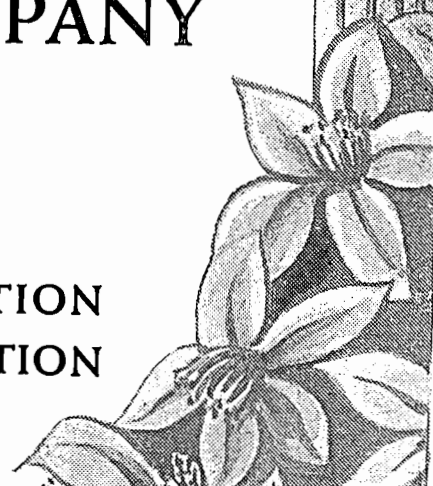
L. BAMBERGER & COMPANY

NEWARK, NEW JERSEY

"One of America's Great Stores"



**WAAT, NEW JERSEY'S FIRST STATION
INVITES YOUR LISTENING ATTENTION**



NAB Boardwalk Impressions

By FRANK BURKE
Editor, Radio Daily

● ● ● Dignitaries everywhere. . . Gracious Charles R. Denny, chairman of the FCC, suntanned and smiling as he attended the NBC dinner Friday night . . . ditto for E. K. Jett who shook hands with broadcasters in the lobby of the Ambassador as he walked to the Telecommunications Conference. . .

Atlantic City Judicial looking Justin Miller, president of NAB, registering at Johnny Burke's Ambassador and leaving for a tour of inspection of Convention Hall. . . Leonard Reinsch, the perennial juvenile, hiking down the boardwalk in the direction of the convention. . . Leonard, radio adviser to President Truman, stops to greet many friends as he makes his way.

★ ★ ★

● ● ● Distinguished radio representatives from 60 odd nations showing active interest in the convention and especial interest in the RCA television installation. . . Among them picturesque delegates in native garb talking through interpreters. . . C. E. Arney, Jr.—"Bee" to his intimates—an early riser as he breakfasts and hurries to the Convention. . . Bee has a tough assignment keeping everybody happy but takes his chores in stride. . . Art Stringer, quietly goes about servicing the convention exhibitors and listens attentively to the complaints of transcription men on the lack of audition facilities in their booths. . . Art has a show of Madison Square Garden proportions on his hands.

★ ★ ★

● ● ● John Royal, master showman and NBC television impresario, writing a telegram in the lobby of the Marlborough-Blenheim as he chats with Syd Eiges, NBC press chief. . . Stanley Hubbard of KSTP takes time out to picture the beauty of the "Land of Lakes" in Minnesota while Harold Burke of WBAL, Baltimore, talks about their new station buildings and their television plans. . . Earl Gammons, the affable Washington v.p. of CBS, recalls his old newspaper reporting days in the midwest and still thinks that WCCO, Minneapolis-St. Paul, is a great radio station. . . Scoops Russell of NBC also lends a Washington touch to the proceedings with Carleton Smith, his able associate, confirming his remarks on the future of television. . . Harry Bannister, veteran Detroit broadcaster, takes time out for a lemonade after the independent NBC affiliates meeting . . . Harry is joined by Marvin Kirsch and Harold Hough of Texas and together they took a stroll on the boardwalk.

★ ★ ★

● ● ● Exhibits everywhere: Convention Hall looks like several Madison Square Gardens rolled into one . . . it is a sprawling lot of masonry with confusing halls and passageways but flexible enough to accommodate large or small gatherings in its main-roomed meeting halls . . . the equipment exhibit is colossal measured in terms of other NAB convention exhibits . . . such important manufacturers as RCA, G.E., Westinghouse, Du Mont, Federal and Collins are there in force with heavy equipment displays of radio transmitters, television, FM and facsimile attractively displayed . . . then too are many smaller exhibits from allied fields of radio which lend color and interest to the show. . . Press headquarters of NAB presided over by Bob Richards and Charlie Batson is the best arrangement NAB has ever had. . . Ample writing space, a snack bar, and plenty of assistants on hand to take care of the varied requests of 70 odd newspapermen and women . . . it's radio's biggest convention and exposition and all under one roof.

★ ★ ★

● ● ● Gossip has crystalized to the point where Los Angeles has the edge for the 1948 spring convention . . . the Southern California crowd led by energetic Lewis Allen Weiss have their eyes on the next meeting and will make a strong bid for the convention. . . Chicago, too, would like to have NAB back and will present their arguments and exploitation during the week. . . The Code remains the number one topic of discussion . . . some broadcasters were irked to learn that NBC had publicly endorsed it and thought they should withhold their opinion until the final draft was made . . . others say that it's up to the NAB board and the board in turn says it is up to the broadcasters . . . fact remains that the current NAB convention better adopt a Code as an instrument of prestige in the current media fight. . . Maybe the whole issue will be tossed into the lap of the incoming NAB board which meets on Friday . . . the week's maneuvering will tell the story.

Comments Of Broadcasters On The Problems Of NAB

This is the third and concluding installment of comments by broadcaster who were questioned by RADIO DAILY as to their respective thoughts on important problems confronting the 25th Annual NAB Convention.

"Not the most important, but important enough to the majority of small and medium size stations should be a plan set up by the NAB of employing a experienced, full time 'salesman' to call upon the heads of such firms as Sears Roebuck, Penneys, Grants, Kress's and many other national chain organizations and 'Sell' them the use of radio in smaller size towns. . . NAB could really do a job if they would convince the chains to let the local manager decide what is good advertising in their respective communities and assist them in using radio by supplying copy, etc." JOHN B. BROWNING, WSPB, Sarasota, Fla.

"Our attitude toward and relations with all sections of the listening public." BURLY LOTTRIDGE, WOC, Davenport, Iowa.

"The problems to be covered in the General Session, Tuesday afternoon, September 16th and included in the title, 'Radio Management Tomorrow—Problems of Service and Survival' seem in my opinion, to be the topics of most general interest." WALTER J. ROTH-ENSIERS, WSBA, York, Pa.

Public Relations Stressed

"In our opinion Radio's Number 1 Problem to be discussed at the forthcoming NAB Convention is Public Relations. Between the industry and the listening advertising public, there must be created stronger bands of understanding and mutual helpfulness. We feel means must be devised to determine what the public, advertising and listening alike really wants its radio to be and that radio as an industry must study such reports and apply them to our operating policies at the same time carrying on a public relations campaign informing the public of our efforts." EUGENE D. HILL, WORZ, Orlando, Fla.

"The most important problem to be discussed at the NAB convention is the international communication aspects. This problem is important to everyone." FRED WEBER, WDSU, New Orleans.

"In our estimation, the most important problem confronting the industry, is the matter of doing something about the increasing silliness of questionnaires now being submitted to managers of radio stations." DOUGLAS SILVER, WIRA, Ft. Pierce.

"I think one of the most important things that should be discussed at the NAB convention is that of the proposed new engineer and operators license classification. . ." S. O. WARD, WLAK, Lakeland, Fla.

"Changing operator's license requirements, particularly to lower the qualifications for operators employed at low-power stations, where emphasis is more on announcing ability than technical ability—assuming that a qualified chief

technician is employed by the station, to handle true technical matters." WM. B. MURPHY, KBLF, Red Bluff, Calif.

" . . . Each and every year, broadcaster are thrown into confusion because of the adoption of Daylight Saving Time by certain sections of the country. We believe that this problem should be taken up by N. A. B. and every effort made to establish a uniform time procedure throughout the entire country. . ." J. W. HUSS, Upper Michigan Wisconsin Broadcasting Company, Inc Ironwood, Mich.

"FCC's inclination to crowd local and regional frequencies to the extent that some stations are not certain from one month to the next about actual coverage. . . Some localities cannot possibly support number of new stations being granted when normal economic conditions return. This seems to be a serious matter that deserves the most thoughtful consideration." LEON SIPES, KELL El Dorado, Ark.

"If I had to select the one most important problem of the broadcasting industry which could be helped by discussion at the NAB convention, I believe I would settle for the matter of uniform coverage measurement for all networks and stations. . ." H. H. SONNENBURG, KHJ, Hollywood, Calif.

Would Analyze Critics

"It's popular to criticize radio these days; the professional and organized amateur critics never cease taking potshots at this industry, saying it is degrading the public's tastes by a low level of programming instead of leading the way toward the appreciation of better things. . . The industry can well afford to spend some time discussing, not out-critics, but the criticisms that are leveled at it. . ." PHILIP G. LASKY, KSFO San Francisco, Calif.

"The most important problem that broadcasters should discuss is this never never land in which we find ourselves with regard to FM, Facsimile, and Television. With the gigantic AM investment, how shall the radio business make the transition to the brave new world of FM without going broke." SPEED VEAL, WJHP, Jacksonville, Fla.

Taft-Hartley Bill

"The Taft-Hartley Labor Bill and how it affects Radio Broadcasting." BANKS, WHAT, Philadelphia, Pa.

"Taft-Hartley Bill as it relates to broadcasters." BENEDICT GIMBERG, WIP, Philadelphia, Pa.

"Employer-employee relations under the new code to be effected and general session of the 16th concerning radio management." W. I. MOORE, WBNX, Tl Bronx, N. Y.

"The effects of the Taft-Hartley Bill on the radio industry." N. JOE R. HALL, WWRN, Beckley, W. Va.

William Morris Agency, Inc.

Takes Pleasure in Announcing the Exclusive Representation

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Music

Under the Creative Direction of

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1940-1947

JOHN CHARLES THOMAS WESTINGHOUSE PROGRAM

HELEN HAYES THEATRE OF THE AIR

NORMAN CORWIN'S PURSUIT OF HAPPINESS

MARCH OF TIME and WE THE PEOPLE

NEW YORK PHILHARMONIC ORCHESTRA STADIUM CONCERT

YOUR HIT PARADE

Currently

SOUND OFF

The Regular U. S. Army Show — CBS

and

Beginning Friday Evening September 19 — CBS

The New Borden Program

YOU CAN DRAW THE OUTSIDE^{*} AUDIENCE

on the Pacific Coast, too!

**The outside Pacific Coast market is that vast area outside the metropolitan county areas in which the regularly Hooper-surveyed cities (Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane) are located. 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 ARE PLENTY of people and dollars to draw from in the big, outside audience (where 4,594,000 of the Coast's 12,633,200 people spent \$3,736,889,000 in retail sales during 1946). This outside market gets *complete* coverage only with Don Lee (the above mentioned C. E. Hooper Survey proves it). Put your show on Don Lee, the only network that blankets all of the Pacific Coast audience.

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.)

Don't pull the curtain down on the outside audience. Let them see that you've got something of interest. 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

Today's Convention Agenda

WEDNESDAY, SEPTEMBER 17

9:00 a.m. to 5:00 p.m. Registration—Lobby, Convention Hall

GENERAL SESSION—MAIN ARENA FLOOR

10:00 a.m. "Facts for Management." Broadcast Measurement Bureau Panel and Discussion, Hugh Terry, Manager, KLZ, presiding.
"Radio's Balance Sheet," Kenneth Baker, Director of Research, NAB

11:30 a.m. Election of Directors at Large—C. E. Arney, Jr., Secretary-Treasurer, NAB, presiding

12:30 p.m. General Luncheon—Ball Room
Speaker: The Hon. Charles R. Denny, Chairman, Federal Communications Commission

GENERAL SESSION—MAIN ARENA FLOOR

2:30 p.m. "Building Sound Employee Relations"—Richard P. Doherty, Director, Employee-Employer Relations Department

3:00 p.m. "The Sales Foundation of the American System of Broadcasting" by "The All American Radio Team"

5:00 p.m. Adjournment

Station Analysis

(August 1, 1947)

	Stations as of Aug. 1, 1947	NAB Membership Aug. 1, 1947
Clear Channel:		
Unlimited (50kw)	53	46
Part-time (50kw)	4	4
Unlimited (5 to 25kw)	31	20
Part-time (5 to 25kw)	6	5
Regional Channel:		
Unlimited	311	266
Limited and Day	125	94
Part-time	14	6
Local Channel:		
Unlimited	665	496
Day and Part-time	57	29
Total Commercial, Operating in		
Continental U. S.	1,266	966
Non-Commercial	35	8
Territorial-Operating	19	14
Construction Permits	521 (21 Ter.)	170 (5 Ter.)
Total Standard Broadcast Stations ..	1,841	1,158
Frequency Modulation	939	99
Television Stations	66	3
Total AM, FM and Television	2,846	
Total NAB Stations		1,260
Associate Members		112
Total Membership in NAB		1,372



IRVING KAUFMAN

The star with a record on phonograph records, original Lazy Dan, the Minstrel Man coast-to-coast for Old English Floor Wax — Fred Allen's "Alley" character—the Crazy Frenchman for Chateau Martin Wine; one of the featured players in "Street Scene."

HELPFUL HARRY-

— Programmed Spot Announcements —

90 different 30-second spots allowing 30 seconds for live commercial.

WITH A MESSAGE FOR MRS. HOUSEWIFE -- A 30,000,000 MARKET!

A TYPICAL JINGLE

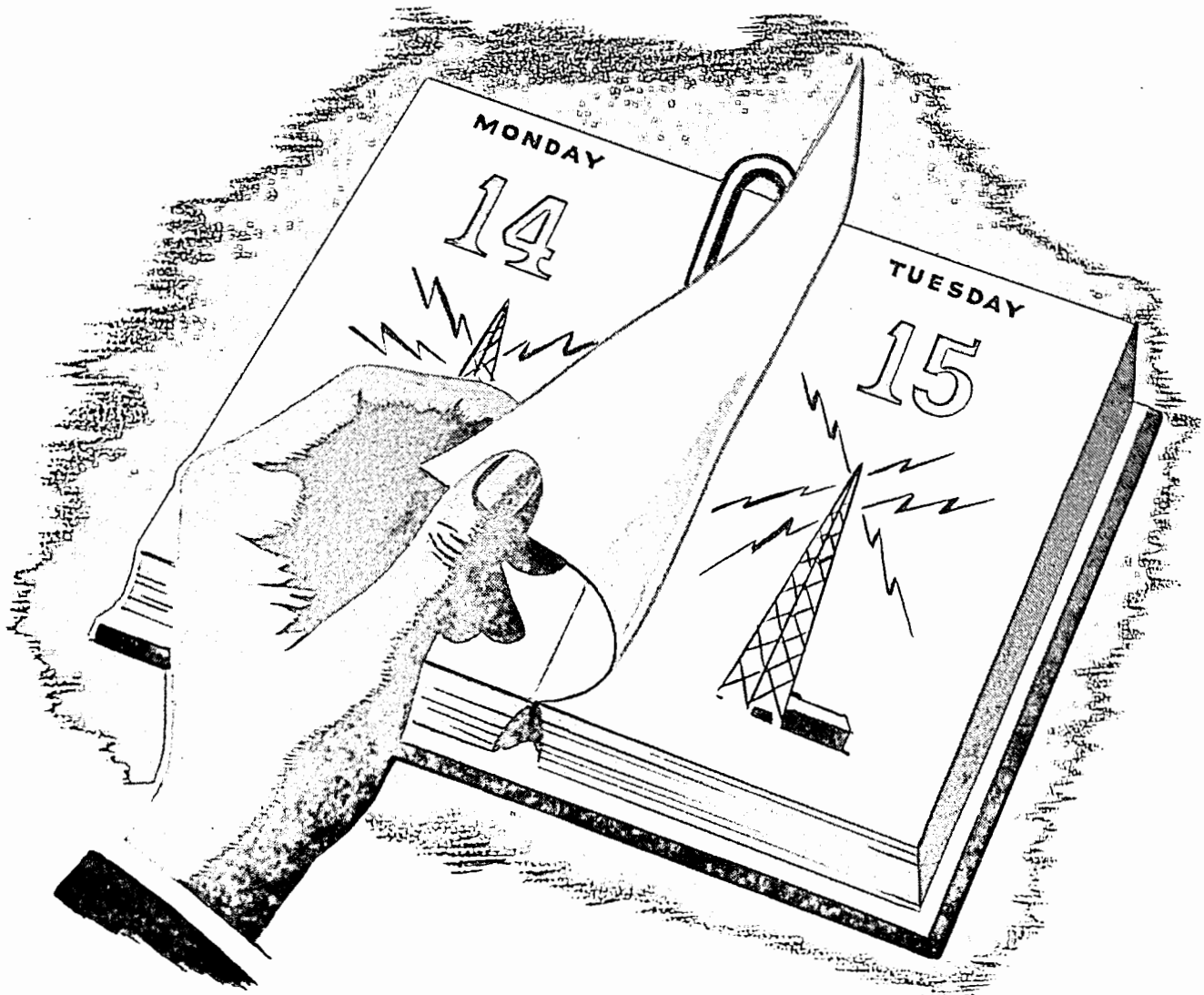
Harry —Mrs. Housewife, how do you do?
This is Helpful Harry with another hint for you.

Anncr.—Can you solve this, Harry, quick as a wink;
What about a shirt that's stained with ink?

Harry —Stains of ink can be removed, Try this method; it's approved: Though the shirt may look a sight,
Let it soak in milk all night. Then you launder it with care. You'll never know the ink was there!

Harry S. Goodman
19 EAST 53rd STREET at Madison Avenue...NEW YORK CITY

A STATION A DAY!



1947 is far from over. Yet it's already set a record for United Press radio news. New clients have averaged more than a station a day.

Reasons are as clear as U. P.'s news style. Some are:

The 26 news roundups a day, blending world and regional reports to local tastes, and running in time with local listening habits . . .

the 23 regular features constantly bettering their own best marks for usage and sponsorship* . . .

the 179 special scripts—and more coming—on topics ranging from food to foreign affairs to fashions. Every one is a bonus-attraction.

U. P.'s new highs in sales are the simple consequence of new highs in service. They dramatize again the theme of U. P.'s success-story: it's foremost because it offers most.

*Our folder, "77 Kinds of Sponsors for United Press Features," tells about this. Ask your U. P. bureau for a copy.



United Press

SOUTHWEST SIDELIGHTS

ANOTHER "first" has been chalked up in San Antonio by Bob Holleron, special events director for KTSA, San Antonio. Holleron broadcast from a fast moving car on a trip through a roller coaster recently installed in Playland Park. A wire recorded word description was made with special equipment tied down in the cars. All was handled by Bob Hopper of the KTSA engineering staff.

Weldon Jeffus, WFAA, Dallas recording engineer has been elected to membership in the Acoustical Society of America. Jeffus has been in radio for 17 years and a member of the WFAA staff since 1942. There are only 25 other members of the group from the state of Texas.

The Airway Theater in Dallas is the origination for the Monday thru Friday quarter-hour program "Hal Collins' Joy Spreaders." Program is heard in Dallas over KRLD and is aired on a special statewide network of six stations. In addition to the regular quarter-hour program a special stage revue is presented.

Del Dunbar, billed as "The Drug Store Cowboy" and composer of a song of the same title is heard daily in a quarter-hour of western songs over KABC, San Antonio under sponsorship of Sommers Drug Stores. Dunbar will make a series of per-

sonal appearances at the 21 stores in the drug chain daily.

KRLD, Dallas is presenting a new series of programs titled "Christopher Wells" each Sunday under the sponsorship of Dick Price, local De Soto and Plymouth Automobile dealer.

Bill Lamar has joined the staff of KTSA, San Antonio as merchandising and promotion manager replacing Owen Johnson. Johnson has been named to the station's sales staff replacing Jack Schlichmaier who has resigned his post to join the Conroy Advertising Agency in San Antonio.

A new Sunday half-hour of music by churches of the area has made its debut on WFAA-570 Fort Worth. Program is to be heard at 3:00 p.m. and is appropriately titled "Choral-tones" and will present a different musical group each week. Opening broadcast featured the double quartet of the First Baptist Church of Dallas.

Zack Hurt, genial master of ceremonies of the ABC Chesterfield Roundup aired daily from KFJZ, Fort Worth to stations of the Texas State Network is off on a two-weeks' vacation to return to the program in October. The program will introduce a new feature each week starting Oct. 3. On that night it will salute a college or university in the state. A special wire recording will be made of the school's football team

and its coach and prospects of winning its forthcoming big Saturday football game.

Bob Shackelford, former manager of KCNC, Fort Worth has resigned his post to become affiliated with KBYE, Oklahoma City as director of market research and station sales.

Application has been made to the FCC by KVLU, Lubbock to increase station's operating power. Station at present operates with 1000 watts on 790 kilocycles. Station would operate on 790 kilocycles with 1000 watts night and 5000 daytime.

KERA, the first FM station in the Dallas-Fort Worth area has changed its call letters to WFAA-FM. As soon as new crystals are received station will also switch to its new frequency. Also slated is an increase from its present radiated power of 14,000 watts to 43,000 watts as soon as equipment arrives and is installed.

Among the many broadcasts plan-

ned for the observance of the 25th anniversary of WOAI, San Antonio are two to be carried which will present "Voices of the Past" and the first WOAI newscast. According to Monte Kleban, program and production manager of WOAI, and Arthur L. Forrest, promotion manager, quarter-hour program will be aired at 7:30 a.m. on Sept. 25 containing personalities which have been heard over the station. Listeners will be asked to identify them and cash awards will be given to those sending in the correct names. Correct answers will be announced on another broadcast at 8:15 a.m. Following the regular 10 p.m. newscast a transcription of the original WOAI newscast made by Ken McClure and Corwin Riddle made on Sept. 22, 1922 will be presented. On the 12:15 p.m. "Market Reports," the comparing reports of 25 years ago will also be presented.

Happy Joe and Ralph — an UNBEATABLE TEAM



SELLS MUSIC and MERCHANDISE IN THE DETROIT AREA

THE EARLY MORNING FROLIC is a music-and-comedy program that's a year-in, year-out fixture in this productive market. From 6 to 9 a.m. daily, these boys sell a lot of things—fast—at low cost—to more people—more often. Stands to reason they can crack YOUR sales problem, too!

ADAM J.
YOUNG, JR.,
INC.
Nat'l. Rep.

CKLW

Canadian Rep.
H. N. STOVIN
& Company

J. E. Campeau, Managing Director

Guardian Bldg., Detroit 26 • Mutual Broadcasting System

Something to Crow about!

\$52,000 worth of business

from \$1300 worth of announcements

on CHANTICLEER!

That's the success story of an implement dealer who had a one-a-week announcement during 1946—something to really crow about!



Chanticleer

6:15-7:00 a.m. Monday through Saturday

WGY Schenectady, N. Y.
GENERAL ELECTRIC

Sterling Drug Drive On Its 11 Air Shows

R. L. Watkins Company, division of Sterling Drug Co., Inc., will spend over \$1,000,000 in its initial radio and newspaper campaign to introduce its product, Lyons Tooth Paste, new formula starting on 11 already established shows on three networks and 70 newspapers September 28th.

A total of 11 network programs will be used in the campaign, starting with "Manhattan Merry-Go-Round" over 147 NBC stations (Sunday, 9-9:30 p.m., EDT.) Other web shows to be used during the first week of the drive are "Big Town" on CBS; "Melody Hour," CBS; "Mystery Theater," NBC; and daytime programs, "Bride and Groom," ABC; and "Back Stage Wife," "Lorenzo Jones" and "Young Widder Brown," over NBC. Commercials will continue after the first week on "Merry-Go-Round," "Bride and Groom" and "Back Stage Wife." Additional advertising for Lyons Tooth Paste will also continue on the Phillips Milk of Magnesia shows "Waltz Time" and "American Melody Hour."

At the same time, company will spend \$300,000 in 70 newspapers, covering the first 40 markets of the U. S., carrying 1,000-line copy once a week for 10 weeks.

Dancer - Fitzgerald - Sample, Inc., handles Sterling Drug's radio activity while Thompson-Koch Co., Inc., handles newspaper advertising.

WE Shows New Equipment Recently Bought by WIP

Atlantic City—Western Electric is exhibiting two new items of equipment which was purchased by WIP, Philadelphia, recently and now ready for delivery. One is a WE master control desk-program dispatching system, which can be set automatically. Other is a 10 kw., FM transmitter, a first model of its kind. WIP is reported as paying \$45,000 for the equipment. Station, incidentally, has two mobile units on the job here in connection with the NAB convention and is covering Convention Hall via "Lobby Parley."

Tax Inst. Names Ruppel

George Ruppel, assistant controller of the Mutual network, has been named press director for the second annual conference of the Tax Executive Institute which will be held Sept. 14-17 at Atlantic City.

Award

Robert Greer, disc jockey of KPRK, Livingston, Mont., has been awarded a chronograph by the American Cancer Society for raising \$700 for the annual Cancer fund drive through his program, "Neighbors." Governor Sam Ford of Montana recently made the presentation to Greer in behalf of the American Cancer Society.

★ AGENCY NEWSCAST ★

JOHN H. MITCHELL has transferred from the Frederick-Clinton Advertising agency to Paragon Radio Productions, where he has assumed the position of vice-president in charge of the New York office. Mitchell will direct the sales and promotion for the open-end transcriptions of the "Frank Parker Show," "The Cases of Mr. Ace," starring George Raft, "Sally in Hollywoodland" and others.

FRANK KIRKPATRICK, formerly with the advertising department of R. H. Macy, has joined the copy staff of O'Brien & Dorrance, New York promotion specialists.

ELAINE NELSON has rejoined Arthur Meyerhoff & Company, Chicago, as administrator of the Agency's New York office, which will be opened next January. Mrs. Nelson was formerly with Franklin Bruck, Inc., and prior to her first connection with Meyerhoff was advertising manager of Scruggs, Vandervoort & Barney, St. Louis.

SEIDEL ADVERTISING AGENCY, Inc., New York organization, has been appointed to handle advertising for Formula Slips. Florence Weiss is account exec.

STANDARD REGISTER CO., Dayton, Ohio, manufacturers of record control systems for business and industry, has appointed the Dayton office of Geyer, Newell & Ganger, Inc., to handle advertising.

Sherman Succeeds Preston As WBBM Program Head

Chicago—Frank Falknor, WBBM general manager, announces that Val Sherman, director of WBBM program operations for over two years, becomes program manager of the station October 1, replacing Walter J. Preston, who is leaving to devote his time to production of transcribed shows.

Sherman has been with WBBM since 1931, having held the positions of announcer, chief announcer, and director of operations. Preston, who has been with the CBS station since 1929, will direct production of transcribed programs in Chicago and New York.

Cross Back, Recovered

Milton Cross, ABC announcer, is back on the job after an absence of 10 weeks. He's been recuperating from a major operation.

Joins NBC Co-Op

The appointment of Stephen Flynn to NBC's Co-operative Programs Division has been announced by Burton M. Adams, manager of the division. Flynn will act as assistant to Adams, whose appointment as manager of the division was announced August 21, by Harry C. Kopf, administrative vice-pres. in charge of sales.

TRUDY RICHMOND has been appointed account executive specializing in fashion and radio for Arnold & Company Advertising, Boston, it has been announced by Oscar Rudsten, president. Miss Richmond formerly was associated with the American Broadcasting Company.

CLEMENS F. HATHAWAY has joined Geyer, Newell & Ganger, Inc., as an account executive. He formerly was associated with the J. Walter Thompson Company where, during 12 years of service, he was an account executive and more recently director of that agency's Consumer Panel.

SAMUEL H. NORTHCROSS has been appointed vice-president of Audience Research, Inc., in charge of radio research, Dr. George H. Gallup, president, has announced. Northcross resigned last week from Young & Rubicam, Inc., where he had been in charge of radio research for the past two years. He will head a new division of Audience Research offering the entire industry a radio and television research service with emphasis on qualitative studies. The nature of the new service will be announced later this month.

YOUNG & RUBICAM, Inc., has been engaged to service the general advertising of Schlitz Brewing Co., Milwaukee, Wis.

Sachs Adds WMCA Time Via Pro-Football Games

Sachs Quality Stores has signed with WMCA to sponsor broadcasts of eight games being played this fall by the Brooklyn Dodgers pro football club starting tonight, Friday, from Ebbets Field, 8:30 p.m., and running through Dec. 7. Schedule covers all home games of the Dodgers plus one at Yankee Stadium. Joe O'Brien and Ernie Stone of the WMCA staff will do play-by-play and color reports. Series includes three night games and five afternoon contests.

Scheduling of the Dodgers by WMCA gives radio coverage to all three local pro football teams. The Yankees, in the All-America Conference with the Dodgers, will be aired over WINS starting Sept. 21 and a sponsor for this series is expected to be announced within a few days. New York Giants of the National League are carried by WHN under sponsorship of Old Gold.

Framer To Visit 2 Stations

Walter Framer, producer of "Strike It Rich" on CBS, will take the program company to New Orleans for the broadcasting of the Sept. 21 stanza as a feature of WWL's 25th anniversary celebration. A week later, Sept. 28, they will participate in the same manner at the silver anniversary of WHAS, Louisville, Ky.

Turns Down Ind. Deal; Other Activity By FCC

Washington Bureau, RADIO DAILY

Washington—In a proposed decision, the FCC turned down an agreement reached by Associated Broadcasters and Evansville on the Air, Inc., for assignment of the license of the FM station, WABW and CP for AM station WBBW, both in Indianapolis, Ind. In so doing the Commission granted the application of Radio Indianapolis. The stations are now owned by Associated.

Noting the complicated transferral arrangement between Associated and Evansville the Commission said it was "impossible" for a competing applicant to match the "precise terms and conditions" of the agreement. The FCC said the "unique" arrangement had the "effect of eliminating the possibility of competition" in bidding for license as laid down by the Commission's AVCO rule.

The agreement between Associated and Evansville included a transfer of stock. The Commission said there was also an "understanding" between the two companies that Associated would be represented on the board of directors of Evansville, plus other "unique terms and conditions."

"Were we to accept all the unique terms and conditions of the arrangement between these parties," the FCC said, "and disqualify Radio Indianapolis as a competitor because it is unable to meet them, we would not only defeat the competitive purpose of the rule but we would preclude ourselves from passing on the numerous public interest phases of the competing applications."

Although the FCC noted that Evansville, licensee of several stations, had more radio experience, approval was given to the applications of Radio Indianapolis because the latter company is "more representative of the community to be served."

Final Decisions

The FCC has announced its final decision granting the following applications:

Penn Thomas Watson to change operation of WGTM, Wilson, N. C., from 1340 kc., 250 watts, unlimited, to 590 kc., 5 kw., unlimited.

Roanoke Broadcasting Corp., to change operating assignment of WSL, Roanoke, Va., from 1240 kc., 250 watts, unlimited, to 610 kc., 1 kw., unlimited.

Fire Fighters

J. Kelly Smith, CBS director of station relations, and Jack Van Volkenberg, general sales manager of CBS radio sales, have received \$3.00 checks from the Michigan State Department of Forestry which they're going to have framed. The checks are in payment for five hours of forest fire-fighting they put in while vacationing near Ishpeming, Michigan, during the first week of August.

To Station Owners . . .

To Representatives . . .

To Transcription Companies . . .

Let's Get

SPOT RADIO should have a national organization of its own. This means an association organized for the sole purpose of championing the cause of National Spot Radio.

The cause is worth while. Spot is big business. Its volume this year will exceed \$100,000,000. It is growing faster than any other major advertising medium and unquestionably is destined to overtake and pass total annual network volume. If we could remove some of the obstacles and restrictions, a flood of new Spot business would immediately be stimulated.

Spot business is radio's greatest potential. It offers the most productive field for development. National network prospects are limited to the few hundred with national distribution. Spot prospects are numbered by thousands. The advertising registers last year listed more than *fifteen thousand* national advertisers—all Spot Radio prospects.

Here is an abundance of business for new stations and for the older ones feeling the first pinch of new competition. Here is business that nets stations their biggest income and pays them the full card rate—and yet, it has grown like Topsy, without national organization or promotion.

Here is a great opportunity, radio's greatest potential business; and what has been done to date? There has been no united front, no national effort, no protection against competition. Although National Spot pays radio stations the highest rate, it is allotted the least desirable station time. It deserves better time. We don't want more chainbreak time; we need evening hours for programs.

National representatives must be credited for great accomplishments, but they must have the support of a larger and broader national organization, if we realize this opportunity.

Let's get together and form our own National Spot Radio Association. All other major advertising media are organized. American magazines have their *Advertising Bureau* well designed to promote magazine advertising against newspapers and radio. The Outdoor people have united to do a tremendous job in selling outdoor advertising. The American newspaper publishers have their *bureau* to sell newspaper advertising against radio and magazines. Their collective effort presents a national front, fully organized and aggressively strong. And the networks are even more compactly organized to present the features of network advertising. Of all great mediums, National Spot alone is still unorganized.

Together!

We should identify our competition and recognize our opportunity.

Obviously, Spot Radio is competitive with magazines, newspapers and outdoor. Not quite so obviously, it is basically competitive with the networks and is much more than a nursery or proving ground for network accounts. It must stand on its own feet and must be considered as something more than supplementary. Properly developed, Spot Radio can bring big names and glamor to all national advertisers. Let's have more Ronald Colmans and T. Dorseys. Let's get more Bing Crosbys and P.W.s—but as Spot Radio and at a rate more profitable to the stations.

Membership in a National Spot Radio Association should consist of national representatives, transcription companies, talent, advertisers and radio stations. Radio stations have the chief stake, the most to gain. Such an organization is designed to promote and protect their richest source of income.

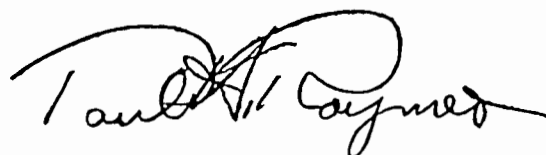
Right now, a National Spot Radio Association could accomplish the following:

1. Unite in one common effort stations, representatives, transcription companies and

all others whose primary interest is the development of Spot Radio.

2. Advertise, educate, promote Spot Radio's great advantages.
3. Glamorize transcriptions and overcome the slur of "canned music."
4. Secure removal of transcription announcement regulations.
5. Encourage more "big name" recordings.
6. Identify competition.
7. Secure a better share of station's allotted time for Spot business.

I am making this proposal with the hope that it may be constructive. Any thoughts or suggestions you may have on the subject will be most welcome. Most of us are competitive with each other in one way or another, but we do have a common cause and we need a common meeting ground.



CHICAGO

By NAT GREEN

THE Honey Dreamers, Chicago vocal group heard on several programs, have been signed by Don Ward Productions, newly formed program building firm. First opus will be a five-minute open-end transcribed package for nationwide distribution called "Dreamtime." Mel Henke is featured at the piano. Release date has been set for January 1.

Recent visitors from Mutual affiliates to the MBS, Chicago offices included John Stenger, chief engineer, WBAX, Wilkes-Barre, Pa.; August Grebe, WBAX manager; George Meyer, owner-manager WIGM, Medford, Wis.; Robert Kennedy, manager WOBT, Rhinelander, Wis., and Gordon Brozek, manager WDMJ, Marquette, Mich.

Governor Dwight H. Green of Illinois and Mayor Martin H. Kenelly of Chicago have issued official proclamations setting aside the week of September 21 through 27 as "Tom Mix Child Safety Campaign Week." From Sept. 22 to 26 the WGN-Mutual program "Tom Mix and His Straight Shooters" in co-operation with the National Safety Council will feature a special series of safety shows at 5:45 p.m.

Albert Crews, chief of the radio unit of Gen. MacArthur's headquarters in Tokyo, reports that "Fount of Knowledge," a Nipponese version of "Information Please," is the current favorite in Japan and pulls over 10,000 letters a week. In second place is "National Radio Forum," and in third but fast rising to top position is an unusual Man on the Street show. Crews is spending two weeks in Chicago with his family.

Don Danielson of the WBBM publicity staff spending a two-week vacation with his family in Indiana. Don E. Kelley, WBBM public relations director; Eddie Wojtal, chief soundman, and announcers George Watson and Art Mercier are on a two-week fishing trip at Round Lake, Wis.

Mutual's "The Shadow" Now Available As Co-Op.

Another Mutual show, "The Shadow," is available as a co-op, it is announced by E. J. Hauser, director of cooperative programs for the web. Show is offered to local sponsors in areas not covered by the D. L. & W. Coal Co. which backs the series over part of the mutual chain in eastern markets. More than 100 local outlets and advertisers are said to be interested in the show as a co-op. It is aired every Sunday from 5-5:30 p.m. EST.

"The Shadow" has just started its 12th year on the air. It is owned by Charles Michelson, Inc.

Stork News

Paul Irvin Sulds, producer of Mutual's "American Forum of the Air," is the father of a boy born Tuesday to Mrs. Sulds at the Lying-In Hospital, New York.

CALIFORNIA COMMENTARY

• • • John Guedel, who packages "The House Party," got a thrill when he emceed the show recently. Incidentally, the program goes to a new time October 6, when it will be heard at 5 p.m., EST. It will continue as a co-operative show until Dec. 1, when General Electric will resume sponsorship. Art Linkletter, who is on a vacation, is to return to his emcee chores on the program, and a piano team, Connie Maffis and Gene Le Pique, will be added. . . . Bill Peck, radio and screen agent, is on a motor tour to Chicago and New York, and while in the East will make arrangements for the Broadway production of "Lucky Pearl," a new comedy by Harry Lawrence, veteran radio writer, who is one of the writers on the Edgar Bergen show. . . . That's Life department; Ten years ago Danny Kaye started a record collection featuring Louis Armstrong's trumpet. The collection went slowly because Danny had to save even coppers to get a single record. Today Armstrong is one of the great band leaders featured in Samuel Goldwyn's "A Song Is Born"—starring Danny Kaye.

Los Angeles

• • • For two weeks, composer-conductor David Rose is going to be one of the busiest men in radio. During this time he is filling two major jobs—welding together his own "Music Time Show" and acting as musical director for the Red Skelton show. Final performance of his own show, however, is set for Sept. 18 as Eddie Cantor returns to the air the following Thursday evening. . . . Anne Whitfield, who is nine years old, previewed her own show, "The Enchanted Room," over KFI. The show is written by Robert Mitchell and Gene Levitt. Sept. 9 marked Anne's second anniversary on the air. . . . Bill Anson has added something new to his "Midnight At Sardi's" program heard over KFWB from 12 midnight to 2 a.m. He calls it "Dine-O-Quiz." Bill asks a question and if the first person is unable to answer it correctly the prize goes up from \$5 to \$10 and it increases \$5 each time the question is not answered right. He asks the same question four times during the evening and if it is still unanswered, Bill uses the same question the next evening until it is answered, but the prize goes up \$5 each time.

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• • • Kenneth Manson, assistant to Dorothy Brown, Continuity Acceptance Editor for ABC in Hollywood, will become an ABC program producer today. He formerly served in this capacity at KTRB, Modesto, Calif., and at KSMA, Santa Maria, Calif. . . . Gail Mayer, of the publicity and promotion department of KWG, ABC affiliate in Stockton, and also that station's women's program director, is vacationing in Hollywood. . . . Al Gershenson, prexy of Hamilton-Whitney, the transcription company, tossed a luncheon at the Hollywood Knickerbocker for 16 representatives of network and independent stations. . . . Fort Pearson, announcer of the "Queen For A Day" program, will play a sports announcer in Producing Artists' new film, "Prelude To Night."

☆ ☆ ☆

• • • On his Sept. 14th program, Tony Martin, who played host to Alan Young, used a "back-to-school" theme and sang "The Bells Of St. Mary's," song of his alma mater. He was a student at St. Mary's when he sang for the first time over a Coast-to-Coast network. It was also at St. Mary's that he created a furore when he played unprogrammed swing music on the chapel organ. It wasn't long after that incident, coupled with rave notices from his initial t.c. singing stint, that Tony and St. Mary's parted. He went on to a career of singing with dance orchestras, leading his own dance band, the movies, and, finally, his own radio show. . . . Two 15-minute audition platters of a new show starring Gene Lockhart and produced by Joe Gratz were cut at Universal Recorders. Written by Bob Libbot and Frank Burt, the show is said to be something really different. . . . Between his daily CBS news broadcasts, Bob Garred is rushing to Enterprise Pictures lot, where he is doing narration jobs on sports shorts this week.

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AUSTRALIA

By JOHN WILLIAMS

RADIO listening sets are licensed in Australia. Charge is \$4.00 per year for first set you own, plus \$2.00 for each additional set. There's heavy penalty for every unlicensed set.

Fees are taken by Federal government which operates nation-wide web of high-powered Australian Broadcasting Commission stations which every year imports world's best talent.

This year Postmaster-General announced blitz on illegal sets which paid off because between May 15 and July's end, no less than 165,000 new licenses were issued. There are now 1,691,000 licensed sets in all Australia which has 7,500,000 population.

Australian Broadcasting Commission has wound up its annual Youth Week broadcasts over its webs which featured the usual periods of religious services, talks, plays, musical and variety programs.

In this way, new talent is discovered for permanent place in broadcasting. ABC program directors spend at least four months assembling the talent and making final decisions. This year's outstanding weakness, as usual, was in writing field. Few scripts showed originality or even desire to experiment in the fluid medium of radio.

Jim Davidson, Aussie bandleader and entertainer who became widely known among U. S. services during war in south-west Pacific, leaves soon for South Africa and South America to try his luck. For many years prior to the war, Davidson was dance orchestra leader for Australian Broadcasting Commission.

WFIL-TV Has 8 Comm'l's As Daily Sked Opens

Philadelphia—When WFIL-TV officially took the airwaves as this city's second television station this week, it had eight commercial accounts signed up, with time sold ranging from programs to spot announcements, it was announced by John E. Surrick, sales manager.

Programs and spots of varying lengths and frequencies have been purchased by the following: United States Rubber Co., Judson C. Burns, Marcus Printing Co., Bartel's, the Drake and Brighton Hotels, Del-Mont Motors, Inc. Dewees, Mort Farr, and Ballantine's Beer.

Book Club Signs On WJZ

Marking its initial venture in radio, the Detective Book Club has signed a 13-week contract with WJZ New York key station of the American Broadcasting Company to sponsor a series of mystery program, titled, The Weird Circle. The series started Monday, Sept. 15, from 10:30 to 11 p.m., EDT. The agency is Schwab & Beatty, Inc., of New York

CBS Affiliate Board Endorses NAB Code

(Continued from Page 1)

the need for such a code in his talk before the 1946 NAB convention in Chicago.

At that time Mr. Paley charged radio broadcasting with "advertising excesses" and "too high a percentage of commercial copy or material which is irritating." Adding that it was "not the advertiser's fault but the broadcasters," Mr. Paley told the delegates to the 1946 convention that the "cure is an industry-wide code of standards strongly supported and strongly publicized by broadcasters."

The nine men who make up the Columbia Affiliates Advisory Board represent the 161 independently-owned stations affiliated with Columbia. They meet with CBS officials several times a year, usually at Columbia's New York headquarters, to discuss mutual problems of the network.

Dinner Attendees

The members of the Board at the dinner were: I. R. Lounsberry, WGR, Buffalo, N. Y., Chairman; E. E. Hill, WTAG, Worcester, Mass., Secretary; Kenyon Brown, KWPT, Wichita Falls, Texas; Clyde Coombs, KARM, Fresno, Calif.; George Higgins, KSO, Des Moines, Iowa; C. T. Lucy, WRVA, Richmond, Va.; Glenn Marshall, WMBR, Jacksonville, Fla.; and W. H. Summerville, WWL, New Orleans, La.

CBS officials attending, in addition to Mr. Stanton, were:

Joseph H. Ream, Executive Vice President; Frank K. White, Vice President and Treasurer; Adrian Murphy, Vice President; H. V. Akerberg, Vice President in Charge of Station Relations; Earl H. Gammons, Vice-President in Charge of Washington office; William C. Gittinger, Vice President in Charge of Sales; Edwin Buckalew, Director of Western Division, Station Relations; Ralph Hatcher, Manager, Co-Op Division, and William B. Lodge, Director, General Engineering.

IN CLEVELAND IT'S
WHK

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Clairvoyant

Atlantic City — Charles Godwin, MBS director of station relations and in charge of Mutual's annual dinner, was asked by the Chelsea Hotel management to estimate the number of guests who would be on hand. He guessed 350 station affiliates and guests. When dinner got under way, there was an empty chair, which would have been occupied by John Shepard, III, member of the MBS board of directors, who could not stay long enough for dinner. Good guess on Godwin's part, but as he said later, "it's a good thing we didn't sign another affiliate during the day—we would have been stuck for space."

Name Sherman Prog. Chief Of WBBM, CBS Chi. Outlet

Chicago—Val Sherman, director of WBBM program operations for the past two years, has been appointed program manager of the CBS affiliate, succeeding Walter J. Preston, it was announced yesterday. Appointment is effective Oct. 1.

Sherman, who has been with WBBM since 1931, has held the position of announcer, chief announcer, and director of operations during his 16 years with the outlet. He started in Chicago radio in 1929, and was featured for many years on numerous local and network programs before assuming executive duties.

Crosley Tele Sta., W8XCT Sets Regular Air Sked

Cincinnati — Crosley Broadcasting Corporation's experimental television station, W8XCT, inaugurated a regular schedule of Tuesday night broadcasts this week with emphasis on "personalities in the news" programs. Initial broadcast last night, emceed by Frazier Hunt of WLW's "Morning Matinee", featured two Army officers from "Operation Thunderstorm", U. S. Army's all-weather flying experiment at Wilmington, Ohio.

Another change in the W8XCT schedule offers test patterns regularly from 2:30 to 4:30 p.m. Tuesday, Wednesday and Thursday. From 2 to 2:30 on these days station will air films or "views of the city" from W8XCT studios. Tuesday night programs, made up chiefly of amateur talent, begin at 8:30 p.m.

Station also announced yesterday that Red Thornburgh had rejoined the Crosley chain as director of sports for television. Formerly a sports announcer with the corporation, and more recently director of sports and special events for WKLV, Lexington, Ky., Thornburgh will handle all sports over W8XCT.

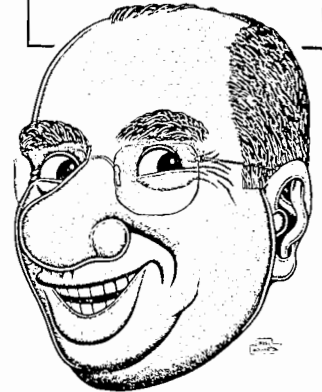
Jopling To Tour

Marguerite Jopling has resigned as assistant to the Librarian for ABC to tour in the role of "Australia" with the Claire Tree Major's company of "Mrs. Wiggs of the Cabbage Patch." The play will open in Schenectady on Saturday, Sept. 27.

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.



ABE BERCOVITZ
Musical Director

KGW and Abe Bercovitz have grown up together. When Abe came to the station, some 23 years ago, there were no network programs and the musicians broadcast on a more or less ad lib basis. In 1927 KGW affiliated with NBC and Abe was appointed KGW Musical Director. KGW received its 20-year plaque from NBC this year. Abe observed his 20th anniversary as KGW Musical Director by directing several programs. Maybe KGW should have given him a plaque! If it is true—and it surely is—that a station establishes its personality as much by the quality of its live-talent programs as by its network releases, then Abe Bercovitz has been one of the big elements in KGW's continued progress. Here's to 20 more years of mutual success, Abe!

Next — **CHUCK FOSTER**
Nite News Chief

KGW
PORTLAND, OREGON
AFFILIATED WITH

REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.

It's
OPEN HOUSE
AT THE PENTHOUSE

THE PRESIDENT HOTEL

OLIVER GRAMLING
ASSOCIATED PRESS

**TAYLOR-HOWE-
SNOWDEN
RADIO SALES, INC.**

◆ ◆ ◆
**HEADQUARTERS
NAB CONVENTION**

- O. L. "Ted" Taylor
- Alex Keese
- Jack Allison
- Stuart Kelly
At the Brighton
- Peggy Stone
At the Claridge

Air-Minded Execs.



OFFICIALS OF ABC arrive in Atlantic City for the NAB Convention via the network's own plane, a Beechwood Executive, D-18-S. Shown left to right are: Robert H. Hinckley, vice-president; Edward J. Noble, chairman of the board, Mark Woods, president.

**RMA Group Sets Plan
To Halt Export Drop**

(Continued from Page 1)
imposed on the imports of American radios by nine South American countries.

The new program will be primarily one of education, according to James E. Burke, secretary of the RMA committee, who said the industry could expect a series of drops in exports. He explained, however, that the decision of the South American republics to restrict imports "is a healthy sign; a step which was taken before dollar reserves ran out."

The RMA executive pointed out that the objective of the program would be to show that radio is an essential commodity, "something necessary for the education and information of the citizens of any given country, and therefore should receive preferential treatment as an import."

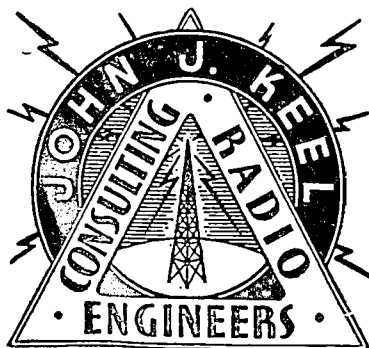
Although no estimate was given as to the amount of decline of radio exports, the situation was described as "not precipitous." Burke said that long-term picture is promising, and that "through education and improvement of products, the radio industry looks forward to a substantial export market."

Song Spinners Shift

The Song Spinners, featured on the NAM Summer Show, will henceforth be heard on Tuesday at 10:45 p.m. via WJZ instead of Saturdays at 7 p.m.

JOHN J. KEEL

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CONSULTING SERVICE
IN
RADIO BROADCASTING
AND
COMMUNICATIONS



WARNER BUILDING
13th AND E STREET, N.W.
WASHINGTON, D. C.
NATIONAL 6513-6515

**Television's "Immediacy"
Sets It Apart, Says Lubcke**

Hollywood—"Multi-media immediacy" is the characteristic which distinguishes television broadcasting from all other similar type operations, Harry B. Lubcke, director of television for the Don Lee Broadcasting System, told the Academy of Television Arts and Sciences at a meeting here last week. "In radio there is only sound," he said. "In motion pictures immediacy is absent, on the stage there are no technical instrumentalities."

"The 'on-the-spot' telecast exhibits television to advantage," the Don Lee executive asserted. "Only television can 'take you where you are not' and so extend your senses of sight and hearing far beyond their natural limitations."

**New Idea In Tele Shows
Demonstrated By BBD&O**

BBD&O's television department will demonstrate a new idea in the use of vaudeville performers with established routines tonight over WABD (8 p.m.) with three sponsors—American Gas Association, Servel, Inc., and Universal Gas Ranges.

Paul Winchell, ventriloquist, will be featured in the program titled "Gas Has Got It." Show is produced by Chet Kulosza, and written by Jim Campbell, both of the agency.

IN CLEVELAND IT'S
WHK

1906 - 1947
Henri
CONFISEUR
FRENCH RESTAURANT
LUNCHEON DINNER
COCKTAIL BAR
Famous French Candies
15 East 52nd St.

RADIO'S
FIRST
REPRESENTATIVE

**WILLIAM G.
RAMBEAU CO.**

(SUITE 646-647-648)
**AMBASSADOR
ATLANTIC CITY**
NEW YORK — CHICAGO
LOS ANGELES

Labor Law, Petrillo Discussed By Lea

(Continued from Page 1)

deny Americans the opportunity to hear foreign music."

Speaking directly of the Petrillo decision, Lea said: "Unfortunately, in recent years, labor organizations have been making feather-bed demands on their employers. An outstanding illustration of that type of demand was that of the head of the musician's union, who asserted the right to use coercive methods, including strikes, to compel the broadcasting industry to yield to exactions of millions of dollars, for which there was no moral or legal obligation due from the broadcasters, and for which the musicians performed no service."

Lea declared that the passage of the act to protect the broadcasting industry against "its control by coercive practices, and the decision of the Supreme Court for the enforcement of the act, will not withhold one dollar that belongs to him, from any citizen of this country."

"The broad accomplishments of the decision of the Supreme Court in the Petrillo case, as I see it, is that while, of course, it does not deny the general right to strike, it flatly holds that Congress and the courts have a right to restrict the right to strike to lawful purposes and prohibit a strike to accomplish unlawful purposes."

NBC Reporting Hurricane

Bob Ruben, NBC newsman, has left for Florida to report hurricane conditions for the network.

EXPERIENCE COUNTS

RADIO ENGINEERING CONSULTANTS FOR 14 YEARS

COMMERCIAL RADIO EQUIPMENT CO

EVERETT L. DILLARD
GENERAL MGR.

INTERNATIONAL BLDG.
WASHINGTON, D. C.

ROBERT F. WOLFSKILL
PORTER BLDG.
KANSAS CITY, MO.

NAB Small Markets Committee Sees Fight For Biz Survival

(Continued from Page 2)

ways brings results, and good local and national news is good radio.

"I know that all of you cooperate with your local institutions and every worthwhile community cause and project . . . but do it with showmanship and planning. Make each program tops. Here again, this activity will pay off in increased prestige and greater acceptance of your station by your community."

"Identify your station with your community by doing a super job of local news, local special events, local public interest. Use showmanship on the local level."

"In radio today, everyone, regardless of how remote his connection with the finished program as it goes on the air, should have a thorough working knowledge of the principles of good programming."

"Your program director and production men should be exponents of good programming and programming procedure. Then, of course, it's only natural to assume, or at least hope, that your announcers and continuity people will have a programming touch. Speaking of writers, new and old stations alike are finding that investment in good writers is improving the effectiveness and acceptance of commercials and local programs."

The Jamestown broadcaster rebuked charges of radio's alleged "sameness."

"I've heard the criticism voiced by some radio people and most trade papers that there is relatively little that is new in radio . . . that station managers love the same time . . . same station . . . programming technique! I don't think that it is all justified. We are in a position to do some experimenting with program ideas and changes in technique in order to further the cause of our own stations and the industry in general. A number of stations, especially non-network stations, are now developing the vertical technique or programming as against the lateral which has been standard with networks and most stations during the daytime hours. Give vent to your own ideas, the ideas of your staff, and your listeners. It will pay dividends," he declared.

The warning note on the continued rise of competition, from without by newspapers and other media, and from within by the increased number of stations themselves, was sounded again later in the Small Markets session by John Meagher, of KYSM, Mankato, Minnesota.

In a review of the NAB Small Mar-

ket Stations Executive Committee, which represents more than 1,000 small operators (stations of less than 5,000 watts in cities of less than 50,000 population), Wayne W. Cribb, of KHMO, Hannibal, Mo., outlined the work of group since last January. He explained that the Small Markets Division had rendered "practically every type of service" to the stations during the period, including station and sales management, programming, production, engineering, etc. He referred to the NAB Radio Management Studies, which embraced nine stations, and the information which was distributed to stations of NAB membership. In addition, he reported, the committee endorsed the Broadcast Measurement Bureau, and urged its continuation on a "broader and more refined basis."

Guyer Talks "Office Management"

Discussing the topic "Office Management" at the same session, R. Sanford Guyer, of WBTV, Danville, Ga., considered first the station contract, which he felt necessary for every sale "whether it be one announcement or 312 programs." In this regard he outlined a detailed procedure which his station has used for some time, and which have proved to be of "practically foolproof" value.

Guyer told fellow broadcasters that he found it "good business" to have salesmen call on all local advertisers at least once each week, thereby offering clients the best possible service and building up a solid business relationship.

ATTENTION BROADCASTERS For Dramatic Sound Effect Records . . .

use the

MAJOR CATALOG!

Write for your copy today!

THOMAS J. VALENTINO, Inc.
1600 Broadway New York, N. Y.

WBNX ENGLISH PROGRAMS

The latest in MUSIC . . . SPORTS . . . and NEWS.

1:30 to 6:00 P. M.
7:30 to 9:00 P. M.

Monday thru Saturday
5000 watts
1380 on the dial

Use WBNX for all-inclusive New York coverage.

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See Our Representatives at the

NAB CONVENTION

HEADQUARTERS
PRESIDENT HOTEL
ATLANTIC CITY

ADAM J. YOUNG, Jr.

RADIO STATION REPRESENTATIVE

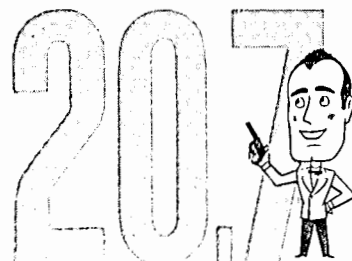
NEW YORK — CHICAGO

LOS ANGELES — SAN FRANCISCO

RADIO'S THRILLING HALF-HOUR TRANSCRIBED DETECTIVE SHOW

"BOSTON BLACKIE"

Radio's greatest point-per-dollar buy!



IN YOUNGSTOWN

C. E. Hooper October-February, 1946-47
Consistently Beats All Competition on Stations From Coast-to-Coast!

WRITE



Hollywood
New York • Chicago

PROMOTION

Via Cartoon Book

"On The Air," a 16-page cartoon book, aimed primarily at a juvenile audience and utilizing the comic strip technique, is now being distributed to students, teachers and parents throughout the nation, both directly by NBC and through a 16-page insert in "Scholastic" magazine. The book, produced under the supervision of William E. Webb and drawn by Sam Glankoff, tells the behind-the-scenes story of the development of an idea into a full-fledged program on the NBC network, and is the first phase of the network's current overall public relations campaign that is to include, among other features, a motion picture story of radio at work.

Indiana Radio Censorship Barred By Legislature

(Continued from Page 1)

tives, had asked the committee to consider legislation to censor or control those radio programs which are regarded as "bad influences" on the juvenile listeners.

Huff asked the committee to go on record in some way or another as favoring investigation of radio programs. The committee, composed of solons of both houses, issued the following statement, "The committee is not in favor of any type of censorship of radio programs by any government agency, either state or federal, but the committee feels that the radio industry should take action to eliminate programs which are detrimental to the public interest."

Lieut. Gov. James said that, as far as the committee was concerned, this was the end of the proposal by Rep. Huff. He added that any type of censorship is not a legislative problem.

Wedding Bells

Art Donegan, assistant publicity director of ABC, and Nancy Phillips, formerly with the network's press department, were married over the week-end.

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Invites you to their NAB Convention Headquarters
Rooms 1046-7-8

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Chicago—Los Angeles—San Francisco



Notes NAB-ed At The Convention. . . !

● ● ● Because thousands of visitors to this resort attempted to crash into the NAB exhibit, a dozen guards were posted at the main entrance. Stan Hubbard of KSTP, St. Paul, who hadn't received his identification tag had a tough time gaining admittance until C. E. Arney, Jr. personally came to his rescue. . . . The best laid plans of mice and men gang oft a-glee. . . . Jack Sullivan, promotion manager of WNEW, N. Y. kept looking at the skies for a large blimp which was to flash the WNEW call letters but all in vain. The storm warnings grounded the blimp. . . . Dick Gilbert of KRUX, Phoenix, Ariz., doing the exhibit in picturesque garb.

☆ ☆ ☆

● ● ● Radio's brother and sister team, William A. and Dolly Banks, prexy and manager, respectively, of WHAT, Philadelphia, all excited about their FM grant. . . . CBSoln Ed Murrow huddling with Ward Wheelock biggies. . . . Irving Gwirtz, Diamond Record exec. responsible for the uncovering of "Miserlou," and his charming frau, taking a gander at the exhibits of his competitors. . . . Amazing is the only word to describe his wide acquaintanceship. . . . Sports-caster Harry Wismer seems to know as many radio people as he does in the sports world, which is plenty, considering the fact that he's been a top-notch sportscaster for 12 years.

☆ ☆ ☆

● ● ● Curious as to the reason for so many handclaps Bob Burton was getting. So we asked a point-blank question and learned the popular music exec. had just been named vice-president of BMI. . . . President of WANN, Annapolis, Morris H. Blum, and his station manager, Tom Carr, amble over to the Kasper Gordon booth to tell Aaron Bloom, his shooting gallery pitch was a honey of an idea.

☆ ☆ ☆

● ● ● It was so hot in New York that Harry Sedgewick, Joe Sedgewick and J. E. Rogers of CFRB, Toronto, and J. E. Campeau of CKLW, Windsor, Ontario, hired a cab, filled same with cracked ice and water???? and drove to Atlantic City. . . . Phil Hoffman, jr. veepee of the Cowles Network and Bob Dillon, sales manager of KRNT, Des Moines, comparing the towers in the Convention Hall auditorium with their planned transmitter which will be the tallest in the country. . . . Saw genial Fred Neidig at the Amperelex Electronic Corp. booth exhibit. . . . Colonel Ed Kirby chatting with C. P. MacGregor and a group in front of the MacGregor exhibit. . . . First exhibit to be completed on the floor was that of the Fred W. Ziv Company. . . . Everyone seemed hot and disturbed but Tom Carr, manager of WANN Annapolis. . . . Kasper-Gordon had a cute stunt which attracted attention at the exhibit . . . they had a cute little midget, dressed as a "Buddy Bear" romp and skip about handing out buttons plugging that outfit's newest "Buddy Bear" ET series. . . . M. L. Medley of WHUB, Cookeville, Tenn. and Walter Haase of WDRC, Hartford, Conn., rested their weary tootsies at RADIO DAILY Booth. . . . It's too hot to work . . . we're going for a dip.

☆ ☆ ☆

● ● ● A large delegation of ABCConventioneers, spurred by Murray Grabhorn, WJZ manager, headed for the Brighton pool, not the punch—following ABC's program on the large screen television demonstration. Reason: One of Paul Mowrey's star acts was a bevy of bathing beauties disporting in said pool. . . . ABC's own plane has been doing legion service at the convention. ABC pilot, Fred McNally, a wartime lieutenant colonel, made a rush flight to New York yesterday to bring Larry Ruddell manager of ABC's recording division who made the trip to assist in the broadcast yesterday from WFPG, ABC affiliate here of Paul Whiteman's afternoon disc jockey session. Plane made record time to New York—one hour 20 minutes.

EQUIPMENT

Emerson Radio Models

Emerson Radio & Phonograph Cor. announces the release of three new models, variations of the Emerson ivory plastic model number 511. These sets are molded in an emulsion gold which are stamped on the cabinets in ivory bronze, green bronze and red bronze, and retails for \$29.95. Another Emerson Radio "first" model 547, the transparent ruby, listed \$19.95, also makes its appearance this week. This set is unique in radio styling inasmuch as the cabinet is a transparent plastic which permits the chassis to be seen.

RCA Victor Regional Mgr.

The appointment of H. V. Somerville as manager of the east central region of RCA Victor has been announced by Harold M. Winters, director of the company's distribution department. Somerville will make his headquarters at 718 Keith Building, Cleveland, and has been associated with RCA Victor in various posts.

WJSW

FIRST

in

COVERAGE

POWER

DAY and NIGHT

in

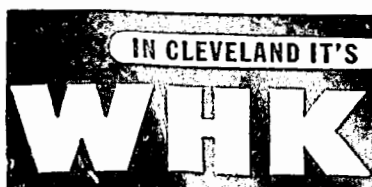
ALTOONA, PA.

1,000 WATTS

See

BURN-SMITH CO., INC.

New York — Chicago — Los Angeles



WOKO Wavelength; Porter Enters Picture

(Continued from Page 1)

Curler said the Commission gave no weight or emphasis "to the fact that the Corp. represents a consolidation of three applications."

"We submit," Van Curler said, "that it is inequitable and an injustice to deny Van Curler, a group consisting of three applicants who consolidated their forces in good faith and proceeded to hearing, in favor of a group which sat by and apparently had no interest in the proceedings until the Commission made a specific invitation for the filing of applications."

Exception Filed

In its exceptions filed with the commission with the Joseph Henry group termed the proposed findings "arbitrary and capricious."

Filing a 57-point list of exceptions, Joseph Henry aimed most of its fire at the examiner's report and said that the Commission erred in adopting "without alteration, deletion or addition all of the findings of fact" of the hearing examiner.

"The refusal of the examiner to give any credence to testimony of Raymond M. Curtis even though not uncontroverted and even when corroborated his misleading and inaccurate characterizations and accusations, his frequent errors, all to the detriment of Joseph Henry, and his careful protection of Governor Donagan establish such a lack of impartial judgment that the adoption of his report as the proposed decision of the Commission deprives Joseph Henry of a fair and impartial proposed decision of the commission to which it is entitled."

Porter on Legal Staff

The Van Curler petition revealed that Paul Porter former FCC chairman and now member of the Washington firm of Arnold, Fortas and Porter, has joined the legal battery for Van Curler.

Delano Joins FC&B

Frank Delano has joined Foote, Cone & Belding as an account executive, and comes to the agency from Young & Rubicam with which he was associated since 1933. He was manager of Y & R's Hollywood and San Francisco offices before returning to New York in 1940 as an account exec.

Wedding Bells

Chester F. X. Burger, CBS television news writer, has announced his engagement to Hannah Kaufman, of Wisconsin Rapids, Wis. They expect to be married early next year.

Close Web-Affiliate Co-Op Urged At ABC Dinner Meet

(Continued from Page 1)

visory committee, called for a broad general code for broadcasting as a framework around which the nation's stations can provide the best service in their respective communities. However, they underlined the fact that in the final analysis, both station affiliates and networks all should give such standards thorough and co-operative study before arriving at any definite conclusion. In addition, both speakers stressed the fact that service to any community is the ultimate responsibility of that community's own station which best knows the thoughts and desires of its listeners.

Woods, told the meeting that ABC was in favor of a broad, general set of standards which would serve as a guide to the stations throughout the country. He was quick to point out, however, that individual stations have individual problems and emphasized the fact that no national network could or should take a definite step on such standards until it had considered thoroughly the matter with its affiliated station. This, he indicated, will be the policy that ABC will adopt.

Discussing the same point, Clipp, who in addition to being chairman of ABC's stations planning and advisory committee, also is general manager of WFIL, Philadelphia, said in part:

"During this convention there has been much discussion of broadcasting standards. The ultimate responsibility for rendering service to the people of America lies with the individual station. Service to the community is dependent on many factors. As ABC affiliates, our committee feels that we are singularly fortunate in ABC's recognition of these problems. It is our belief that a continuation of the close co-operation between the ABC network and its affiliates will lead to an ever-improving standard of public service for the entire radio industry.

Clipp also discussed the importance of station breaks as a source of revenue to individual stations. On this point he said, "ABC assured your

committee this afternoon that it is unwilling—at all times—to make any move which will take station break revenue away from you. As a result of the meeting today, we have assurance that ABC will protect stations against loss of revenue from station break eliminations and other similar problems which arise from time to time."

Sees Financial Picture As Rosy

Woods also told the representatives of ABC's affiliated stations that current indications, based on billings on hand for the first eight months of 1947, combined with new and renewal business started Sept. 1, are that gross time sales of ABC for 1947 will set a new high and will be at least 6 per cent ahead of the \$40,617,130 reported for the previous year. ABC's previous all-time billings peak was \$41,356,129 in 1944.

For the first eight months of 1947, ABC's gross billings are estimated at \$27,800,000 as compared with \$27-



WOODS



CLIPP

3 Full-Web Shows Renewed Over NBC

(Continued from Page 1)

sponsored by American Tobacco, (Sunday, 7-7:30 p.m.) effective Sept. 28, through Foote, Cone and Belding. "Harvest of Stars", renewed by International Harvester Co., (Sunday, 2:30-3 p.m.) effective Oct. 5, through McCann-Erickson, Inc.

300,000 for the like period a year ago, Woods said. In addition to the \$27,800,000 of billings already on ABC's books, business which continues after September 1 on a non-cancellable basis amounts to about \$9,500,000. Commercial accounts resuming sponsorship on ABC during the remainder of 1947 will bring in an additional approximate \$1,800,000 in gross billings, he added.

Turning to television and FM, Woods told the meeting that ABC has taken an option on a television transmitter location in San Francisco in addition to locations already selected in Los Angeles, Chicago, and Detroit, in addition to a New York site, soon to be selected. ABC has five television transmitters on order. Assuming the reasonably prompt delivery of engineering equipment, ABC will be on the air with television before another 12 months have passed, Woods added.

On FM Woods said that ABC believes in the duplication of all AM programs over FM.

**RADIO'S GREATEST
TRANSCRIBED SHOWS
FEATURING THE WORLD'S
GREATEST STARS**

See Us at the Convention

BOOTH 78A

KERMIT-RAYMOND CORPORATION
11 East 52nd St. N. Y. C.

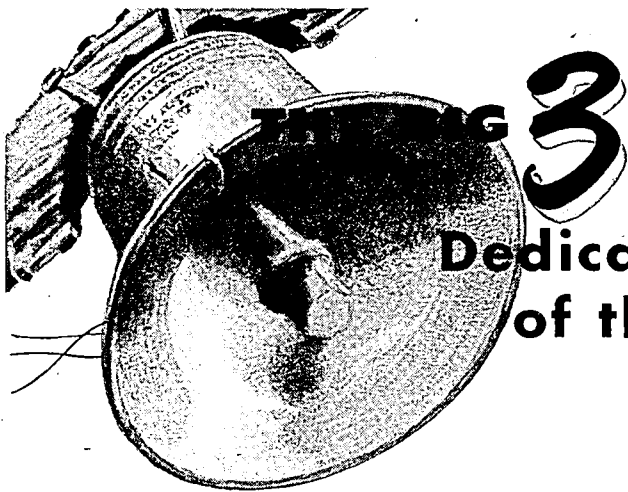
JANSKY & BAILEY

Consulting Radio Engineers
National Press Bldg.

Offices and Laboratories
1339 Wisconsin Ave., N.W.
Washington, D. C. Adams 2414
Atlantic City Headquarters
Suite 612, Morton Hotel

IN CLEVELAND IT'S

WHK



3 Dedicated to the Preservation of the Constitution of the United States



THE SIGNING OF THE DECLARATION OF INDEPENDENCE

"Today we Americans must reaffirm of the United States, our faith in God,
our faith in the Constitution and flag and our faith in our way of life."



50,000 WATTERS



THE GOODWILL STATION

G. A. RICHARDS
Pres.



THE FRIENDLY STATION

HARRY WISMER
Asst. to the Pres.



THE STATION OF THE STARS



Denny Urges 'Right Track'

NAB Gets 1st Draft Of Radio Legislation

Atlantic City—The first draft of proposed radio broadcasting legislation was released to the press yesterday at a conference with Justin Miller, president of NAB, and Don Petty, general counsel of the association.

In announcing the proposed legislation it was pointed out that it was being submitted to members of the NAB for consideration and is to be regarded as a working draft only "and does not commit or bind the industry in any respect."

The bill contains many amendments
(Continued on Page 10)

Vail Joining D-F-S Agency As Daytime Show Head

Dancer-Fitzgerald-Sample, Inc., announced yesterday that Lester Vail was joining its radio show producing subsidiary Show Productions, Inc., as general supervisor of daytime radio programs. Vail was formerly with Young & Rubicam as producer of "The Aldrich Family" and "Molle Mystery Theater." He has at one time or another been connected with all of the well-known daytime serial shows.

Quarter-Million In Equip. Exhibited By RCA At NAB

Atlantic City—The most comprehensive exhibit of new television, FM and AM broadcast equipment ever assembled by the RCA engineering products department—approximately \$250,000 worth—is currently on display in Convention Hall here this week.

Many new broadcast and television
(Continued on Page 7)

Turnabout

Steve Ellis, WMCA sports director and announcer of the Giants' baseball (with Franklo Frisch) will inaugurate a new wrinkle on his show "Giant Jottings" tonight (6:45-7 p.m.). Ellis will have as his guests Mel Allen and Russ Hodges. WINS sportscasters and Yankee play-by-players. He'll congratulate them on the Bombers' new American League pennant.

Build-Up

Representatives of the RMA attending the convention are stimulating interest in National Radio Week which will be observed from Oct. 26 to Nov. 1. Nora Hammesfahr of the Fred Eldean organization, public relations firm, is handling trade press contacts. "Voice of Democracy" show is part of a nationwide tie-up with Radio Week.

Radio Must Be Free, R. R. Wason Tells AWG

Atlantic City—Government controls on radio would be a step toward Communism, Robert R. Wason, chairman of the board, National Association of Manufacturers told delegates at a special session of the Association of Women Broadcasters yesterday in the convention hall here, adding that every nation that owns and control radio uses this control to subjugate the people.

He also defended present radio commercials saying that they in themselves are an education and
(Continued on Page 9)

Test Spot Campaigns By Capitol Airlines

Atlantic City—Test radio spot campaigns for the Capitol Airlines are being conducted in Detroit, Memphis, and Winston Salem. B. M. Middleton, radio director of French & Preston, announced at the convention yesterday. Agency is using one-minute spots, chain breaks and sport shows.

26,000,000 Spot Anns. In. '46; All But 10% Was Sponsored

Atlantic City—Commercial announcements and messages make approximately 14 per cent, or 156 minutes, of the average 18-hour broadcasting day, according to the first of an entirely new kind of twice a year survey instituted by Ken Baker, NAB research director. This data was revealed at yesterday morning's session at the NAB convention when Baker talked on radio's balance sheet; program structure. That is, net profit and loss.

FCC Chairman Advises NAB Members That Good Sound Code Is Vital, But Govt. Will Retain Authority

By FRANK BURKE, Editor, RADIO DAILY

Atlantic City—Expressing hope that the NAB convention would "get back on the right track" and adopt "a good sound code" as a constructive step forward, Charles R. Denny, Jr., chairman of the FCC, addressed the convention at the luncheon session yesterday. Chairman Denny, apparently mindful of the independent-station opposition to the proposed code, urged the broadcasters to take some decisive action on the code during this convention.

"The Commission is not going to tell you what kind of a code to adopt," Chairman Denny said, "that is your problem. Personally, I believe that some corrective action is needed in your industry and a good sound code would be a constructive step forward."

"But, let us be crystal clear about one thing," he continued, "even if you adopt a code and even if it is a good code, we are not going to tear up the Blue Book or close the office at 13th and Pennsylvania Avenue."

Denny declared that under the law the Commission has
(Continued on Page 6)

Webs-Stations Cover Southern Hurricane

Network affiliates and independent stations in the hurricane-lashed area of Miami, West Palm Beach and Fort Lauderdale threw every available facility into the 48-hour emergency that blanketed the southeastern Florida coast yesterday, despite overburdened communications. Local stations, operating on a round-the-clock schedule, provided every service possible to government authori-

(Continued on Page 9)

No "Privacy" In Ill.; Radio Defendants Win

Chicago—The right of privacy, as such, does not exist as a legal right in the state of Illinois, according to a decision handed down by Judge Harry M. Fisher of the Circuit Court, Cook County, Illinois, in the case of John G. Hunter and Jessie K. Hunter vs. Brown & Williamson Tobacco

(Continued on Page 11)

Hot

Atlantic City—A small fire in the equipment exhibition at Convention Hall yesterday afternoon caused a flurry of excitement but did no damage to any of the booths. The fire originated in the rear of one of the exhibits and was said to have been caused by a short circuit. Another theory is that a red-hot unplayed ET busted out via spontaneous combustion.

LOS ANGELES

By RALPH WILK

SMILEY BURNETTE, who co-stars with Charles Starrett in Columbia's Durango Kid Westerns, is changing his record waxing affiliation from Rancho Records to Variety Records. His initial recording to be made the first week in October, will be "Swamp Girl Blues" which he introduces in Columbia's "Whirlwind Raiders," latest in the Durango Kid series.

After a try-out on the summer "Blondie" series, Alan Sands has been packed for the fall season to co-script the show with Johnnie Green.

Al Gail, news editor for CBS the past four years has resigned to take up a new spot. He has moved to KWIK, the Voice of the San Fernando Valley, Burbank, California, as Director of News and Special Events.

Jack Rourke Productions in association with Jack Creamer presented "The Dave Barry" show on the 15th on station KFI's "Preview Theatre." The program includes Walter Tetley, June Foray, singing stars Paul Owen and Irene Woods and stars the new comic sensation, Dave Barry.

Ed "Archie" Gardner's son Eddie recovering from tetanus infection, incurred last weekend when he stepped on rusty rake.

John Guedel Radio Productions has sold his package show "Frontier Town", starring Randolph Scott, to Kermit-Raymond Transcription Corp. on a 26-week deal, starting December 15th. Guedel will produce the series which is the first real-class Western. It will be a serial but each program will be a complete unit telling a story in itself.

Lou Lifton, director of advertising and publicity for Allied Artists, has assigned Mal Boyd & Associates to handle the radio exploitation campaign for "Black Gold."

Robert V. Brown, program manager of NBC's Western Network, is up at Gold Beach, Oregon, where he and Mrs. Brown will spend ten days fishing.

Gail Mayer, of the publicity and promotion department of Station KWG, ABC affiliate in Stockton, California, and also that station's women's program director, is vacationing in Hollywood.



• • • Soothing cool breezes and relief from the humidity came to the heat weary conventioners on Tuesday and the convention lost its jaded look . . . even the Convention Hall was liveable and the broadcasters found it comfortable to sit with their jackets on rather than in shirt sleeves. Interest in the code session

Atlantic City

Tuesday afternoon ran high and yesterday independents led by Ted Cott of WNEW held informal session planning their strategy for the renewal of the code hearing this morning . . . opposition to the code seems to stem from stations whose commercial security is wrapped up in spots and frequent use of the little attention getters . . . this was very evident from the repeated challenging of the committee right to limit the spots to 2:40 minutes in a 15-minute program.

★ ★ ★

• • • There was a sort of a Chicago get-together on the convention floor yesterday when Louis Cowan, the ET impresario; Frank Schreiber, manager of WGN; Carl Myers, chief engineer for the station, and Al Hollender, Cowan associate, met up. . . . They spoke of other former Chicagoans at the convention and the desirability of having a reunion before the meeting ends. . . . Oliver Gramling, suave AP executive played the role of the perfect host as he entertained AP visitors in his pent house setup atop the Hotel President. . . . Among his guests was Paul Raymer who was taking a busman's holiday. . . . Paul has his own suite for the convention crowd at the Marlborough-Blenheim and he was resting from a weary walk down the boardwalk.

★ ★ ★

• • • Credit Janet A. Dunlap of WTGN, Staunton, Va., and give Florence Warner of the Biow publicity staff a nod for her nifty little hat . . . and don't pass up the glamour of Miss Nab Hart as she strolls through the Ambassador Hotel lobby. . . . Paul Whiteman, a visitor at Radio Daily's room 16, tells of his pleasant chores on his new ABC recording shows and the week-end enjoyment of being with his capable wife, Margaret on their Rosemont, New Jersey farm . . . Paul, still the dean, is musicland's most colorful personality. Incidentally, wasn't it Whiteman who first used amateurs on the old Pontiac show long before the advent of the late Major Bowes? . . . Miami and Los Angeles look like contenders for the 1948 convention with the West Coast having the edge. . . . Time and place of the next convention may not be decided during this session . . . however, interest runs high with competition for radio's biggest show. . . . ABC's vice-president and general attorney, Joseph McDonald is a sea-going eager beaver. Since the convention opened he has been bathing in the surf in front of the Claridge at 7:30 every morning, ditto for Murray Grabhorn, manager of WJZ and ABC's owned and operated stations also has his daily workouts in the surf. . . . Mark Woods who has refused to wilt despite the intense heat and humidity here the past few days is a daily stroller between the Claridge and ABC's station relations suite (1105) at the Traymore. . . . Gordon "Jack" Fraser, ABC's former war correspondent and man of all work and no play, dashing around this town getting speakers for the network's nightly news programs, "Headline Edition."

★ ★ ★

• • • ABC's chairman of the board, Edward J. Noble, together with vice-president Robert H. Hinckley and Robert Saudek, director of the web's public affairs, left the convention this morning in the network's private plane. Saudek, upon arriving at La Guardia Field, was to immediately transfer to a commercial flight headed for Boston. . . . Jim Neal, of General Mills, is a frequent visitor to the Traymore suit of ABC's stations' department. Roy McLaughlin, manager of WENR, Chicago, celebrated his birthday here with a cake brought by John H. Norton, Jr., ABC vice-president in charge of stations. . . . Among former ABC-ites who look up their former colleagues in Atlantic City at the NAB meeting is O. M. "Pete" Schloss, formerly of the web's stations department and Keith Kiggins and his charming wife, Dorothy. Kiggins is a former ABC vice-president. . . . Carol Cross, statuesque blonde secretary to Otto Brandt of stations department acts as hostess and secretary for visiting managers of ABC affiliates.

SOUTHWEST

THE FCC has approved the application of Lacy-Potter for a television station to be built at Dallas, giving the state its first television outlet.

Hugh Half, president and general manager of WOAI, San Antonio and Dorrance Roderick, owner of KROD, El Paso, have been appointed by Texas Gov. Beauford Jester, himself a station owner, to membership on the Texas Good Neighbor Commission. Group is for the purpose of fostering good will between this country and Latin America.

The voice of KERA was stilled on a temporary basis in Dallas last Wednesday. Outlet is the FM voice of WFAA, Dallas and the Dallas Morning News. When it returns to the air it will operate on channel 250 with 45,000 watts. Station at present operates with 14,000 watts. When it returns call letters will also be changed to WFAA-FM. Station is the first FM outlet in the Dallas-Fort Worth area and first went on the air on Oct. 5, 1946.

WFAA, Dallas will start operation of its new 50,000 watt transmitter on Oct. 1, according to an announcement, at Grapevine. A 40-foot square annex was built to accommodate the new equipment. The old transmitter, which will be kept intact as an auxiliary unit has been in use since May 5, 1930.

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26,000,000 Spot Anns. In '46; All But 10% Was Sponsored

(Continued from Page 1)

was made from NAB membership. The returns were 85 per cent, each station participating sending in a digest of its logs for three days, of the week between Nov. 21-27, 1946. The total sample, Baker said, was slightly short of small independent stations but in other respects it fell within expected sampling areas.



BAKER

Getting back to the 26,000,000 spot announcements aired last year, Baker said all but ten per cent of them were sponsored. He added, "You can certainly see why any code of good practices in radio must take the matter of announcements into account and deal with them in a way that will be acceptable to broadcaster and listener alike." Some stations were found to have carried only 20 repeat announcements a day, with definite prohibition at certain hours, while other outlets hit as high as 256 a day.

Sustaining Shows

The survey showed the breakdown of sustaining and sponsored programs to be 34 and 66 per cent respectively. The 34 per cent sustaining, Baker said, was less than the 46 per cent claimed by the Blue Book and he thought it was because the FCC credited participating programs as sustainers since announcements were sold rather than time blocks.

Sustaining programs are pretty well distributed throughout the

broadcasting day. The only deviation occurring between noon and six p.m. when the least amount of sustaining time occurs for each type of station. Highest rate of sponsorship is on Sunday with sustainers hitting a high of 66 per cent on Saturday and Sunday mornings.

Of the total air time, 15 per cent is taken by participating and announcement programs, 16 per cent goes to retail accounts, eight per cent is sponsored by regional and spot accounts, 27 per cent is taken by commercial network shows and the balance is sustaining. The independent station finds greater dependence on participating shows and local advertisers than does the network affiliate. Only 10 per cent of the independents' time is sponsored by national accounts.

News Comprises 13%

The samplings disclosed that all stations, regardless of size, devote about 13 per cent of their day to news and commentators, about two and a quarter hours out of 18. About one half of such programs are sponsored. About one half of all newscasts and news commentary shows come from networks, one fourth are read directly from the news ticker and one fourth are locally produced.

An interesting sidelight which the survey turned up is the fact that approximately two-thirds of the religious broadcasts are sponsored. Half of them are local, a fourth are transcribed and the other fourth come from networks. Small stations give more time to religious programs than the larger stations.

NAB Membership By Districts

District	Sept. 27, 1946	Aug. 1, 1947
1	52	73
2	46	59
3	53	76
4	98	134
5	81	111
6	61	95
7	44	57
8	31	40
9	39	58
10	48	62
11	30	34
12	32	38
13	55	94
14	41	56
15	38	56
16	39	62
17	45	53
FM	35	99
Television	2	3
Associate	206*	112**
Networks	3	
	1079	1372

** Includes 4 Networks
* Included 5 FM-CP

Judson Bailey Joins CBS To Head Sports Writing

Judson Bailey, veteran sportswriter, has joined the CBS sports department and will head its writing and research activities, it was announced yesterday by Red Barber, network sports director.

In addition to setting up a sports library, etc., Bailey will assist in the preparation of new sports program ideas, team up with John Derr to aid Barber in the latter's coverage of college football games.

Bailey has been a sportswriter for Associated Press, and prior to his connection with CBS was editor and vice president of A. S. Barnes & Co., publishing house.

Elmer Davis To Report UN

ABC news analyst Elmer Davis, whose commentaries on the national and world scene are heard Monday through Friday over ABC and its affiliated stations at 7:15 p.m., EDT., will join the ABC staff at the opening of the UN General Assembly at Lake Success, N. Y., on September 16. Davis' nightly program will originate from the ABC booth in the Assembly Chamber from Tuesday, Sept. 16 through Friday, Sept. 19.

**It's A Touchdown
Every Time
When Station
WANN
Carries The Ball!**

**AMOCO'S VOICE FOR THE
WASHINGTON REDSKIN GAMES**

**IN BALTIMORE AND THE RICH EASTERN-WESTERN
SHORE MARKETS**

MARYLAND'S CAPITAL STATION

WANN

1000 WATTS 1190 Kc

*Let WANN carry the ball
for you, Mr. Sponsor*

Station WANN

MORRIS H. BLUM THOMAS S. CARR
President Station and Comm. Mgr.

ANNAPOLIS, MARYLAND

Denny Urges 'Right Track'

Also Advises NAB Of Rosy Future Assured FM

Addresses NAB

Would Have Video Facilitated And Accelerated

(Continued from Page 1)

a responsibility to make an overall review of operations when a licensee applies for a renewal. However, he wanted it clearly understood that the Commission would weigh all the facts in considering a new renewal, and might use the proposed NAB code for partial guidance in making a decision.

"The Commission will continue to make an overall review of what you are doing," the FCC chairman said. "If you adopt a good code the Commission may, as one element of its review, inquire whether a particular station has lived up to the minimum standards adopted by the industry. The ultimate action, however, will be based on the entire record."

Explaining further Denny said: "This does not mean, however, that the FCC is going to go into the business of building false dentures for a toothless code. We have a responsibility of our own and we do not intend to abdicate our statutory responsibility. There may be some things in your code which we would regard as a helpful guide. On the other hand, the code might contain, as your last one did, some provisions we might feel are contrary to public interest."

"Blue Book Still Stands"
The Blue Book still stands as fundamental FCC policy, despite alleged criticism from certain quarters of the industry that its effectiveness has been reduced, Denny said to the NAB, thereby reiterating statements he made a year ago at the Association's conclave in Chicago.

In a review of progress of all branches of the communications industry in the past year, including television, FM and the government international broadcasting setup, Denny told broadcasters he hoped they were successful in their efforts to raise standards, since "American radio is still too commercial."

Denny discounted opinions that the "color" of the Blue Book is "fading" because the FCC renewed licenses of six stations prominently mentioned in it, asserting that these opinions overlooked two things.

"First, they fail to take into account the real improvement made by the stations in question and their recognition, which we are convinced is sincere, of their public service responsibility," Denny said.

Recounts Purposes
"Second, they misconstrue the purpose of the Blue Book. The Blue Book was issued to make known to the public and the industry some of the basic questions which we feel should be taken into account in developing program service in the public interest. It was issued to aid broadcasters in developing a consciousness of public service responsibility. In addition,



Charles R. Denny, Jr., FCC chairman, whose talk yesterday was a highlight of the NAB convention.

we wanted to indicate the general outline of our licensing policy. The Blue Book was never intended to lay down by rigid rule the precise conditions under which licenses would be revoked. For improvements in the broadcast field must come in the first instance from the broadcasters themselves, from their appreciation of their own responsibilities to meet public requirements. Only when there is continued and flagrant disregard of these responsibilities does the licensing authority come into play."

"In the final analysis the success of this industry and the success of the governmental licensing authority are not to be measured by the number of licenses issued or by the number of licenses revoked," the FCC chairman declared.

"The important thing in broadcasting is what comes out of the loudspeaker. The renewal applications and other reports received since the publication of the Blue Book give evidence that you are becoming increasingly aware of your responsibilities to the public. Here in Atlantic City you are considering a detailed code by which you hope to raise the standards of your industry. In this objective we wish you every success."

The FCC Chairman also warned broadcasters that station licenses will continue to be granted where a qualified applicant seeks an available frequency, and that "we shall not attempt to fashion an umbrella with which artificially to shelter this industry from the consequences of free competitive enterprise." Denny declared that "the Commission continues to hold firm to what it considers to be a cornerstone policy of the Communications Act—that broadcasting is a competitive business." He pointed out that the number of AM stations in operation or under

(construction) had grown from 1,384 in 1936 since the NAB convention in Chicago. Of these, he said, 936 were pre-war stations; the other 925 have been authorized since October, 1945, the date when the FCC resumed its normal peacetime licensing functions. "As the result of these 925 post-war grants," Denny said, "300 American communities now for the first time are getting a radio station of their own."

700 Applications Pending

Despite the fact that the Commission has disposed of an "unprecedented" volume of cases there are still 700 applications pending, Denny pointed out, and to these applicants he urged a realistic reappraisal of the situation in the light of all of the available facts. In this regard he pointed to such facts as the cost of construction and operation of a new station, etc. as recently revealed in an FCC survey which he considered to be typical of the problems AM applicants might face.

Discussing FM, Denny urged AM broadcasters who have not applied for FM to "re-examine their position." As a possible clue to what the FM service of the future will look like, he pointed to the recently established Continental Network, a 27-station web connected only by radio waves. He said the Network will grow, and many others like it will spring up, and from this may come a new pattern of broadcasting that "would bring us within sight of the long-sought goal of giving the radio listener what he wants when he wants it."

Looks Into the Future

"We may in the not too distant future have FM sets with, say, 10 push buttons which could be marked as follows: the first four would bring you on FM the programs of the established nationwide networks. (I know that this depends on Mr. Petrillo and the four networks getting together, but I hope this can be done in the near future.) The next two buttons might bring you via FM the programs of established independents," Denny said. "But the last four buttons could bring you something entirely new to the aural radio art. For example, Button 7 might be labelled "classical music" and bring you an FM network joined together by direct radio pickup. Any hour of the day or night when you want good music you would only have to push this button to get it. Button 8 might be labelled "dance music" and would bring you popular tunes at any hour of the day or night by means of a parallel FM network. Button 9 might be labelled "Features" and could bring women's programs, children's programs and other special attractions. The last button might be simply marked "news" and by pushing it you would get a 15-minute news summary at any hour of the day."

"If FM should take this trend it would bring us within sight of the long-sought goal of giving the radio listener what he wants when he wants it."

long-sought goal of giving the radio listener what he wants when he wants it," he declared.

Denny urged the broadcasters to offer suggestions as to what can be done to facilitate and accelerate the spread of television throughout the nation, inasmuch as only 41 cities will have video service when the 56 stations now authorized are added to the dozen now operating in eight cities. "Pictures of television sets are appearing in magazines that circulate throughout the land," he said. "Soon the good people of Memphis, Birmingham, Kansas City, Denver, Atlantic City, and a hundred other cities are going to start asking—'When do we get television?'"

Acknowledging the barriers confronting AM broadcasters in the establishment of new tele stations, the FCC outlined several possible solutions. He said: "Suppose it could be arranged for you to enter television simply by installing a transmitter and an antenna. Suppose instead of building studios and buying cameras and film pickup for the origination of programs of your own, you could initially at least, rely upon a network for program service? In those areas which today are not traversed by coaxial cables and where no network television service is available, suppose one station in a large community could do the programming and distribute it to transmitters that you would build in smaller adjacent communities and link to the key transmitter by radio relay? Several stations in different communities might share a common central studio or mobile pickup unit and move it from place to place for the origination of programs."

Thus, little clusters of television stations might be spawned in various parts of the country. Then as the coaxials and microwave relays reach across the nation, these little networks might be joined together and a nationwide television service would emerge.

In this way television might be nursed through the tender period of its infancy. Once there was sufficient

(Continued on Page 7)

Dilemma?

Atlantic City—Chairman Denny got a laugh from the assembled broadcasters at the opening of the speech. He turned to fellow Commissioners seated on the dais and said: "In front of us we have the broadcasters—2,000 of them. To my back we have the broad expanse of the Atlantic Ocean. Literally we find ourselves between the devil and the deep blue sea."

Address By Denny Features NAB Meet

(Continued from Page 6)
economic support, licensees would be expected to acquire their own cameras and studios so as to make possible the origination of television programs in their own communities. Surely, this would be a radical departure from the present plan as we have known it in aural broadcasting. But perhaps a radical departure is necessary if we are to fulfill our obligation to bring television service to homes throughout this country. At least these ideas appear to me to be worthy of consideration and we would like to have your views as to what can be done."

Directors At Large Elected
Eight new directors at large were elected by NAB delegates yesterday. Two represent FM on the board for the first time. They will serve a term of one year. The two FM reps are John Shepard III, WGTR-FM, representing Class B stations, and Willard Egolf, WBCC-FM, Bethesda, Md., representing Class A stations.

New directors at large from small stations are Clair McCollough, WGAL, Lancaster, Pa., and Robert T. Mason, WMRN, Marion, Ohio.

Elected from the medium stations were T. A. M. Craven, WOL, Washington, and G. Richard Shaffo, WIS, Columbia, S. C.

Large stations will be represented on this group during the next year by Howard Land, WJJD, Chicago, and Paul Morency, WTIC, Hartford, Conn.

WACE Makes FM Deal

Holyoke, Mass.—WACE, Chicopee, has completed arrangements with the management of WHYN to share broadcasting space atop Mount Tom for use in FM broadcasting. The two stations will adopt a duplex arrangement permitting both to use the same tower. WMAS, Springfield, will have a separate FM tower atop the mountain.

WEVD
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DISTINGUISHED FEATURES in
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• JEWISH
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3 RESPONSIVE AUDIENCES
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THE NEW YORK
METROPOLITAN AREA
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WEVD
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HENRY GREENFIELD, Mgr. Director N.Y. 19

Quarter Million In Equipment Exhibited By RCA For NAB

(Continued from Page 1)
units are being exhibited to the trade by RCA for the first time. Among these new products are a new 10-kw. FM transmitter, a new studio-type image orthicon television camera and pedestal, a 5-kw. FM transmitter, equipment for monitoring transmitter picture and waveform quality, the RCA "radio mike," a duo-cone loud-speaker and several consolelets.

Further to emphasize the predicted size and scope of tele development by RCA and NBC were remarks made by Frank E. Mullen, exec. veepee of the network earlier this week.



MULLEN

"NBC is now committed to the launching of television on a national scale, and all of the network's television resources are at the disposal of its affiliates," Mullen declared.

"NBC is gearing in every direction to bring national television to this country," he said. "We are committed to the proposition that television is now launched, and we are going forward with it."

Mullen urged NBC's affiliates to get into the television picture quickly. He said that the costs of local programming were not expensive and that advertisers were eager to get into the business. "The NBC network service in television depends on local stations," Mullen said. "We cannot bring national television to American homes unless there are stations operating and unless we build up local interest in television. The local service must precede the network service."

Plans for Pre-Network Period
Mullen also discussed the availability of interconnections between cities and revealed that NBC television would provide film syndication to bridge the gap until full network service was available. During the sessions he made public for the first time the "kinescope recorder," a new camera which can take clear motion pictures off the face of a television picture tube.

The RCA mobile television unit, virtually a studio control room on wheels, is one of the largest single items of the Convention exhibit. It is completely equipped with portable units and permits coverage of football, baseball or other remote program material with as many as three cameras. The large van was especially designed by RCA for "on-the-scene" coverage of news and sporting events. Inclined racks are built into the interior of the van, and on them are locked the various portable camera monitors.

The 5-kw. television transmitter is the first to be produced that provides for satisfactory operation on all of

History Repeats

Atlantic City—The first public demonstration of black-and-white projection television on a large screen with advanced equipment, at the Ambassador Hotel here this week, recalled the fact that the first public demonstration of actual television was made at the same hotel in 1939 during a convention of the National Association of Broadcasters.

Edwin Spence of Miami, Fla., then secretary-treasurer of the Association and director of Atlantic City municipal station, WFGC, helped in the setup of beach scenes and what he believes was the first television production—a staged rescue by two members of the Atlantic City beach patrol. Cameras on the beach piped the pictures into the hotel meeting room.

the 12 television channels allocated by FCC to commercial metropolitan television. It employs the RCA "dual tetrode" power tube in both the aural and visual power sections. Units have already been delivered to nine of the nation's television broadcasting stations.

Kasper-Gordon Exhibit Attracts Large Crowds

Atlantic City—One of the most unusual exhibits at the NAB Convention that everybody is discussing is that of Kasper-Gordon, Inc., Boston transcription producer, at Booths 24 and 26. It consists of a rifle range, with 6 transcriptions mounted as targets. Station executives are given 3 shots free, using the new Johnson Indoor Target Gun. If a bull's eye is hit a bell rings, and the crack shots receive, without charge, an original half-hour dramatized version of Dickens' "A Christmas Carol" for use this Christmas. Many stations which had already signed for this show, at rates based upon population of their market, were given full rebate. Kasper-Gordon, Inc., is also awarding the following prizes in free drawing: First prize, a new Kasper-Gordon Transcription Playback (portable) with new permanent Nylon pickup and patented feature whereby transcriptions may be carried inside the machine; second prize, Johnson Indoor Target Gun; third prize, new patented Kasper-Gordon Transcription Carrier which holds 24 transcriptions and whatever printed material and contracts salesman needs.

Attendance at the Kasper-Gordon display passed the 1,000 mark shortly after noon of the second day of the Convention. Kasper-Gordon, Inc., is also heavily promoting their new transcribed children's series created by Betty Barrie, "The Adventure of Buddy Bear," and a midget costumed as uddy Bear is another Kasper-Gordon attraction at the Convention.

For Local and Regional RADIO ADVERTISERS



Mr. RONALD COLMAN

STARRING IN RADIO'S MOST BRILLIANT TRANSCRIBED DRAMATIC PROGRAM

Favorite Story

Here are the greatest stories of all time, masterfully adapted by writers pre-eminent in their field; a superb cast of radio's finest actors; a 15-piece orchestra. 52 half-hours available for local and regional sponsorship... at a mere fraction of the cost of production.

WRITE FOR AVAILABILITIES

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Labor Pro-Con Action On Proposed Code

Washington Bureau, RADIO DAILY
 Washington—CIO yesterday registered sharp opposition to sections of the proposed radio industry code as announced by NAB. In a telegram to NAB President Justin Miller, Allen L. Swim, CIO director of publicity, opposed the proposed ban on dramatization of political or controversial issues by radio.

"Enactment by your organization of any such statement of policy would in effect leave labor unions with no method for presenting its views on the air except through constant reliance on speeches, forums or interviews. It would deny to labor the highly effective radio techniques used by corporate advertisers throughout the vast majority of broadcasting hours each week.

Calls Entertainment Vital
 "The CIO and other labor organizations have used entertainment as a means of reaching a large public which wants to hear our broadcasts of attitudes and views. We see no danger to the public interest in this type of radio presentation, our programs, whatever the technique employed, have been a healthy antidote to a distressing tendency towards ultra-conservatism, in radio as in the nation. We do not intend to abandon those legitimate techniques of presentation in presenting our message to the American public."

In another union action, Joseph A. Beirne, president of the Communications Workers of America, urged retention of the present FCC ban on editorializing on the radio.

Writing to FCC Chairman Charles R. Denny, Beirne said:

"We are in complete support of the Commission's previous rulings which have tended to prohibit editorialization upon matters of public interest and controversy by the broadcasting stations. We would be opposed to any change in policy which would allow radio stations to expand their prerogatives in this field."

"Broadcasting stations are too closely dependent upon advertising revenues to permit fair and reasonable editorialization upon controversial matters involving enterprises which contribute to the support of the broadcasters."

AGENCIES

ADVERTISING FEDERATION OF AMERICA has elected to membership in the Federation: Rexall Drug, Inc., Los Angeles; The Indianapolis Times, Indianapolis; Sidney K. Lenby Advertising, Chicago; Keystone Steel & Wire Co., Peoria Newspapers, Inc., and Edward L. Sedgwick Co., all of Peoria, Ill.

MORTON STEINHARDT has joined the Harry B. Cohen Advertising Co., of New York as comptroller and office manager. He was formerly with Schecter & Fain agency.

★ COMING AND GOING ★

E. POWER BIGGS, organist featured on CBS, in town from Boston this week to record an album of Johann Sebastian Bach selections for Columbia Records.

JOHNNY ANDREWS, singer-pianist heard on WNEU, off to Hartford, where he will entertain at the Home for the Aged.

EILEEN FARRELL, whose sopranos are heard on the Columbia network, is spending this week in Maine.

LOU SPOSA, IRENE MURPHY and IRINE PETROFF are in Seattle for the current appearance of the RCA-Allied Stores "Television Caravan."

GENE AUTRY is in Minneapolis, at which point his CBS program of next Sunday will originate. He'll be in New York Sept. 28.

GENE KELLY, manager of KCRA, Sacramento, Cal., chatted for a while early this week at the central division offices of NBC in Chicago.

MILTON BACON, assistant to the general manager of WCBS, is back in town after having addressed the students of Lindenhurst High School and the members of the Islip Chamber of Commerce.

BOB STANTON, sportscaster for NBC-television, is back at his desk following an absence resulting from sickness.

C. P. MacGREGOR, Los Angeles transcription biggie who is here for the NAB convention, will spend some time in Canada and New York during his eastern trip.

ROLAND TRENCHARD, public relations director at WAAT, is bound for Nova Scotia aboard the U.S.S. Wisconsin on a two-week Naval Reserve cruise.

SAM WOODSIDE, promotion manager of WHCU, Columbia network outlet in Ithaca, N. Y., a caller recently at network headquarters.

JOE HASEL, American network sportscaster, spent the week-end in Philadelphia, where he handled the play-by-play account of the Chicago Bears-Philadelphia Eagles charity football game at Municipal Stadium.

WILLIAM MARSHALL, producer at ABC, is back in town following a vacation spent in New England.

BUDDY BASCH, publicist, has returned from Chicago. He was out there in connection with Johnny Long's opening at the Trianon Ballroom.

AFM Bans Live Music Over New FM Network

Atlantic City—Ban on live musical shows over the new Continental Network (FM) stations were announced yesterday by Everett L. Dillard, president of the FM web, who told an NAB-FM conference that the American Federation of Musicians had ordered suspension of live music, effective today, Sept. 18.

The directive from AFM was received by WHFM, Rochester, N. Y., and WAUH, Washington, D. C., the originating stations of the new 20-station FM web.

"Members of the NAB and FM committees concerned with the music problems, together with the officials of the Continental network, are investigating the situation," a NAB press bulletin said yesterday.

Newspapers' Readership Measurable, Says Bogges

Atlantic City—The readership survey of newspapers made by the Advertising Research Foundation can be used to great advantage by radio sales managers in pointing out to potential advertisers just how little their newspaper ads are read in some cases, according to Norman Bogges, president of WLWL, Minneapolis. Bogges spoke at the NAB convention yesterday as a member of the "All-American Radio Team" which discussed station operation.

Bogges said that with this survey it is possible to sometimes point out to an advertiser that although the paper has big circulation, only seven out of a hundred readers see the ad.

Bogges also mentioned a retailer he knew who suddenly switched to radio when the merchant discovered that out of an entire series of newspaper ads not more than one percent of the women readers saw it.

Other phases of station management were covered in the session by Thomas D. Connolly, CBS; Leonard Reinsch, WSB, Atlanta; Donald E. Davis, WHB, Kansas City, and Howard S. Frazier, engineering consultant.

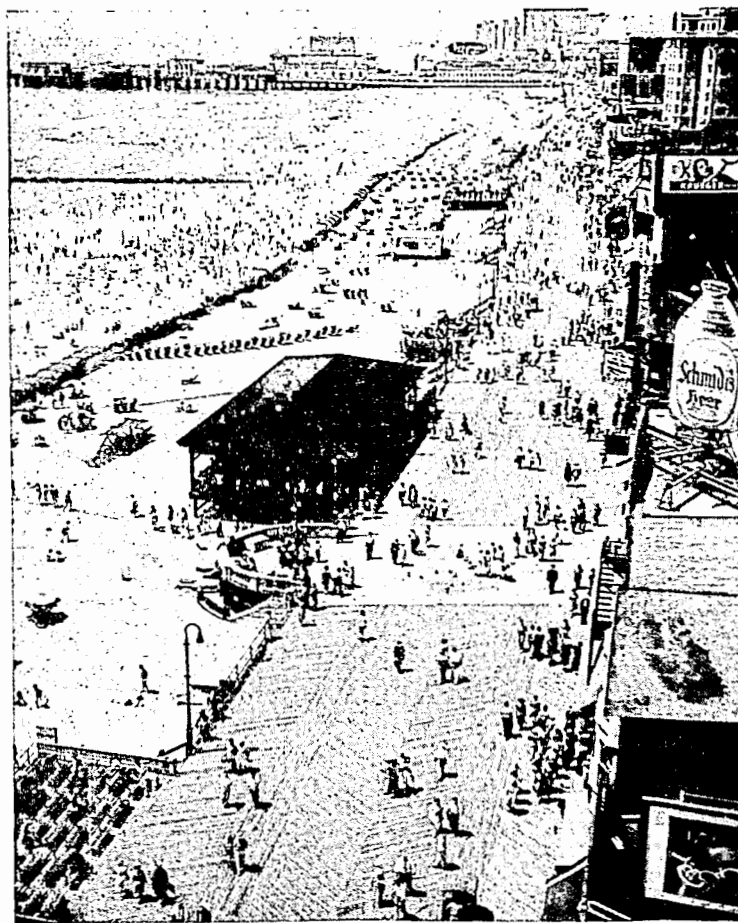
CHICAGO

By NAT GREEN

NORMAN LINDQUIST, vice-president of Television Advertising productions, will conduct a special course on advertising and promotion via television during the fall semester at De Paul University in Chicago. Lindquist is a former assistant director of television for Commonwealth Edison and an alumnus of De Paul.

Philco is already manufacturing about a million dollars worth of receivers a week, it was stated by John H. Carmine, vice-president in charge of merchandising. This will be increased in time for the holiday trade, he said.

Board Walk Strollers



Boardwalk crowds ebbed and flowed like the nearby tidal water, all according to whether the NAB Convention was in session. At times over 2,000 broadcasters and their families strolled down this unique pike.

Radio Must Be Free, R. R. Wason Tells AWG

(Continued from Page 1)
 carry the story of all market places to every section of the nation. People who complain that they offend and distract fail to recognize radio's costs, pay nothing for the broadcasts they receive and want more for the money they save, he said.



WASON

The session was presided over by Dorothy Lewis, AWB second vice president and coordinator of listener activities. On the platform with her were Mary Margaret McBride of WNBC and Ruth Crane, acting president of the AWB.

Representatives of leading BMI music firms were introduced during the session.

Wason further told the delegates that "it is your obligation to guard the liberties of our people by the expansion of commercials that alone provide the news, the entertainment, the education and the interchange and unification of American ideals.

"Tighten your rules to protect morals of children, improve education of the young and information of the mature, but defend at all hazards the commercials that make you, or radio will be less and liberty will be gone.

"Without the commercials that supply income to buy programs, there could be no American radio—it would become the servant of the government. It would carry the chants of the demagogues, as does every foreign radio. Radio control cannot be tolerated.

BBC System

"The British Broadcasting Corp. is government-owned. It weaves garlands of glory for Britain's brow, while Britain sinks its people into constantly lower levels of poverty.

"Lacking competition, BBC has no need to modernize its programs.

"Competition is the final assurance to the American people that programs will be better, that information will be more complete and less biased. Radio has grown up in the American competitive tradition. Let's keep it that way . . ."

"Because of the public's contributions to radio's welfare, it demands that your industry be free. Americans will not tolerate an oppressed or biased or abject radio."

Convention Guests

Delegates to the International Telecommunications Conference, representing eighty nations, are guests of honor at the NAB convention. These delegates have been in session most of the summer in Atlantic City.

All Webs Cover Hurricane; FCC Puts 'Hams' On The Job

(Continued from Page 1)

ties in addition to airing news flashes and bulletins from disaster headquarters throughout the area.

As a further aid to communications, the FCC asked amateurs to render emergency communication within and from the affected area. At 7:45 a.m. yesterday, the amateur emergency network in Florida was given the signal to start operation to bridge the communications gap caused by a breakdown of wire circuits.

Mutual's Coverage

Mutual's coverage of the hurricane included operation of WKAT, Miami, on a 1,000 watt auxiliary power plant, description of which came on the Cedric Foster news show at 1-1:15 p.m. yesterday. Station normally operates on 5,000 watts. WKAT, working hand-in-hand with the Miami Weather Bureau, sounded all warnings, bulletins and announcements emanating from that office for a period of 36 hours straight, during which the big wind was at its height.

On-the-scene drama was provided via an MBS broadcast direct from the stricken area by Ernest M. Carson, chief of the Miami Weather Bureau, who reported that the 20-story Congress Building was swaying as he spoke. During the 36-hour period, WKAT averaged 500 telephone calls per hour from anxious listeners. Hal Murray, a staff announcer, filled in as all-night disc jockey during this period, and injected—at the request of listeners—macabre humor into the show with such records as "Stormy Weather" and "California Here I Come." At 3:30 p.m. yesterday, station broke the news that the big wind had passed through the Miami-Miami Beach area, and at 4:30 picked up a broadcast by Howard Nelson from WJHP, which included the local "ham" operators who related their participation in storm information. Also on the same show, Albert Warner, Mutual's Washington news chief, interviewed Edith McAllister, Red Cross exec, who outlined plans for aid to the disaster area. Network wrapped up the day's hurricane happenings on its 11 p.m. "All the News."

ABC's Early Start

ABC led off its hurricane coverage yesterday morning on the George Hicks (8:50 a.m.) and Martin Agronsky (8-8:15 a.m.) news programs, the former airing a pickup from WQAM, web's Miami affiliate. John T. Bills, station announcer, aired an on-the-scene description of the storm's effect. Network aired special half-hour show last night (9-9:30 p.m.) with pickups of eye-witness accounts from Fort Lauderdale, Palm Beach and other areas, in addition to a report of disaster aid by a Red Cross executive. ABC's "Headline Edition" last night devoted its entire 15-minute period to hurricane news including a report of activities by Army planes scanning the area by Lt. Col. Robert G. David, commander

of the 53rd Weather Reconnaissance Squadron.

CBS correspondent John Daly, enroute to Jacksonville early yesterday morning, made his initial report from the network's affiliate WMBR at 8 a.m. At 12 noon, on CBS' "Wendy Warren and the News", Doug Edwards aired latest bulletins on conditions in the storm center, plus a report from Matt Geddings, manager of WJNO, whose transmitter was blown down shortly after midnight Monday. Geddings himself escaped possible personal injury throughout the early rise of the storm and made his contacts to the network via telephone. Station also made pickups from WSPB, Sarasota, and WDAE, Tampa, throughout the day, and last night devoted news programs by Eric Sevareid, (6-6:15 p.m.) Richard C. Hottel (6:45-7 p.m.) and Robert Trout (7:45-8 p.m.).

NBC Forms Pool

Anticipating the scope of the Florida hurricane, NBC dispatched two of its correspondents, Bob Reuben and Morgan Beatty to Jacksonville Tuesday night. Reuben proceeded to the hurricane area yesterday and aired his first on-the-scene report over the network at 4:30 p.m. from Fort Pierce. Beatty, who remained in Jacksonville, told his story of the hurricane's effect on the 7:15 "News of the World" on NBC. Other pickups were aired by the network throughout various news programs last night.

NBC, which broadcast the first report out of Fort Pierce at 7:15 p.m., with Bob Reuben at the microphone, later was instrumental in forming a four-network pooled broadcast from West Palm Beach.

Washington Bureau of THE FILM DAILY

Washington — The Commission's monitoring stations at Powder Springs and Miami, Florida, were ordered to stand by, and P. H. Herndon Jr., Commission regional representative at Atlanta, was rushed to Miami to coordinate emergency communications activities in that area which come under the Commission's jurisdiction. At that time there was no evidence of circuit failures, but breaks later were reported in the Atlanta-Miami and New York-Miami telephone links and the amateurs were given the go sign.

The Commission, through its monitoring facilities and with the cooperation of the American Radio Relay League (the national organization of amateurs) cleared the amateur frequencies between 3905 and 3915 kc. for the purpose. This enabled radio "hams" within a radius of 1,000 miles from West Palm Beach to send essential communications pertaining to the storm. The Commission is receiving constant reports of these activities through its monitoring station at Laurel, Maryland.

Amateur service in such emergency is authorized by section twelve of the Commission's rules and regu-

Need Many More Subs BMB Panel Is Told

Atlantic City—The first general indication of the minimum number of subscribers needed by BMB to continue its existence came out at the NAB convention yesterday morning



FELTIS

when G. Richard Shafto, WIS, Columbia, S. C., member of the special NAB board committee, said, "I don't believe BMB can preserve its future existence if it surveys only 500 stations in the spring of 1949." The remark was made during a talk on BMB's new 15-point program. Shafto said that if only five hundred stations signed with BMB, or approximately one-third of those on the air, there would be no universally accepted data on two-thirds of the outlets. Thus, he added, BMB would find itself supplying audience reports to subscribing stations in competition with several measurement firms.

BMB subscribers for the new plan, as of Sept. 16, totalled three hundred and two, two hundred eighty-five of which had signed contracts with the other seven giving a verbal okay. Shafto did not specifically say how many subscribers BMB needed as a minimum under the new plan, but that under the former method one thousand members were required to make the project fully useful to broadcasters, agencies and advertisers.

During the BMB session of the convention, several hundred NAB delegates got strong encouragement to back the organization from Joseph Allen the Bristol-Myers vicepres, and Leonard Bush, vicepres of Compton Advt., Inc. Hugh Terry of KLZ, Denver, presided at the session.

BMB board has scheduled a meeting this afternoon, at the Ambassador Hotel here in Atlantic City to which the four network presidents have been invited.

Other speakers at the official BMB session yesterday were Ken Baker, NAB; Hugh Feltis, John Churchill, BMB; Wayne Coy, WINX, Washington, D. C.; John Gillin, WOW, Omaha; Paul Morency, WTIC, Hartford.

lations. Under the auspices of the ARRL, amateur networks throughout the country are ready to respond to storm, flood or other disasters jeopardizing public life and property. A previous example of such service was in connection with the Texas City, Texas, explosion and fire last April.

In other ways the commission is cooperating in remedying the communications situation in the stricken area. Under Section 2.63 of its rules, it authorized the Tropical Radio Telegraph Company to handle by radio Western Union messages which could not be sent by wire. Several broadcast stations damaged or threatened were given permission to close down.

BEHIND THE MIKE

By SID WEISS

"JUST PLAIN BILL" starts its 16th year on the air with its 3,704th broadcast this week over NBC. Arthur Hughes and Ruth Russell play father and daughter, the same roles they originated 15 years ago. Series was conceived and produced by Frank and Anne Hummert.

Another show celebrating its anniversary this week (its first) is "Frank Merriwell."

It's Mr. and Mrs. Art Donegan now. Earl Mullin's assistant in the ABC press dept is honeymooning with the former Nancy Phillips (who used to work in the ABC press room).

Dave Alber has snared one of his old publicity accounts back again—the Harry Conover model agency.

Jan Sablon re-opens the Waldorf's Sert Room Oct. 2nd.

Tip to disc jocks: Get a load of Danny O'Neil's new Majestic release on "Peggy O'Neill." It's a natural follow-up to "Peg o' My Heart."

V. S. Becker Advertising Service announces that Audition Records for "Aussa The Arab" are now available for both live and transcribed programs.

Kris Kay and his Gypsy ensemble open the fall season at the Casino Russe Friday. They'll be heard twice weekly over WOR.

Larry Finley has signed Beryl Wallace for the lead in his new television series, "You'll Be Sorry."

Harry Rolnick, the Resistol hat tycoon, shopping for a radio show.

Recommended: Jack Perlis' high-octane drum beating on the Mark Goodson-Bill Todman quizzer, "Winner Take All."

Marty Goodman delivering the entertainment for the National Wholesale Druggists' Association Convention in Atlantic City on Oct. 20th.

Dwight Weist's aviation activities (plus his high grade emcee work) make him a natural for the "We the People" slot.

Herb (20 Questions) Polesie says his mother-in-law is so camera-shy that she borrows Boris Karloff's passport photo every time she takes a trip.

Marilyne Towne's "Bachelor and the Bobbysoxer" disc on the new Franwill label getting terrific advance sales.

Overheard at the Fireside Inn: Some girls experience love—others love experience.

Tin Pan Alley excited about "I Was Waiting For a Dream," penned by Michael Fielding, newcomer to the pop field. (Fielding used to be first fiddler with Stokowski and was formerly with the N. Y. Philharmonic).

Don Pallini thinks newscaster Heater has the gift of gab.

Doris Lilly has joined Frank Law Associates.

With Candid Microphone an established hit on ABC, producer Allen A. Funt announces his newly increased staff; Philip Pollard, Irwin Fox and Nina Heberer, editing; Herb Exner, engineering, and Al Slep, narration scripter and publicity.

Proposed Radio Legislation Outlined To NAB Convention

(Continued from Page 1)

to the Communications Act of 1934. One new section is on the subject of public interest, and another deals on censorship of speech.

Both Judge Miller and Don Petty emphasized that the section on "public interest" marked the first time that an effort has been made to define it as it relates to broadcasting. The section reads as follows:

Sec. 302 (A). **PETTY**
Public interest, convenience or necessity, as used herein with respect to broadcasting, shall mean the securing to the people of the United States of technically efficient broadcasting reception; and wherever in this Act the Commission is authorized or required to do or perform any act or function in the public interest, convenience or necessity, or make any determination that any act or acts will promote the public interest or convenience or serve the public necessity, with respect to broadcasting, the Commission shall consider only physical, engineering, electrical, geographical, population density, and similar physical and technical factors, and the class of station proposed, as determined under Sec. 303 (1) (A) hereof, and the citizenship and technical and financial qualifications of applicants, permittees, and licensees. The Commission shall make such distribution of broadcast licenses, and frequencies, hours of operation, and power, when and insofar as there is a demand for the same, as to provide the people with a fair, equitable and technically efficient distribution of radio signals.

(B) Nothing in this Act shall be understood or construed to give the Commission the power to regulate the business of the licensee of any

radio station engaged in broadcasting, and, anything in this Act to the contrary notwithstanding, no regulation, condition, opinion, report, or requirement shall be promulgated, imposed, issued, or fixed, nor any action taken by the Commission relating to the particular business or businesses, or the operation thereof, or the business management, practices, or policy of the applicant or licensee, and such matters shall not be required into or considered in any proceeding or action.

(C) No regulations, condition, opinion, report, or requirement, of substance or procedure, shall be promulgated, issued, imposed or fixed, nor any action taken, by the Commission, the purpose or effect of which will be to effect a discrimination between persons based upon race, or religious or political affiliation, or kind of lawful occupation, or business of authorization authorized by law shall be denied or withheld because of any of the foregoing factors.

The section that relates to censorship; freedom of speech follows:

Sec. 326. Nothing in this Act shall be understood or construed to give the Commission the power of censorship over the radio communications or signals transmitted by any radio station or in any way to abridge, directly or indirectly, the right of free speech, as guaranteed by the Constitution of the United States, by means of radio communication, and no regulation, condition, opinion, report or requirement shall be promulgated, imposed, issued or fixed by the Commission relating to and no license or construction permit shall be issued, denied, or revoked because of programs, program material, or program policies of the applicant or licensee, where the effect of such regulation, condition, opinion, report or requirement would be to abridge directly or indirectly, the said right of free speech.

Wayne King Tour Booked To Include Ziv ET Towns

A brand new type of station-sponsor relations will be uncorked when Wayne King and his troupe invade the concert field this month for a series of MCA-booked one-night stands. The tour, marking King's 20th year as a batonist, will get under way September 20 in Milwaukee and wind up in the East about November 8, embracing nearly fifty cities.

Cities on the trek in which Wayne King is aired weekly are Milwaukee, Sheboygan and Racine, Wis.; Fort Wayne, Ind.; Detroit, Saginaw and Kalamazoo, Mich.; Windsor, Ont.; Youngstown and Columbus, O.; Lexington, Ky.; Birmingham, Ala.; Atlanta, Ga.; Houston, San Antonio and Fort Worth, Tex.; Oklahoma City and Tulsa, Okla.; Hutchinson, Kan.; Des Moines and Cedar Rapids, Ia.; Minneapolis and Rochester, Minn.; Peoria, Ill. Other towns are also charted.

UP Regional Offices Transferred To KOMO

In a major Pacific Northwest development of importance to radio spot news coverage, transfer of the Seattle regional office of the United Press to new headquarters at radio station KOMO, Seattle, in October, was announced today by O. W. Fisher, station president and general manager.

After a meeting in Seattle with Frank H. Bartholomew, UP Western Division vice-president; Phil Curran, Western Division business manager and Harry Carlson, Washington State manager, Mr. Fisher announced that the new studios of KOMO, now being completed as the first step in a projected expansion of Pacific Northwest broadcasting activity, will house all major facilities of the news service for Washington, British Columbia and Alaska.

Carlson stated he anticipated trans-

PROMOTION

Rush Order

When Major Edwin H. Armstrong, inventor of FM, decided to give the 75 delegates to the recent International Tele-communications Conference FM-AM table receivers, he put Zenith Radio Corporation on the spot but got his merchandise. Zenith had been trundling receivers direct from the production lines to freight cars so great has been the demand for them; and Major Armstrong's rush order came just after the Zenith plant had closed to give all employees week's vacation. Hurried calls to Zenith's 78 distributors brought 2 of the desired model, the thousand of others made in the last two years having been sold. So when Zenith employees returned from vacation the first 53 table model FM-AM receivers off the assembly lines went direct to Major Armstrong at the international conference.

Swift Co. Contest

A new slogan contest, the grand prize of which is a completely equipped kitchen up to \$5,000, will be sponsored by Swift & Co. on ABC's "Breakfast Club" program, beginning Sunday, September 21. Contestant must furnish the last line of a four-line jingle, submitted on the reverse side of one of the two labels from cans of Swift's Cleanser. Besides the fully equipped kitchen, other prizes include 100 electric mixers, 500 automatic toasters, 500 electric steam irons, and every week for five weeks special bonus prizes of Philco refrigerators.

Sales Incentive Plan Set

Warwick Manufacturing Co. held sales meeting at the Stevens Hotel, Chicago, September 15, at which the company's new line of radios, including 12 models, was displayed. The display was in charge of Reau Kemp, vice-president in charge of sales.

Kemp announced a quarter-million dollar sales incentive plan affecting distributors, retailers and salesmen. This will include the distribution of \$250,000 in merchandise prizes for distributors and salesmen, and dealer manufacturer newspaper advertising on a nationwide basis. The sales plan was produced by Cappell MacDonald & Co.

fer of equipment from the former Seattle Star headquarters would be completed and UP's expanded regional staff of ten newspapermen to work in their new location by October 1. Five teletypewriters, he said will channel spot regional news to the area and the nation through 24-hour radio wire, transcontinental trunk wire, regular news wire, Alaska wire via Army Communications System and a night news wire.

The new development will give KOMO, NBC affiliate for Seattle and the Puget Sound area, direct wire service coverage of local and regional news as it develops, with virtually instantaneous airing of important news breaks.

CBC Governor Board Opens 3-Day Meeting

Calgary—Board of Governors of the Canadian Broadcasting Corporation opened a three-day meeting here yesterday for the first time since the Canadian House of Commons Committee on Radio made its report at the last session of Parliament.

A. D. Dunton, chairman of the board, said that one of the most important items on the agenda is a discussion on whether future meetings of the board will be held in public. In the past, he pointed out, the group has met behind closed doors, but prior to the Calgary meeting, the committee recommended that meetings be held in public "when matters of public interest are at stake." Recommendation came after the Canadian Association of Broadcasters urged that an "independent" body, similar to the Board of Transport Commissioners, be established to rule publicly on matters affecting radio. Committee also recommended that, in view of the profits being made by private stations, the license fees for the operation of such stations might be increased. Dunton said the matter of fees was one that fell under jurisdiction of the Transport Department and would not be discussed by the Board of Governors.

In addition, the committee recommended steps be taken "to see that private stations improved their service to the community." As far as could be learned, some of these recommendations have already been implemented.

Tele For Educational Use In New Jersey School

Nutley (N. J.)—Television's value as an integral part of the daily schedule in public schools undergoes a year-long experiment starting today in the Nutley high school.

Use of television as a regular portion of the school's program is marked by the opening of the United Nations Assembly at Lake Success, which will be aired for an hour. Set, specially designed for use in schools, was presented to the Jersey school by Industrial Television, Inc., manufacturers of multiple large-screen units featuring remote control operation. Receiver is so designed that several viewing screens can be installed in classrooms or other sections of the school building which can be operated from a master control unit. Present receiver has been installed in the Nutley school's auditorium.

Record Exhibits

Nearly 100 exhibitors occupying an area of approximately 30,000 square feet in Convention Hall are giving the convention the largest exposition of American broadcasting equipment in the history of NAB.

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 September 5-11, 1947

TITLE	PUBLISHER
Aln'tcha Ever Comin' Back.....	Sinatra Songs
All My Love	Harms
Almost Like Being In Love.....	Sam Fox
An Apple Blossom Wedding.....	Shapiro-Bernstein
As Long As I'm Dreaming.....	Burke & Van Heusen
As Years Go By	Miller
Ask Anyone Who Knows.....	Witmark
Chi-Baba Chi-Baba	Oxford
Come To The Mardi Gras.....	Southern
Don't Tell Me	Robbins
Feudin' And Fightin'	Chappell
For Once In Your Life	Dreyer
Fun And Fancy Free	Santly-Joy
I Have But One Heart.....	Barton
I Wish I Didn't Love You So.....	Paramount
I Wonder Who's Kissing Her Now.....	E. B. Marks
Je Vous Aime	Crawford
Just An Old Love Of Mine.....	Campbell-Porgio
Lady From 29 Palms.....	Martin
Love And The Weather	Berlin
My Heart Is A Hobo.....	Burke & Van Heusen
Old Devil Moon	Crawford
On The Avenue.....	Leeds
On The Old Spanish Trail.....	Peter Maurice
Peg O' My Heart.....	Robbins
Tallahassee	Famous
That's My Desire	Mills
When You Were Sweet Sixteen	Shapiro-Bernstein
Whiffenpoof Song	Miller
You Do	Bregman-Vocco-Conn

Second Group

Across The Alley From The Alamo.....	Capitol
All Of Me	Bourne
Cecilia	A B C
Deep Valley	Remick
The Echo Said "No".....	Lombardo
Every So Often	Harry Warren
Ev'rybody and His Brother.....	Broadcast Music
I Want To Be Loved.....	Melrose
I Wonder, I Wonder, I Wonder.....	Robbins
If My Heart Had A Window.....	Mutual
Just Plain Love	E. H. Morris
Kate	Berlin
Lazy Countryside	Santly-Joy
Mam'selle	Feist
My Future Just Passed.....	Beverly
Oh, My Achin' Heart.....	Mood Music
Passing By	Chappell
Red Silk Stockings And Green Perfume.....	E. H. Morris
Smoke, Smoke, Smoke	American
So Far	Williamson
Tomorrow	E. H. Morris
When Tonight Is Just A Memory.....	Oxford
You're Not So Easy To Forget.....	Feist

Copyright Office of Research

No "Privacy" In Ill.; Radio Defendants Win

(Continued from Page 1)

Corp., NBC and Russel M. Seeds Co. Advertising Agency.

The question was raised in a suit filed by the Hunters in September, 1946, against aforementioned defendants, alleging that their right of privacy was invaded by reason of a broadcast over the NBC network in September, 1941, sponsored by the Brown & Williamson Tobacco Corp. on a program titled "Wings of Destiny," dramatizing an incident in the life of John G. Hunter while he was superintendent of the Southern Navajo Agency at Fort Defiance, Arizona, in 1931. At that time the Navajo Indians were snowbound, and Hunter, by cooperating with the United States air forces, directed the dropping of bundles of food from the air to the snowbound Indians. The particular episode of the program was entitled "Bundles From Heaven." Hunter claimed that the impersonations of him on the program was without his permission and caused great embarrassment and humiliation.

John B. Moser, attorney for NBC and Russel M. Seeds Co., and Morris Leibman, attorney for Brown & Williamson, filed motions to dismiss the complaint on the ground that the right of privacy did not exist in the state of Illinois. Judge Fisher upheld the motion of the defendants and dismissed the complaint.

Special NAB Coverage Provided By INS Staff

Atlantic City—Seymour Berkson, general manager of International News Service, said yesterday that INS is giving the NAB convention greater news coverage than ever before. Complete coverage of all important events is being provided INS radio and newspaper clients all over the world.

Berkson headed a large INS delegation to the convention, including John Cooper, director of the INS radio department; Basil A. Caparell, sales manager; Robert Reid, assistant sales manager; Ruby Juster, INS radio editor; Robert H. Brown of the Southern Division; John A. Moran of the Central Division; A. W. Stark of the Eastern Division and William Stewart, Jr., of the Pacific Coast Division.

INS headquarters have been established at the Hotel Traymore.

Send Birthday
Greetings To—

September 18

Joe Bradley Joan Ellis
Mildred Fenton Bill Fields
 Sherman K. Gregory
E. E. Hill Ann Lester
Don Shaw Walter White, Jr.

Tele Station Package Revealed By Du Mont

Atlantic City—First public showing of the new \$89,000 Du Mont Acorn television station package is being featured by the Allen B. Du Mont Laboratories in their pretentious equipment exhibit at the convention.

Commenting on the package display, Herbert E. Taylor, Jr., director of sales of Du Mont transmitter equipment, said: "If television is to be successful as a commercial venture, construction costs must be reduced to a minimum. The Acorn station deal puts a station in business and yet is flexible enough to allow for added units as the television operation expands."

The equipment instead of incorporating a high powered transmitter, includes a 500-watt video, 250-watt audio transmitter. The increase in power is obtained through the high gain antenna which is also included in the Acorn package.

As a feature of their equipment exhibit Du Mont executives have been staging a daily on the line demonstration of television technique. Cameras catch the broadcasters as they enter the exposition hall and they see their pictures on the large direct image Du Mont tubes. Among the Du Mont executives on hand for the convention is Leonard Cramer, executive assistant to Allen B. Du Mont, president. Cramer, widely known in the video field, is attending all convention sessions.

NEW STATIONS

WCEC and WCEC-FM, new stations at Rocky Mount, N. C., will begin broadcasting on regular schedules as soon as the structural work on the towers and routine tests have been completed. The stations will be managed by Melvin J. Warner, formerly of the advertising department of The Evening Herald, according to Josh L. Horne, Jr., publisher of the paper and owner of the stations.

Station call letters stand for "We Cover Eastern Carolina." WCEC the AM station will occupy the 810 spot on the dial while its sister FM station will be at 100.7. The AM outlet will operate with 1,000 watts power and the FM station with 33,000 watts power.

New FM Outlet

San Francisco's newest Frequency Modulation station, KWBR-FM, goes on the air September 14th with some new ideas that are innovations in this area.

Among other things this new Warner Brothers station will have NO spot announcements. Production Manager Hugh Turner says that they have some fine prestige sponsors and they believe that this "no Spot Announcement" policy can be adhered to. Another plan is the use of a large percentage of live talent, interspersed with transcribed music.

COAST-TO-COAST

—COLORADO—

DENVER—Believing that the most direct method of reducing child fatalities resulting from various types of accidents is teaching boys and girls safety in the beginning, KLZ is broadcasting a series of weekly programs entitled "Learn and Live." Originating at different grade schools throughout the city and wire recorded for broadcast on Saturdays when all children of school age will be able to listen, programs will present such specific subjects as swimming, crossing heavy-traffic streets, handling fire-arms and fire prevention and control.

KOA has made final arrangements for the broadcast of the ordination of Rev. Hubert Newell as Bishop of Wyoming from the Cathedral of the Immaculate Conception, in this city on September 24. Narrating the ceremonies will be the Very Rev. Walter J. Canavan.

—ARIZONA—

PHOENIX-TUCSON—Frank L. Orth, former film actor and writer, has been named production director of the Sun Country Broadcasting Company of Arizona. Orth will be heard on KPSC and KPSC-FM in Phoenix, KTSC and KTSC-FM, Tucson, KYSC, Yuma and the network's proposed station in Flagstaff. . . . PHOENIX—Attending schools on opposite coasts are KTAR's Andy Anderson, the station's chief engineer, and Franklin Little, of the traffic department. Anderson is enrolled in the RCA television school at Philadelphia, and Camden, N. J. while Little is attending the dental school at the College of Physicians and Surgeons in San Francisco.

—LOUISIANA—

NEW ORLEANS—The Progressive Bank and Trust Company has bought "Newsweek Periscope," a national syndicated program which is produced in co-operation with Newsweek Magazine, from WDSU. That sale makes WDSU the first New Orleans station to sign a bank in that city on a regular schedule. . . . "Strike It Rich," the CBS quiz show, will originate from New Orleans' Municipal Auditorium, Sept. 21, in honor of WWL's 25th anniversary. Following the broadcast, the "Dawnbusters," including Pinky Vicacovich and his band, emcee Henry Dupre, and vocalists Bonnie Bell, Margie O'Dair and Kelly Rand, will entertain fans in the auditorium with a one-hour variety program.

—MASSACHUSETTS—

BOSTON—The Prince Macaroni Company, a WCOP advertiser for the past eleven years, has snapped up Boston sponsorship of ABC's new co-operative, "Abbott and Costello." . . . GREEN-FIELD—Mrs. Olaf Holl, Jr., WHAI radio commentator, has been named by Gov. Robert E. Bradford to the newly-created Hampden-Hampshire County Rent Advisory Board. . . . LAWRENCE—Under the direction of the Oblates of Mary Immaculate, the "Christian Doctrine Hour," recently inaugurated, is a series of four weekly broadcasts from the studios of WLAW. Conducted by Rev. Harold Fraser, O.M.L., the program features different choirs and speakers during each Sunday broadcast.

—CONNECTICUT—

HARTFORD—Special events department of WDRC has arranged to pick up a talk by Sen. Raymond E. Baldwin, member of the Senate committee investigating high prices, at the annual banquet of the Connecticut State Employees Association at Hotel Bond on September 27. . . .

NEW HAVEN—New additions to WAVZ's staff include Ernest J. Reum, Fred Hughes and Robert Sherman, in the announcing department, while in the engineering department we find Charles "Dan" Parmales and Arthur Tuttle.

—OKLAHOMA—

OKLAHOMA CITY—Pat Ryan, WKY, Oklahoma City, sports director, will broadcast gridiron prospects of Oklahoma City University, Oklahoma A & M college and University of Oklahoma straight from the practice fields in a special series of broadcasts running through September. Ryan will "make practice" for one week at each of the three schools, and do a direct broadcast from the scene of the workouts. Highlight of the series of each school will be an interview with the head coach, in which he will be asked to give a resume of his team's action and prospects, and his personal opinion on what his club will do during the season. Ryan will broadcast all Oklahoma A & M games on WKY this season.

—ARIZONA—

PHOENIX—Richard O. Lewis, general manager of KTAR here, announced recently that within the next two months, the station will expand its facilities on the seventh floor of the Heard Building in downtown Phoenix. The station already occupies two-thirds of the floor's space with its studios and offices. Details of the expansion will be announced later, according to Lewis. . . . KTAR—Phoenix claims to be the first station in the mountain states area to acquire the newest RCA-developed high-fidelity transcribing equipment. The new addition has been installed at the station's transmitter, a few miles northeast of Phoenix.

—ARKANSAS—

HOT SPRINGS—Robert Ewing Brown has joined the announcing staff of KTHS. He was formerly a student at Lovelo University, and served with the Third Mechanized Cavalry during the war. . . . Industrial Life Insurance Company of Atlanta, Ga., has placed a schedule of chain break announcements with KTHS. . . . Local distributor for Gulf Refining Company has skedded an E.T. package of 15-minute shows "The Songs of Gordon MacRae" for the next 30 days.

—CALIFORNIA—

OAKLAND—Lynn Waldorf, head coach of the University of California, will be interviewed each Sunday morning during the coming football season over KLX at 11 a.m. by Ed Schoenfeld of the Oakland Tribune. Waldorf will "second guess" the game of the day before, and predict the outcome of the following week's games. . . . Something new in the way of dance-band remotes is heard on KFOX, Long Beach, each Friday night at 10 p.m. Show comes from the Hilltop Cafe, and is recorded for

Fordham Adds Radio To Evening Courses

Fordham University will add courses in radio to its evening sessions starting Sept. 22nd, with classes under supervision of top talent from the broadcasting industry, it was announced this week by William A. Coleman, chairman of the radio division. Courses will utilize studio and equipment of the University's new FM station, WFUV, and will be offered to qualified students from 6:20 to 10 p.m. week-day evenings.

Schedule of classes, and professional instructors are as follows: Monday—station operation and management, by Arthur Hull Hayes, general manager of WCBS; announcing—NBC staff announcer Tom O'Brien Tuesday—dramatic writing for radio, by William A. Coleman; Wednesday—radio acting, by Ed Begley; Thursday—music in radio, by Judson La Haye, and radio direction and production—by Lindsey MacHarrie, producer-director of "We, the People." Friday—social aspects of radio, by Rev. R. F. Grady, S.J. head of the University's department of Communication Arts.

On Saturdays, from 11 a.m. to 2 p.m. the radio division will offer a course in classroom radio and school workshops, taught by Dorothy Klock of WNYE. In addition, Ernest Ricca, director of "True Romances", will teach another section of the course in direction and production, on Monday afternoons from 2 to 4 p.m.

re-broadcast the following night. Patrons are invited to participate, and hear themselves the next evening.

EQUIPMENT

New Air King Sales Rep.

Air King Products Co., Inc., Brooklyn, N. Y., manufacturers of Air King radios has appointed J. M. Cartwright & Sons, Memphis, Tenn., and Atlanta, Ga., as sales representatives for the states of Tenn., Ala., Miss., Ark., La., Fla., Ga., S. C., N. C., and Va., according to J. J. Clune, merchandising manager of the company. J. B. Cartwright will cover Ark., La., Miss., and West Tenn. E. P. Bean will travel Ala., East Tenn., N. C., and Va., and W. C. Cartwright will handle S. C., Ga. and Fla.

RCA's Portable Battery

Harrison, N. J. — Owners of portable and midget "personal" radios formerly limited to the use of ordinary flashlight cells as "A" batteries are now offered a new-type, sealed in-steel radio "A" battery especially designed for use in smaller sets and recently placed on the market by the tube department of RCA. New battery, the S036, is said to offer twice the listening hours of the ordinary flashlight cells, stays fresh "for years" and overcomes swelling and leaking that corrode essential radio parts.

NAB's Board Mulls Code

NAB Resolutions Hit Petrillo In Music Ban

Atlantic City—Resolutions criticizing the AFM for withholding use of live music on both FM and television stations were adopted by the NAB convention, with recommendations that the organization and associated groups work to the end of early settlement of these issues. Provision for inviting the participation of the Frequency Modulation Ass'n, and the Television Broadcasters Ass'n, for further discussions of the problem relating to AFM were contained in
(Continued on Page 6)

C&O RR Buys "Info" On Four MBS Stations

"Information Please," Mutual co-op program set for its premiere on Sept. 26 (9:30-10 p.m.) will be sponsored on four major outlets by the Chesapeake & Ohio Railroad for a 44-week period, it was announced yesterday. Program will be sponsored by C & O on: WOR, New York; WGN, Chicago; WHK, Cleveland; and WOL, Washington, D. C.
When it makes its Mutual debut,
(Continued on Page 6)

Champion Spark Plugs Renews ABC For Year

The Champion Spark Plug Co., on behalf of its spark plugs, has renewed sponsorship of "Champion Roll Call," heard on Fridays from 9:55 to 10 p.m., EDT, over the American Broadcasting Company. The order, effective Friday, Oct. 3, is for 52 weeks. The program, featuring sports commentaries by Harry Wismer, is handled through MacManus, John & Adams, Inc., advertising agency.

Denny Leaving?

Atlantic City—Charles R. Denny, Jr., chairman of the FCC, may resign from the Commission to accept an attractive offer as an executive with one of the major networks, according to reports circulated at the convention. A spokesman for the FCC chairman wouldn't confirm the report.

O'Neil Praises Radio In Behalf Of Legion

Atlantic City—Paying tribute to radio service during World War II and commending broadcasters for their support of the American Legion's fight against juvenile delinquency, National Commander James F. O'Neil of the American Legion addressed the closing luncheon of the NAB convention yesterday. "To the millions of GI's who fought on and beyond the seas in World War II radio was a personal and priceless friend," O'Neil said. "The magical air waves
(Continued on Page 6)

Next NAB Convention Will Be Held In Spring

Atlantic City—Plans for the spring convention of NAB in 1948 will be worked out by a committee headed by C. E. Arney, Jr., secretary-treasurer, upon recommendations of the board. The 1948 convention will be held in the spring of the year and according to present plans before June
(Continued on Page 2)

Radio News Directors Assn. Will Act On 'Editorializing'

Portland, Me.—A definite stand on the controversial issue of editorializing on the air can be expected to emerge from the 2nd Annual Convention of the National Association of Radio News Directors, as indicated by plans made known this week by John F. Hogan, president of the Association. Hogan, news director of WCHS here, announced that FCC hearings on the issue, set for Jan-

Convention Adjourns Without Adoption, But Directorate May Act At Confab Today With Special Committee

Chandler Appoints World Series Spielers

Baseball Commissioner A. B. "Happy" Chandler has appointed the sportscasters who will handle the play-by-play description of the 1947 World Series between the New York Yankees and the Brooklyn Dodgers, it was announced yesterday by Paul Jonas, director of sports at Mutual Series, to be aired exclusively over Mutual starting Sept. 30th at 1:15 p.m. under sponsorship of the Gillette
(Continued on Page 3)

Spot Campaign Used For New Embassy Cigaret

Distribution is now being effected in Buffalo, New York and Indianapolis, Indiana for P. Lorillard Company's new Embassy Cigarette, a round, king-size which will sell at the standard price, twenty to the
(Continued on Page 2)

Quiz Kids' Joe Kelly To Do Recorded Series

Joe Kelly, veteran emcee of the "Quiz Kids", and a noted narrator of children's stories, has signed with Green Associates, Chicago produc-
(Continued on Page 2)

By FRANK BURKE
Editor, RADIO DAILY
Atlantic City—Although the 25th annual convention of the NAB closed yesterday at Convention Hall here without adopting the new code in its present form, the meeting this morning of the new board of directors and the special Standards of Practice Committee may result in approval of ali
(Continued on Page 5)

Program Preferences Subject Of CBC Study

Montreal—In an effort to gain an accurate impression of the public's taste in radio programs, the Canadian Broadcasting Corp. may send out questionnaires with all-radio licenses, A. Davidson Dunton, general manager of the CBC, told the Ottawa Gyro Club. Mr. Dunton made this
(Continued on Page 3)

WCBS-TV To Use "Zoomar" On Dodger Telecast Sat.

WCBS-TV will use the Zoomar lens for the first time on a commercial telecast tomorrow when it airs the Brooklyn Dodgers-Boston Braves games at Ebbets Field, under sponsorship of Ford Motor Co. Company recently effected purchase of the lens
(Continued on Page 3)

Going Big

Atlantic City—Ralph Hatcher, head of the CBS co-op division, had reported that sales of the new Joan Davis show already have been made in four major markets, Los Angeles, Chicago, Philadelphia and New Orleans. The program gets under way October 11, and will be heard Saturdays, 9 to 9:30 p.m. Inquiries about the program are pouring in, he says.

Standing By

Atlantic City—C. E. Arney, Jr. and Art Stringer of the NAB are standing by today and tomorrow at Convention Hall as the exhibitors moved out their apparatus. It was like "The Big Show" closing a week's stand and moving to another circus lot. But both Arney and Stringer are old hands at being the first to arrive and last to leave.



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

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1417 Ashland Bldg., 155 No. Clark St.
Phone: State 2332

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FINANCIAL

(Sept. 18)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

Next NAB Convention Will Be Held In Spring

(Continued from Page 1)

15. No site has been selected and the convention committee will consider locations for the 1948, 1949 and 1950 site in making their selections.

Rumors that Los Angeles had been selected for 1948 were rife in the convention yesterday. This rumor was denied by NAB executives, they pointed out that such cities as San Francisco, Miami, Chicago and New York were also interested in the convention.

★ COMING AND GOING ★

TODD RUSSELL, emcee on "Strike It Rich," Columbia network quiz show; WALTER FRAMER, producer-director of the program, and LARRY HARDING, assistant director, are in New Orleans for the broadcasting of Sunday's stanza over WWL.

BEN BAYLOR, commercial manager of WMAL, American network owned-and-operated station in Washington, D. C., is in Chicago in connection with the Chicago Bears-Washington Redskins football game, which is carried locally by WMAL.

WALTER PRESTON, who recently resigned as program manager for WBBM in Chicago, to enter the transcription field, is in New York to do five shows with Ted Lewis.

DICK GILBERT today flies back to Phoenix, Ariz., to start his disk-jockey show on KRUX. He's taking with him as engineer LEON WORKMAN, formerly of WSYR, Syracuse.

WILLARD ALEXANDER, personal manager of Vaughn Monroe, Beryl Davis and Ray McKinley, is expected in Hollywood today on a business trip that will take about two weeks.

OGDEN L. PRESTHOLDT and WILLIAM A. FITCH, Columbia network engineers, are in Washington, D. C., conducting special transmission measurements.

HARRIET LIPPMAN, director of women's activities at WMID, Atlantic City, is back at the station following confabs with femme commentators in New York.

A. FRANK KATZENSTINE, owner of WKAT, Miami Beach, who had been attending the NAB convention in Atlantic City, flew back to Florida when the hurricane struck in order to take charge of the station. "All's well at WKAT," he reported over the phone yesterday to A. A. Schechter, Mutual network vice-president.

HARRY RAUCH, radio publicity director of Young & Rubicam, Inc., leaves Sunday for the West Coast for a look-see at Y & R radio properties, generally, and the "G. E. House Party" in particular.

NAT RUDICH, production director of Gainsborough Associates, is back at his desk following a vacation in Maine.

GEORGE BEVERLY SHEA, bass-baritone on "Club Time" over ABC, is vacationing at his home town of Winchester, Ontario. He'll return to the program Sept. 30.

BILL HENRY, Columbia network newsman in Washington, D. C., is conferring with officials of CBS in New York, and will originate his programs this week-end at WCBS.

LANE BLACKWELL, of the CBS documentary unit, on a trip to Washington, D. C.

CEDRIC FOSTER, Mutual network news commentator heard on WNAC and the Yankee web, in New York this week to meet MRS. FOSTER, arriving from Europe via Pan-American Clipper. Foster will resume his programs in Boston tomorrow.

CBS Executive Group Return To Home Offices

Atlantic City—By plane, by train and by automobile, the hundreds of CBS executives who attended the 15th NAB convention started leaving yesterday for their homes, for Washington and for brief visits to the network headquarters in New York City.

Only a corporal's guard remained behind to clean up CBS business at the convention. They included Don Thornburgh, vice-president in charge of Western Division and Edwin Buckalew, Western Division Manager of Columbia station relations. They got in some golf yesterday afternoon, wind up their business this morning and then go to New York. Next week they'll fly back to their Los Angeles headquarters. Leaving today are Frank White, vice-president and treasurer, J. Kelly Smith, station relations director, Bill Schudt, eastern manager station relations, Irene O'Connor and Hazel Westerlund of New York station relations office and Tom Connolly, director of program promotion.

Two plane-loads of CBS executives took the quick way back to New York yesterday. The first included Frank Stanton, president and Mrs. Stanton; Davidson Taylor, vice-president and director of public affairs; Herbert Akerberg, vice-president in charge of station relations, and John Karol, sales manager.

Edmund C. Wilson, research director and Merle Jones, manager of WCCO. CBS owned station in Minneapolis-St. Paul; Bill Ackerman, head of CBS' reference department; Julius Brauner, general attorney and secretary; Howard Meihan, vice president in charge of station administration and Jack Van Volkenberg, sales manager of radio sales; Joseph H. Ream, executive vice president and William C. Gittinger, sales vice president, went back by train.

Spot Campaign Used For New Embassy Cigaret

(Continued from Page 1)

package. Spot announcements will be heard several times a day over all key stations, in each market as part of the advertising campaign. Unique transcriptions, carrying the voices of such nationally-known radio commentators as Fulton Lewis, Jr. (MBS) --John B. Vandercook--Bill Stern (NBC)--Robert Trout (CBS) will introduce the new brand in typical newscaster style, while in a like manner local radio personalities in each city also will be heard, as well as a series of musical spot announcements.

Further impetus to the drive will be given by the use of full-color car cards on major transportation systems that serve these markets.

Advertising of the cigarette is being handled by Geyer, Newell & Ganger, Inc., New York.

Quiz Kids' Joe Kelly To Do Recorded Series

(Continued from Page 1)

tion company, to do a series of 15-minute, open-end, transcriptions featuring stories for children, titled "You Know What? That's What!"

Series is aimed at younger children but has a family appeal, and has been endorsed by the National Federation of Women's Clubs of America, which include various parent-teacher associations.

WPDQ's TIME-BUYERS JACK POT

THIS WEEK'S WINNER CLARKE R. BROWN HARRY B. COHEN ADVT. CO.

Next Week ? ? ? ?



Playing for keeps

The time's coming. The big time . . . when you'll have to get out there and fight for your share of business.

Most of the talk is about a seller's market. But there are those who say, "Don't you believe it."

One way or another you'll be playing for keeps.

If you plan a selling campaign in Baltimore . . . and radio is part of the scheme . . . we suggest you put W-I-T-H at the top of the list.

This is the successful independent that delivers more listeners-per-dollar-spent than any other station in this big 5-station town.

Yes . . . pretty soon the marbles will be down . . . and you'll get the W-I-T-H listeners in Baltimore.



W-I-T-H AM and FM IN BALTIMORE TOM TINSLEY, President Represented Nationally By Headley-Red

IN CLEVELAND IT'S WHK

Chandler Appoints World Series Spielers

(Continued from Page 1)

Safety Razor Company for the eighth straight year, will be announced by Mel Allen and Walter "Red" Barber, two of the country's top sportscasters.

According to J. P. Spang, Jr., Gillette prexy, more than 500 MBS and auxiliary outlets in the U. S., Hawaii and Alaska will carry the broadcasts, in addition to service personnel overseas through Armed Forces Radio Service. Also, 64 stations of the Canadian Broadcasting Corporation will carry the games with a French-translated version of the Allen-Barber duo.

Barber has been broadcasting Dodger games over WHN for the past seven years, and has been a sportscaster since 1934. Next month's classic will be his 10th World Series—he did nine in a row from 1936 to 1943. Barber is also director of sports for CBS. Allen is also a well-known sports announcer, has been covering the Yankees since 1939 over WINS with time out for a three-year hitch in the Army.

Series schedule over MBS calls for uninterrupted daily play, as follows: Tuesday and Wednesday, Sept. 30 and Oct. 1, from Yankee Stadium; Thursday, Friday and Saturday, Oct. 2-3-4, from Ebbets Field. In the event the series runs seven games, the Sunday and Monday, Oct. 5 and 6 contests will return to Yankee Stadium.

Maxon, Inc., is the agency representing Gillette.

WMFJ Exec. Tells Of Florida

Bob Mackall, program manager of WFMJ, American network affiliate in Youngstown, Ohio, was heard last night on ABC's "News of Tomorrow" describing conditions in the hurricane area of Florida, which Mackall visited in the station's special events plane which, he related, was forced down at one point by adverse weather conditions. Mackall's talk originated at WPDQ, Jacksonville.

Radio News Directors Assn. Will Act On 'Editorializing'

(Continued from Page 1)

New Orleans, Louisville, Rochester, Buffalo, and other cities.

Another major issue expected to be widely discussed at the NARNND confab is the radio newsman's right to protect news sources, as is enjoyed by the press. Association has already filed a formal protest against a section of the White Bill to reorganize the FCC. Filed by Hogan, the protest said the section calling for identification of the source of information used in news broadcasts would afford the nation's press an "unfair advantage" over radio journalism. NARNND said it would deprive radio newsmen the use of information obtained from men of high office who do not wish the information attributed to them—yet newspapers would remain free to print such information.

The protest also asserted that radio "still is doing an outstanding news job; that the ethics of radio newsmen are as high as those of newsmen of the press, and in many instances, radio journalists impose higher standards of good taste in their workmanship."

WCBS-TV To Use "Zoomar" On Dodger Telecast Sat.

(Continued from Page 1)

which is described as being capable of reducing the number of cameras used in studio or remote broadcasts.

Zoomar lens, manufactured by Jerry Fairbanks, Inc., Hollywood film production outfit and demonstrated here by CBS and NBC television departments recently, permits the television camera to move in or "zoom" up to the televised object. Its value in sports coverage has been shown in several experiments by CBS.

Fairbanks originally had planned to rent the lens to television broadcasters but recently decided to offer it for direct sale.

Hogan also points out that equal access to news sources "continues to be a problem for radio in many cities." Jerry Stone, manager of WNBBD, Daytona Beach, Florida, has written for NARNND help in trying to break through a ban on radio recording devices imposed by the Daytona Beach city administration. His request follows the success achieved in La Crosse, Wisconsin, where the city council in August passed a resolution clearing the way for station WKBH to record its proceedings. The formal resolution reversed a previous stand, and came after NARNND, through its executive secretary, Ed Wallace, of WTAM Cleveland, had joined the dispute at the request of WKBH News Director Paul Ziemer.

Another news convention coming up is that of the Ohio Association of Radio News Editors at Buckeye Lake, Ohio, September 28. Paul H. Wagner, OARNE president from WOSU, Columbus, lists ratification of the constitution and a code of standards as the two main convention issues, in addition to the election of officers.

Program Preferences Subject Of CBC Study

(Continued from Page 1)

statement in a question period following an address to the club. Answering rapid-fire criticism of CBC programs, Mr. Dunton described the vast area the CBC had to serve and added, "I don't think the public really knows what it wants."

When a club member rose to suggest that questionnaires might be distributed with licenses, Dunton termed it a "good idea" and said the CBC had already approached the Board of Transport, which handles the license end of the radio business, with the suggestion.

Dunton said the CBC could take the line of least resistance and offer merely the kind of programs which appealed to a majority of listeners.

"That might be called the democratic way, but it would not serve our purposes," he said. "One of our most important duties is to try to suit conflicting public tastes—and at the same time, to introduce new ideas."

Responding to specific questions, Dunton said the listeners in Fort Francis, Ontario, who have refused to pay for their radio licenses on the ground that they were not receiving CBC service, "had a good case." He pointed out the difficulties of beaming programs to that particular area but when asked point-blank whether residents there would have to pay for their licenses, said, "that's up to the Board of Transport."

Asked the CBC's opinion of soap operas, the speaker answered, "all our evidence—and pretty expensive evidence, at that—shows that in general more housewives want to listen to soap operas during the day than any other kind of program."

Canada Receiver Sale Shows Rise For 1947

Montreal—Production and sale of radio receiving sets in Canada for the first six months of this year exceeded the output for the similar period by 152,005, or more than six per cent, with June the heaviest month of the '47 period, it was announced this week by the Dominion Bureau of Statistics. Sales during June of this year were 60,633 units,—double that of June '46 when 29,493 were produced. May sales amounted to 61,586 units. While the total output for the first half of this year amounted to 379,091 units, as compared with 226,996 units for the similar period of last year.

Breakdown of distribution of sets in the various provinces for the first six months of this year, as compared to last year, were as follows: Maritimes, (47) 32,967, (46) 16,768; Quebec, (47) 81,444, (46) 46,937; Ontario, (47) 161,741, (46) 98,861; Manitoba, (47) 28,710, (46) 21,183; Saskatchewan, (47) 18,584, (46) 11,761; Alberta, (47) 22,634, (46) British Columbia, (47) 33,011, (46) 18,033.

Toscanini On Sunday

Arturo Toscanini will direct the NBC Summer Symphony Orchestra in the premiere radio performance of Don Gillis' "Symphony 5½," subtitled "Symphony for Fun," Sunday at 5 p.m. The program was postponed from Aug. 31, when Toscanini was unable to conduct because of an attack of hay fever.

CKLW

**MORE COVERAGE PER WATT
MORE WATTS PER DOLLAR!**

in the DETROIT AREA

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

**THE GOLDEN TRIANGLE
OF THE EMPIRE STATE**

**NEW YORK'S
3RD
MARKET**

Covered by the NEW

WROW

**590 Kc - 5000 WATTS
- BASIC MUTUAL**

**REPRESENTED BY
AVERY KNOEDEL, INC.**

LOS ANGELES

JIMMY ALLEN and Ed Starns of Radiotele Productions are working overtime readying four shows for fall airing. "This Is Our Life," co-starring Bonita Granville and Tom Brown, will be previewed over KFVB on the 26th of September. Also in preparation are "Steve Connors, Ex-Con" with Steve Cochran portraying the part of Connors; "Blue Ridge Settlement," co-star ring Fuzzy Knight and Charles Middleton; and "Delancy Street" starring Frankie Darro and Louis Alberni.

Bea Carpenter, formerly with Jack Rourke Productions, has joined Dick Fishell Publicity.

Fort Pearson, announcer of the "Queen For a Day" show, will play a sports announcer in Producing Artists' "Prelude to Night."

KMPC's Bill Leyden spoke on the "Trials and Tribulations of a Disc Jockey" at a luncheon meeting of the Hollywood Junior Chamber of Commerce this week.

Illness will keep Homer Griffith, radio station representative, from attending the NAB convention in Atlantic City. Griffith has not missed an NAB convention since its inception, but a recent serious illness caused his doctor to order him to stay at home.

Gene Baker, the Lum 'n' Abner announcer, has composed a song called "Dream House," which will serve as theme music for his new 15-minute radio program by that name.

Jack Benny arrived in Hollywood after spending two weeks in Chicago and New York, and immediately plunged into the preparation of his radio program, which tees off on October 5. New season will mark the 16th consecutive year Benny broadcasts over NBC, all-time record in performances over the same network.

Warner Bros. KFVB once again broadcasts all United Nations activities, following the public service policy set at the station from the opening day of the United Nations Assembly at San Francisco two years ago. KFVB will carry the opening session of the UN General Assembly today and then on a daily resume of UN activities from Monday thru Friday. The 15-minute resumes will be picked up from New York and played back. Strong community listening response has been an encouraging factor in presenting the UN airings, with the various United Nations Association groups enthusiastically backing the broadcasts.

BVD Corp. Buys 9 Spots On WNBT's Grid Schedule

BVD Corporation has increased its sponsorship of weather reports on WNBT during the football season, with the purchase of spots immediately preceding telecasts of nine professional football games of the New York Giants.

Contract calls for 20-second reports on sound film, through Grey Advertising Agency, Inc.



Windy City Wordage. . . !

• • • H. Leslie Atlass, vice-president of the CBS central division and general manager of WBBM, is spending the week in St. Louis on business. . . . Harold and Vi Kuttner, of Kuttner & Kuttner, ad agency, are vacationing at the Ambassador Hotel in L. A. until October 1—

Chicago

the first time Harold has been away from his desk since he returned from his duties as major in the European war theater in 1946. . . . Tommy McNeill, son of Don McNeill, "Breakfast Club" emcee, returned home Tuesday from Evanston Hospital, where he had been confined with an attack of polio; and the doctors say he will suffer no ill after-effects. . . . Paul Barnes will portray the detective and enact all the roles on the new WGN "Calling All Detectives" show. . . . William Drips, NBC's director of agriculture, leaving Chicago for Springfield, Mass., for the "National Farm and Home Hour" broadcast there September 20.

★ ★ ★

• • • Tom Moore, who replaced Johnny Olsen, Monday, on the "Ladies Be Seated" show on ABC has had a checkered career in show biz, with which he has been identified since he was three years old. He's done stints with minstrel shows, med shows, vaude, legit, and as dance band vocalist. In Chicago radio for the last seven years; was on WENR's "But Not Forgotten" program for three years, has announced news and disc show programs, and until recently was announcer on "Hymns of All Churches."

★ ★ ★

• • • Fletcher Wiley, manager of the Housewives Protective League, in Chicago from L. A. for a few days this week on a business visit to WBBM. . . . WGN's "Musical Scoreboard" will be sponsored through the football season by M. J. Lanahan, Inc., auto dealer. . . . Chuck Acree of the CBS "Hint Hunt" program will take his crew to Louisville, Ky., the week of September 29-October 5. . . . Dave Garroway's "11:30 Club" program on WMAQ has been extended to 2 a.m., increasing the station's broadcast day to 20½ hours. . . . Staff announcer Bob McKee leaves WBBM September 29 to free lance. . . . Ole Olsen, of Olsen and Johnson, stopped off in Chi long enough to appear on the "Welcome Travelers" show at the College Inn, on his way to Fort Wayne, Ind., to visit his 84-year-old mother, who is ill. Tommy Bartlett, emcee of the show, sent along a huge bouquet and a basket of fruit for Mrs. Olsen.

★ ★ ★

• • • Ruth Carter Johnson, who won the Halle trophy—top award to women flyers—in the recent air races, with Capt. Bill Eddy's plane, the North American Texan, will continue to fly the plane, under sponsorship of Television Associates, in coming air races. While in Chicago to deliver the trophy to Capt. Eddy, Miss Johnson demonstrated the races with model airplanes on WBKB, the B. & K. tele station.

★ ★ ★

• • • Ben Baylor, commercial manager of ABC owned and operated station WMAL, Washington, D. C., in Chicago this week in connection with local broadcast over his station of the Chicago Bears-Washington Redskins football game. . . . "Breakfast Club" cast will go to Springfield, Ill., October 4 to perform before approximately 5400 persons in the State Armory under auspices of the Springfield Navy Club. The 8:15-8:45 a.m. segment of the show has been renewed by Swift & Co. for 52 weeks, effective October 27. . . . Chicago Motor Club will sponsor ten collegiate football games on WGN, with Jack Brickhouse as the play-by-play announcer.

HAWAII

By JOHN WILLIAMS

MACKAY Radio & Telegraph has opened a new 24-hour high power electronic equipped station at Kailua, on north shore of Oahu island. Honolulu is on south side. It ties in with Mackay's west coast stations, Seattle, Portland, San Francisco, and Los Angeles.

According to J. D. Johnstone, company's district manager in Hawaii, the station will employ five technicians under supervision of G. Warren Clark who has been with Mackay since 1921. During the war he was a commander with the navy.

Hawaii time is 5 hours behind New York and 2 behind Pacific Coast time, which is fine for Joe Rose, KHON sports-caster who has developed sports program 6 nights weekly which is a must for island fans.

Via UP, Joe gets all U.S. mainland final sports results each day plus international roundup. He airs it at 9:15 p.m. when most New Yorkers are sound asleep. Besides straight news, Joe comments and interviews transient VIPs.

An old hand at sports, who during the war aired all major service sports events in Hawaii via KGMB, Joe has a clipped, ingratiating Ted Husin mike personality. He has a dozen sponsors, including Coca-Cola & Smit Shoes, who take turns with spots.

Bristol-Myers Renews 'Break The Bank' On ABC

The Bristol-Myers Co. of New York through Doherty, Clifford & Shenfield, Inc., advertising agency, has renewed its sponsorship of "Break The Bank" over the American Broadcasting Company for 52-weeks beginning October 3. Program which is heard Fridays from 9 to 9:30 p.m., EDT, an audience participation program and features Bert Parks as emcee.

Available For Sponsorship

A new CBS net Saturday night comedy feature, the "Abe Burrow Show," is one of the 13 (out of 4 available) CBS-built programs described in the Sept. issue of the CBS program news letter, just mailed to leading advertising agencies. Brochure points out that programs have been air-tested and are available for commercial sponsorship. News letter describes the Burrows show, which is broadcast Saturdays, 8:30-8:55 p.m. EDT, as "big time comedy at 15-minute time and talent cost." Brochure also comments on various other CBS shows available.

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

NAB's New Directors Meet Today; May Accept Major Portion Of Code

(Continued from Page 1)

but the controversial clauses which may be adjusted at a later date. Convention passed a resolution delegating the special Standard of Practice Committee, working with the board of directors and NAB executives, "to develop a standards of practice which will be satisfactory to every segment of the industry."

Back in "Prep" Stage

Action of the convention in passing this resolution almost puts the proposed code back in the preparatory stage with most of the corrective criticism leveled at the section which specifies that the maximum commercial time, including station breaks, allowable in any fifteen-minute segment of broadcasting, be confined to three minutes. Section was the subject of much discussion at Tuesday's session and was again taken up on Thursday with independent broadcasters declaring it would work an economic hardship on their operations.

The new board of directors meets this morning at the Ritz-Carlton Hotel here. Among the matters to come before it will be the proposed code. It is expected that the board will set in motion procedure for hearing all suggestions for revision and will work to the end of getting early adoption of the new code in revised form.

John Fetzer, chairman of the resolutions committee, presented the resolution covering the code along with other resolutions adopted by the convention. The text of the code resolution follows:

Text of Resolution

"WHEREAS, the members of the National Association of Broadcasters have expressed the need and desire for a new standards of practice to guide the industry and,

"WHEREAS, in accordance with the expressed wishes of the broadcasters, the management of NAB, with the guidance and help of its board of directors, appointed a special standards of practice committee to draft such standards of practice; and

"WHEREAS, the special standards of practice committee, with the assistance of the program managers' executive committee and other committees of NAB, have brought before this convention a tentative standards of practice for the consideration of the membership;

"Be it resolved, that the broadcasters, in convention assembled, do commend the work of the Special Standards of Practice Committee and the other committee associated with

it. And do here express their deep appreciation for the time and effort which the able members of these committees have so unselfishly devoted to the preparation of these proposed standards;

Endorsement Immediate

"Be it further resolved, that the special standards of practice committee, working with the board of directors of the NAB and its executive management, endeavor to give immediate consideration to the objections and criticisms of the proposed standards of practice which were expressed in the open meetings of the membership during the convention. It is further urged that every point of view from every segment of the industry be given the most careful consideration and that every effort be made to develop a standards of practice which will be satisfactory to every segment of the industry and that this be done as expeditiously as possible."

Immediate endorsement and backing of the code, without much qualification, was made on the floor yesterday by Victor Diehm, WAZL, Pennsylvania and John Patt, WGAR, Cleveland, representing 250 and 50,000 watt stations respectively. As for the other speakers, most took exception to commercial limits proposed for spot announcements and participating programs.

Streibert Questions Ban

Ted Streibert of WOR, New York, a 50,000 watt network station, took issue with the ban on double spotting. Particularly where a straight commercial is placed alongside a short weather report and other such service announcements. He said that any new code should be a "living changing document" and which can be revamped to meet shifting conditions. Streibert asked that if any new code is adopted now that those phases which deal with commercial practices for participating and women's programs be left out until more consideration can be given them.

Tom Tinsley, Jr. of WITH, Baltimore, was a 250-watt independent representative taking the floor to say that he was not only for the code but the blue book but that if passed in its present form it would cut down his station's "selling power" for the advertiser. He objected mainly to the three-minute commercial limit on any quarter-hour time segment, saying that in this case the advertiser's message would have to be shortened and consequently lose its punch.

Cott Lead Discussions

Ted Cott of WNEW, New York, led off both discussion periods and yesterday apologized for failing to form a special committee of independents as he volunteered to do two days previously with Judge Miller's blessing. Cott and other indie reps. held an informal meeting Wednesday and 30 offered to serve on the committee, but as the WNEW exec expressed it, "each independent showed his inde-

pendence." Cott said he would still chairman such a committee if Miller would appoint one.

Cott relayed some of the opinions of non-network affiliates who felt they could not comply with the proposed code. A foreign language broadcaster, he said pointed out it takes twenty-five per cent longer to read a commercial after it has been translated from English. Another indie rep. said he must use double spotting so as not to break up a classical music number. Biggest puzzle of all which Cott found in his following was how it can be decided in a political program just how much time is commercial. He called for a new plan on "percentage of time," and suggested a code advisory board be established to interpret any policy which may be adopted.

Morris Novik, special radio consultant connected with Unity Broadcasting Co. of New York, said that political and controversial programs should not be prohibited from using dramatic techniques, as proposed but should be "left as is." Novik found a paradox in allowing commercials to be dramatized but not controversial issues. He said that the only ruling should be that such programs have to be plainly labeled controversial or political. He recalled the \$400,000 recently spent by the AFL for radio time and said more such campaigns are upcoming by labor.

Makes Newspaper Comparison

Ed Breen, KVFD, Fort Dodge, Iowa, taking the floor again at the second discussion on the code, said there is no limit on advertising space in newspapers and magazines and there should be no restrictions made on radio commercials. He described such a proposal as "putting us into a straight jacket." Breen maintained that a great many commercials, particularly local accounts, are public service. At this point Judge Miller cut in to say that he was in agreement. Breen said that if the proposed code went through he would not know what to do about a 15-minute show on his station which is sponsored by a union and which he considers one hundred per cent aimed at selling a certain philosophy.

Although most broadcasters who voiced opinions from the floor had definitely decided they couldn't go along in full, there was one who probably represented the great majority of NAB delegates more than anyone else. He was Ed Obrist, WPEN, Philadelphia, who offered extreme sincerity and said he could never vote on any code unless he knew he could live up to it, and that, he added, was something he must decide later.

Slocum Guest On Arden Show

Bill Slocum, co-author of "Reilly of the White House" and formerly special events director of CBS, will be guest tomorrow at 8:30 a.m., on the Margaret Arlen program over WCBS.

Sees Employment Hurt By Unions' Attitude

Atlantic City—The efforts of certain unions, specifically the American Federation of Musicians, to prevent dual broadcasting of AM and FM programs is impeding expansion of total employment and greater wage income within the radio industry, it was charged yesterday by Richard Doherty, director of NAB's employer, employee relations.



DOHERTY

Doherty challenged James C. Petrillo, AFM president, "to prove that the development of radio has reduced the total income of musicians."

On the contrary, he added, a broad-minded acceptance by the AFM, and other radio unions, of economic trends attached to FM development will increase, not reduce, employment of musicians, technicians, announcers and others.

Lauds AFRA and IBEW

Doherty said that both AFRA and IBEW seem to understand this situation and are pursuing sound policies on the AM-FM problem.

The NAB official related the average annual and weekly income of radio employees is either the highest or second highest of any employment field. Payrolls to full-time workers in radio during the last 10 years have increased 217 per cent, he said, compared to 135 per cent with all industry as a whole.

Doherty quoted radio's full time average weekly wage as \$74, as of July, 1947, compared with \$49.25 for manufacturing, \$55.10 for electric light and power, \$52.65 for insurance and \$61.36 for finance and brokerage.

YOU WON'T HEAR CONFUCIUS IN PERSON



But You'll Eat the Finest in Chinese Foods

at OLD CHINA 137 WEST 52nd STREET NEW YORK CITY

IN CLEVELAND IT'S **WHK**

NAB Resolutions Hit Petrillo In Music Ban

(Continued from Page 1)

one of the resolutions. The resolution reads:

Whereas: spokesmen for the American Federation of Musicians have, in the recent past, indicated that the services of musicians may not be available for the making of records and transcriptions and for network broadcasts after Dec. 31, 1947 and Feb. 1, 1948, respectively;

Whereas: the AFM has refused to permit the use of musicians for television broadcasting or for exclusive FM network programming on associated FM stations;

Whereas, such withholding of music is already distinctly detrimental to the public interest, the broadcast industry, and the individual musicians:

Whereas, the threatened further withholding of musicians' service would have an even greater adverse effect:

Now, therefore, be it resolved:

That, the American Broadcasters are convinced that a constructive and amicable solution to the problem created by the AFM, arrived at by sound and tested democratic processes of collective bargaining, 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;

That, the American broadcasters are firmly resolved, in such event, to take all necessary and proper steps to continue and extend their full service to the public, and will work unitedly toward that end; and

That, this convention of the membership of NAB hereby authorizes and directs the NAB board of directors through its president to create such special bodies, including representatives of non-network stations, network affiliates, and networks, and invite the participation of Frequency Modulation Association, Television Broadcasters Association, and other interested organizations in the United States and Canada, and do all other things necessary and proper to achieve a lasting solution of this problem.

Another resolution covered the subject of dual broadcasting of AM musical programs on FM stations and reads as follows:

Whereas, FM is an advancement in the broadcasting art and the duplication of more AM programs on FM stations is highly

* PROMOTION *

KCOR Postcards

A penny postcard makes for a novel bit of promotion being used by KCOR, San Antonio for the information of those selling Stanback Headache Powders. A series of two cards are being used, one printed in English while the other is printed in Spanish each containing the same message: After the 9:15 a.m., newscasts your customers hear "Snapback with Stanback. You can profit best from this year's advertising by displaying and suggesting Stanback to your customers." A picture of the headache powder, the station's call letters and location round out the message.

Novel Calling Card

A new twist in "calling cards" is being used by Howard Kallen, WHOM announcer. "Card" is in the form of a regular package of Life Savers with an added wrapper, containing the following copy in red print: "There are times when the right announcer can prove a life saver to a show—Howard Kallen, LA 4-1200 heard nightly on New York's popular "After Hours" show—WHOM 1480 kc." "Cards" come in all flavors.

Utica FM Campaign

WIBX, Utica, N. Y., AM station, launched its new "sister station"—WIBX-FM last week with a series of display ads in Utica newspapers, a salute broadcast, and some special FM programming which was carried on new 9,000 watt outlet. The new WIBX-FM tower is located atop Smith Hill overlooking Utica, Rome and the Mohawk valley from the north. Tower is 293 feet in height.

desirable in the public interest;

Whereas, dual broadcasting of any given program over AM and FM channels merely gives the listener a choice of available radio broadcasting facilities and does not in itself enlarge the total listening audience of the program and stations, and because such a dual broadcasting of identical programs does not increase the amount of work performed by program and production personnel, neither the charging of premium wage scales nor the employment of duplicate personnel for dual AM and FM broadcasting is economically justified;

Therefore, be it resolved that, in view of these incontrovertible facts and of the provisions of the Taft-Hartley and Lea Acts, AM-FM broadcasters should insist upon their right to duplicate music programs.

Among other resolutions adopted was one commending President Justin Miller on his stand for freedom of speech, the resolution also recommended that the board take action to insure a full representation of the industry's views on the subject of radio editorializing during the FCC hearing scheduled for January 12.

"Sold Out"

Bertram Lebhar, Jr., director of sales, WHN, New York, is currently sending out a smart sales letter drawing attention to the fact that station's sponsorship of play-by-play broadcasts is completely "sold-out," but that WHN "still has some adjacent periods and appropriate program ideas that could enable you, too, to cash in on WHN's large, loyal, ready-to-buy sports audience." Accompanying the cover letter is a single sheet containing reprints from trade press, concerning WHN's sports billing during the fall and winter season.

Soap Opera Promotion

Post cards have been sent to merchants in the San Antonio trade territory by Owen Johnson, head of the KTSA, San Antonio Merchandising and Promotion Department, calling attention to the current free offering of the Manhattan Soap Co., makers of Blue White Flake Soap of a Royal Princess Bridal Wreath Pin on the two "soap opera" programs aired through KTSA and the CBS network, "Rose of My Dreams" and "Evelyn Winters".

New RCA Booklet

A new 20-page booklet, entitled "RCA Service To The Radio Industry" is a comprehensive study of the services and facilities offered by RCA to the entire industry in their continuous effort to improve equipment and render the best in service. Booklet contains valuable information as well as photographs throughout, showing various types of testing equipment, special equipment, laboratories, etc.

Don Ball Made Manager Of WCBS Editing Div.

Appointment of Don Ball as manager of the Editing Division for WCBS, key station in New York of CBS, was announced yesterday by Arthur Hull Hayes, general manager of the station. Ball formerly was assistant director of the CBS editing department. He entered radio as an announcer-entertainer on a Columbus, Ohio station in 1928. In 1929, he joined CBS as an announcer, and in 1933 he was added to the network's producer-director staff.

RKO Tele Continues, Austrian As Consultant

RKO Television Corporation, now functioning under the direction of RKO Pathe, Inc., will carry on "exactly as planned when the Corporation was formed in 1944," according to an announcement yesterday by Ned E. Depinet, vice chairman.

Ralph B. Austrian, who recently resigned as president of RKO tele to become vice president in charge of television at Foote, Cone & Belding, will continue to serve as a consultant, it was said.

O'Neil Praises Radio In Behalf Of Legion

(Continued from Page 1)

dispensed more than morale and many cases, radio afforded the most satisfactory link between the man and his home. It acquired new significance as a symbol of all the things worth fighting for."

O'Neil counseled the broadcast to continue their support of the fight against juvenile delinquency. He said "It is my conviction born of experience that public enemy No. 1 America today is juvenile delinquency." Continuing he said the American Legion notes with great approval the action taken at the meeting on Sept. 13 by the station affiliated with NBC in announcing that they would refuse to put a crime or mystery show on the air before 9:30 p.m. effective in January. He added that other networks were considering steps in the same direction. Crediting radio with supporting the public service programming of the American Legion, O'Neil said that at this time 1,060 radio stations are airing weekly programs prepared by the organization.

Even more encouraging is the effect of radio's own contribution on this he said. Today radio is tackling the problem of juvenile delinquency with typical ingenuity through the medium of live youth participation show Advertising and realistic news reporting broadcasters in hundreds of communities are writing off juvenile delinquency as a major threat. Presenting Commander O'Neil, Justin Miller said the legionnaire was making his first public address since being elected to office at the recent American Legion convention in New York.

C&O RR Buys "Info" On Four MBS Station

(Continued from Page 1)

"Info" will have several other co-sponsors, but C & O is thus far the biggest single advertiser on the show. Move into radio is also considered to be typical of the new policy installed by Robert R. Young, dynamite C & O chieftain who is currently crusading for widespread reforms in the railroad industry.

Asks CBC Service

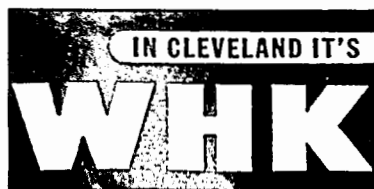
Fort Francis, Ontario—The Town Council here, irked by recent Rain River district radio license prosecutions, has wired a resolution to the Canadian Broadcasting Corporation Board of Governors asking for immediate network service through the local radio station. The council is asking that the matter be given consideration now.

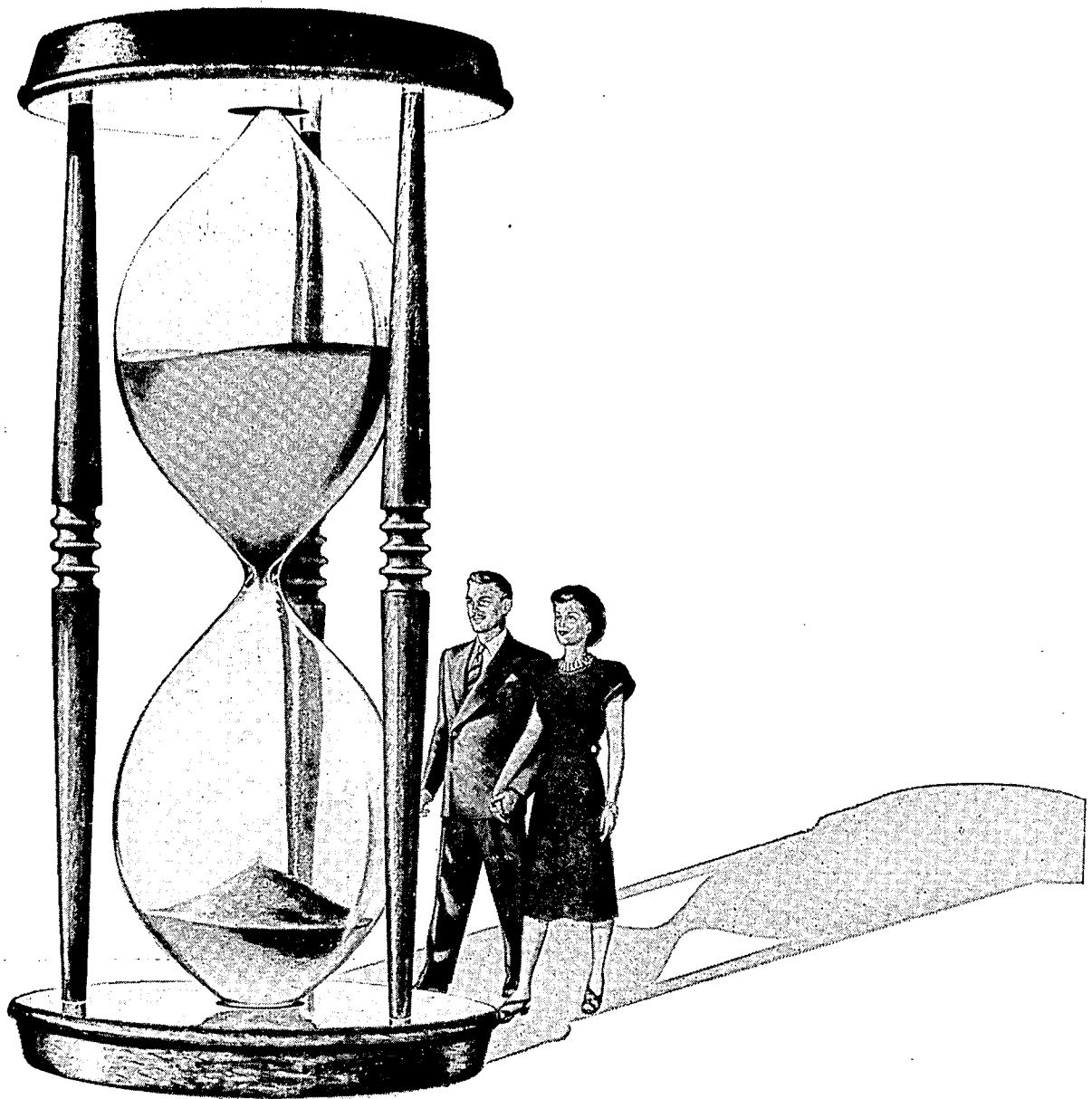
ev'rybody's SINGING—
ev'rybody's PLAYING—

"EV'RYBODY'S BUYING MY LOVE SONG"

(Just to get a picture of you)

DUBONNET MUSIC PUBLISHING
1619 Broadway, New York 19, N. Y.





The years melt away

(as the years always do)

As your years dwindle down—as everybody's must—you'll need more than affection and companionship.

You'll need a place to live and food to eat. Which means you—not the family next door, but *you*—will need money.

There's only one way for most of us to get money—that's to save it. And for most of us, too, the best way to save money is through U. S. Savings Bonds.

Because U. S. Savings Bonds are the most widely and easily available investment to every citizen. Every bank sells them. Every post office sells them.

AND—most important—you can buy them *regularly* and *automatically*... which helps overcome human inertia and reluctance to save.

To do so, you just sign up for the Payroll Savings Plan where you work, or for the Bond-A-Month Plan at the bank where you have a checking account. Then they really pile up.

Of course, there are other reasons for buying U. S. Savings Bonds.

They're SAFE. Backed by the credit of the United States, that's all.

They're PROFITABLE. You get 4 dollars out for 3 put in, after 10 years.

They're LIQUID. Like water. You can get your cash out of them at any time... in a few minutes... without penalty.

Remember those words "melt away." They say better than a volume of statistics that you have less time than you think, to save.

Save the easy, automatic way—with U.S. Savings Bonds

This space contributed by RADIO DAILY



BEHIND THE MIKE

By SID WEISS

THE Mark Goodson-Bill Todman quizzer, "Winner Take All," goes co-op on CBS Sept. 29th, instead of previously announced Oct. 6th.

Aside to Leon Goldstein: Congratulations on picking Jack Banner and Ed Greif to do the exploitation on the Tommy Dorsey show opening. It was probably the best attended independent station party in years—and just as good as most of the network shindigs.

Mutual considering slotting Bret Morrison's "Melody Theater" in the Sunday 3:00-3:30 p.m. period, listener reaction being that favorable.

Berry (Big Story) Kroeger has found a new hobby. He's nutz about photography now.

A large ciggie bankroller interested in the Les Tremayne ailer, "The Falcon."

Cosmetic firm huddling with emcee-humorist Eddie Dunn on a comedy-variety series.

Art Henley (a fellow hay fever sufferer) postcards that he's in his 2nd year with "Honeymoon in N. Y.," and his 19th with "Allergy in N. Y."

Jo Lyons has had her option picked up as writer on the Betty Crocker show.

McBride At AWB Session Lauds Femmes In Radio

Atlantic City—Attending the NAB session of the Association of Women Broadcasters, Mary Margaret McBride, the only femme who was heard in a speech there, among other things outlined the evolution of the woman broadcaster in her development of the present-day style of commentator, and paid tribute to her usefulness. Miss McBride said in part:

"I'm here to brag a little about the woman broadcaster. When I began my program thirteen years ago the few women on the air were chiefly giving recipes or telling how to make pants for little Johnny out of old curtains. The woman broadcaster today knows that the feminine audience is still interested in the home but in addition, she brings the world, the United Nations, personalities, good books and good theater right to the kitchen and living room of the housewife. Mr. Hedges of NBC who sat next to me at luncheon said that he felt listeners had pictures in their minds of the personality of the station. I believe you will find that often that picture takes on the face and features of the woman broadcaster. They enjoy your serials, your music, and other features but your woman broadcaster is their friend



COAST-TO-COAST

DISTRICT OF COLUMBIA

WASHINGTON, D. C.—Cash prizes amounting to \$250, will be awarded to the winners of the WWDC-Hecht Company Greeting Card "jingle" contest which closes September 23. Contestant is asked to complete a greeting card jingle which will be read by Milton Q. Ford, WWDC's "Capitol Crackpot" or compose one of their own. The judges are Mack Davis, author of "Candy" and "Love, Love, Love" among others; Al Hoffman, who wrote "Mairzy Doats" and "Heartaches," and Jerry Livingston, composer of "Talked of the Town" and "Darkness on the Delta." All three collaborated on "Chi Baba, Chi Baba." . . . For the entire month of September, WOL morning man, Mike Hunnicutt, is putting on a one-man campaign to help the Trinidad Boy's Club of Washington reach their \$10,000 quota. Interviews with the boys are scheduled each morning, and on September 22 the entire Red-skin football squad will perform for listeners who contribute certain amounts of money.

PENNSYLVANIA

PHILADELPHIA—"The Philadelphia and Suburban Town Meeting," WFIL's weekly radio forum, reached Philadelphians over three media September 14 when it was broadcast over WFIL, WFIL-FM and telecast over WFIL-TV. Topic of the meeting was "Should the Marshall Plan be Administered by the United Nations?" . . . PITTSBURGH—This city's seventh and newest radio station, WPGH, with studios in East Liberty, will commence operations early next month. Broadcasting on a frequency of 1080 kilocycles, the 1000-watt station will reach throughout the tri-state area.

OKLAHOMA

OKLAHOMA CITY—Gene White, former WKY publicity director has replaced Paul Hood as promotion manager. Hood returned to "The Daily Oklahoman" . . . TULSA-KVOO morning news editor, Carl Boye, recently won the championship for the second successive year in the annual golf tournament for Oklahoma newspaper and radio employees held at Perry, Oklahoma. A score of 36 for nine holes won for Boye the radio-phonograph which was first prize.

whom they love and in whom they confide.

"She is a fine public relations person for any station if she has integrity, wisdom and sincere interest in people.

"I also added that I felt American radio could save the world if it hammered enough on the dangers of the atomic bomb and other deadly weapons so that every listener was made aware of the dreadful peril in which we live today. I said that it might need a period set aside for hammering on that danger just as at the time of victory all other broadcasts were scrapped to make way for one topic. I believe that the average American has refused so far to face the facts. He says 'Isn't it terrible?' then goes back to eating his dinner or making money."

IDAHO

BOISE-KIDO announcer and music director, C. W. "Bill" Hillman has left for Berkeley, Calif., where he will attend the University of California. Hillman, also known as the "Flying Announcer," (he holds a private pilot's license) will enter the liberal arts school as a junior, majoring in English. . . . NAMPA—New additions to KFXD's staff are Herv Everitt in the continuity department and Donna Luker, who will act as traffic manager.

MISSOURI

KANSAS CITY—As it has for many years, KMBC will carry the Big 6 Football Conference Highlight Games of the Week. Handling the play-by-play will be Sam Molen, station sports director, who last year was named the middle west's top sports announcer by The Sporting News. . . . ST. LOUIS—Ray Manning, former St. Louis announcer, and for the last four years with station KWOS, Jefferson City, has returned to this city to take over as master of ceremonies on WIL's "Breakfast Club" program.

NEW HAMPSHIRE

BERLIN—WMOU has made arrangements to broadcast the proceedings of the Berlin City Council meetings each Tuesday evening. Broadcasts will be directly from the Council Chambers in the Berlin City Hall and will report the entire proceedings from start to finish. . . . CONCORD—Newly inaugurated on WKXL is "The Dick Williams Show" which features the crooning announcer giving out with his popularity gaining song stylings. . . . LACONIA—Warren H. Brewster, general manager of the Northern Broadcasting Corporation, has announced the appointment of McGeehan and O'Mara, Inc. as national representatives for WLNH.

NEW JERSEY

ATLANTIC CITY—Realizing that many of the hotel dining rooms and restaurants in this city have no means to provide dinner music for the pleasure of their customers, WMID inaugurated "Candlelight and Silver," a program of uninterrupted light classical dinner music, designed as a service to the many local eateries. An announcement of this new service was made in the form of an invitation mailed to the many dining rooms in the station's listening area. . . . PATERSON—WPAT recently broadcast the goings on of a banquet held in this city which climaxed "Lou Costello Day." Celebrities attending included Milton Berle, Gil Lamb and George M. Cohan, Jr. Ex-Governor Harold Hoffman was master of ceremonies. Costello is a native son.

IOWA

DES MOINES—KRNT partially turned over the station's facilities to the careful-driving campaign recently just two days prior to the goal of 105 deathless days. Police Dept. officials made appeals to the citizens to continue cautious driving in support of a new campaign for 150 days without a fatal accident on Des Moines streets. . . . SHENANDOAH—J. L. Brandeis & Son, largest department store in Omaha, began using KMA's "Half Past Noon" live talent show Sept. 1.

AGENCIES

RADIO CLINIC of the Advertising and Selling Course, sponsored by the Advertising Club of New York will be directed by E. P. H. James, Mutual Broadcasting System. Among those who will serve as leaders at the various meetings are: C. E. Hooper, president, C. E. Hooper, Inc.; Hugi Feltis, president, Broadcast Measurement Bureau; Rodney Erickson, manager program department, WOR; C. E. Midgley, sales service manager, Columbia Broadcasting System; Joseph A. Moran, vice-president and associate director of radio, Young Rubicam, Inc., and Roy C. Porteous, audience promotion manager, National Broadcasting Company.

DANIEL F. SULLIVAN CO., Boston, Mass., has opened Portland Maine offices at 22 Monument Square

Armstrong Hits Groups Which Oppose FM Radio

Atlantic City—There still are manufacturers and organizations who are "doing everything within their power to sink the FM system," it was charged by Maj. Edwin Armstrong during an FM demonstration at the NAB convention. He declared Petrillo situation is only one incident in a series of attempts to stifle FM, none of which, he claimed, will be successful.

Armstrong said that within three to four years there will be more FM listeners than there are current AM listeners. He predicted Petrillo's music ban on FM programs will not stick. The FCC's assignment of only five channels to FM back in 1937 was the Commission's biggest mistake, he feels. Armstrong declared however, that there is no doubt that today the Commissioners are trying to foster FM but he thinks they have been misled frequently as to engineering technical facts.

Send Birthday Greetings To—
September 19: Aaron S. Bloom, Dick Fishell, Josephine Forbes, Betty Garde, Janice Gilbert, Brent O. Gunts, Anice Ives, Curt Purnell, Mildred O'Neill, Willard Robison
September 20: Frank DuVal, Daniel Duncan, Mary McKim, Jay Burnett, Andrea Lord, Milton Starr
September 21: Del Courtney, William Hunter, Fred Irving Lewis, Reginald K. Harris, Fred Nelson, Allen Stock, Jay Toney, Mardica Miller, Lloyd Shaffer

NAB Board Adopts Code

BMB Wins Approval In Final NAB Action

Atlantic City—Broadcast Measurement Bureau, received assurance and strong endorsement from the NAB board of directors who met Friday here at the Ritz Carlton Hotel and transacted its final business. Board passed a resolution to urge all NAB members to subscribe to BMB, with the result that Hugh Feltis, BMB president stated that from now on we are going to sell like the devil.

The resolution read as follows: "WHEREAS BMB was founded by NAB which shares in its management,

(Continued on Page 6)

MPE Committee Meets To Plan October Confab

Plans and arrangements for the forthcoming 62nd semi-annual Convention of the Society of Motion Picture Engineers, Oct. 20-21, will be discussed today by chairman and other committee members at a meeting in the Hotel Pennsylvania.

Included in the group of 20 executives leading the session will be Earl I. Donable, executive vice-president of the Society; W. C. Kunzmann,

(Continued on Page 6)

First Radio Dispute Via Taft-Hartley Law

First dispute in the radio industry stemming from the Taft-Hartley law was filed with the NLRB by local 1245 International Brotherhood of Electrical Workers, following refusal by an NLRB regional director to process the union's request

(Continued on Page 5)

Talent Plus

President Truman and a galaxy of Hollywood film stars will be heard in a special program over ABC and other major webs opening the 1947 Community Chest of America Drive Friday, Sept. 26, 10:30 p.m. CBS' Exec's address will salute the 1,000,000 volunteer workers of the drive who will endeavor to raise \$100,000,000 for local communities.

Quick Action

WNBC's standing offer of facilities to public utilities during emergencies in the metropolitan area was utilized for the second time in six months Friday when Consolidated Gas Co. of Elizabeth (N. J.) issued warnings of a gas stoppage. Company told the station about the situation at 10:30 Friday morning and special events department made the first announcement five minutes later.

Future CBC Procedure Will Be Open Meetings

Calgary—The Board of Governors of the Canadian Broadcasting Corp. have decided that public sessions will be held in the future to hear all representations on applications for broadcasting licenses "or regulations within its competence." A. D. Dunton, chairman of the board, issued a statement over the week-end outlining procedure, approved at a closed meeting to be followed on all future applications.

(Continued on Page 6)

"Kate Smith Sings" Sold To Flagstaff Co.

A major switch from newspaper advertising to radio is being made by Flagstaff Foods of Perth Amboy, N. J., which today, starts sponsoring Kate Smith's disc show over WOR from 12:15-12:30 p.m. at a cost of about \$25,000 a year. Some \$50,000 will go for air time while Miss Smith

(Continued on Page 6)

Becomes Effective Feb. 1, 1948, Subject To Suggestions-Revisions; Miller Says Code Will Remain In 'Fluid State'

Three Webs Approve NAB's Code Action

Action of the NAB board in adopting the new Trade Practice code to replace the one now in effect, was hailed by at least three major networks as an excellent step forward for the industry. The fourth network declined to comment at this time. Comment was also withheld for the time being by interests against certain provisions of the code.

Niles Trammell, president of NBC hailed the code as a "living document"

(Continued on Page 7)

First National Stores Buy Lombardo On ABC

First National Stores, of Somerville, Mass., has signed a 52-week contract to sponsor the Guy Lombardo Show over a New England network of the ABC on Thursdays, from 9:30 to 10

(Continued on Page 2)

Freedom Train Pickups On Networks-Stations

Preliminary plans for radio coverage of Freedom Train which goes on public display in New York next Thursday, Sept. 25, already include

(Continued on Page 2)

Atlantic City—The newly elected NAB board unanimously adopted the proposed standards of practice at a closed meeting at the Ritz Carlton Hotel Friday morning and specified that the new code is effective Feb. 1, 1948, subject to contracts in existence on Sept. 19, 1947. In announcing the

(Continued on Page 6)

NYU Doctor Sees Tele Ready To Teach Medics

Television is ready for educational use in the field of surgery, particularly if color video can be made possible, Dr. John H. Mulholland, chairman of the department of surgery of the NYU College of Medicine told radio executives at a luncheon at the New Weston Hotel Friday. Industry execs were guests of Harry Ackerman, vice-president in charge

(Continued on Page 6)

Mann Joins CBS Today In Comm. Program Post

Robert J. Mann, former advertising agency executive, has been appointed CBS director of commercial program development, by William C. Gittinger, CBS vice president in charge of sales. The appointment is

(Continued on Page 7)

★ THE WEEK IN RADIO ★

NAB's Greatest Convention
By JIM OWENS

OVER 2,000 broadcasters attended the 55th annual convention of the NAB at Atlantic City and mulled a variety of problems that have plagued the industry during the past 12 months. Most vital was the question of adopting a new code which would effect sweeping changes in many phases of operation. Major objectives of the new radio blueprint are to raise program standards, cut down alleged "over-commercialism"—there-

by eliminating the possibility of governmental intervention.

New code, as outlined to NAB delegates by proxy Justin Miller, would curb giveaway shows, disc jockeys, multiple and pyramid commercials, etc. Certain provisions met with articulate criticism by independent factors who, as one broadcaster put it, "showed their independence." Aware of the dissension, FCC chairman

(Continued on Page 5)

Leaders!

Sammy Kaye's "So You Want to Lead a Band," showing in Atlantic City during the NAB convention, had four distinguished contestants in the persons of Mark Woods, ABC; Frank Stanton, CBS; Ed Kobak, MBS, and William Hedges, NBC. Judged by applause, first prize went to Hedges. For his efforts, he won a 25-cent, paperbacked mystery thriller.



★ COMING AND GOING ★

Vol. 40, No. 58 Mon., Sept. 22, 1947 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : Business Manager

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ROBERT FRANCO, French radio commentator heard on "Voice of America," left New York last Saturday by plane for Paris.

WALTER TIBBALS and the "King Cole Trio," now on a leisurely trip eastward from the West Coast, broadcast Saturday's program on NBC from Davenport, Iowa.

ROY DABODIE, manager of WJBO, Baton Rouge, La., paid a call last week at the Chicago headquarters of NBC.

HENRY (Here's) MORGAN, American network comedian, leaves today for Hollywood, where he'll begin work in his new picture, "This Is New York." He'll broadcast his Eversharp program from the film capital for 13 weeks, starting next Wednesday.

E. POWER BIGGS, organist heard on CBS, has returned to Boston following a trip to New York during which he recorded a Bach album for Columbia Records.

CRAIG EARL ("Prof. Quiz") broadcast Saturday's program on ABC from New York and now is moving on to Manchester, N. H., originating point of next Saturday's stanza.

ALAN GALE has left New York for an engagement in Covington, Ky.

LEE FLINT, president of the Zenith distributing organization in Salt Lake City, conferred recently in Chicago with A. V. Duke, assistant to the Zenith vice-president and director of sales.



Supersonic

Both the Army and the Navy have been fooling around with jet propulsion. And they're getting places, too, with a couple of designs said to be going a little faster than sound.

That's a Republic Thunder-J snapped at 1-1000th of a second as it flashed across the three kilometer course at Muroc Army Air Field in California.

We wouldn't know for sure about speed above sound . . . the only sound we're positive about is the W-I-T-H radio signal.

Down here in Baltimore, you get more listeners-per-dollar spent . . . than with any other station in town.

W-I-T-H, the successful independent, is the fast-moving station in this big five-state town.

W-I-T-H belongs on any smart list . . . yours included!

W-I-T-H AM and FM IN BALTIMORE TOM TINSLEY, President REPRESENTED BY HEADLEY

Freedom Train Pickups On Networks-Stations

(Continued from Page 1)

pickups by two networks and several independent stations. In addition, an effort is being made to coordinate the transcribed sounding of the Liberty Bell over all New York stations at exactly 12 noon on that date.

Arthur Godfrey will do an on-the-scene description of Freedom Train for CBS from Track 30, Grand Central Station, on Sept. 24, 5:45-6 p.m., EDT, during a press preview on the eve of the public showing. ABC has scheduled two pickups from the train on Friday, Sept. 26, with Dr. Francis C. Stiffer of the American Bible Society, heard weekly over the web, doing two broadcasts. His first program at 8:45 a.m., EDT, is titled "The Book Behind America" and the second, 11:30 p.m., EDT, is called "Freedom's Textbook."

All Commercials Cancelled

To salute the significance behind Freedom Train, WNEW has cancelled all commercials between 9 and 11 p.m. tonight, Monday, to air a cavalcade of Americana. The special broadcast will feature a series of transcriptions made available by World Broadcasting System, including readings and narrations by Clifton Fadiman, Orson Welles and Bing Crosby.

Frank Kingdon of WLIB is scheduled to carry a portable mike through Freedom Train on Sept. 25 from 6:45-7 p.m., while WNYC will make its first appearance on the scene the same date from 10-10:15 p.m. to describe the event as the first visitors arrive. New York City's Sanitation Department band, which broadcasts weekly over the municipal station, will be heard from the platform alongside Freedom Train at 8 p.m. on Sept. 25.

"Second Honeymoon" Set For Premiere This Ayem

"Second Honeymoon," new audience participation show produced by Charles King and featuring Bert Parks as emcee, will premiere on WAAT, Newark today at 10:30 a.m. The half-hour program will continue daily Monday through Friday with one of radio's highest giveaway schedules ever set up.

First National Stores Buy Lombardo On ABC

(Continued from Page 1)

p.m., EST, it was announced on Friday by Fred Thrower, vice-president in charge of sales for ABC. The program starting Friday, Oct. 2, is handled through the John Dowd Co. of Boston.

Calif. Radio News Club Headed By Clete Roberts

Hollywood—The following officers were elected at a meeting of the Radio News Club of Southern California last week: Clete Roberts, Director of Public Affairs of KMPC, President; John Beck, News room Manager of KNX, Vice-President; Bill Burns, News editor of KECA, was re-elected Secretary-Treasurer. George Lewin, News room manager of KMPC, Chet Huntley, Director of Public Affairs of KNX, and outgoing President, Fred Henry, Assistant to the Manager of KLAC, and Kerwin Hoover, of the News Department of KFI, were elected to the Board of Directors, and Mauri Starrels was named to the post of publicity director for the Club.

Burton BMI Officer

Robert J. Burton, who has been director of publisher relations for BMI has been elected vice-president in charge of publisher relations. Burton will continue to act as house counsel.

Recording? demanded by the Universe on top of the OPERA BUILDING in chicago TRANSCRIPTION MASTERS • REFERENCE RECORDING

WEST COAST OFFICES Ralph Wiik, Manager 6425 Hollywood Blvd. Phone: Granite 6607 WASHINGTON BUREAU Andrew H. Older, Chief Manning Claggett 6417 Dahlonega Rd. 2122 Decatur Pl., NW Phone: Wisconsin 3271 Phone: Hobart 7627 CHICAGO BUREAU Nat Green 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 (Sept. 19) NEW YORK STOCK EXCHANGE Table with columns: Am. Tel. & Tel., CBS A, Farnsworth T. & R., Gen. Electric, Philco, RCA Common, Stewart-Warner, Westinghouse, Westinghouse pfd., OVER THE COUNTER, DuMont Lab., Finch Tele Comm., Stromberg-Carlson, U. S. Television, WCAO (Baltimore), WJR (Detroit). Includes Bid and Asked prices.

New Stewart-Warner Line Includes Tele Console

Stewart-Warner Corporation presented its new line of radio receivers including FM and television, at a distributor meeting at the Ambassador yesterday, all designed to conform to the style of "popular home furnishing requirements." Four individually-styled models were shown, three consoles with phonograph and one table model. Company's television set, including AM radio and record player, is a "moderately priced" console combination, and the AM-FM sets are table models.

IN CLEVELAND IT'S WHK

W M P S

MEMPHIS, TENNESSEE

Now

68

*On Your Radio**



*NOW OPERATING ON 680 KILOCYCLES AND DELIVERING TEN TIMES MORE POWER. AFFILIATED WITH ABC... REPRESENTED BY TAYLOR-HOWE-SNOWDEN, RADIO SALES

CHICAGO

By NAT GREEN

SIX hundred Philco dealers viewed a television show on 16 receivers Wednesday, Sept. 10, in the grand ballroom of the Palmer House when Philco held a preview and demonstration of its new line of receivers, including both 10-inch scope and 15 by 20 projection type receivers. Philco employs a newly developed technique, projecting the pictures upon a screen from the front instead of through the screen from the rear. A special program to sample studio, remote and film fare was broadcast from 5:30 to 6:30 by WBKB, Balaban & Katz tele station.

"Club Time" program on ABC has been renewed by the Club Aluminum Products Co. Program features Geo. Beverly Shea, bass-baritone soloist, and readings from the scriptures by Beverly Taylor.

Sixty leading authorities in fields related to juvenile problems will attend a dinner to be given the evening of September 22 at the Chicago Bar Association. Dinner is being given by WBBM in an effort to assure an on-going plan for meeting the problems of juvenile delinquency revealed in the station's program "Report Uncensored."

The "Chicago Theater of the Air" will open its eighth season of opera and operetta productions over WGN on October 11.

Allen Prescott will again be emcee of the "Breakfast Club" September 22, 23 and 24 while Don McNeill vacations.

William J. Dooley, who was with WBBM for 14 years, followed by a few months with WKLX, Lexington, Ky., has joined the sales staff of WIND.

WBBM producer Hal Miller off to New York City for a three-week stay.

The Chicago Bears-Washington Redskins football game at Soldier Field on September 17 was telecast by WBKB. Keely Brewing Co., which holds the Wednesday time on the station for its wrestling matches, dropped the groan-and-grunt boys in favor of the grid classic for that evening.

Norman Kraeft, WENR disc jockey, returned to the air waves September 13 with a new half-hour show, beamed at pre-teen age kids.

Mr. and Mrs. Minor J. Wilson—he's NBC central division studio-field engineer—are the parents of a daughter, Robert Ann. Newcomer was born September 5.

Back from vacations are Fran Coughlin, WGN continuity writer, and Morrison Wood, WGN producer. Wood visited New England.

Live-Wire Commercial Manager

for new Wash., D. C. 20,000-watt FM station. Must be familiar with local market; capable of building up business and sales force. Top men only with experience and personality. Guarantee \$4400. Submit application and photo Radio Station WCFM, 2621 Virginia Ave., N. W., Washington 7, D. C.



Mainly About Manhattan. . . !

• • • That Horace Heidt-Wm. Morris deal that had chilled recently is on the live list again. Come on, fellas, the world is waiting for another Amateur Hour. . . . John Stanley will be radio's new Sherlock Holmes on Sept. 28th when it resumes. Ironically enough, he's currently supporting Basil Rathbone in "Scotland Yard." . . . Sammy Kaye, pulling out of MCA, has been grabbed up by General Artists. . . . If certain plans jell on WMCA, we'll see Eugene Autry riding herd as a cowboy disc jock over there. . . . Understand that Robert Hope plans to rotate chirpers until he finds one that displeases him the least. . . . Carmen Dragon will pilot the ark on Old Gold's new aircr preeming Wednesday. . . . Dorothy Day pulling out as a WINS commentator and taking her good looks and talent to the coast. Good luck, Dot. . . . Irene Kuhn's talented daughter, Rene, is having her second novel published by Random House in the spring. Tome is called "None Else Beside Me." . . . Hildegard and Anna back from San Francisco and readying their recording deal. . . . Frank Sinatra skedded for series of p.a.'s here in October and will air his Hit Parade from New York for eight weeks. . . . Stroud Twins dropped from the Camel show with Col. Stoopnagle going in as a regular.

★ ★ ★

• • • Paul Denis' interview with Jolson in his N.Y. Post col'm the other day revealed for the first time (to our knowledge, at any rate), why Jolie accepted the Kraft show after having announced he preferred guest-starring. It seems that it came to Jolie's attention that John Reber, of J. Walter Thompson agency, had told a radio agent that the mammy singer was through, all washed up. So when "The Jolson Story" came out and Al found himself hotter than an umpire's collar, he was approached by the agency to take on the Kraft show. Jolie admits that all the ham in him came out. He demanded two weeks' vacation out of 13, with three weeks off the second 13 weeks. The money meant nothing to him. He just wanted to see Ol' Papa Reber eat his words.

★ ★ ★

• • • BUSINESSING MY OWN MIND: Mystery to us is why one of the most talented index fingers in radio—Herb Moss—remains on the inactive list after the top directorial chores he's handled so wonderfully. (Meanwhile he's teaching dramatics and writing for the screen—but why should radio let a guy like this get away?) . . . Under the same heading is why some sponsor doesn't latch onto Jerry Cooper, who has everything it takes and much more. (His Diamond platter of "Wonder Who's Kissing Her Now" sold well over 100,000). . . . Because he shoots literary shafts with such deadly accuracy, they're calling the Daily News drama-man—Barb Sylvester. . . . Col'm title suggest for Doug Watt, of the same sheet. "Watt's My Name." . . . Nobody makes a written line sound ad lib like Arthur Godfrey, a tribute to the red-head and his writers who style their stuff so it spills. . . . Nobody in the whole world can be loud and still be loveable—except Paul Benson. . . . Free suggestion to some show-creators: A new quiz where a member of the public has all the answers and each week asks questions of a couple of guest quizmasters from other shows. . . . Jerry Devine, "This Is Your FBI" creator, writer and producer, who talks with the sidewalks of New York in his mouth and writes with his fingers dipped in genius. . . . The coming canvass of radio writers by the Guild to discover the top typewriter tappers in each branch of the scripting business. Betcha more guys will get ONE vote!

★ ★ ★

• • • LOVE 'n' KISSES: Michael Fielding's pop tune, "I Was Waiting For A Dream." Ear today and Hit Parade tomorrow. . . . The song-styling of the Song Spinners via WJZ. . . . Billy Kenny's Inkspots juke box ballads. . . . Paul Winchell anywhere, anytime. One of the top guys in his field, in our book. . . . Bob Houston's daily caroling via WHN.

SOUTHWEST

GEORGE Goodin has joined the announcing staff of KTFB, Texarkana, as a relief announcer.

Marvin C. Broyles, program director for KCOR, San Antonio, has announced that a new series of programs will be heard daily for a half hour titled Pan Americana. Music on the program will be devoted to favorites of Mexico and Latin America together with outstanding bits of music of this country. To give a fuller appreciation of the music there will be no vocal selection.

The FCC has granted construction permits for two FM stations. The Bell Broadcasting Co., operators of KTEM, Temple and KCMC, Inc. of Texarkana were granted the new FM outlets.

Eddie Barker will give San Antonio listeners the play by play account of all high school football games to be played at Alamo Stadium. Broadcast will be aired over KMAC and will be sponsored by the San Antonio Coca Cola Bottling Co.

Monette Shaw, heard over KABC San Antonio on "For Ladies Only" under sponsorship of the Sommers Drug Store will make a series of personal appearances at the various 21 stores of the drug chain.

Legion Head Thanks WNYC

James F. O'Neil, national commander of the American Legion, has sent the following communication to Seymour N. Siegel, acting director of WNYC: "It is with great pleasure that I extend to your radio station our sincere thanks for your unstinting efforts in broadcasting the proceedings of the 29th Annual Convention of the American Legion in New York City during the last week of August, 1947.

"By devoting more than thirty-five quarter-hours broadcast units to our activities, and by offering to all other New York radio stations your facilities, to air these activities, you have done us a service for which we are deeply appreciative."

From Hollywood!

THE MODERNAIRES

CAMPBELL SOUP'S
"CLUB FIFTEEN"
CBS - MON. THRU FRI.
7:30-7:45 E.D.T.

COLUMBIA RECORDS
Personal Management
THOMAS P. SHEILS

★ **THE WEEK IN RADIO** ★

NAB's Greatest Convention

(Continued from Page 1)

Charles R. Denny told the convention a "sound" code is vital, urged them to "get back on the right track." He also reiterated his stand that the Blue Book continues to be fundamental Commission policy.

NBC held its own convention prior to the NAB, grabbed headlines with a ban on crime shows before 9:30 p.m. Web also said it would adopt the proposed NAB code. CBS, ABC and Mutual held affiliate meetings, hosted NAB and FCC officials at web dinners.

Meanwhile the FM Association held its first annual convention at the Hotel Roosevelt in N. Y., urged FCC action re AM network feeding to FM stations. Group also appointed a committee to meet with Petrillo's AFM regarding possibility of a "probationary" period of duplicating AM web programs. FMA elected E. V. Dillard president of the association, succeeding Roy Hofheinz.

"Voice of Democracy" will be named during National Radio Week, Oct. 26-Nov. 1, as the culmination of a nation-wide contest sponsored by the U. S. Junior Chamber of Commerce . . . Networks and local stations provide all-out aid to Florida areas lashed by the hurricane Monday and Tuesday . . . An NAB survey revealed at the convention showed that radio aired 26,000,000 spot announcements during '46, of which all but 10 per cent were sponsored.

Radio Manufacturing Association

launched an "educational" program to halt recent dip in export of receivers to Europe, Latin American countries. Move was made to counteract dwindling dollar credits abroad . . . National Association of Radio News Directors will act on a station's right to editorialize at its second annual confab next month. Group will demand equal freedom with the press in this and news broadcasts, etc. Mel Allen and Red Barber were appointed by baseball commissioner "Happy" Chandler to handle play-by-play of the World Series over Mutual. Series starts Sept. 30th . . . Joe Kelly, emcee of the "Quiz Kids", signed to do a new ET series for the kiddies . . . TBA dropped its committee on apartment house television antennas, now that the problem has been solved . . . Joan Davis show on CBS goes co-op Oct. 11. Abe Burrows is scripting the show . . . Chesapeake and Ohio R.R. bought Mutual's co-op "Information Please" on four cities, including WOR-N. Y.

Canadian Broadcasting Corp. may send questionnaires to its listeners to determine its taste in programs. Queries would be attached to new radio licenses at the point of purchase . . . WCBS-TV bought the first Zoomar lens, used it for the first time Saturday on the Dodgers-Braves game at Ebbets Field . . . Monticello Drug Co. set a spot campaign on 75 outlets for its .666 Cold Tablets and Syrup.

Rome Originated Newscast Gets Strip Over WHOM

A 15-minute newscast originating from Rome, Italy is being carried at 10 p.m., Monday through Saturday, by WHOM, New York. Show is a special WHOM production, set up in Rome by the Il Progresso correspondent and transmitted to New York by Press Wireless facilities early in the evening where it is transcribed and aired about three hours later.

First broadcast in the series featured Alcide De Gasperi, Prime Minister of Italy, and American Ambassador James C. Dunn offering special messages to U. S. citizens of Italian origin.

Lescoulie To WOR

Jack Lescoulie, who formerly commenced a two-hour morning record show over WNEW, has been signed to handle the all night program over WOR from 2-5:45 a.m. starting Sept. 23. Lescoulie is also assistant producer of the Milton Berle show over NBC.

First Radio Dispute Via Taft-Hartley Law

(Continued from Page 1)

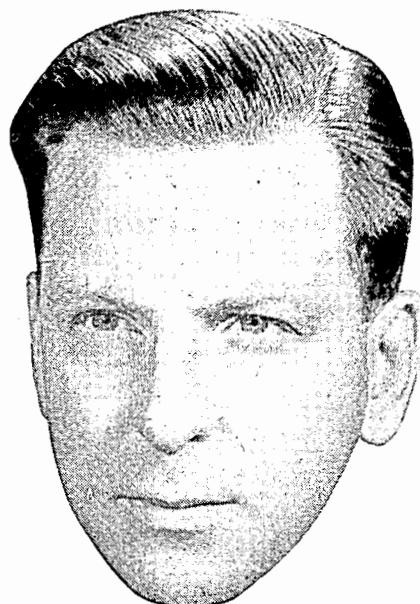
for an election at WARL, Arlington, Va. Although IBEW international and local officers have complied with the Taft-Hartley law in officially disavowing Communist affiliations, executive council members of the parent organization, AFL, have not done so and it is for this reason that the NLRB regional director, Ross M. Madden, refuses to process the election request.

Pact Completed Months Ago

An agreement between WARL and IBEW for a consent election under supervision of the NLRB was reportedly entered into some months ago with an election set for Sept. 3, 1947. In the meantime, however, the Taft-Hartley law was passed. The NLRB regional director then said that no election could be held until anti-Communist affidavits were filed with the Secretary of Labor.

According to Lawson Wimberly, international representative for IBEW, the NLRB regional director still denied the request for an election after local and international officers had denied on record any Communist connections, saying AFL's executive council had not. The IBEW then went directly to the board in Washington. The union says it will carry the case through a court test if an unfavorable decision is made.

Fulton Lewis, jr.



Local buy makes good salesman

Fulton Lewis, jr., the co-op program sold locally, has national prestige to back up its selling wallop. Currently sponsored on 288 stations from coast to coast, Fulton Lewis, jr. is a salesman *par excellence* for products as diversified as radio itself.

Let this outstanding local "buy" go to work for you. He's ready to take on a few selected lines in communities where he's not already sponsored. Investigate now—wire or write



COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM



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

IN CLEVELAND IT'S
WHK

BMB Wins Approval In Final NAB Action

(Continued from Page 1)

be it resolved that NAB urge all members to subscribe to BMB in order that the bureau's measurement of station and network audiences may be complete, thus increasing its value to each individual subscriber, and the entire broadcasting industry, and in order that the code of operating the bureau may be more widely shared, thus reducing the cost of each subscriber."

The board of directors who took part in Friday's session were:

Harold E. Fellows, WEEL, Boston; Michael Hanna, WHCU, Ithaca; George D. Coleman, WGBT, Scranton, Pa.; Campbell Arnoux, WTAR, Norfolk, Va.; Henry P. Johnston, WGST, Birmingham; Wiley P. Harris, WJDX, Jackson, Miss.; Gilmore Nunn, WLAP, Lexington, Ky.; C. Bruce McConnell, WISH, Indianapolis; Charles C. Caley, WMBD, Peoria, Ill.; John J. Gillin, Jr., WOW, Omaha; Clyde W. Rembert, KRLD, Dallas; Hugh B. Terry, KLZ, Denver; W. B. Smullin, KIEM, Eureka, Calif.; Wm. B. Ryan, KFI, Los Angeles; Harry R. Spence, KXRO, Aberdeen, Wash.; Howard Lane, WJJD, Chicago; Paul W. Morancy, WTIC, Hartford; T. A. M. Craven, WOL, Washington, D. C.; G. Richard Shafro, WIS, Columbia, S. C.; Clair R. McCollough, WGAL, Lancaster, Pa.; Robert T. Mason, WMRN, Marion O.; Willard D. Egolf, WBCC-FM, Bethesda, Md. and John Shepard, 3rd, WGTA, Boston.

SMPE Committee Meets To Plan October Confab

(Continued from Page 1)

convention vice-president; C. R. Keith, editorial vice-president; Boyce Nemeck, executive secretary; Tom Lo-Giudice, staff engineer; James Frank Jr., chairman of local arrangements; Gordon A. Chambers, papers committee; Lester B. Isaac, luncheon and banquet committee; Leonard Satz, Donald E. Hyndman, Charles Bachman, Charles S. Perkins, Henry Anderson and Seymour Seider, theater engineering conference papers committee; M. W. Palmer, 16mm. projection program committee; Harry B. Braun, public address system; Robert T. Kenworthy and W. W. Simons, Educational and Scientific Exhibit, and Harold Desfor and Don Gillette, publicity committee.

Zane Grey Show to Start Tomorrow On WOR-MBS

The Zane Grey show will tee off on WOR and the entire Mutual net Tuesday evening, Sept. 23, 9:30-10 p.m. Program will mark the first airing of any of Zane Grey's works on radio. Paul Franklin will write and direct the new series, with Stephen Slesinger producing. Victor Perrin plays the lead, with music to be composed and conducted by Harry Zimmerman.

NAB Board Adopts New Code Subject To Final Revisions

(Continued from Page 1)

adoption of the code, Justin Miller, president of NAB, released the text of the resolution adopted by the board. The text of the resolution follows:

"WHEREAS: The program executive committee has presented a newly proposed standards of practice to the annual convention of the national association of broadcasters:

"Now therefore be it resolved:

"That the board of directors of NAB endorse and adopt the said Standards of Practice effective Feb. 1, 1948, subject to the contracts in existence on Sept. 19, 1947. Recognizing that the entire membership of the association has not had full opportunity to discuss and familiarize itself with all sections of said standards of practice, the board directs that copies of the said Standards of Practice be sent immediately to all members and that they be urged to contact their NAB Directors either personally or by mail prior to Nov. 1, 1947, to present their views and suggestions to specific sections of the said Standards of Practice.

"That the board will review and revise said standards of practice at its November meeting."

To Act On Suggestions

This resolution was unanimously adopted and it was understood that a special committee of the board will

"Kate Smith Sings" Sold To Flagstaff Co.

(Continued from Page 1)

and Ted Collins are said to get around \$35,000 a year for the deal. Contract for 52-weeks was signed through Weiss & Geller.

This is by far the largest radio campaign ever used by Flagstaff Foods. Sponsor, although switching to radio, is not quitting newspaper media entirely but actually will back up the air campaign with display ads in the daily press. The company at present is using no other radio advertising.

"Kate Smith Sings" is broadcast over WOR Monday through Friday and follows right behind the singer's MBS program. It premiered over WOR early in the summer and has been sustaining until now.

Baseball Tele In Cincy

Cincinnati—First television broadcast of a baseball game from Crosley Field was given Sunday, September 21, when the Cincinnati Reds met the Pittsburgh Pirates in a double header. Arrangements for the telecast were made by James D. Shouse, president Crosley Broadcasting Corporation, and Warren Giles, president of the Cincinnati ball club. The broadcast began at 1:15 p.m. EST, over W8XCT, Crosley experimental video station, under supervision of J. R. Duncan, acting director of television operations.

be appointed to act as a clearance committee on suggestions for revision of any portion of the code. Judge Miller indicated at a press conference that section of the code which seemed to be disputed most was the commercial category which covered the 2.40 minutes of commercial time for any 15 minute commercial period of broadcasting.

"The new code will be in fluid shape and under continuous discussion," commented Judge Miller when he expressed pleasure that the board of directors had taken positive action on the matter. He said that if the refinements were not completed at the November session of the board the subject would again come up at the February session.

Miller confirmed that Charles R. Denny of the FCC, had already been given a copy of the code for FCC consideration and that other copies would be placed in the hands of the Department of Justice and Federal Trade Commission.

It was also disclosed at yesterday's board meeting that the Special Standards of Practice Committee headed by Robert Swezey as chairman had been dissolved and that the NAB program directors committee headed by Merle Jones, would carry on as a clearing house for code-revision suggestions.

IBS Hails NAB Code As Aid To Standards

Proposed code of the NAB was described as a "definite encouragement to broadcasters to strive for higher standards of commercial programming" by the Intercollegiate Broadcasting System in a statement issued yesterday by David Linton, program manager of the "campus network" which operates 74 college stations throughout the U. S.

IBS lauded the inclusion in the new code of a section barring programs that disparage persons or institutions by reason of race, creed, etc., inasmuch as such a provision has been a part of the college network's code since 1945, according to Linton.

Linton pointed out, however, that the college web took issue with one important section of the code.

"The IBS, however, contests the policy of the NAB Code with reference to the banning of dramatizations of controversial issues," he said. "IBS has maintained the necessity of dramatizing controversy and presenting such issues in a manner to aid the public's comprehension of the particular problem without favoring one viewpoint. IBS policy opposes the sale for time for commercial dramatizations of controversial issues (e.g. political programs) but feels that the broadcaster should retain such rights for his use in the public interest, convenience, and necessity."

NYU Doctor Sees Tele Ready To Teach Medics

(Continued from Page 1)

of radio for Young & Rubicam, Inc. in connection with plans for the forthcoming fall campaign of the NYU Medical Center, for which he is chairman of radio activities.

Praising recent television instruction given to surgeons attending the American College of Surgeons Congress recently, Mulholland predicted "a great future for television" in the field of teaching. The Congress was held at the Waldorf-Astoria Sept. 8-12 and by means of a special RCA "closed-circuit" setup, telecasts of operations at New York Hospital were viewed by 5,000 medicos on 15 receivers.

Says Color Would Help

"Whereas only one or possibly two surgeons could formerly observe an operation and get close enough to take away additional knowledge," he said, "a viewing of these telecasts showed that observation by large numbers of surgeons has been made possible. The number of surgeons who can view an operation now depends only on the number of small screens or the size of a single large screen that television can provide. The larger the screen," the surgeon said, "the better the observation since more detail is brought out.

"Use of color in television would reveal to observing surgeons the quality of depth, thus multiplying the value of the telecasts many times. Black and white pictures have the one detracting quality of appearing flat," Mulholland pointed out.

Future CBC Procedure Will Be Open Meetings

(Continued from Page 1)

lications for broadcasting licenses or for changes in regulations.

At the first public hearing the governors will listen to applications for French language stations at Edmonton and Prince Albert, Sask.

Friday the board will hear representations on applications for new stations at Victoria, B. C., Timmins, Ont., and Penticton, B. C.

Scheduled to make oral submissions in connection with applications for the two French-language stations are Walter Blake of CKUA at Edmonton; C. Rawlinson of CKBI at Prince Albert and J. Grimwood and Rev. W. C. Smally, both representing the "Baptist Union."

The decision to hold public sittings for the first time conformed with a recommendation of a parliamentary special committee on broadcasting. The statement said applications for broadcasting licenses are to be made to the Federal Transport Department which refers them to the CBC board of governors for a recommendation.

Dunton said the board probably will reserve its decision at the end of each public sitting and its finding announced later.

PROMOTION

Aircraft Safety

The Philco Corporation, Philadelphia, is currently sending out colorful brochure entitled "Philco does the unusual again. Philco Tech. Reps. serving with the Army Air Forces 'talked down' 4403 aircraft." These words appearing on the frontispiece are printed on a white background with a red-checkerboard effect. Brochure opens to a spread containing a photograph of the Philco GCA Team No. 2, which operated, maintained and repaired GCA equipment in Japan during the war. Righthand page contains a full page photograph of a GCA unit. Back page carries out checkerboard motive with copy about Philco's Field Service, which can furnish "specialists" to install, operate, maintain and repair all types of electronic equipment.

NBC Thesaurus Program News

The August issue of NBC Thesaurus Program News contains a picture of a college band on front cover, captioned "Half-Time Harmony" and accompanying message this month stresses the variety of football music available through Thesaurus. Latter states that "these new gridiron tunes bring representation to colleges in 46 states, far more than in any other musical program service." Latest August issue also discusses such programs as the "Sweetwood Serenaders" with baritone Charlie Jordan; "Salon Concert Players" with Max Hollander leading the orchestra; Norman Cloutier and His Orchestra; "Music Hall Varieties;" The Allen Roth Orchestra; "Jumpin' Jacks;" George Wright at the Hammond organ and "Music of Manhattan" featuring Louise Carlyle, songstress.

Food Spot Campaign

Heralding a spot campaign on behalf of two General Mills products, PurAsnow Flour and Purity Oats, W. P. Smythe, commercial manager of KCOR, San Antonio, has sent out a letter to merchants in the KCOR trade area telling about the spot announcements and telling them to cash in on the campaign by stocking up on the two products. Letter also tells of the valuable coupons contained in both the products which are worth merchandise or cash, which will be a part of the spot announcement which will make for added sales appeal to the consumer. Letter also contains a small cut of both products and P. S. to the merchants where they can obtain the products from the local General Mills office, its location and telephone number. Letter is being set out on the regular KCOR stationery.

IN CLEVELAND IT'S
WHK

Miller-Networks Say Code Is Step In Right Direction

(Continued from Page 1)

which will rid our industry of many abuses." His statement follows:

"I am naturally delighted over the action of the Board of Directors of the National Association of Broadcasters in adopting a code of standards of practice for the radio industry. The National Broadcasting Co. and the affiliated stations at their convention in Atlantic City last Saturday, Sept. 13, unanimously urged the adoption of a code by the National Association of Broadcasters.

"It is my hope and feeling that this new code will be a living document which from time to time can be enlarged to meet new situations in our industry and modified as the occasion may demand. It is also my feeling that this new code will rid our industry of many of the abuses of which broadcasters have been criticized and will enable us to further improve our service to both the listener and the advertiser.

"The board of directors of the National Association of Broadcasters, its president, Judge Justin A. Miller, and all broadcasters which are members of the Association are to be heartily congratulated on this great forward step."

Stanton's Statement

"CBS fully endorses the Standards of Practice adopted by the NAB and pledges its unqualified support of this forward step in the improvement of radio programs throughout the country," Frank Stanton, president of the network stated Friday. "It is heartening to see this general industry-wide acceptance of the proposal outlined by William S. Paley, Chairman of the Board of CBS, at the broadcasters' convention in Oct. 1946. . . ."

In endorsing the NAB Standards of Practice, Stanton emphasized the fact that so far as CBS was concerned, these standards would constitute minimums, and that in many areas where CBS acceptance stand-

Miller Pleased

Justin Miller stated to a RADIO DAILY representative following the Board session that the convention had just completed "one of the most important steps the industry has ever undertaken. I am very satisfied with the intelligent way the boys tackled the code matter and I believe we are going to see some fine results. Reaction must be good. I am very pleased with the results obtained."

ards are higher than those adopted for the industry as a whole, the higher standards would continue to apply to all programs broadcast over the Columbia network and the stations owned and operated by Columbia. These stations are: WCBS, New York; WBBM, Chicago; KNX, Los Angeles; WTOP, Washington; WEEL, Boston; KMOX, St. Louis, and WCCO, Minneapolis.

"We believe that the new NAB Code of Standards will be a blueprint for the further improvement of American radio," Stanton said. "In its short history of little more than a quarter century, radio in this country has become an outstanding medium for the wide-spread dissemination of information and entertainment. It has become indispensable to the American people. Its contributions to the good of community life, in both war and peace, have been outstanding. We look upon the new Standards of Practice, not as a cure for something which is bad or indifferent, but as a means of improving a service which has already achieved enthusiastic support from the great majority of the people."

Edgar Kobak, president of Mutual planned to comment at further length later, but told RADIO DAILY on Friday that, "It looks as if we are making good progress."

Officials of ABC said they did not plan to comment on the NAB's board action at this time.

Mann Joins CBS Today In Comm. Program Post

(Continued from Page 1)

effective today. Mann had eight years experience in writing, directing and producing radio shows before he joined the Navy in 1943. He has been free-lancing since returning to civilian life in 1946.

At CBS, Mann will be responsible for studying the program needs of advertising agencies and advertisers. He will cooperate with them individually in the field of program selection, improvement and change. In addition, he is to serve as program counsel to account executives in the CBS sales department, and will be in charge of the sale of programs produced by the CBS program department. He also will work closely with Hubbell Robinson, vice-president and director of programs, and will act as liaison between the sales and program departments.

Desmond And Lomax To Air Giants On WHN

Stan Lomax and Connie Desmond will air the New York Giants professional grid games over WHN this season, starting with the broadcast of Monday, Sept. 29 from Fenway Park, Boston. Giants grid will be sponsored by Old Gold through Lennen and Mitchell.

Desmond, who will handle play-by-play, has been heard over WHN with Red Barber and the Brooklyn Dodgers since 1943. He started his career in 1931 with coverage of the American Association and Big Ten grid games, plus top professional and amateur golf tournaments. He's also done football and basketball over the New York indie.

A veteran sportscaster and sport-writer, Lomax has been in the business since 1930, covering all phases of college, amateur and professional athletics. He'll handle the color.

AGENCIES

JOHN BAXTER, formerly copy supervisor with BBD&O, has joined the copy department of LaRoche & Ellis, Inc., as a copy supervisor.

SEIDEL ADVERTISING AGENCY has been appointed to handle the advertising for Hollopeter & Post, Miami, Florida Realtors.

ROBERT P. ENGELKE, formerly with Newell-Emmett and the Centaur Division of Sterling Drug, has joined Cecil & Presbrey, Inc., as assistant account executive.

SCHWIMMER & SCOTT, Inc., Chicago, and the Fox De Luxe Breweries, after 12 years, have come to the parting of the ways. Effective October 1st, or as soon thereafter as Fox De Luxe can select a new agency the handling of the Fox De Luxe account will be transferred to the new agency.

RALPH H. JONES CO., New York and Cincinnati, has been appointed advertising counsel for the M. Werk Company, it has been announced by C. M. Robertson, Jr., agency president. The M. Werk Company specializes in household soaps, their two major products being Werx and Ta Soap. Werx, which was formerly manufactured in "chip" form, will soon be produced in a new, improved granulated form for instant sudsing.

TBA Execs. On Shortwave

Shortwave listeners on the European continent, Latin America and the Far East will hear an appraisal of television's progress in the U. S. this week via a 15-minute transcribed State Department broadcast by William B. Altin, secretary-treasurer of the Television Broadcasters Association. Among other phases of video development, Altin will discuss the later tele in the U. S.

Fordham Signs LaHaye

Judson La Haye has joined the faculty at Fordham University as program adviser for WFUV, the school FM station. LaHaye will also conduct day and night courses on radio fundamentals, music in radio and introduction to non-dramatic radio writing.

Send Birthday Greetings To—

September 22

- | | |
|--------------------|-------------------|
| Travis Chapman | William Elliott |
| Clyde Kittell | Dorothea Lawrence |
| Hanley Stafford | Betty Wragge |
| Maurice Barrett | Toby David |
| Valerie Lomas | Joe Parsons |
| "Poley" McClintock | |

EQUIPMENT

Intercom System

The Stromberg-Carlson Co. has announced that, to meet business demands for quick communication between selected areas and a control center where the return message will be private, it has introduced the IM-3, a new paging and intercom system. It is a compact telephone-like master unit capable of directing outgoing messages to any one or all of three areas and of controlling the volume both ways. The incoming message is sent by the respondent's speaking directly into any one of the reproducers located in the areas addressed. A press-to-talk key on the telephone base controls the transmission and reception of messages. The master unit of the new intercom is built into a telephone instrument base and handset and derives its power from a remotely located amplifier which it controls.

More FM Stations Set For Canada By Year-End

Montreal—There will be more frequency modulation radio stations in Canada during the next few months, F. W. Radcliffe, commercial vice-president of the RCA Victor Company, said. While television is out of the research stage, there is no guarantee that it will be on the Canadian market for a few years.

Some 150 dealers and salesmen crowded the Convention Hall of the Chateau Laurier in Ottawa to see the company's new line of frequency modulation radios, victrolas and battery-operated radio sets.

Static caused by the use of an electric razor or vacuum while the radio is on, will be completely eliminated by frequency modulation. The new development also prevents fading, interference between stations and provides higher fidelity of tone and from low bass to high treble.

Frequency modulation and television will not make radio obsolete, rather those achievements in research will supplement radio greatly and add to the variety of entertainment found in private homes, Radcliffe remarked.

The two frequency modulation radios on display cost \$165 and \$340 without record player attachments. Also displayed were the automatic combination radios which cost from \$199.60 to \$640.

N. J. Sims, general sales manager, demonstrated the new Victor equipment. G. H. Brennand, Ottawa manager, presided at the dinner and meeting which followed.

COAST-TO-COAST

— KENTUCKY —

HENDERSON—WSON-FM is featuring the Henderson High School football games under commercial sponsorship. . . . LOUISVILLE—This city's new daytime station, WKYW, has come up with a sponsor for its eleven hours of night-time silence. The Logan Company has purchased the sign-off spot to advertise its Sleep Haven mattresses. . . . A week-long program of network and special broadcasts has been scheduled by WHAS, for September 28 to October 4, to celebrate its 25th anniversary. Broadcasts will originate from the Louisville Memorial Auditorium and the public is being invited.

— VIRGINIA —

ARLINGTON—Alfred M. Orme, WFAM account executive, has been named publicity director of the Fairfax County, Virginia, Community Chest. . . . ROANOKE—"Know Your City Government, a program devised to further the general knowledge of Mr. and Mrs. citizen as related to the community and its governmental procedures, has recently been inaugurated by WLSL. Format includes the presentation of a different city official each week who discusses, and is quizzed on the various duties of his particular office. . . . RICHMOND—George Passage has been added to WRVA's staff. He will do the play-by-play of William and Mary's football games and "Sports Album" aired each week-day over the station.

— GEORGIA —

ATLANTA—Gospel songwriter Lee Roy Abernathy of WAGA, has written and recorded "The Burning of the Winecoff Hotel," a sorrowful and jolting ballad about last December's holocaust in this city. The Homeland Harmony Quartet do the lyrics of the song which was aired for the first time over WAGA. . . . AUGUSTA—William K. Jenkins, president of WRDW and WGAC has been presented a certificate of distinguished achievement by the present officers of the Georgia chapter of the National Foundation for Infantile Paralysis of which he is the immediate past chairman. . . . ELBERTON—New manager of WSGC is emcee Gorman.

— ILLINOIS —

EAST ST. LOUIS—WTMV news director, John Sabin, recently inaugurated a series of six stories on the station under the general title, "Will There Be A Recession?" Included in the series, which will be in plain down-to-earth language, with hard-to-understand economic phrases clearly defined, are "What Is A Recession?", "The Experts View," "What Will Bring A Recession?", "Why Not Prosperity?", "The Current Outlook" and "Your Problem." . . . ROCK ISLAND—New member of WHBF's engineering staff is Henry R. Graham, former member of the Austrian Olympic teams.

— NEW YORK —

HUDSON—Joining the staff of WHUC, which is to begin operations before the end of September, are Robert Strakos who will act as commercial manager and part owner, Paul Baron, program director; Michael Tackach, chief engineer; Richard Miller and James Reynolds, announcers,

and Charles Weiler, engineer. . . . UTICA—Richard L. Moore, associated with WSYR, Syracuse and WKAL, Rome, N. Y., has joined the staff of WGAT. "Dick" specializes as a singing disc jockey and will also be affiliated with the station's sales department.

— NORTH CAROLINA —

GREENSBORO—WBGW has planned a series of on-the-spot programs recorded directly from the plants of a dozen or more leading industries in this state including textile plants, hosiery mills, dairies, poultry farms, apicaries, etc. After they have been broadcast, they will be filed as a permanent educational record in the North Carolina State Department of Archives and History, so that 100 years from now a student may use them in the historical study of industry in this state. . . . CHARLOTTE—Ralph C. Price, of Greensboro, was unanimously elected chairman of the board of directors of the Jefferson Standard Broadcasting Company, owners and operators of WBT, at a meeting of stockholders, held recently at the Hotel Charlotte. Price also is president of the Jefferson Standard Life Insurance Company of Greensboro.

— OHIO —

CANTON—Formal dedication ceremonies on the occasion of its increase in operating power to 5,000 watts will be held by WHBC, September 28, at the American Legion Auditorium in that city. Among the distinguished guests will be Mayor Carl Klein who will deliver the address of welcome and Congressman Henderson Carson of Ohio who will speak on "The Challenge." . . . COLUMBUS—Herb Welch, former program director of WELD, FM station in this city, has been named sales director for that station, which has just started commercial operation. Succeeding him as program director is Bill Pepper.

— TEXAS —

DALLAS—Russ Hall is master of ceremonies on a new all-request disc show heard each Saturday over WFAA. Running 90 minutes, the show is entitled "Once Over Weekly." . . . SAN ANTONIO—New promotion and merchandising manager at KTSA is Bill Larmar, formerly with the Corpus Christi Caller-Times and Waco News-Tribune. . . . Bill Michaels has been named station manager of KABC, succeeding Charles W. Balthrope, who resigned to open his own standard broadcast station in this city.

— ALABAMA —

BIRMINGHAM—WKAX has signed a contract with the Logan Mattress Company, Louisville, Ky., for its sign-off announcement nightly. . . . When the station signs off for the day, listeners hear: "The next 11 hours of silence are sponsored by the Logan Company." . . . MONTGOMERY—Hank Williams, who hawked peanuts on Court Square a dozen years ago, has climbed to the No. 4 spot on the nation's Hillbilly Hit Parade. . . . Leading hillbilly artist for M-G-M records, his latest song, "Move It On Over," was rated fourth in a national Mag's box-score of "Most Played Juke Box Records" for the week.

NEW STATIONS

WMGM On Air

WMGM, the frequency modulation outlet of WHN, began operating on its new frequency, channel number 262 on 100.3 m.c., last week, pursuant to instructions from the FCC. WMGM is one of several FM outlets in the New York area which moved to new frequency allocations in order to provide metropolitan listeners with better service.

One of the oldest stations in the field of frequency modulation broadcasting, WMGM expects to place its 10,000-watt transmitter in operation within the next few weeks. Currently operating with a 1,000-watt Western Electric transmitter, it will boost its power as soon as Western Electric delivers the 10 kw. FM unit, which was on display at the NAB Convention in Atlantic City. Once the new equipment is established, WMGM will be one of the first New York FM outlets to function 100 per cent engineering-wise.

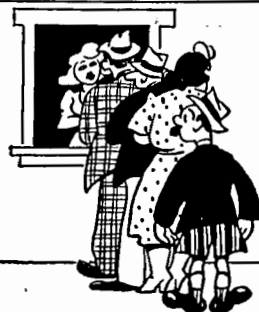
Recently WMGM installed a four-bay Western Electric 54A clover-leaf antenna at its transmitter site at Cliffside, N. J. overlooking the Hudson River. The clover-leaf antenna, the first of its kind to grace the Greater New York skyline, was designed by Bell Telephone Laboratories. It is highly efficient and economical to operate, according to Herbert L. Pettey, director of WHN.

Hilliard Marks To Produce Jack Benny NBC Programs

With again the stars Mary Livingstone, Phil Harris, Rochester, Dennis Day and Don Wilson, the featured cast of the Jack Benny program has been lined up for the coming season. Only change in personnel on the show is the replacement of Bob Ballin at the production reins, with Hilliard Marks assuming control of cue-tossing.

Ballin relinquishes the producer spot to take over his duties as vice president in charge of the Hollywood office for Foote, Cone and Belding. Hilliard Marks served as associate producer on the Benny program last season.

LOST & FOUND DEPT.



"I might have to call on WFDF Flint to help me."

IN CLEVELAND IT'S

WHK

NAB Mulls Suggestions

Radio Is City's 'Voice' As Hurricane Hits N. O.

New Orleans—As the only means of communication between city officials and the populace of hurricane-stricken New Orleans last week-end, local radio stations performed a major effort in public service with all operations on a virtual 48-hour emergency schedule.

For several hours previous to the actual hurricane blow, stations devoted schedules to storm warnings and messages from the City Hall, from which point Mayor Delesseps Morrison broadcast periodic bulletins. WJMR, only AM station to remain (Continued on Page 3)

AMs To Eleven For AM; Also Four FM Stations

Washington Bureau, *RADIO DAILY* Washington—The FCC has announced it has okayed construction permits for eleven new daytime AM stations and four new FM operations. The AM grants were to the Wharrior County Broadcasting Co., El Campo, Tex., for the 1390 band with 10 watts; Samuel L. Stephens, Sr., Brigham City, Utah, 800 kc., 250 watts; George Basil Anderson, Cambridge, Neb., 900 kc., one kw.; Ross-

Crotty Joins WMAL-TV As Dir. Of Tele Programs

Burke Crotty, director of special events for WNBT-NBC, will become director of television programs for WMAL-TV, Washington, effective Oct. 1, it was announced yesterday. K. H. Berkeley, general manager of the station. WMAL is an affiliate of ABC and it's (Continued on Page 8)

Still A Holdout

Whether or not the television rights to the World Series will be sold to a sponsor was still uncertain last night. It is known that several companies are mulling the institutional value of televising the Yankees-Dodgers games with baseball still holding out for the \$100,000 fee. If commercial sponsorship is not obtained television stations may ask the privilege of carrying the games as a public service feature.

LaGuardia Honored On Radio Programs

Fiorello H. LaGuardia, three-times Mayor of New York and a commentator over MBS and WJZ, was buried in Woodlawn Cemetery, the Bronx, yesterday after a week-end in which New York stations broadcast special memorial programs. LaGuardia died last Saturday, Sept. 20, at the age of 64.

As more than 8,000 persons attended LaGuardia's funeral yesterday, broad-

American Sponsors Buy Radio Mozambique Time

Lambert Pharmacal Co. has just been added to the growing list of U. S. advertisers using commercial radio in South Africa, a trend which is having effect upon the government-operated and non-commercial South

Britain Plans Tele Network To Reach 70% Of Population

By JIM OWENS
Staff Writer, *RADIO DAILY*
Construction of the first link in a proposed six-province television network to provide service to approximately 70 per cent of the population of Great Britain will be started before the end of the year, it was revealed yesterday by Maurice Gorham, head of television for the British Broadcasting Corp. First station in the network will be located in Birmingham, a city of 1,000,000, located

Broadcasters' Assn. Getting Proposals From Members, Especially Indies, Requesting Changes In 'Code'

Lombardo ET Deal Closed With Ziv Co.

Fred W. Ziv Co. has set a three-year deal with Guy Lombardo and His Royal Canadians for "The Guy Lombardo Show," which calls for 156 half-hour programs (once each week) for which the band leader will receive \$156,000 plus a percentage of the sales. This is the first syndicated venture for the band in any ET arrangement. David Ross will be part of the unit as announcer.

Lombardo acquisition gives Ziv the (Continued on Page 3)

GE's FM "Workshop" Plans to Visit 33 Cities

Syracuse—First traveling FM radio "workshop," conducted by electronics engineers in co-operation with General Electric distributors to educate radio technicians for better service (Continued on Page 6)

Safety Award Winners Announced By Council

Chicago—Individual station winners in the third annual National Farm Safety radio contest conducted by the National Safety Council are (Continued on Page 2)

Washington Bureau, *RADIO DAILY* Washington—While the action of the NAB board in Atlantic City on Friday made the new Standards of Practice an official code of the broadcasting industry, broadcaster mail received the past week-end at NAB headquarters indicated that some broadcasters were already dissatisfied with the code. The mail, stemming largely from independent stations, took issue with (Continued on Page 7)

135 Radio Advertisers To Aid Educ. Campaign

An estimated 135 top national advertisers will provide over \$1,000,000 in radio time as an integral part of a new public service campaign launched last week by the Advertising Council designed to inform Americans of the current crisis in education. Drive was officially begun at a luncheon meeting at the Waldorf-Astoria attended by 250 top executives from all phases of U.S. industry. Unofficially, radio has been using (Continued on Page 7)

CBS Names Lee Bland Special Events Director

Lee Bland, formerly CBS supervisor in network operations and assistant to Norman Corwin on the latter's "One World Flight," has been appointed CBS director of special events, it was announced yesterday (Continued on Page 8)

Public Service

"Tom Mix and His Ralston Straight Shooters," daily strip on Mutual, is deleting all commercials this week in order to devote time to airing messages to the nation's youngsters in accordance with "National Safety Week." Campaign is tied up with groups in 302 cities, sanctioned by 114 mayors and 24 governors. Ralston commercial time is estimated at \$15,000 for 5 days.

All The Way

To make sure that the CBS organization knows the network's attitude in favor of the new NAB code, Frank Stanton, CBS president, yesterday had copies of his statement endorsing the code placed on the desk of every employee at web headquarters. Stanton added the reminder that Bill Paley outlined such a code in October, 1946.

RADIO DAILY

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

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Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Oler, Chief Manning Clagett
5417 Dahlonega Rd. 2122 Decatur Pl., NW
Phone: Wisconsin 3271 Phone: Hobart 7627
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Nat Green
1417 Ashland Bldg., 155 No. Clark St.
Phone: State 2332

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FINANCIAL

(Sept. 22)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

Clay Morgan Improved

Condition of Clay Morgan at the Atlantic City Hospital was yesterday reported as slightly improved. Later diagnosis by Morgan's physicians indicated that no skull fracture had been sustained when he fell on the terrace of his suite at the Claridge Hotel last week during the NAB Convention, where he handled details of the NBC meetings.

Effects of the brain concussion however, are reported as gradually showing signs of repair.



COMING AND GOING

RALPH BRUNTON, owner of KQW, Columbia network affiliate in San Francisco, who has been conferring with network officials in New York, leaves tomorrow for Chicago on the return trip to the West Coast.

GEORGE BISSELL, president of WMFF, outlet of ABC in Plattsburg, N. Y., is in town on station and network business.

GARRY MOORE, emcee of "Take It or Leave It" on NBC, left yesterday for Chicago, where he will do next Sunday's show and then leave for the West Coast.

STEPHEN SLESINGER left by plane yesterday for the West Coast, where he will supervise tonight's premiere of the Zane Grey show over the Mutual network.

FRED HEYWOOD, director of news and special events at WNBC, is back at the station following a two-week motor trip through New England.

CHARLES H. PHILIPS, promotion director of WNBC, is back on the job following a two-week vacation.

HARRIET BERG, daughter of Gertrude Berg (Mollie Goldberg), returned yesterday from a six-month tour of Europe, during which she attended the recent Edinburgh Drama Festival. Now she'll assist her mother in the preparation of a Broadway play.

PAT NORELL, of the Morison Norell advertising agency, is in Washington, D. C., on a five-day business trip.

RICHARD W. HUBBELL, television consultant, has returned to New York after a two-week visit to his Cincinnati office and the West Coast.

E. W. GRAVES, president of the Zenith distributing organization in the Louisiana territory, conferred in Chicago recently with H. C. Bonfig, Zenith vice-president.

Safety Award Winners Announced By Council

(Continued from Page 1)

WHO, Des Moines; WTIC, Hartford, Conn.; WKY, Oklahoma City; KWG, Stockton, Calif., and WGY, Schenectady, N. Y. The Columbia Country Journal was selected for a special award of honor for broadcasting the most original network farm safety program during National Farm Safety Week, July 20-26, 1947.

WMT Cited

In addition to the awards to individual winners listed above, Station WMT, Cedar Rapids, Ia., was awarded a certificate of honor for "an exceptional year-round program of farm safety education." Station WGY's Farm Paper of the Air was selected as the individual station presenting the most original Farm Safety Week program because of its "practical, down-to-earth portrayal of farm accidents and how to avoid them." Selected for the best all-year-round program of its class, WTIC's entry was summarized by the judges as follows: "The WTIC entry might well be used as a text book on the preparation, writing, editing and production of safety programs."

Station WHO was selected for doing the best individual all-year-round farm safety job in its class, with this comment from the judges: "WHO's continuous program of farm safety throughout the year is proof of the splendid public service attitude of the station." WKY, selected as all-year-round winner in its class, received a special accolade from the judges "for carrying its public service beyond the walls of the studio to schools, fairs and even individual farms." Station KWG, winner in its class, was cited for its "keen sense of responsibility to safety."

Winners in the contest receive the National Safety Council's award of honor for distinguished service to safety.

Stork News

Los Angeles — KECA announcer Jim Butters became the father of a baby boy, born, Sept. 16. Baby has been named for Jim's dad, Albert Brooks Butters II. Albert II weighed in at 7 1/2 pounds.

American Sponsors Buy Radio Mozambique Time

(Continued from Page 1)

African Broadcasting Corp. Lambert has bought a half-hour weekly on Radio Mozambique to sponsor "Mystery House," a transcribed feature distributed by Harry S. Goodman Radio Productions. Series starts the first week in October. The 52-week contract was handled for Lambert by National Export Advertising Service.

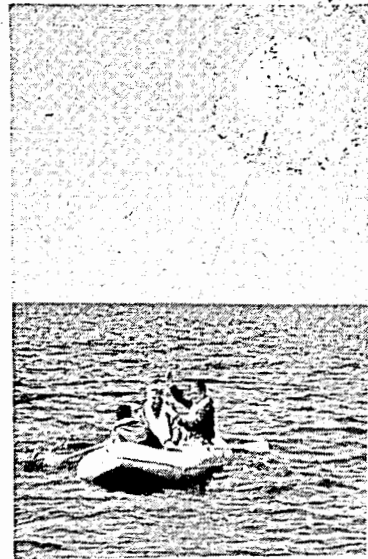
Radio Mozambique is actually located in Laurence Marques in Portuguese East Africa but it beams programs to the Union of South Africa and the Rhodesias where there are no commercial outlets. Just a few weeks ago, Lever Brothers began sponsoring of "London Playhouse" over this station weekly, a half-hour dramatization of British movies in recorded form. The show is produced and sold by a commercial British firm.

Eleven U. S. Mfrs. Added

Within the last few months at least 11 U. S. manufacturers have been added to the commercial schedule of Radio Mozambique, represented in this country by Pan American Broadcasting Co. List includes Longines, Klim, Sterling Products, Ovaltine, Nestles, Colgate Dental Cream, Decca Records, Listerine and Phillips Magnesia. Accounts placed by sponsors call for time signals, spot announcements, five and 15-minute programs, most of them locally produced.

Rogers-Pickford Audition Record Being Cut Today

Los Angeles—Buddy Rogers will audition a recording which will be cut at NBC's San Francisco Studios, today. Flying to cut the record are Buddy accompanied by Mary Pickford who will participate in the show and the audition; Ray Buffum, writer; Jack Meakin, musical director; Jack Runyon, West Coast head of Biow Agency; Jim Doyle, announcer; and Mal Boyd the packager. Show is a Talent variety type in which Buddy will emcee in the same way that Major Bowes did.



Gibson Girl

We seem to have gone a little daffy over balloon pictures lately . . . but this one is too good to drop. Filled out, it has an hour-glass figure . . . and thus the name, Gibson Girl.

The balloon hoists an aerial that enables a wrecked flier or lifeboat crew to send an SOS wireless message out over some 15,000 square miles of ocean.

Radio produces some amazing developments . . . and facts.

One of the most interesting facts in radio in Baltimore is that an independent is the big buy for advertisers. That's the truth!

For it's a fact that in this five-station town it is W-I-T-H that produces more listeners-per-dollar-spent than any other station in this 6th largest city.

W-I-T-H is the successful independent that is on so many smart lists. Is it on yours? Why not?



W-I-T-H

AM and FM

IN BALTIMORE

TOM TINSLEY, President
Represented Nationally, By Headley-Reed

LaGuardia Honored On Radio Programs

(Continued from Page 1)

casters recalled that one of his last public appearances, possibly the final one itself, was made as a luncheon speaker last May at the NAB 2nd District meeting in New York. LaGuardia talked on the broadcasters' public responsibility, criticizing some practices, praising others, and comically summing up remarks at one point with, "You can imagine what my Hooper is going to be when I finish this speech." The "Little Flower" indicated, however, that he was one of radio's staunch backers by saying that in his home were four different radios, just so there would be no conflict among family members in selecting programs.

Possibly one of the first radio memorial tributes was that of Bob Smith, heard daily on WNBC at 7:45 a.m. Smith went on the air about 15 minutes after LaGuardia's death was announced last Saturday morning and devoted his entire 45-minute show to the late Mayor and international figure.

Eulogy on WNYC

Seymour Siegel, acting director of municipally-owned WNYC which LaGuardia loved and nurtured for 12 years, took the air Saturday afternoon to eulogize the station's former chief executive. WNYC plans another special program later this week.

The "Little Flower's" usual Saturday program on Mutual, 7:45 p.m., EDT, until he became ill some months ago, was turned into a memorial broadcast last week-end by Harold Ickes, A. A. Berle, Jr., and John L. Childs. The LaGuardia show was carried by about 110 MBS stations, on a co-op basis, but it was sponsored on only a few.

Special tribute was paid the former Mayor on his regular Sunday show over WJZ, New York, by Samuel Scabury, A. A. Berle, Jr., Rabbi Stephen S. Wise and Newbold Morris. The latter also appeared on WQXR last night in a special 25-

Radio Official 'Voice' Of N.O. As Hurricane Damages City

(Continued from Page 1)

on the air during the height of the storm in the city itself, was used by Mayor Morrison to direct rescue and evacuation activities from his office. In a late broadcast over WJMR Saturday Morrison declared the emergency over and publicly praised the station for its "noteworthy and outstanding public service during the emergency." He said: "WJMR deserves credit for helping to avert a panic during the height of the storm."

Probably the only network program "casualty" was CBS's "Strike It Rich" which was cancelled out Friday because of power failure to WWL.

Two NBC stations, teamed on the story of the big hurricane's damage to New Orleans Friday, and followed it with a report to the full network on "News of the World."

With all regular communication channels into New Orleans down, Pat Flaherty, KPRC (Houston, Tex.) news director, sent a direct story of the disaster. He found teletype circuits still in operation, and succeeded in contacting Harry Arthur of WSMB, New Orleans. Arthur teletyped Flaherty an eye-witness story of the damage which the latter bulletined over his station immediately, probably giving thousands of Louisianians one of the first reports of the giant blow's effect on the Crescent City. KPRC's signal reaches well into Southern Louisiana. Flaherty again broadcast the special report on NBC's "News of the World" that afternoon. Arthur reported that only one of the city's nine radio stations was in operation at the time of his report, which was some two hours after the center of the storm had passed over New Orleans and headed

minute broadcast. WOR highlighted LaGuardia's career during a half-hour program Sunday night with Harold Ickes and Fannie Hurst on hand to pay tributes.

Tonight, Tuesday, at 10 p.m., WNEW will offer for the first time "Ballad for Fiorello LaGuardia," written by Jeff Selden and Tom Glazer. There will also be a "talking chorus" directed by Jack Grogan.

Edgar Kobak, president of MBS, paid tribute to the late radio commentator. "I feel deeply moved over the passing of former Mayor LaGuardia," Kobak said. "He fought for what he thought was right and though his forthrightness often subjected him to criticism, he always kept going, impelled by the courage of his convictions. His name and accomplishments will live long after him."

LaGuardia's program period will be filled temporarily on MBS with a football resume handled by John Bosman of the network newsroom. The Saturday show will be shifted to 6:30 p.m., EDT, starting this week. The former Mayor's show on WJZ was sponsored by June Dairy Products but no decision has been made by the station and advertiser.

for Baton Rouge, the State Capital.

Working in close co-operation with local members of the "hams" Radio Relay League, KPRC gave its listeners direct reports from Baton Rouge when the storm struck that inland city, with winds still raging at 100 miles an hour. The reports, during the very height of the storm, were relayed to KPRC by Frank Russell, operator of a "ham" station.

Meanwhile the networks continued to air pickups out of New Orleans throughout Friday and Saturday, up to the time that power failure and transmitter breakdown prevented further communication.

NBC used several affiliates during the 20-hour emergency to air reports, including those in cities nearby New Orleans. Pickups were made on news programs from WSMB, New Orleans; WALA, Mobile, Ala.; WJAX, Jackson, Miss., and KPRC, Houston.

On Friday morning ABC picked up two separate broadcasts from WDSU, its New Orleans affiliate, inserting them on the Martin Agronsky (8 a.m.) and George Hicks (8:50) news programs, during which time the entire New Orleans area was being alerted. Network also aired a pickup of a message by Mayor Delesseps Morrison of New Orleans who at that time was warning the populace that the city was prepared to "face the worst."

ABC lost complete contact with WDSU from 12:40 to 2:30 p.m. Friday, with teletype and network lines completely out of use. In lieu of this, network made pickups from KRMD, Shreveport, and KALB, Alexandria.

Lombardo ET Deal Set With Ziv Co.

(Continued from Page 1)

two "sweet" bands of the industry, Wayne King being the other. With the popularity enjoyed by Lombardo in the various polls for a number of years, it is estimated that a possible 300 stations will be lined up for the transcribed series by the end of the year.

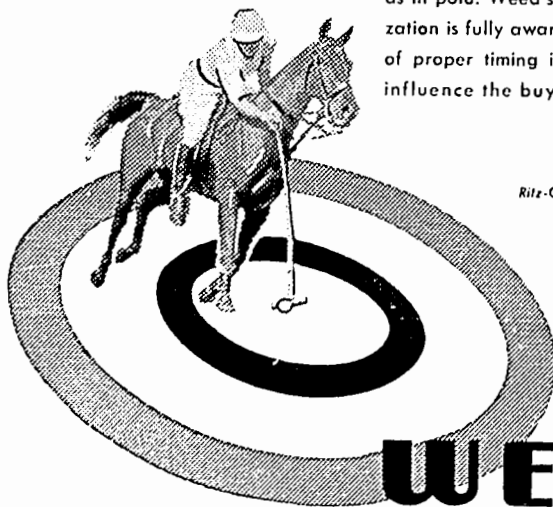
Coast Advertising Course Opens Today At U Of C

Los Angeles — The University of California Extension course in Radio Advertising, which commences today in Studio B of NBC, Los Angeles, will have 12 specialists in the varied business aspects of radio delivering guest lectures. Instructor for the fall-winter session will be Robert J. McAndrews, radio promotion manager of Young & Rubicam.

Sessions will include: Network sales, Leon Wray, Don Lee Broadcasting System; Audience Surveys, Katherine Lancaster, C. E. Hooper, Inc.; Exploitation, May Boyd, May Boyd & Associates; Station Sales Representation, Gene Grant, Gene Grant & Co.; Television, Mark Finley, Don Lee Broadcasting System; Publicity, Joseph Leighton, J. Walter Thompson agency; Commercial Writing, Innes Harris, Young & Rubicam; Local Station Sales, Martha Gaston, KFOX; Talent Management, Jack Creamer, artists' agent; Campaign Case Histories—Local, Ray Cormier, Hunter Advertising Agency; Campaign — Network, Wayne Miller, "Richfield Reporter."

ON TARGET

Good timing is as essential in selling as in polo. Weed's nationwide organization is fully aware of the importance of proper timing in all elements that influence the buying of radio time.



Convention Address —
Ritz-Carlton Hotel, Atlantic City

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

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

A SWELL BUY IN A HOUSE

I've moved to Milwaukee which means I must unload my house—fast.

It's in Larchmont, in easy distance of station, stores, school. It's an English type with studio living room, library, powder room, dining room, breakfast nook, maid's room and bath on the first floor, three bedrooms and two baths on the second floor. Outdoor terrace, two car garage, slate roof, insulated, weather-stripped, nicely landscaped.

Plot 60 x 125

Price \$25,000

JERRY SILL

LArchmont 2-2205

Thanks, Mr. Raymer-

for publishing the essence of our discussions in your advertisement, "Let's Get Together," in Radio Daily Wednesday, September 17th. You are right! The Spot Radio Industry should get together . . . and do it now. The Spot Radio Industry does need an organization . . . and needs it now. For all the reasons you mentioned and more.

So let's start the ball rolling. We suggest, as a preliminary step, that you confine the first effort to radio station representatives. And that you call the first meeting in New York (or Chicago) in the very near future. We further suggest that attendance by principals of the interested companies is imperative to expedite action on pertinent suggestions.

Again thanks, Mr. Raymer. And let's go.

Edward Petry

EDWARD PETRY & CO., INC.

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

CHICAGO

By NAT GREEN

WGN'S "Northwestern Reviewing Stand," which has presented re-broadcasts of its four most popular shows for the past four weeks, returned to its live status Sunday, Sept. 21.

Loretta Linn, NBC receptionist on the guest relations staff, was wed on Sept. 13 to Ernest J. Recht, whose sister, Sallie Recht, is secretary to I. E. Showerman, vice-president in charge of the central division.

Two of WBBM's public service programs, "That Men May Live" and "Student Overture," completed their 1946-47 series Saturday, Sept. 20, and will return to the air in December.

Bill O'Connor, WGN announcer, was operated on for appendicitis last Wednesday at St. Francis Hospital, Evanston, Ill., and is reported getting along nicely.

Harry Reutlinger, dean of Chicago city editors and for the last 15 years executive city editor of the Herald-American, made his sponsored radio debut Sept. 14 on WIND under the billing "The City Editor Speaks." He does a seven-minute chat in which he tells inside stories of items that are to appear in the forthcoming week's assignments.

Harry Bubeck, former NBC central division production-director and now production manager of KPO, San Francisco, spending a week in Chicago.

A unique religious quiz program titled "Bible Quiz" made its bow on KMOX, St. Louis, on Sept. 21 and will be heard each Sunday. Contestants will be six students of church organizations, and a cash donation for the church the contestant represents will be awarded for best answers to biblical questions.

CPs To Eleven For AM; Also Four FM Stations

(Continued from Page 1)

moyné Corp., Lemoyne, Pa., 960 kc., one kw.; Sims Publishing Co., Orangeburg, S. C., 1270 kc., one kw.; Peach State Broadcasting Co., Macon, Ga., 1280 kc., one kw.; Modern Broadcasting Co., Baton Rouge, La., 1460 kc., one kw., and South Central Kentucky Broadcasting Co., Campbellsville, Ky., 1150 kc., one kw.

The FCC also has granted construction permits to three additional applicants for new AM stations. They are Jack Henry Kidd, Jr., Kingsville, Tex., to operate on 1330 kc., 1 kw., daytime; The Miami Broadcasting Co., Miami, Okla., to operate on 910 kc., 1 kw., unlimited, and Eastern Oklahoma Broadcasting Corp., Muskogee, Okla., to operate on 1380 kc., 500 watts, night, 1 kw., daytime unlimited.

The FM grants went to the Sundial Broadcasting Corp., San Francisco; WDAS, Philadelphia, Pa.; West Memphis Broadcasting Corp., West Memphis, Ark., and Medford Printing Co., Medford, Ore.



California Commentary...!

• • • A comparison of Hollywood production of ABC at the start of 1947's fall season shows an increase of almost 50 per cent over a year ago. Most of the new programs are commercials. Totals for 1947, at this time, are 22 national and eight regional as compared with 11 national and seven regional 12 months ago. . . . Jay Stewart, emcee of "What's Doin', Ladies," is on a flying trip "back home in Indiana." He is visiting his mother, who teaches radio in an Indianapolis high school, and will also make short jaunts to Torre Haute, where he worked at WOBC, and to Cincinnati, where he was with WSAI. He will spend Sept. 28 in Chicago, where he will do the "warm up" and handle second announcing on Garry Moore's "Take It Or Leave It." Jay will fly back to Hollywood to resume his chores on "What's Doin', Ladies," Sept. 29 and to take over the announcing duties on "Duffy's Tavern." . . . KNX's newspaper for grocers and druggists, "Trade Talk," will resume publication next month. . . . Dick Weaver, announcer-producer at KROD, CBS affiliate in El Paso, is vacationing in Hollywood.

Los Angeles

• • • When Danny Thomas guested on the Al Jarvis television show over KTLA Sept. 12, it re-united Thomas with Clinton Stanley, producer for Larry Finley Enterprises, for the first time in six years. It was Stanley who gave Danny his first break on radio on the Danny Thomas show over ABC out of Chicago, and Danny has always remembered this good fortune. Stanley is now producing all of the television shows for Finley Enterprises, with Philco-Gough sponsoring. . . . After moving into a new office in Hollywood, composer and musical director Jack Meakin had his secretary send out change-of-address cards to interested parties. Puzzled phone calls kept him busy the next few days—the gal had put the new address and phone number on the cards, but she'd forgotten to include Meakin's name. . . . Murry Wagner, who does the announcing on "Double Or Nothing," is pinch-hitting for Del Sharbutt, who is vacationing for a week away from his office on "Club 15," starring Bob Crosby.

• • • No tricks, no "fancy flights," but music that is loved by the masses. That's the formula established by composer-conductor David Rose, who has taken over the baton as musical director for the Red Skelton show. Rose began his musical career as a pianist with a dance band and graduated to composing when he failed to discover anyone but George Gershwin successfully interpreting the American scene in music. Since then his own works have been compared with Gershwin's, and critics have described him as the forerunner of an entire new school of contemporary modern American music. . . . Ozzie Nelson and Harriet Hilliard, co-starred in "The Adventures Of Ozzie And Harriet," will celebrate their 12th wedding anniversary October 8.

• • • Talk about that 75-foot swimming pool that Dick Joy and Johnny Clowes, of KCMJ, have lived next to since April, finally persuaded Ed Buckalew, Columbia Pacific's station relations manager, to try Palm Springs in August. . . . By the way, Frank Sinatra is building a home in Palm Springs and has been spending much time at the resort. . . . Tom Wright, of Young & Rubicam's publicity department, is at home, recuperating from cuts and twisted knee sustained when his car tangled with an Oklahoma license on Sunset boulevard. . . . The University of California Extension class in radio began its new semester at NBC Sept. 16 under the tutelage of Bob McAndrews of Young & Rubicam. Sessions will be held Tuesdays from 7 to 9:30 p.m.

SOUTHWEST

THE launching of a new radio show September 20, "Southwestern Football Preview," 2 p.m. over WBAI, 820 and the Texas Quality Network was an exciting program filler for Southwestern football fans. An array of sports commentators were heard on the show including Hal Bakke, WBAP; Pat Flaherty, KPRC, and Jerry Lee, WOAI. Program format included interviews with name football personalities, behind-the-dressing-room-door features, the late sports news from Southwest gridders and a fifteen-piece band. "Southwestern Football Preview" will run through the fall months, and is sponsored by the U. S. Fourth Army. It will precede the college game to be carried by the Texas Quality Network each Saturday.

Application has been made to the FCC for a new standard broadcast station by Hays County Broadcasting Co., of San Marcos to operate on 1470 kilocycles with a power of 250 watts daytime. Also applying is the Community Broadcasting Co. at Corpus Christi for facilities on 140 kilocycles with a power of 100 watt full time.

Dallas' only FM voice has returned to the air after being silent for several weeks. KERA now is known as WFAA-FM and operates on 97.9 megacycles which is FM Channel 21 with a radiated power of 14,000 watt. Station will broadcast high school football games from the Dal-Hi Stadium.

Clyde Wetherby, a Ford dealer for the past 18 years operating as the Hamilton Broadcasting Co., at Hamilton was granted a license for standard broadcast station to operate daytime on 900 kilocycles with 250 watts.

GE's FM "Workshop" Plans to Visit 33 Cities

(Continued from Page 1)

of FM sets throughout the U. S., was announced over the week-end by General Electric Company here.

First of the series of 33 meetings during which the caravan will cover 35 states between now and December 4 staging special technical and educational FM demonstrations in metropolitan centers, will be held in Hartford, Conn. Wednesday, Sept. 2. Tour is expected to cover over 10,000 miles.

GE officials pointed out last week that the over-all program was aimed at educating radio servicemen for the job of servicing the four-and-one-half million FM receivers manufactured thus far and the 7,500,000 FM sets expected to be produced by the industry in 1948.

Following the Hartford meeting caravan will stop at Boston, New York City, Pittsburgh, Cleveland, Columbus, Detroit and Chicago, in that order, and will continue to other major cities from that point on.

NAB Gets Proposals For "Code" Changes

(Continued from Page 1)
 the terms fixing the limitation on commercials. Some contended it would spell economic ruin for station operations if they were obliged to adhere to the maximum of three minutes of commercial time

Atlantic City Echo

Atlantic City—The potentialities of radio as an educational medium are unlimited and the action of NAB in policing its own industry by the adoption of a code of standard practices is to be commended, Atlantic City Superintendent of Schools Floyd Potter said following the close of the NAB convention here.

"The radio is one of the chief sources of information as well as entertainment for the growing child," he said, "and the tightening of regulations especially concerning crime and horror stories is commendable and should have the desired effects as a move against juvenile delinquency. We use radio to a considerable advantage in our school system."

in any 15-minute segment of programming.

On the other hand, other mail received at NAB congratulated Justin Miller, president, on the action of the board in adopting a new code at this time. These letters came from network officials and affiliated stations and in most every instance were complimentary.

Miller To Name Committee

The next step in the code planning will be the appointment of a special committee by President Miller to consider suggestions for amendments. This committee will act as a clearing house for all code suggestions and will report back to the full NAB board when they meet again in November.

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 September 12-18, 1947

TITLE	PUBLISHER
Aln'tcha Ever Comin' Back.....	Sinatra Songs
All My Love.....	Harms
All Of Me.....	Bourne
Almost Like Being In Love.....	Sam Fox
An Apple Blossom Wedding.....	Shapiro-Bernstein
As Years Go By.....	Miller
Ask Anyone Who Knows.....	Witmark
Cecilia.....	A B C
Come To The Mardi Gras.....	Southern
Don't Tell Me.....	Robbins
Every So Often.....	Harry Warren
Feudin' And Fightin'.....	Chappell
I Wish I Didn't Love You So.....	Paramount
I Wonder, I Wonder, I Wonder.....	Robbins
I Wonder Who's Kissing Her Now.....	E. B. Marks
Je Vous Aime.....	Crawford
Just An Old Love Of Mine.....	Campbell-Porgie
Just Plain Love.....	E. H. Morris
Kate.....	Berlin
Lady From 29 Palms.....	Martin
Love And The Weather.....	Berlin
On The Avenue.....	Leeds
Peg O' My Heart.....	Robbins
So Far.....	Williamson
The Stanley Steamer.....	Harry Warren
The Story Of Sorrento.....	Pemore
Tallahassee.....	Famous
That's My Desire.....	Mills
When You Were Sweet Sixteen.....	Shapiro-Bernstein
You Do.....	Bregman-Vocco-Conn

Second Group

As Long As I'm Dreaming.....	Burke & Van Heusen
Can You Look Me In The Eyes.....	Mutual
Christmas Dreaming.....	Leeds
The Echo Said "No".....	Lombardo
For Once In Your Life.....	Dreyer
Fun And Fancy Free.....	Santly-Joy
I Have But One Heart.....	Barton
Kokomo, Ind.....	Bregman-Vocco-Conn
Lazy Countryside.....	Santly-Joy
My Future Just Passed.....	Beverly
My Heart Is A Hobo.....	Burke & Van Heusen
Naughty Angeline.....	George Simon
Near You.....	Supreme
Oh, My Achin' Heart.....	Mood Music
Old Devil Moon.....	Crawford
Sipping Cider By The Zuyder Zee.....	Bloom
Tennessee.....	Stevens
The Turntable Song.....	Miller
What Are You Doing New Year's Eve.....	Famous
You're Not So Easy To Forget.....	Feist

Copyright 1947, Office of Research

135 Radio Advertisers To Aid Educ. Campaign

(Continued from Page 1)
 copy on the educational theme—which specifically is aimed at raising salaries and standards of teachers in the public school system—since last April and during that time has accounted for 706,020,000 listener-impressions. Latter term is described by the Council as "one message heard once by one listener." This figure will be substantially increased now that the air campaign has been officially launched over the major national and regional networks and local independent stations.

Council Helped Many Drives

The Advertising Council is the mechanism through which the advertising industry and business during the war and since has devoted tens of millions of dollars worth of space and time to non-commercial messages for public projects such as CARE (European relief), the American Heritage, Red Cross, Community Chest, Safety, Nurse Recruitment, Forest Fire Prevention, etc.

Beasley-Arlen Tete-A-Tete Set

Irene Beasley, whose "Grand Slam" musical quiz marks the end of its first year on CBS next Tuesday, Sept. 30, will be guest of the Margaret Arlen Show on WCBS tomorrow, Sept. 24. She is producer as well as singing mistress of ceremonies of the daily musical quiz that is sponsored by Continental Baking Co. through Ted Bates, Inc.

THE GOLDEN TRIANGLE
 OF THE EMPIRE STATE

NEW YORK'S
3RD
MARKET
 Covered by the NEW
WROW

5000 WATTS
590 Kc - BASIC MUTUAL

REPRESENTED BY
AVERY KNOEDEL, INC.

WEVD
 5000 WATTS 1330 K.C.
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 • JEWISH
 • ITALIAN

3 RESPONSIVE AUDIENCES
 3 MARKETS WITHIN
 THE NEW YORK
 METROPOLITAN AREA

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WEVD
 117-119 W. 46 St.
 HENRY GREENFIELD, Mgr. Director N.Y. 19

COAST-TO-COAST

— CANADA —

TORONTO—Margaret Kerr, CFRB singing star, was proclaimed the winner of a \$500.00 scholarship at the Canadian National Exhibition on September 4. She was judged the best singer among hundreds of entries. . . . **VANCOUVER**—Along with minor format changes, "Public Opinion," which was rated as this city's most-listened-to local program, returned to CKWX following a summer recess, with Wally Garrett, from the station's announcing staff, as new master of ceremonies.

— MARYLAND —

BALTIMORE—To start the new Tommy Dorsey transcribed show off on the right foot, the Sentimental Gentleman of Swing himself appeared in person at WITH and introduced several numbers. After the program, the station held a reception at the Lord Baltimore Hotel where Dorsey was presented to his sponsors, their advertising agencies and the WITH staff. . . . Newell Warner, public service director for WCBM, has returned from a public relations trip, with a unit of the U. S. Navy, to Guantanamo Bay, Cuba. He sailed as observer aboard the destroyer-minelayer Harry F. Bauer (DM26), escort to the carrier Siboney and returned via Cuba to Washington. . . . Robert Merrill, RCA singing star and the 28-piece RCA orchestra, under the direction of WBAL's Joseph Milne, recently presented a special broadcast from the station's "Air Theater" program which is non-network.

— CANADA —

MONTREAL—The "Man of the Hour" title, in Canadian radio circles come September 27, 1947, should be bestowed upon progressive, achievement-minded Phil Lalonde, genial managing-director of Canada's pioneer French station CKAC, Montreal, on the eve of the station's 25th anniversary. The busy Canadian station celebrates its quarter-century of broadcasting with a week-long series of presentations between Sept. 27 and Oct. 4, 1947. And the man behind the scene is undoubtedly CKAC's director who has looked after the destinies of the popular Columbia outlet in Montreal for over a decade. The official date of the celebration has been set for Saturday, Sept. 27.

— COLORADO —

DENVER—Wesley I. Nunn, advertising manager of the Standard Oil Company, inked a contract with station KOA, Denver, for the exclusive rights to broadcast all University of Colorado football games for the 1947 season, under the sponsorship of the Standard Oil Company of Indiana. Starr Yelland, KOA sportscaster will call the games at eight Colorado University contests. Yelland will be assisted by the KOA sports crew and Bill Day, news and special events director.

Nay Gravesstock Daley, assistant advertising and promotion manager of KOA, leaves the NBC "Mile High Station" October 1, after four and one-half years in the advertising and promotion department. Mrs. Daley and her husband, a Captain in the U. S. Marine Corps, plan to go to Daleyville, Wisconsin, when he is released to inactive duty, where they will be engaged in the dairy cattle business.

Britain Plans Tele Network To Reach 70% Of Population

(Continued from Page 1)

erally promising picture of television in England since the end of the war, despite the multitude of economic hardships imposed upon industry during that time.

Total number of television sets in British homes as of last June was 21,300, but this figure, he pointed out, "has risen considerably" since that time. Set production last February had expanded to approximately 2,400 units weekly, Gorham pointed out, but this is necessarily reduced by widespread cutbacks in the entire English industry due, in major part, to the recent economic crises.

In addition, television receivers are selling "as fast as they can be made," the BBC exec pointed out, despite the fact that license fees for video are double that for radio. License fee for television is two pounds (\$8) as compared to one pound (\$4) for radio. Approximately 15 manufacturers are turning out sets, he said, ranging in price from 52 pounds (about \$208) to 128 pounds (about \$512). While the price is moderate, Gorham pointed out that the models offer television only, on screens approximately six by eight inches.

Sees No Theater Tele

On the other hand, Gorham said that theater television is in a "completely nebulous and confused state, particularly since some of (J. Arthur Rank's most recent utterances." (J. Arthur Rank, one of England's top film magnates, recently spent some time in the U. S. and is said to have taken back a considerable amount of television equipment for work on large-screen tele.) Gorham emphasized that no television equipment has been installed in theaters in London since the war, and that it is still in the experimental stage, "despite reports to the contrary in the British and American press." He pointed out, however, that he had seen some "pretty good" large-screen tele, although it is chiefly of an experimental nature. There were, however, some theater tele installations in London before the war, he said which carried a few outstanding events such as racing at Epsom Downs, cricket, etc.

Furthermore, the possibility of "any television service" in England "going commercial at present is slim," Gorham pointed out, since the allocation of frequencies is controlled by the Post Office, and therefore "it appears unlikely that it would provide a 'broadcast' television service to any group outside the BBC." This conclusion also applies to the BBC radio service, he added, at least for another four or five years when rules and regulations come up for review in Parliament.

During his short stay in the United States, Gorham has visited stations and plants in New York and nearby, and has been "particularly impressed with American post-war equipment." He feels the U. S. is doing a good job in remote broadcast—and because of the nature of equipment,—with great-

er ease than they are currently being done in Britain. On the other hand, Gorham feels that the BBC is superior in production of dramatic programs, "...because we have the resources, and the 'know how'."

Presentation of drama on television is the BBC's forte he feels, and bases this on the continuously favorable reaction of British audiences.

BBC offers about 28 hours of video fare weekly, but this figure soars to over 40 during the summer months, when sporting events comprise a large portion of program presentation. Dramatic presentation of novels, plays, etc., interviews of celebrities, remote pickups of legitimate stage plays, "how to do it" sketches, comprise the major part of the BBC offerings, while serious music, concerts, news programs and the like are somewhat less popular with British audiences.

All BBC programs originate in Alexandra Palace in the northern part of the city, a spot chosen, according to Gorham, for its height and location. Complete staff totals 275 persons, including top producers, cameramen, designers, carpenters and "scene-shifters."

Crotty Joins WMAL-TV As Dir. Of Tele Programs

(Continued from Page 1)

expected the Washington station will be a major outlet when that network begins web service.

Widely known in television circles, Crotty has been with NBC since 1930, and spent eight years with WNBT. Among his major achievements was production for the first telecast of an Army-Navy game and the coverage of the Louis-Conn fight last year in the Yankee Stadium.

CBS Names Lee Bland Special Events Director

(Continued from Page 1)

by Wells Church, director of news broadcasts. Bland, who joined the Columbia network via WKRC, Cincinnati, in 1936, more recently was a member of the CBS documentary unit, in charge of editing the recorded material for two broadcasts, "We Went Back" and "New Light On Lincoln."

During the war Bland worked closely with CBS News, coordinating the technical and production elements of news broadcasts.

Smith Memorial On MBS

Mutual Network has scheduled a third annual Alfred E. Smith Memorial Dinner program to originate via WOR from the Hotel Waldorf-Astoria, New York, October 14th, 9:30 to 10:00 p.m., which will feature an address by Governor Thomas E. Dewey and Warren Austin, U. S. Representative to the United Nations.

AGENCIES

J. RAYMOND BELL, who resigned recently as director of advertising and public relations for Capital Airlines, has joined the executive staff of Donahue & Coe, Inc. He is well-known in aviation, motion-picture and public relations fields. Prior to his association with the Airline he was director of advertising and publicity of Loew's theaters in Washington and later was associated with M-G-M pictures as eastern publicity manager. During the last two years Mr. Bell has served as chairman of the public relations advisory committee of the Air Transport Association.

JACKSON E. ISBELL has joined the copy staff of Joan deBey Associates, radio publicists. Isbell was formerly in newspaper and publicity work on the West Coast.

ETHEL GREENFIELD, formerly of the NBC Radio Institute in Hollywood, has been named head of the radio department of the H.K.L. Advertising Agency, Los Angeles. Miss Greenfield was a WAVE officer during the war, as well as copy chief of NBC's Bakersfield station.

ESSO MARKETERS have joined with the Advertising Council in support of the Freedom Train which sets out this week from Philadelphia. More than 50 timely radio reminders over the ESSO Reporter news program will keep up with the Freedom Train as it travels from place to place. Commercials urge people to visit this symbol of freedom displayed in their city as a part of the broad American Heritage Campaign. Marchalk & Pratt is the ESSO Reporter agency.

Discuss Radio Operations In Talk To Germany

Nathan Straus, WMCA president, will discuss independent station operation during a State Department broadcast to Germany on Wednesday, Sept. 24, at 7 p.m., German time. Straus speaks German fluently and is a graduate of Heidelberg University. His discussion is part of a nightly series called "Radio Newsreel" which reveals American life to the Germans and is beamed by "Voice of America" transmitters in New York.

Send Birthday
Greetings To—

September 23

Don Bestor Bob Dryenorth
Artio Dunn Helen Marshall
Bill Pennell Leo B. Tyson
Fred Vosberg



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 40, NO. 60

NEW YORK, WEDNESDAY, SEPTEMBER 24, 1947

TEN CENTS

Will Aid State Dept. Radio

Shift NBC Executives In Tele Expansion

Re-alignment of the executive staff of the National Broadcasting Company as it relates to the development of its coast-to-coast television facilities and its programming was announced yesterday by Frank E. Mullen, executive vice-president of the network.

John F. Royal, who has been vice president in charge of television, has been appointed assistant to the executive vice president on television with the personnel of the Television department reporting to Noran E. Kersta, director of television operations, who will report to Mullen.

Charles P. Hammond, director of advertising and promotion, has been

(Continued on Page 5)

Y & R Appoints Bunker Manager Of Coast Radio

Walter Bunker has been named manager of the radio office of Young & Rubicam, Inc., in Hollywood, by Sylvester L. Weaver, vice-president in charge of radio for the agency. Bunker is at present producer of the Fannie Brice program and was formerly production manager for NBC in Hollywood.

KXOK Program Gets Award From Amer. Bar Assoc.

A St. Louis radio program, "Wake Up St. Louis," heard over KXOK has won the national award of the American Bar Association as the nation's outstanding local public interest program. The award and a gold wrist watch was presented to Williard Max,

(Continued on Page 6)

Disc Jockey Co-op

Detroit—Ross Mulholland, WXYZ disc jockey, will inaugurate something new in the line of platter programs on Oct. 1. Each Monday Mulholland will turn over a half hour of his early morning show to Detroit's leading record contact men. Each disc plugger will take his turn at the mike personally presenting his newest release, reinforcing it with appropriate raves, while his competitors listen and criticize.

Gallup Enters Field Of Radio Research

New system of radio measurement, featuring six major services designed to provide the industry with "qualitative" information on programs, performers, music, advertising impact and new ideas, was announced yesterday by Dr. George Gallup, nationally-known research authority and president of Audience Research, Inc., at a luncheon meeting at the Hotel Biltmore.

New method, which marks the en-

(Continued on Page 6)

Eldon Park to Head WINS; Schroeder Resigns Post

Eldon Park, a vice-president of Crosley Broadcasting Corp., has been named head of WINS, New York, succeeding Willard Schroeder, it was announced yesterday by James D.

(Continued on Page 5)

Name Radio Industry Leaders To Serve On Special Committee To Counsel U. S. Government On Radio

McCambridge Prexy Of Press Wireless

William J. McCambridge has been elected president of Press Wireless, Inc., and will proceed immediately to revamp the company which recently filed a bankruptcy petition under Chapter Eleven of the bankruptcy law. McCambridge some months ago resigned as general manager of Press Association at the time the radio news

(Continued on Page 6)

Spot Biz Increase Noted By Chicago Web Outlets

Chicago—A sharp increase in spot business was noted the past week in reports from two network affiliates WENR, ABC outlet, and WMAQ, NBC station.

Spot business reported by WENP included: Dad's Old Fashioned Root

(Continued on Page 5)

CBC Board Ends Session; Reserves Station Decisions

Calgary—The Board of Governors of the Canadian Broadcasting Corporation concluded its three-day session here by announcing that an application for a bilingual radio station at

(Continued on Page 7)

Announcement of a new advisory committee intended to function pending authorization by Congress of the International Broadcasting Foundation was made yesterday by the State Department in Washington.

"The committee will advise the Department on those subjects pertaining to our international broadcasting which will be of greatest interest to the people and the Congress," William Benton, Assistant Secretary of State for Public Affairs, announced.

Benton added that "Congress will naturally look for advice and guidance to the seven private 'licensees' with

(Continued on Page 5)

Newspaper's Plans For Tele Announced

Preliminary steps in the program setup of the Daily News television station WLTV, expected to go on the air in the fall of next year, were set in motion this week with the appointment of a new advisory board under the supervision of Richard Clarke, executive editor of the New York newspaper. F. M. Flynn, president

(Continued on Page 7)

CBS Readies Documentary On "The British Crisis"

CBS recently presented a special 70-minute program titled "The British Crisis," airing the personal hopes, fears and opinions of people of Great Britain on one of the most critical

(Continued on Page 2)

Petrillo Signs New Code Covering Amateur Artists

A "Code of Ethics" that permits music students to appear publicly for educational purposes so long as they do not interfere with employment of professional musicians was signed Monday by James C. Petrillo, president of A. F. M., in Chicago. The code also was signed by Harold C. Hunt, superintendent of Chicago schools and president of the American Association of School Administrators, and Luther A. Richman, head

of the Music Educators Conference. While the National Music Camp at Interlochen, Michigan, does not come under the agreement because it is not a publicly owned institution, Petrillo's action is regarded as a partial victory for Dr. Joseph E. Maddy, founder and director of the camp, who was ousted from the musicians' union by Petrillo in 1946.

Code is designed to clarify issues (Continued on Page 2)

Tribute

Hollywood—As a salute to the 1947 World Series, NBC's "Cavalcade of America" will dramatize great moments in the career of Babe Ruth during the broadcast of Monday, Sept. 29, at 8:00 p. m. EST. Brian Donlevy will play the little role in the drama, "Big Boy," based on the life of the famous slugger, and which was written by Brice Disque, Jr.

Premiere

Bertam Lohar, Jr., WHN executive, as Bert Lee, sportscaster, will have a role in the new play, "I Gotta Get Out," which opens at the Co't Theater on Thursday night. Lohar's recorded voice will be introduced in the second act describing a horse race which plays a vital part in the continuity of the drama. He has the role of a racetrack announcer.



★ COMING AND GOING ★

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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 Bldg., 155 No. Clark St.
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Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

WILLIAM DRIPS, director of agriculture at NBC, has returned from Springfield, Mass., from which city last Saturday's "National Farm and Home Hour" originated.

GORDON GRAY, assistant general manager and director of sales at WIP, Philadelphia, and SAM ELBER, assistant director of promotion and publicity for the station, passed one another yesterday as the former came into New York on business and the latter returned from Gotham to the Quaker City.

GIZI ALTON, editor-in-chief of the magazine, Modern Knitting, is in Washington to discuss radio tieups with department stores in the Nation's Capital.

CLYDE REMBERT, managing director of KRLD, Columbia network affiliate in Dallas, has returned to Texas following a few days in town.

S. W. TOWNSEND, manager of WARC, American network outlet in Rochester, N. Y., a caller this week at the New York offices of the web.

CLYDE COOMBS, general manager and station director of KARM, Fresno, Cal., who has been conferring at the New York offices of the Columbia network, will leave today on the return trip to California.

MOSE GUMBLE, president of the music publishing firm of Warner Bros., will leave for the West Coast Saturday on his annual trip to Hollywood.

ROGER W. CLIPP, general manager of WFIL, American network affiliate in Philadelphia, is in town for conferences at the headquarters of the web.

DICK HYMAN, publicist, has left for Chicago in the interest of Garry Moore and Eversharp's "Take It or Leave It," which will be broadcast from the Windy City on Sunday.

DON SEVERN, talent buyer at Kenyon & Eckhardt, has returned from his vacation, which he spent in Massachusetts.



Music Students Favored Via Petrillo Concession

(Continued from Page 1)
pertaining to public performances, broadcasting and recording for educational purposes by school music organizations. Activities which students may perform publicly were de-

CBS Readies Documentary On "The British Crisis"

(Continued from Page 1)
periods in the nation's history (7:30-8 p.m.).

The program, narrated by CBS newsman Bill Downs and produced by Lee Bland presented transcriptions of actual speeches of Ernest Bevin, Winston Churchill, Clement Attlee and other leaders of the British Empire. The statements, recommendations and solutions were set forth by the leaders the night against those of the people of Britain, with the actual voices of the British farmer, banker, laborer, et al, expressing their reactions to the multiple problems confronting his country.

Many of the recorded interviews for the program were obtained just this week by CBS's London correspondents Allan Jackson and Arthur Hepner. Other interviews were made by Downs on his recent tour of Europe during which he gathered material for Columbia's Documentary Unit production, "We Went Back." The Army Recruiting show, "Sound Off" will be cancelled Saturday for the special one-time broadcast.

Rep. Kearns Present
Rep. Carroll D. Kearns, Republican of Pennsylvania, who launched the Petrillo investigation in Washington some weeks ago, was present at the signing of code of ethics governing amateur musicians in Chicago. Kearns is a member of AFM.

financed as follows: school functions, community functions in the interest of schools and for educational purposes, school exhibits, educational broadcasts to demonstrate or illustrate pupils' achievement in music study, civic occasions, benefit performances, education or civic services agreed upon by school authorities and union representatives, and audition recordings for study purposes. It does not include civic parades, functions to further public or private enterprise, partisan or sectarian functions, and club and civic functions.

Reminded that Dr. Maddy's camp is sanctioned by the University of Michigan, representatives of the three signing bodies said Maddy's camp might be given a hearing at a later date.

Amended Lea Act Charge Prepared Against Petrillo

Chicago—An amended criminal information will be filed against James C. Petrillo, president of the AFM, to conform to the U. S. Supreme Court decision of June 23, when the constitutionality of the Lea Act was upheld, it has been announced here by District Attorney Otto Kerner.

Kerner said when papers are received from Washington, he will go before Federal Judge Walter LaBuy, who dismissed the Government charges against Petrillo, and ask for an early trial date.

Stork News

Sam Morse, supervisor of sound effects at WOR, became the father of a boy born to his wife, Emily, at White Plains Hospital on Sept. 14.

Quitting time

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

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

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

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

FINANCIAL

(Sept. 23)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	7 1/8	7 1/8	7 1/8	- 1/8
Am. Tel. & Tel.	159 3/4	158 3/4	159	- 1/4
CBS A	25 1/2	25 1/2	25 1/2	- 1/2
CBS B	25 1/2	25 1/2	25 1/2	+ 1/4
Farnsworth T. & R.	7 1/8	6 1/2	6 5/8	- 1/2
Gen. Electric	36 3/4	36 1/4	36 1/2	- 1/2
Philco	28 1/4	28	28	- 3/4
RCA Common	8 1/8	8	8	- 1/8
RCA First Pfd.	75 1/2	75	75	- 2
Stewart-Warner	15	14 3/4	14 3/4
Westinghouse	28 1/4	27 5/8	27 5/8	- 1/2
Westinghouse Pfd.	103	103	103	- 1

NEW YORK CURB EXCHANGE

Nat. Union Radio	2 7/8	2 7/8	2 7/8	+ 1/8
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OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	6 1/2	7 1/4
Finch Tele Comm.	3 3/4	4 3/4
Ironsberg-Carlson	11 3/4	13 1/4
U. S. Television	2 1/2	2 7/8
WCAO (Baltimore)	36	40
WJR (Detroit)	14	14 3/4

Stanton Honored

Frank Stanton, CBS president, has been elected a Fellow of the American Association for the Advancement of Science. He received notice yesterday of his election to the AAAS, in a letter which stated the action of the organization's Council came "in recognition of your standing as a scientist." The letter also expressed the hope that "this expression of approval by your fellow scientists will only inspire in you greater efforts in behalf of science and of our civilization."

IN CLEVELAND IT'S



WTAG
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New England

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AM and FM
IN BALTIMORE
TOM TINSLEY, President
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THE HOTTEST SPORTS PROGRAM OF THE YEAR!

"LEAHY OF NOTRE DAME"

Now available in a 15-minute, once a week transcribed program—the one and only Frank Leahy in behind-the-scenes football stories, news of all college teams and coaches, interviews, human interest sports stories, and predictions!

Giving added color to the show will be Harry Wismer, rated radio's top sportscaster for the past four years, who will work with Leahy on the program.

"LEAHY OF NOTRE DAME" will be recorded on Sunday of each week, and in your hands for Thursday or Friday evening or Saturday morning programming—thus giving your listeners the latest in football from two top figures in the sport today!

The series will be available for starting the week-end of the 21st or 28th—14 or 13 weeks.



FRANK W. LEAHY—Director of Athletics and Head Football Coach, Notre Dame University.

Leahy, considered America's No. 1 football coach, has been at the helm of the Fighting Irish since February 1941. Since then he has chalked up a record of 32 wins, 3 defeats, and 4 ties. He kicked off the 1947 season, in a big upset, when his ALL-STARS defeated the champion Chicago Bears' pro team a few weeks ago.

WRITE, WIRE, OR CALL FOR EXCLUSIVE PRICE FOR YOUR MARKET!!

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LOS ANGELES

By RALPH WILK

THE Philco Corporation has renewed its sponsorship of the "Burl Ives" show over KHJ-Mutual Don Lee, in a 52-week contract beginning Oct. 17.

Package King John Guedel has another radio show on wax and reports are that several sponsors are already snapping at it. Titled "Show Business," the package stars Rudy Vallee and is described as a hara-hitting commentary on the behind-the-scenes activity of the show world. Sales representative is Bruce Eels' Rep Company. The show is suitable for one, two or three times a week, Guedel says.

A star isn't born overnight! To prove this statement, and in response to hundreds of fan letters, KLAC's popular afternoon record show "The 570 Club" emceed by Bob McLaughlin, will present the "Life in Record Story of Frank Sinatra," today. With Frank at the "Club" in person, singing 19 of his most popular songs, the story will unfold in two hours, from 1:10 to 3:00 p.m.

Freddie Stewart, singing lead in Monogram's Teen-Agers series who recently signed long-term contract with Capitol Records, will leave this week-end on a nationwide goodwill tour of disc jockeys. He will visit radio stations in Chicago, Cincinnati, Pittsburgh, Washington, New York, Philadelphia and Boston, arriving in Shreveport Oct. 7 for world premiere of "Louisiana," in which Stewart plays a featured role. On return trip, he will cover other broadcasting stations in south and southwest.

Harry Rauch, radio publicity director of Young & Rubicam, Inc., planned in from New York Sept. 21 for week's stay at Hollywood office. He'll be at Beverly Hills Hotel.

While platter man Bill Leyden vacations in Utah and Canada for the next two weeks, his KMPC disc show will be presided over by a series of guest jockeys. Leading off the list of star subs is Woody Herman, followed by Martha Tilton, Stan Kenton, Lawrence Welk, Connie Haines, Georgia Gibbs, The Modernaires, Frankie Masters, Jack Smith, Evelyn Knight and Marilyn Maxwell.

Jack Melvin, director of publicity for Foote, Cone & Belding, is back from trip to New York and Chicago.



Notes From An Aisle Seat. . . .!

● ● ● Don't be too surprised if Happy Chandler accepts a \$75,000 bid for the World Series video rights instead of the 100 G's he's been holding out for. Not that he's gonna be a pushover for that sum—but it's the best offer to come along so far (outside of a \$100,000 bid from a beer account, Heaven forbid). At any rate, if he sticks to his original demand and the series goes to the tape without a taker, the unhappy Commissioner is gonna need more than a revised copy of Dale Carnegie's tome to patch things up. . . . Understand that RCA is planning to remove the wraps from its latest baby—Ultrafax—in Oct. This video-radio combo is reported to be able to transmit 60 million words an hour, including pics. . . . She-man H. Dryer's high-powered package, "Exploring the Unknown," shifts to ABC on the 28th in the 7:30 time slot. Now we can listen to both this series and WW, thank Gahd. . . . Script trouble brewing on the Jolson show, we hear, with Jolie tossing out the first one submitted already. . . . Spike Jones rented a whole theater for himself in San Francisco last week just to book himself into it. . . . Dennis Day on the lookout for some new comic talent to add to his own airer.

☆ ☆ ☆

● ● ● THE MORNING MAIL: "Dear Sid," writes Cal Tinney, "seems to be a little argument as to whether 'Stop Me If You've Heard This One' or 'Can You Top This' was on the airwaves first. The facts are that I had 'Stop Me' on NBC in 1939 for Quaker Oats—one year before 'Can You Top This' appeared. As a matter of fact, Sen. Ford and Harry Hershfield were members of my board of gag-busters. After 19 weeks, the show had a wonderful Crossley of 13.5 and was pulling unheard-of mail, but due to 'product trouble,' the sponsor was forced to cancel out. The following year, Sen. Ford approached the nets with a show he eventually called 'Can You Top This'."

☆ ☆ ☆

● ● ● VIEWS AND REVIEWS: Dorothy Kilgallen's new ABC airer is a smooth, entertaining 15 minutes, with intelligent guest-handling—a welcome contrast to the usual Hollywood gushy type of banter. . . . Jack Carson's show rates high in our book—but we wish they'd give Eve Arden much more to do. . . . We're probly as much an admirer of Henry Morgan as any lad you can point out, but we can't help but feel that too many of his gags are slanted for the so-called 'insiders'. . . . Bill (County Fair) Gernant is out to prove that it's possible to produce a Hollywood show with a Hollywood name but minus the Hollywood overhead. In sum, he's turned out a half-hour platter of "Further Adventures of My Man Godfrey," with Reginald Gardner in the title role, geared to peddle at 5 G's. Scripted by Dave Victor, Herb Little, Jr., and Bill, himself, this new series is a delightful, wholesome situation-comedy series and is as commercial as a five-cent chocolate bar. In New York now to audition the series, Bill also brought with him a 15-minute kiddie fantasy tagged "Walk to Anywhere," which is also four-star stuff that the kids'll eat up like their morning toast. With the nets steering away from an overdose of crime material, here are a pair of naturals to gladden the eye of any sponsor.

☆ ☆ ☆

● ● ● SMALL TALK: Les (Falcon) Tremayne, host on "Reader's Digest," joins the "Big Story" tonite. . . . Johnny Bosman will take over the late Fiorello's Mutual time slot (Sat., 6:30 p.m.) for a Football Scores and Reviews program. . . . Another of radio's 'hopefuls' gets a break when "Music In My Heart" comes into the Adelphi Theater on Oct. 2nd. She's Martha Wright, a 22-year-old Seattle lovely, who was discovered, as they say, on Bill Bern's Mutual Music Show. Originally signed as understudy for Florence George in the musical, we've just learned she's taken over the lead on the program.

Sales await
Advertisers in
these 5 Rich Markets

WGAL

Lancaster, Pa.

Established 1922

WRWA

Reading, Pa.

Established 1922

WKBO

Harrisburg, Pa.

Established 1922

WORK

York, Pa.

Established 1932

WEST

Easton, Pa.

Established 1936



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suit your needs. Write:

Sales Representative

RADIO ADVERTISING COMPANY

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San Francisco

1906 1947

Henri
CONFISEUR
FRENCH RESTAURANT
LUNCHEON DINNER
COCKTAIL BAR
Famous French Candies
15 East 52nd St.

Shift NBC Executives In Tele Expansion

(Continued from Page 1)

named assistant to the executive vice president with James E. Nelson named director of advertising and promotion. Nelson will report to Hammond.

O. B. Hanson, vice president and chief engineer of NBC, will devote the major part of his time to assisting Mullen in the development of NBC's network television system, according to the announcement, with George McElrath appointed to the post of Director of Engineering Operations.

McElrath will assume full responsibility for the management and operation of the technical aspects of sound broadcasting and the business administration of the home office engineering groups. McElrath will report to John H. MacDonald, Administrative Vice President, on matters pertaining to the management of the department. However, McElrath, together with Raymond Guy, Radio Facilities Engineer; Chester Mackey, Audio and Video Facilities Engineer, and Robert E. Shelby, Director of Technical Development, will continue to report directly to Hanson on matters of technical design and engineering.

Mullen explained that Royal would actively assist him in the development of new talent and features for NBC's rapidly expanding television network. "With two more stations joining our video network this year, many more planning to join in 1948 and with technicians beginning to gather the country together by co-axial cable and radio relay, programming as now become of prime importance to television. It will be Mr. Royal's task to work with me in complementing our excellent facilities with the best programs possible."

Kersta, Mullen said, would be in charge of the broadcast operations of the NBC television department.

Hanson will assist Mullen in planning the expansion of the technical phases of television. He will supervise the building and installations of new stations, inter-connections, relays and other engineering facilities.

Stork News

John F. Martin, maintenance engineer at NBC, Chicago, and Mrs. Martin announce the birth of a son, Joseph, Sept. 16 at the Berwyn (Ill.) hospital.

WOR Announcer Dick Willard and wife, Margaret, became the parents of a son born at Women's Hospital, New York, on Sept. 16. It's the second child for the Willards.

Traitor?

A three-year-old New Canaan, Conn., girl wrote Bob Emory's "Small Fry Club on WABD, Du Mont television station, yesterday seeking membership in the "Small Fry" group. She wrote: "My Daddy works in television for NBC—but for me, Mr. DuMont's Small Fry club is tops." Her mother penned the letter for the youngster.

Spot Biz Increase Noted by Chicago Web Outlets

(Continued from Page 1)

Beer, through Malcolm Howard Agency, renewal of six chainbreaks weekly for 52 weeks; H. B. Cough Drops, through Horton-Hayes Agency, three live chainbreaks weekly for 23 weeks; Procter & Gamble (American Family Flakes), through H. W. Kastor Agency, five live chainbreaks weekly for 43 weeks and one day; Leaf Gum Co., through Bozzel & Jacobs Agency, two chainbreaks weekly for eight weeks; Bisceglia Bros. (Paradise Wine), through Olian Advertising Agency, three chainbreaks weekly for 26 weeks; International Harvester, through Aubrey, Moore & Wallace, four chainbreaks weekly for three weeks; Chicago Daily Times, through Malcolm Howard, 20 chainbreaks weekly for one week, and Kaiser-Frazer Motors, through Swaney, Drake & Bement Agency, one additional chainbreak weekly for 17 weeks.

Participation orders included the Fur Manufacturers' Association, participation in the Beulah Karney program three times weekly for 10 weeks; International Harvester, "Platter Party" program, Monday through Friday, for three weeks; Garrett & Co. (Virginia Dare Wine), through Ruthrauff & Ryan, "Platter Party" program five times weekly for eight weeks; Kaiser-Frazer Motors, extension of their original five-times-weekly schedule in "Platter Party" for 15 weeks.

Stewart & Ashby Coffee Co., through Roche, Williams & Cleary, ordered renewal of the "Paul Harvey News" for 26 weeks.

WMAQ Sales Up

Oliver Morton, manager of the NBC central division national spot sales department, reports a brisk week for WMAQ. Grove Laboratories, through Duane Jones Co., signed a 26-week contract to sponsor "News on the Spot" wire-recorded program, on Mondays, Wednesdays and Fridays. The Tuesday and Thursday segments of the John Holtman news show were sold to Household Finance Corp., through Levally, Inc., for 52 weeks, starting October 7, and "Jimmy Blade and His Music" was renewed for 52 weeks by the Chicago Motor Club, effective Sept. 29.

Spot business included Paramount Pictures, Inc., three station breaks a week for 52 weeks starting October 1; Florida Citrus Commission, through Benton & Bowles, renewed schedule of two station breaks a week for 52 weeks; Chicago Daily Times, 38 station breaks to be broadcast between Sept. 22 and 28, and Capper Publications, six one-minute announcements to be aired on the "Early Bird" show.

Eldon Park to Head WINS; Schroeder Resigns Post

(Continued from Page 1)

Shouse, president of the corporation. Up till now Park has been vice in charge of programs for Crosley with headquarters in Cincinnati. At the same time, Shouse announced that William Robinson, sales manager for WINS, will go to WLW, Cincinnati, as program director. Robinson's successor in New York has not been named.

Schroeder has managed WINS for the last three years, coming here under the Hearst regime from WCAE, Pittsburgh, where he was sales manager. Actually, the first announcement of the change came yesterday morning when Schroeder called the WINS staff for a meeting and made the following statement:

"I regret very much that it will not be my privilege to continue what has been a very pleasant association with the Crosley Broadcasting Corp. I am confident that WINS will ultimately become the important station that we have all worked so hard to make it and I know that the enthusiasm of the WINS personnel in the past year will continue in the future. I should like to underline that the severance of my association with WINS and Crosley is on a most amicable basis and I am most anxious to be of maximum assistance to my successor Mr. Park. Beyond the accomplishment of that job I have no immediate plans."

Industry Leaders Aid U. S. State Dept. Radio

(Continued from Page 1)

whom the Department now has contacts, and other leaders in the radio field."

The committee members are as follows:

Justin Miller, president of the National Association of Broadcasters; Edward Noble, chairman of the board of ABC; Paul Porter, former head of the FCC; Philip Reed, chairman of the General Electric Co.; James D. Shouse, president of the Crosley Corp.; Frank Stanton, president of CBS, and Niles Trammell, president of National Broadcasting Co.


Additional Members

Gardner Cowles, Jr., publisher of the Des Moines Register and Tribune and president of the Cowles Broadcasting Co.; Wesley Dumm, president of the Associated Broadcasters, Inc.; Mark Ethridge, publisher of The Louisville Courier Journal; Walter Evans, president of the Westinghouse Electric Corp.; Don Francisco, vice-president and director of the J. Walter Thompson Advertising Agency; Robert I. Gannon, president of Fordham University; Edgar Kobak, president of the Mutual Broadcasting System; Roy Larsen, president of Time, Inc.; Harold Lasswell of the School of Law of Yale University; Walter Lemmon, president of the World-Wide Broadcasting Foundation.

Something to Crow about!

\$52,000 worth of business
from \$1300 worth of announcements
on CHANTICLEER!

That's the success story of an implement dealer who had a one-a-week announcement during 1946—something to really crow about!



Chanticleer
6:15-7:00 a.m. Monday through Saturday
WGY Schenectady, N. Y.
GENERAL ELECTRIC

IN CLEVELAND IT'S

WHK

SOUTHWEST

NEWCOMERS to the staff of WRR, Dallas, include Martha Thompson and Joyce Merrell. Miss Thompson has been appointed assistant traffic manager while Miss Merrell has been named editor of program and commercial continuity.

W. T. White, superintendent of the Dallas Public Schools spoke to over 1,500 teachers, outlining plans for the forthcoming school year. His discussion, titled "Tomorrow Is Today" gave the broader educational undertaking planned for the schools now that they have been made independent of the City Council. The address was transcribed and broadcast over WFAA, Dallas.

David R. Mackay has joined the staff of the University of Texas Radio House at Austin as production manager and instructor in drama. He will supervise the direction of all campus broadcasts and will teach courses in radio acting, production and direction. Mackey comes from radio work in Dallas and served the past summer as head of the National High School Institute radio section in Chicago.

A. D. Willard, Jr., vice-president of the National Association of Broadcasters is scheduled to speak to the 10th District Advertising Federation of America which will meet in San Antonio Oct. 9-10. The second day of the convention will be devoted to panel discussions, among other things on AM and FM radio, television and facsimile. Charles Lutz, manager of KYFM, San Antonio will be in charge of the discussions.

Marvin Alisky, a Navy veteran and graduate of the University of Texas has been added to the newsroom staff of WOAI, San Antonio as assistant to evening editor and newscaster Austin Williams.

A special 18 station Texas State Network hookup will broadcast a weekly half hour program each Thursday, to be sponsored by the Pepsi Cola Co. Broadcasts will originate in the studios of KFJZ, key station of TSN in Fort Worth and will feature the music of Al Clausen and his Oklahoma Outlaws.

Dorothy Earlene Mann will become the bride of Jim Vynalek in Pleasanton on Sept. 26. Miss Mann is music librarian at KYFM, San Antonio while the groom is a member of the Conroy Advertising Agency, also in San Antonio.

In a special sports broadcast heard over KCOR, San Antonio, members of the Mexico City Football team were interviewed. Team is here to play Randolph Field. On the English side, Doc Blanchard was interviewed by Marvin Broyles.

JOHN BRADFORD
Announcer—Narrator
LExington 2-1100

New Radio Research Plan Now Is Offered By Gallup

(Continued from Page 1)

try of Gallup into radio as an independent researcher, was described in detail by Samuel H. Northross, newly-appointed vice president of Audience Research, who was formerly head of radio research at Young & Rubicam.

Audience Research system, which will be made available as a complete "package" or separately as desired by clients, will not attempt to replace existing measurements, such as Hooper and Nielsen, Gallup said, but "goes a step beyond these and into a new field of radio research."

Similar to Film Type

First among the services, a "national popularity audit of radio personalities" is an outgrowth of a technique developed by Audience Research for the motion picture industry in 1939, Gallup said, and will provide a "qualitative analysis" of the popularity of radio personalities, with particular emphasis on newcomers and rising stars. "The talent buyer can use this research as a guide in building programs which have maximum appeal to the population groups in which he is most interested," he said. Audit consists of "E. Q." ratings—for "enthusiasm quotient"—and its chief value lies in the fact that it reveals promising talent before they actually arrive." It anticipates the stars of the future, Northcross said, and on the other hand, shows which personalities are on the decline.

Program structure is also included in the measurement, and will be studied by means of an audience reaction-testing device called the Hopkins Televote Machine. Audience Research has exclusive patent rights on the device, which is described as "the most sensitive and accurate audience testing machine known to the

industry." It has been used extensively for the past seven years in pre-testing motion pictures, it was said.

New ideas in radio programs—hindered perhaps because of the basic economics of the business—will be tested via a "laboratory" test market town of good distribution of industry, business and farming. This "laboratory" will offer local broadcasting facilities, ready merchandising outlets and Gallup-trained researchers to conduct experiments. Functions of the laboratory will be to test new programs—or radically changed formats of established programs—and pre-testing commercial copy themes, either for programs or spot announcements.

Advertising impact will be measured over a 13-week period and its study will provide the advertiser with the total number of radio homes reached by his program in all city sizes, all economic groups, areas, telephone and non-telephone homes; characteristics of audience; effect of his sales message as to audience "remembrance"; similar information on competitive products in radio; and comparative cost and value analysis of competition. This particular measurement will be made by personal interviews, it was said.

Adaptable to Video

In addition to the six services, Audience Research will make periodic surveys to measure the growth of consumer interest in television, which while it is not an "important" medium now "there is little doubt that it will come to full stature in the foreseeable future." Many research techniques applicable to radio can be readily adapted for use in the qualitative evaluation of television programs, it was said.

KXOK Program Gets Award From Amer. Bar Assoc.

(Continued from Page 1)

chairman of the radio committee of the St. Louis Bar Association on Sunday, Sept. 21, at the national convention of the Bar Association currently in progress in Cleveland, Ohio.

The program, a weekly feature of KXOK on Tuesday evenings at 8:30 p.m., features a debate on topics of current interest in the greater St. Louis area. It is sponsored jointly by the Bar Association, the Junior Chamber of commerce of St. Louis and KXOK.

New Comedy Announced

George Baxt, CBS shortwave script writer, is the author of a new comedy, "Alex in Wonderland." It is concerned with a Jewish family in the Canarsie section of Brooklyn. Plans are under way to start production late in October, with Molly Picon and her husband, Jacob Kalich, in the leading roles.

McCambridge President Of Press Wireless, Inc.

(Continued from Page 1)

division of Associated Press which has since reverted to the AP appellation.

Press Wireless is currently engaged in overseas transmission of news, photos and radio traffic to all the principal news centers of the world. During the war Press Wireless was particularly busy with press transmission for important newspapers and radio.

Some time ago the firm applied to the FCC for point-to-point transmission licenses in the United States, but this, it is understood, is now fairly cold although tests were taken via shortwave which were considered successful.

McCambridge, who has a strong background in the field of news associations, succeeds A. Warren Norton in the Press Wireless presidency, Norton having resigned a few weeks ago. McCambridge, elected at the behest of the organization's creditors, will seek to reorganize the firm and place it on a firm footing.

SAN FRANCISCO

GRANT POLLOCK, former sales manager for KSMO, San Francisco, has been appointed to the KGO sales staff and ABC spot sales in San Francisco, replacing Vince Franz who was recently appointed ABC network sales representative here.

A special chapel was constructed in the Fairmont Hotel when two Bay couples were married in connection with their appearance in "Bride and Groom" in the hotel Terrace Room. The program aired over KGO-ABC.

William B. Pabst, manager of KFRC, has been elected chairman of the Advisory Board of the Salvation Army for San Francisco, succeeding John McNab who retired after many years of service.

Two KPO-NBC shows will originate next week from Santa Fe during that city's big open house festival. Jane Lee's Women's Magazine of the Air will originate in the dining room of the Santa Rosa Hotel during a community breakfast program there, Wednesday morning, sponsored by the Soroptimist Club and Jack Gregson's "Hubbub Club" will broadcast from the Native Son Hall under the sponsorship of the Business and Professional Women's Club.

KROW, Oakland-San Francisco, co-operating with Capwell's Department Store in a special promotion stunt wherein several hundred sheets of last-minute news reports supplied by KROW are distributed in the store's roof restaurant. KROW has been furnishing similar news sheets to the Athens Athletic Club dining room for the past two years.

Bill Niefeld, KFRC news chief, has been elected to the Board of Directors of the San Francisco Sports Club.

Dink Templeton, KFRC sports commentator heard locally for the past year, now goes Pacific Mutual work in his Saturday night broadcast.

LaGuardia Memorial On WNYC

WNYC, which brought the voice of the late Fiorello H. LaGuardia to the lions of New Yorkers each Sunday from Pearl Harbor Day to the Sunday of his tenure, will broadcast a memorial concert by Local AFM, next Sunday, Sept. 28, at 1 p.m. the time of Mr. LaGuardia's regular Sunday Talks to the People.

Except for brief remarks by the acting director of the Municipal Broadcasting System, Seymour N. Siegel and the union president, Richard Cann, the memorial broadcast on Sunday will be limited to the music LaGuardia loved. The program will be announced.

GARDEN CITY HOME FOR SALE

Big, comfortable, five-bedroom, three-bath, white-stucco home. Insulated 15' 40 room for home studio, television, rehearsal. Full insulation, all large room, venetian blinds, oil-steam, landscaped 14' foot frontage. Double garage, state roof barbecue, pre-war built. \$29,500.

WALTER KIERNAN; WJZ

BEHIND THE MIKE

By SID WEISS

ERRY DEVINE'S thriller, "This Is Your FBI," one of the Friday nighters on the air, has been renewed for 26 weeks by Equitable Life Insurance Society of America.

Sea Wain begins one of the most nauseating schedules in radio this week with her routine including two daily sessions with hubby Andre Duchon on "Mr. and Mrs. Music." Between her disc jockey chores, she'll also commute to the ABC studios Monday, Wednesday and Friday for a singing stint on the Eddy Duchin show. Tuesday night she'll cut six prescribed shows with Frank Parker on Thursdays she's slated for a reading session with Tommy Dorsey. With current prices the way they are, it looks like the only thing going on these days are women's skirts, according to Marilyne Towne, star of RCA's "3 Little Sachs" ailer.

Dr. Frank Kingdon contemplating writing a book tagged "Broadway Doctor," based on Dr. Benj. A. Gillett, Leo Lindy's personal medic who treats needy show biz folk for

Bob Ray, director of remotes for CBS, celebrating his 18th year in radio. A nice guy.

Jacko Maxwell inaugurating a new series over WWRL on the 27th at 9:15 p.m. when he aircasts "The Football Scoreboard."

Bob-Readick, stage and film 'heavy,' headed for another stint on "Mr. D.A." on Wednesday.

Renial Art Hannes rates a nod for his first-rate commenting on the Friday CBS Symphony Hour last week and is skedded to do a repeat next week.

Alan Dale, the "Date Night" crooner, picks up two additional shows this month, adding up to a total of 10 airings a week.

Notwithstanding the high price of records, webs have seen fit to schedule Korn Kobblers for 5 Mutual and ABC shots a week from the Flagship, Union, N. J.

Miss Dusty Bruce's lively jive sessions via WOV.

A single femme newcomer, in our opinion, evidences the talent that Dulcie, warbler with Desi Arnaz, expects.

McC Damone, who guested on the Falkenberg-Tex McCrary ailer introduced Irving Berlin's "Freedom Man," now has dramatic offers as a result of his reading of the tribute Berlin.

Happy (Guess Who) Felton says a disc jockey is the only man who can lead by 'necding' someone else's.

Health Aid

Los Angeles—Six patients with neuropsychiatric disorders in the Veterans Administration hospital in Los Angeles, Cal., completed a major step toward recovery when they put the finishing touches to small, three-tube radio sets they had built in the hospital's radio shop. Before they were introduced to the intricacies of radio, the six patients displayed such severe anxieties about their condition that they failed to respond satisfactorily to treatment.

Newspaper Tele Plans Announced By WLTW

(Continued from Page 1)

and general manager of the paper, initiated formation of the group early this month.

News tele staff is currently planning the formation of an extensive film library to include newsreels, documentaries, background clips, etc., many of which will be made by the station itself. A station exec said that it's the News' intention to exchange films with other television stations. It was pointed out, however, that studio and remote programs will occupy the usual amount of program fare.

Setting in motion the program planning work, Flynn said: "At present we expect to confine membership on this board to a few persons on The News staff. The regular News members would be expected to consult with leaders in the various civic, religious and entertainment fields to better advise us on the development of a well-balanced program for the station."

Those serving on the advisory board are: Antoinette Donnelly, beauty editor; Mary King, women's editor; Loretta King, movie critic; Hedda Hopper, Hollywood columnist; Molly Slott, syndicate manager; W. R. Fritzinger, promotion manager; George Morris, publicity manager; Ben Gross, radio editor; Carl Warren, broadcast editor; Jimmy Powers, sports editor; George Schmidt, picture assignment editor; John Chapman, drama editor, and Ed Sullivan and Danton Walker, Broadway columnists.

"Crime Doctor" Closing

"Crime Doctor," heard on CBS Sundays at 8:30 p.m., under sponsorship of Phillip Morris cigarettes, leaves the air on October 19th, according to reports. No replacement has been set.

Send Birthday Greetings To—

September 24

Jack Armstrong Jim Lucas
Margaret Potter Bowen
Charles F. Gannon

CBC Board Ends Session; Reserves Station Decisions

(Continued from Page 1)

Timmins, Ont., had been rejected and that decisions on French-language station at Prince Albert and Edmonton had been reserved.

Bids for the latter two stations had been among the most controversial subjects studied by the board during the meeting which was the first one held in public.

Debate heard on the application included charges by both governors and witnesses that religious prejudices were the basis of both opposition to and applications for the licenses.

Neither Radio-Prince Albert, Limited, nor Radio-Edmonton, Limited, filed any briefs at the open hearing concerning their application, nor did they have any representatives appear before the board. This did not prevent the applications from being widely discussed, however. The announcement that decision on the two Western stations had been reserved contained no intimation when the findings of the board would be released.

The request for a bilingual station at Timmins was turned down following consideration of the application made by F. H. Trudeau. He made no representations at Calgary, but H. C. Freeman of CKGH, offered the opposition.

NBC Promotes Hitz In Network Sales Post

NBC assistant Eastern sales manager Edward R. Hitz has been promoted to the post of assistant director of network sales. The promotion goes into effect immediately. Hitz came to NBC on Dec. 1, 1928, as a salesman. In 1940, he was made assistant to the vice-president in charge of sales, and last year he was named assistant Eastern sales manager. Before he came to the network, Hitz was an advertising salesman with the New York Daily News during 1927 and 1928, and before that, from 1920 to 1927, a bond salesman in Wall Street.

He was the second chairman of the NBC Staff Operations Group, in 1944. He is a native of Cleveland, Ohio.

AGENCIES

PUBLICITY CLUB OF NEW YORK, for the first time in its eight-year history, has a woman as president. She is Mrs. Mae Wagner Carlyle, advertising manager and publicity director of Dictograph Products, Inc. Mrs. Carlyle, served two terms as first vice-president of the club. Other new officers are: Eric Palmer, first vice-president; Thomas L. Cotton, 2nd vice-president; Helen Mary-Elizabeth McCarthy, recording secretary; directors, Miss C. Cody Collins and Miss Helen Kassell, Ted Baldwin and Henry Untermyer.

ADVERTISING FEDERATION OF AMERICA has elected to membership: WEMP and Charles Meissner and Associates, Inc., both of Milwaukee; The Journal-Times Company and Racine Poster Advertising Co., both of Racine, Wis.; Spencer W. Curtiss, Inc., Indianapolis; and Farson & Huff, Louisville, Ky.

ADVERTISING ACCOUNT of the Joseph Burnett Company, a division of American Home Foods, Inc., has been transferred to W. Earl Bothwell, Inc., New York, effective December 15, it has been announced by Robert T. Kesner, advertising director of the parent company. Advertising of Burnett's Vanilla and other food flavors has been handled heretofore by the H. B. Humphrey agency of Boston. With the Burnett account, the Bothwell agency will be handling the advertising for three American Home Foods divisions, the others being Duff's Baking Mixes and G. Washington Coffee.

Welcome To 'Bums' On WNYC

Brooklyn's own Dodgers will be welcomed home to their borough on Friday, Sept. 26, when Brooklyn Borough President John Cashmore, from the steps of Boro Hall, Brooklyn, will relay the sentiments of Brooklyn to the home-coming team in a broadcast over WNYC, from 3 to 3:30 p.m. Members of the Dodger team are expected to respond to Borough President Cashmore's greetings on the broadcast.

HOTEL STRAND

Atlantic City's Hotel of Distinction

A hotel designed for your complete Rest and Relaxation. Beautiful Rooms. Salt Water Baths. Open and enclosed Sun Verandahs. Open Deck stop. Cuisine unsurpassed. Garage on premises. In the very heart of all activities.

RESTAURANT & COCKTAIL LOUNGE
An added feature of this complete hospitality

EXCLUSIVE PENNSYLVANIA AVENUE & BOARDWALK



IN CLEVELAND IT'S

WPK

PROMOTION

Preview Program

To increase interest in its shows, WENR, Chicago, has inaugurated a program known as "Wednesday Preview," which had its initial broadcast Monday (Sept. 22), 9:15 to 9:30 p.m. On this program, and for the following month, WENR will give the highlights of the forthcoming shows to be heard on the station by the following Wednesday. Show will be built around a situation involving June Merrill and Jack Lester, representing a couple of typical listeners. First preview featured Bing Crosby and the Waring Glee Club singing "The Whiffenpoof Song," Abbott and Costello in their famous "Who's on First" routine, a comic sequence from the Henry Morgan show, and a sequence from "The Lone Ranger." Show is scripted by William Adams and produced by Maurice Murray.

School Of The Air

An 8-page booklet, heralding the opening of the 18th season of CBS "American School of the Air" on October 6, has been mailed to more than 5,000 educators, opinion leaders, government officials, editors and CBS stations by the CBS promotion department.

Included in the booklet is a brief outline of the five programs which will make up the 1947-48 "school." They are "Liberty Road," dramatizations based on concepts of basic human rights and responsibilities; "Tales of Adventure," dramatizations of recent and classical action books; "March of Science," dramatizations highlighting the direct application of scientific knowledge to society; "Gateways to Music," a musical tour of the world, and "Opinion Please," forums on current problems.

Launch New Contest

With Phil Harris and Alice Faye returning to the Fitch Bandwagon, the F. W. Fitch Co., will announce a new consumer contest in which over \$35,000 in prizes will be awarded over a period of four weeks.

First program of the new fall series will be heard on Sunday, Oct. 5, which date also marks the beginning of the contest. Show will be heard over 155 NBC stations from coast-to-coast at 7:30 p.m., EST. Contest is launched simultaneously with the introduction of Fitch's new Creme Shampoo. Contestants are given a choice of completing in 25 words or less, one of two sentences, telling why they like the new Creme Shampoo or the Fitch's Dandruff Remover Shampoo. Judging of the contest will be handled by the Reuben H. Donnelly Corp., Chicago, Ill.

COAST-TO-COAST

—MISSOURI—

SAINT LOUIS—Following auditions at KSD, four St. Louisans were chosen to represent their city on the October 5th broadcast of "The Big Break," broadcast over NBC's network hookup in New York City. They are Harry Gibbs, actor; Russ David, pianist, who is conductor of the KSD orchestra; Dotty Bennet, pop singer, and Frank Stevens, balladeer. . . . **KXOK** general manager, C. L. Thomas, has been elected to a two-year term on the St. Louis Advertising Club Board of Governors.

—NEBRASKA—

OMAHA—WOW's newest public interest feature, "Regimented Raindrops," is a sequel to the station's Peabody winning "Operation Big Muddy." The new series consists of 24 broadcasts with Mal Hansen, station farm service director, a 50-minute sound color movie and a 3,500-word booklet on soil conservation, water and flood control, power development and recreation in the Midwest. . . . **Harvey Twyman**, KOAD program director since the FM station started in July, 1946, has resigned to open a production office on the West Coast.

—ALABAMA—

BIRMINGHAM—As a public service, three and one-half hours of entertainment were recently given the "Red Feather Party" pre-campaign warm-up by the six stations in this city with WTNB, new station, giving two half-hour periods. . . . **MONTGOMERY**—The Coca-Cola Bottling Company, with a group of co-sponsors, has bought time on local stations for broadcast of all the University of Alabama and Alabama Polytechnic Institute football games. The Grimes Motor Co. is co-sponsor for API games over WAPX, local ABC outlet while W. Cleve Stokes Auto Co. co-sponsors University games over WSFA and WCOV, outlets for NBC and CBS respectively.

—CALIFORNIA—

OAKLAND—Tide Water Associated Oil Company has contracted with KROW to release a schedule of football games throughout the 1947 Fall season. Bud Foster, nationally known sportscaster will handle the play-by-play. . . . **SAN FRANCISCO**—C. A. Gibson, president of the Pacific Broadcasting Co. has selected H. R. Hurd as station manager of that organization's FM outlet in this city. KSFH, the 15,800-watt station is the first in a proposed string of six West Coast FM stations which the company plans to operate and is slated to go on the air early in October with an anticipated coverage radius of 90 miles.

—CONNECTICUT—

HARTFORD—For the second time, the National Safety Council has named WTIC the winner of the 1947 National Award of Honor in the 50,000-watt, regional station class, for outstanding public service in the year-round promotion of farm safety. . . . **NEW HAVEN**—Dave Johnston, summer-time staff announcer of WNHC, has resigned to return to his studies at Yale University and a post as assistant program director of the college station, WYBC.

—FLORIDA—

JACKSONVILLE—New program on WPDQ is "High School Pep Rally," featuring local high school bands, cheer teams, coaches and football stars and is sponsored by Pepsi-Cola. Emcee is Jack Cummins, who interviews players and coaches and talks about the week's game. . . . **MIAMI**—In spite of a full-blown hurricane two days before, WIOD broadcast the final round in the 14-week series of "Amateur Parade" contests from the jam-packed Bayfront Park Auditorium before an estimated audience of 2600. First place winner was Check Davidson, tenor, who received \$100 from the station and a two-week vacation, all expenses paid, at the swank Versailles Hotel. Second and third place were won by pianist Dale Faust and James Maxey, lyric baritone, respectively, each receiving \$50.

—IDAHO—

BOISE—KFXD will again provide Boise and Snake River Valley sports fans with a complete play-by-play coverage of high-school football and basketball games, with Doyle Cain, dean of Idaho sportscasters at the microphone. . . . **KIDO** recently made radio history in this city when the guest appearances of swing pianist, Jess Stacey, and songstress, Lee Wiley, on Joe Maggio's Musical-Merry-Go-Round program were televised by the RCA-Victor Television Caravan and broadcast simultaneously on KIDO and KIDO-FM. This was the first program the station has produced using all three media.

—MASSACHUSETTS—

BOSTON—This city's foremost music critics, Cyrus Durgin of the Boston Globe; Rudolph Elie, Jr., The Boston Herald; Leslie A. Sloper, The Christian Science Monitor; Warren Storey Smith, The Boston Post; Alexander Williams, The Boston Traveler and Jeles Wolffers, critic for the Musical Courier, aid the noted conductor Arthur Fiedler in judging the young musical talent of New England during the "Sunday at 4:30 Auditions" which recently got under way. Open to New England's youth 26 years of age and under, who have musical talent, either instrumental or vocal, the program offers the winners paid appearances as guest soloists with Mr. Fiedler and 55 musicians of the Boston Pops Orchestra during the 30-concert season over WBZ and WBZA. . . . **Harry D. Goodwin**, WCOP promotion, merchandising and publicity manager, has been appointed radio director for the Greater Boston 1947-48 Community Fund.

Ryan, Guest Speaker

Chicago—Jack Ryan, manager of the NBC central division press department, will be guest professional lecturer at a series of five seminars on radio broadcasting at the school of journalism of the University of Montana, Missoula, from Oct. 20 to 25. Ryan, who is a U. of Montana graduate, will speak on all phases of radio. En route to and returning from Missoula, Ryan will visit newspapers and NBC affiliated stations in Minneapolis, St. Paul, Fargo, N. D., Lincoln, Omaha, Neb., and Des Moines.

EQUIPMENT

G. E. Tele Program Console

A new desk-like television program console, containing all the circuits and controls to carry on the necessary supervision and composition of a television program has been developed by the Transmitter Division of General Electric Company's Electronics Department plant at Syracuse, N. Y.

New console is divided into three sections for the program director, video operator and audio operator and is designed for use in the control room where, with the aid of a camera control desk, any channel may be selected for the program line.

Communication facilities are provided at each position of the program console so that directions may be efficiently transmitted to studio projection room, etc., to achieve desired continuity of programming. Instrument weighs approximately 100 pounds and is 36¼ inches high, 9 inches wide, and has a depth of 10 inches.

New Motorola Distributor

Electric Products, Inc., Pittsburgh has been appointed exclusive distributor for Motorola products according to recent announcement of William H. Kelley, Motorola general sales manager.

TRANSCRIBED

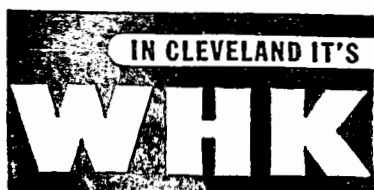
AND AVAILABLE

for a
27.4
Hooper!

That's a whale of a rating, Bu that's what the Texas Rangers got at WGBI, Scranton, Pa. They got it with their famous transcription service — which features the western and folk songs that never grow old. And they get the tall Hooper at 6:30 p. m., too, when there is 37 per cent sets in use figure. Yes, Scranton listens to and likes the Texas Rangers. It's no wonder WGBI renews year after year. But the Texas Rangers transcription for your market. They build a big audience at WGBI and at scores of other stations, too. They can do the same for you. Wire, write or telephone.

The Texas Ranger

AN ARTHUR B. CHURCH PRODUCTION
Pickwick Hotel • Kansas City 6, Mo.



New AFM-FM Meet Set

Plan Radio Board For Protestant Groups

In order to encourage a wider and more adequate use of religious radio, the Protestant Radio Commission was authorized yesterday by 50 church council executives and denominational leaders meeting in Bronxville, N. Y. An organizing committee was appointed with power to function as an interim executive body until the commission can be set up. Two of the committee members are Dr. Alfred G. Walton, Joint Religious Radio Committee, New York, and Dr. (Continued on Page 8)

Full-guy Godfrey Honored At Circus Fans Luncheon

Arthur Godfrey found himself portrayed as a sleepy headed disc jockey with many and varied sponsors, during a noisy noon-day funfest staged at the Circus Saints and Sinners at the Waldorf Astoria Hotel yesterday. It was the first fall meeting of the luncheon club and Godfrey was selected as the No. 1 fall-guy. Full-guy Godfrey withstood the intermittent gunfire of Ex-Governor (Continued on Page 8)

New AM And FM Grants Announced By Comm.

Washington Bureau, RADIO DAILY
Washington—Three new AM licenses and a like number for FM operation were approved yesterday by the FCC. AM licenses went to Keith Dickinson Rivers, Jr., WEAS, Eatonton, Ga., operating on 1010 kc., 1 p.m. daytime; Carolina-Northwest Broadcasting Co., WILX, North Lakesboro, N. C., operating on 1450 (Continued on Page 2)

Salute To Freedom

WNBT will present a special studio program tonight honoring the Freedom Train under sponsorship of General Foods (8:30-9 p.m.) The program will feature films of previous American documents, setup of the train itself as photographed by WNBT television newsmen under Paul Alley. Background music, etc., will be provided by the Margaret Waters choral group.

Bar Assn. Official Hits Crime Shows

Cleveland—Arthur J. Freund, St. Louis, chairman of a special committee of the American Bar Association, reporting to the Bar Association convention, took a stand against movies, radio and comic strip syndicates dramatizing crime. The committee head recommended that the Bar Association appear before the FCC to oppose renewal of a license, creating a test case on whether an excessive volume of crime broadcasts violates the public's interest. He also recommended that the movie and broadcast codes be examined with a view of inflicting outside supervision and that an independent commission survey the subject and make recommendations. Freund lauded the NBC for its recent order banning crime and mystery shows until after 9:30 p.m.

Major Oldfield Named To U. S. Army Post

Major Barney Oldfield, formerly associated with the Warner Brothers studio public relations staff, Hollywood, becomes chief of the radio and television section of the United States Army, effective October 1, with the rank of major. Major Oldfield will succeed Captain L. G. Schmitz who is resigning from the Army. In returning to the Army, Major Oldfield will be associated with Major General Floyd L. Parks, chief of (Continued on Page 2)

World Series Via Television Now Seen Closer To Reality

Television coverage of the World Series was closer to probability last night than at any time in recent weeks, with baseball commissioner A. B. "Happy" Chandler reportedly considering two last-minute proposals for video rights to the Yankees-Dodgers classic starting next Tuesday, Sept. 29. Most promising of the new developments, according to trade sources, is NBC's appeal to Chandler to permit tele coverage of the games

FM Association Committee Will Confer With Petrillo in New York Oct. 1 In Attempt At Settlement

Station Rep. Group Meeting In New York

Acting on Paul Raymer's suggestion that recognized station reps band together as a National Spot Radio Association, leaders in this field will meet in New York tomorrow to formulate plans for an association. The meeting will be a closed affair with sponsors withholding time and place until after their deliberations on Friday. Raymer's suggestion was first made (Continued on Page 2)

Thomas Names Chairmen Of Ad Club For '47-'48

Committee chairmen for the 1947-'48 activities of the New York Advertising Club were announced this week by Eugene S. Thomas, president of the Club and sales manager (Continued on Page 2)

FCC Schedules Hearing On Tele Channel Case

Washington Bureau, RADIO DAILY
Washington—The FCC's controversial proposal for sharing television channels has been set down for a (Continued on Page 7)

Washington Bureau, RADIO DAILY
Washington—A special FM association committee will meet with Representative Carroll D. Kearns (R. Pa.) and James C. Petrillo, AFM prexy, on October 1 in another attempt to negotiate a settlement of current FM problems, it was revealed yesterday. The meeting will be held in Petrillo's offices (Continued on Page 7)

IRE Convention Opens In Frisco; 800 Attend

San Francisco—The Institute of Radio Engineers convention under the general chairmanship of Dr. Karl Spangenberg, of Stanford University, opened here yesterday in the Palace Hotel, with registrations approaching the 800 mark. Six technical sessions are on the agenda, with outstanding scientists discussing the latest developments in military, scientific and (Continued on Page 8)

ATS To Present Awards For Tele Contributions

Fifth Annual Awards of the American Television Society will be made at an open meeting tonight at the Barbizon Plaza Hotel, with Maurice Gorham, head of the BBC Television (Continued on Page 7)

Popular Series

New transcribed sports series titled, "Frank Leahy of Notre Dame" has been bought by thirty-five stations the past week, Merrill Schoenfeld of Groon Associates announced in Chicago yesterday. The Leahy series also features Harry Wismer, ABC sports commentator, and covers their appraisal of major football teams as well as score predictions.

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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 Manning Clegg
 6417 Dahlonega Rd. 2122 Deatur Pl., NW
 Phone: Wisconsin 3271 Phone: Hobart 7627
CHICAGO BUREAU
 Nat Green
 1417 Ashland Bldg., 155 No. Clark St.
 Phone: State 2332

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FINANCIAL

(Sept. 24)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	7	7	7	— 1/8
Am. Tel. & Tel.	159 3/8	158 3/4	159	— 1/2
CBS A	26	26	26	— 1/2
Farnsworth T. & R.	6 5/8	6 1/4	6 1/2	— 1/8
Gen. Electric	36 1/4	35 7/8	35 5/8	— 1/2
Philco	28 1/2	28	28 1/2	— 1/2
Philco pfd.	94 7/8	94 7/8	94 7/8	— 1/8
RCA Common	8 1/8	7 7/8	8 1/8	— 1/8
RCA first pfd.	75	74 3/4	74 3/4	— 1/4
Stewart-Warner	14 7/8	14 7/8	14 7/8	— 1/8
Westinghouse	27 1/2	27 1/2	27 1/4	— 3/8
Westinghouse pfd.	105 3/8	105	105	— 1/8
Zenith Radio	21 3/4	21 1/4	21 3/4	— 1/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	14	14	14	+ 1/4
Nat. Union Radio	2 3/4	2 3/4	2 3/4	— 1/8

OVER THE COUNTER

	Bid	Asked
U. S. Television	2 5/8	3
WCAO (Baltimore)	38	40
WJR (Detroit)	14	14 3/4

★ COMING AND GOING ★

HARRY C. BUTCHER, owner of KIST, affiliate of NBC in Santa Barbara, Cal., is in New York for conferences with the national representatives of the station.

JOSEPH ISRAELS, overseas correspondent for the Mutual network during the war and post-war period, has just returned to New York from his last station, in Austria. His network broadcast of Sunday, Sept. 28, will bear the title, "You Can't Do Business With Stalin."

R. M. McKAY, president of WKRM, Columbia, Tenn., is spending several days in Gotham. Station is a Mutual affiliate.

DAVID HALE HALPERN, vice-president of Owen & Chappell, Inc., has left for a brief visit to Baltimore and Washington for radio and television discussions.

BEVO WHITMORE, vice-president of WAYS, Charlotte, N. C., chatted for a while yesterday at the offices of the Mutual network, with which the station is affiliated.

CHARLES J. LANPHIER, president, general manager and station director of WFOJ, who was in New York this week for confabs with his local reps, has left by plane on the return trip to Milwaukee.

T. FRANK SMITH, president of KRIS, Corpus Christi outlet of MBS, is spending a few days in town on business.

HERB LANDON, radio publicity director of Kenyon & Eckhardt, is in Philadelphia on a special promotion assignment. From the Quaker City he'll continue on to Mobile, Ala., for more agency activity.

FRED WAGENVOORD, manager of WKBZ, American network outlet in Muskegon, Mich., is in New York for conferences with officials of the web.

BILL HENRY, Columbia network newsman with headquarters at the Washington bureau, is back in the Nation's Capital following a short business trip to New York.

EDWARD ARNOLD, star of the "Mr. President" series on ABC, is in town and will originate tonight's show from Radio City. He'll return to Hollywood tomorrow.

BARBARA RAYMOND, of the engineering staff at WEEI, Boston, who spent the early part of the week conferring at CBS headquarters in New York, has returned to Beantown.

ELMO C. WILSON, director of research at CBS, is back at the network following a short absence.

HARRY CROW, supervisor of the accounting, personnel and purchasing departments at the Washington offices of CBS, is back in the Nation's Capital following a few days in New York.

Major Oldfield Named To U. S. Army Post

(Continued from Page 1)

public information of the War Department. Oldfield served under Gen. Parks in Berlin following World War II.

During World War II, Major Oldfield served for two and one half years as a P.R.O. in the European Theatre. Following the war he handled the arrangements for the 82nd Airborne Division homecoming parade in New York.

Station Rep. Group Meeting In New York

(Continued from Page 1)

in the form of an advertisement titled, "Let's Get Together", which was first published in Radio Daily during the NAB convention in Atlantic City.

On last Tuesday, Sept. 23, Edward Petry, complimented the Raymer suggestion with a two-page spread suggesting an early meeting of the station rep crowd.

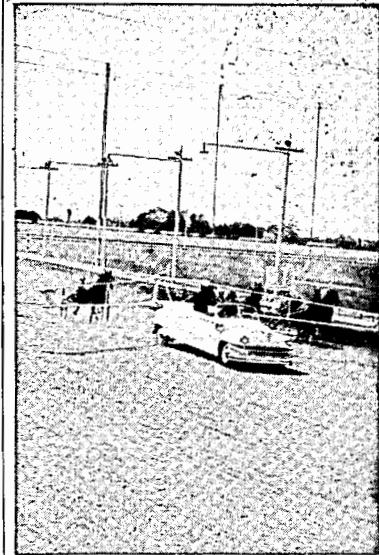
New AM And FM Grants Announced By Comm.

(Continued from Page 1)

kc., 250 watts, unlimited; and the Macomb Broadcasting Co., WKAI, Macomb, Ill., operating on 1510 kc., 250 watts, daytime. New FM licenses went to the Valley Broadcasting Co., WSTV-FM, Steubenville, Ohio, channel 278; Courier-Times, Inc., WCTW, New Castle, Pa., channel 276; and Mt. Vernon Radio & Television Co., WMIX-FM, channel 231.

Symphony Sid Doing Concerts

Symphony Sid, in partnership with Norman Granz, is producing a series of "Jazz at the Philharmonic" concerts.



Barrier

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

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

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

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

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

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



W-I-T-H

AM and FM

IN BALTIMORE

TOM TINSLEY, President
 Represented Nationally By Headley-Reed

WEVD

5000 WATTS 1330 K.C.

PROGRAMS OF DISTINGUISHED FEATURES IN

- ENGLISH
- JEWISH
- ITALIAN

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 M.Y. 12

★ AGENCY NEWSCAST ★

ADVERTISING PRODUCTION CLINIC of the Advertising and Selling Course, sponsored by the Advertising Club of New York, will be under the direction of Charles G. Konselman, advertising manager, A. & M. Karagheusian, Inc. Among those who will serve as leaders at the various meetings are: Donald Macaulay, Lathrop Paper Co.; Richard Matheis, production manager, Fuller & Smith & Ross, Inc.; Roy Tillotson, manager, art and design, general publicity department, Union Carbide and Carbon Corp.; Richard Messner, vice-president, F. E. Brogle & Co.; Edward N. Mayer, Jr., president, James Gray, Inc., and O. Alfred Dickman, advertising production manager, N. Y. Herald Tribune.

PAUL H. RAYMER CO. has been appointed national representative for WQXR, New York, effective immediately. Station's former representative was Donald Cooke, Inc.

WARREN BOWMAN, president of Bowman Gum, Inc., has announced that David Van Alstyne, Jr., senior partner of Van Alstyne, Noel & Co., Inc., has been appointed a director of Bowman Gum, Inc. of Philadelphia.

ANTHONY LA SALA, who has been associated with Geyer, Newell & Ganger, Inc., for the last 15 years, has been named account executive. It has been announced by H. W. Newell, executive vice-president. In his new capacity La Sala will be in charge of the Lenthric, Inc., account. Since 1932 when La Sala joined the agency, which at that time was known as The Geyer Company, he has served as the traffic and production manager.

WCBS Sells Joan Davis To Seeman Bros. In N. Y.

Seeman Brothers, for White Rose Quality Foods, will sponsor the CBS Joan Davis co-op show in the New York area over WCBS, it was revealed yesterday by Arthur Hull Hayes, general manager of Columbia's key station. Agency is J. D. Tarcher Co. Program starts Saturday, Oct. 1, and will be heard 9:00-9:30 p.m. Ralph Hatcher, head of CBS' Co-Op Division, reports keen interest among the stations in the program.

Westcoast Tele Sked

Los Angeles—Instead of the original scheduled three television shows per week for Lois Andrews, Clinton Tanley, producer for all Larry Finley Enterprises videos, announces two shows every Tuesday and Thursday over KTLA. The Tuesday show from 10:00 to 7:30 p.m. will feature skits titled "Behind the Scene of Television With Gossip." The Thursday shows will be the regular 15-minute skits from 7:00 to 7:15 p.m. with guest artists and gossip. Gough Industries-Hilco sponsor all the Larry Finley television productions.

ALLAN H. FRY, one time with D'Arcy Advertising Co., New York as a consultant on Latin American and overseas advertising, and during the war chief of the Foreign Language Section of the Office of War Information, has joined the staff of the International Division of Foote, Cone & Belding, New York. Fry was also the officer in charge of propaganda content of U. S. shortwave to Latin America at the office of Inter American Affairs.

DIVISION OF INDUSTRIAL SHOWMANSHIP of Baldwin and Mermey, under the direction of Alfred Stern, has been retained as technical directors and national publicity directors of the Reading-Berks County Bicentennial scheduled for 1948. Stern formerly a member of the production staff of Radio City Music Hall and account executive on entertainment at the department of exhibits and concessions of the N. Y. World's Fair will serve the Reading project as resident director.

G. REED SCHREINER has been appointed director of advertising of the United States Steel Corporation of Delaware to succeed Charles R. Moffatt who will retire on Sept. 30. Schreiner began his 28 years of service in advertising departments of U. S. Steel subsidiaries in 1919 where he was employed by the Carnegie Steel Company. He was made assistant advertising manager of the Carnegie-Illinois Steel Corporation in 1936 and was promoted to advertising manager two years later. In 1947 he became assistant director of advertising of the Delaware Corporation, which was his position at the time of the present appointment.

Across-Border Movement Okayed By Canada-U. S.

Washington—The FCC has announced conclusion of an interim agreement with Canada to permit mobile radio transmitting equipment licensed by either government to enter either country provided it is sealed by customs officials to prevent its operation in the country visited. After sealing the equipment at the border and noting that fact on a permit, the vehicle will be allowed to proceed. On leaving the visited country, the seal will be removed by the customs officer at the port of exit. The permit holder is warned, however, that should the seal be found to have been broken or removed, the vehicle will be detained.

The laws of both the United States and Canada prohibit alien operation of transmitting stations. Heretofore, Canadian visitors to the United States carrying such equipment in their cars have been warned at the border that to use the same in this country would be a violation of our laws. In the case of Canada, visitors from the United States were required to remove such equipment before entering its territory.



The man who can hand you the fans

A sponsor can buy a slice of Stan Lomax if he's fast

To publish the news that Sportscaster Stan Lomax has an opening on his 6:45 PM WOR show may mean that we're soft in the head. Or that we'd better rope off 1440 Broadway. Because Stan has the fans right in his fist.

What fans? Men, women and children. Baseball, football, basketball fans.

When Lomax pitches sports news every Monday through Saturday at 6:45 PM — the fans listen. And when a sales message is pitched on his show — the fans catch, swallow and buy. He once steered 11,985 listeners into the salesrooms of Dodge auto dealers. The Jacob Ruppert Brewing Company has been his baby for 9 years.

STAN LOMAX covers ALL sports; his season is never over.

He's idolized by the high, prep and college brotherhood because he covers their meets.

He has built up two generations of loyal fans during his 17-year stint on WOR.

IN ALL: we think Lomax is one of the most economical night-time radio buys in New York. Well, wouldn't you, when he has reached 866,711 different homes with radios a week at a total cost of about 1/3rd of a cent per home per week? A quick sponsor can share Stan Lomax with such noble companies as Lever Bros., the New York Telephone Co., The Jacob Ruppert Brewing Co., Oldsmobile, and Curtis Publications. For more fast facts, phone or write...

MUTUAL WOR 1440 BROADWAY NEW YORK

TAKES THE LEAD

bringing you the highest-rated network program
ever offered for local sponsorship:

THE JOAN DAVIS SHOW

Never before has a radio headliner with *such* ratings been available for local sponsorships.

Never before has such proven *top* comedy been available cooperatively, on such *top* stations.

It's Joan Davis on CBS...

It's a *strong* program on *strong* stations; available in any or all of the markets you want.

Joan averaged a Nielsen rating of 21.6 this past winter season; she had a Nielsen high of 24.7; she ranked in the "top twenty" on *nine separate occasions*.*

Nielsen data also show her remarkably consistent appeal in *every* market: in *big* cities, in *small* cities, in *rural* areas. (Let us show you the specific figures.)

Joan is the funniest girl in radio by every count! The country's leading radio critics in poll after poll have voted her "America's No. 1 Comedienne" for *four straight years*.

And *this* year she goes higher and funnier. For Joan's terrific personality will be backed by laugh-material from the type-writer of Abe Burrows, America's top radio wit. And the show will be produced by Dick Mack, who has guided Joan to her top-status as America's No. 1 laugh-girl.

Joan becomes available at 9:00-9:30 p.m. EST, October 11—the best cooperative buy ever offered!

Here's *top* programming on long-established *top* network stations across the country: the stations of the...

Columbia Broadcasting System

*If you prefer average-minute Hooper ratings to NRI's total audiences, the same story holds. Joan has the highest Hooper ever offered as a co-op: a 17.5 high, a 14.8 average (Oct.-Apr.)

For sponsorship details on Joan Davis or other CBS Cooperative Programs listed below, see the Cooperative Program Division of CBS or your local CBS station.

CBS WORLD NEWS ROUNDUP
8:00-8:15 a.m. CNYT, 7 days

CBS MORNING NEWS
9:00-9:15 a.m. CNYT, Mon.-Sat.

WINNER TAKE ALL
4:30-5:00 p.m. CNYT, Mon.-Fri.

RED BARBER - SPORTS
6:30-6:45 p.m. CNYT, Mon.-Fri.

HAWK LARABEE
7:00-7:30 p.m. CNYT, Saturday

THE WORLD TONIGHT
11:00-11:15 p.m. CNYT, 7 days

CNYT— Current New York Time

LOS ANGELES



SOUTHWEST

DICK HAYMES' new picture production company may film the life of Helen Morgan, using the crooner's one-time singing partner, Helen Forrest, as the lead.

Jack Narz, formerly with KXO, the Mutual station in El Centro (Calif.), has joined the announcing staff of KWIK and KWIK-FM, Burbank. KWIK plans to use a minimum of five announcers when it takes to the airwaves the last week in September.

Peter Potter, disc jockey with the Southern drawl, is now in his 9th year over Warner Bros. KFVB with his record program called "Peter Potter's Platter Parade," which originated in 1938.

A new corporation formed by William V. O'Connor and Hal Styles has signed Cornelius Vanderbilt, Jr., to do a transcribed series based on his unusual journalistic experiences as a globe-trotter. Five of thirteen half-hour platters have been waxed at International Studios by Styles, who has the production reins. Styles, who also narrates, conceived the show, and wrote it in collaboration with Vanderbilt.

Barry Sullivan's next screen role will be with Constance Bennett in "Smart Woman," which Hal Chester will produce for Allied Artists. Sullivan currently stars in NBC's "Rogues Gallery."

Henry Gerstenkorn, assistant general sales manager of the Don Lee network, and Mrs. Gerstenkorn, left this week for New Orleans, where they will spend a two weeks' vacation. En route they will visit with relatives at Cleburne, Texas, near Fort Worth.

Bob Crosby, star of CBS's "Club 15," played host to a group of Marine flyers at Friday's (19) broadcast of his popular daily program. Crosby, himself a member of the Marine Corps during the war, arranged for the airmen to tour Paramount studios before witnessing the rehearsal and broadcast of the "Club 15" show.

Janet Waldo, star of CBS's "Meet Corliss Archer," became a godmother Sunday to the son of Mrs. Edward Nassour, formerly radio actress Sharon Douglas. Rudy Vallee became godfather during the christening ceremonies.

Ben Alexander, emcee of the "Heart's Desire" program, and his five year old son, Nicky, have recorded a novel Christmas album. Ben narrates the Yuletide stories while Nicky spontaneously interrupts to question and comment.

Windy City Wordage. . . !

• • • Julian Bentley, who recently resigned from WLS after 17 years with the Prairie Farmer station, has joined WBBM and will handle the 8:45 a.m. news program. No successor to Bentley has been named by

Chicago WLS but chances are that Irvin Lewis, who was Bentley's assistant, will get the job. . . . Paul Ruhle of WAIT has

opened a sports store in Elkhorn, Wis., as a sideline. . . . William R. (Bill) Cline, who recently left WLS to become station manager of WCAR, Pontiac, Mich., writes that, for reasons of difference over policy, he resigned on September 13. Too bad, for Cline moved to Pontiac with his wife and four children and purchased a home there early in September. . . . Roche, Williams & Cleary ad agency, has been appointed to represent Noblitt-Sparks Industries, Inc., of Columbus, Ind., makers of radios, etc.



• • • Chicago football fans will get plenty of gridiron dope on the air this fall, from some of the best known commentators. Bob Elson and Red Grange will air all of the outstanding U. of I. games over WJJD. Same station will have Jack Brickhouse describing the professional games and conducting the "Football Scoreboard" on Saturdays, and Jimmy Evans, football expert and an All-American lineman at Northwestern U., will air three programs. John Harrington will describe 11 Saturday afternoon football broadcasts for WBBM, with John McCormick giving resumes, highlights and scores. Red Grange begins his football series, "Red Grange Predicts," on WGN this week-end, and Guy Savage will be the play-by-play commentator for home games of the Chicago Bears via WBKB television.



• • • Ross Mulholland, early morning disc jockey for WXYZ-ABC, Detroit, flies to Chicago Friday to sign a 52-week contract with Household Finance. . . . I. E. (Chick) Showerman, NBC vice-pres., still chasing the elusive bass in Wisconsin waters. . . . FM station WEBZ, owned and operated by the Chicago Board of Education, returns to the air Monday with an elaborate schedule of educational programs, a number of which will also be heard over WJJD and WIND, and two over WLS. . . . Two well-known Chicago radio stars, Barbara Luddy and Olan Soule, will be co-starred for the first time since their WBBM affiliations when the CBS network's "The First Nighter" returns to the air from Hollywood October 4. The two stars resume the leading roles of the series, which was broadcast from WBBM, Chicago, until last April.



• • • Within four days after Ole Olsen, of Olsen and Johnson, had mentioned on the "Welcome Travelers" air show that his 84-year-old mother was ill at her home in Fort Wayne, Ind., more than 9,000 pieces of mail were delivered to Mrs. Olsen, and the post-office expected the mail to continue for another week or ten days. . . . Gladys Blair, WBBM home advisor heard on the "Country Hour," will address an eight-county women's meeting, of the Indiana Farm Bureau at Hamlet, Ind., on October 16. . . . Nothing new right now on NBC's Chicago tele plans, but from all indications the network will be up to its neck in video early in the new year. . . . David Krechman is president of a new company known as Philharmonic-Chicago, Inc., formed to assemble and distribute a line of radios and radio-phonographs. Company also will manufacture cabinets, but chassis for the line will be made by Philharmonic Radio Corp. of New York.



• • • The homing pigeon, Onyx, released September 14 from Syracuse, N. Y., by the Quiz Kids, has sort of let 'em down. Supposed to deliver a message to the Merchandise Mart announcing special guests lined up for the "Quiz Kids" shows in October, Onyx failed to show up. Anyway, the stunt got a lot of publicity.

BASED on the work being done down in Dallas by Father Vern Swartsfager and his Gremlin Club of reformed wayward children, KRLL, Dallas, has instituted two weekly broadcasts based on actual cases of delinquents found in the files of the priest. First airing is titled "Kid's World" and features former delinquents in the dramatic sequences. A forum broadcast makes up the second airing and is titled "Kid's World Court" where the youngsters sit in judgment on problems of other teen agers.

The University of Texas, at Houston, has been granted a license by the FCC to operate an FM station there.

Honoring the newly organized Odessa baseball team and its manager, KRIG, Odessa conducted a promotional campaign which resulted in the raising of \$1,250 towards a gift to the manager. Presentation was broadcast from the ball park.

Herb Dahlen is master of ceremonies of a new series of half hour programs heard three times weekly over KYFM, San Antonio, on Mondays, Wednesdays and Fridays. Program is titled "FM Club" and salutes new FM listeners in the city. Names of new set owners are secured from dealers. Latest music to display the tonal qualities of FM is played to round out the program.

A weekly Man in the Street interview series is originating from in front of the Trot Theatre at Cuero each Saturday for a quarter hour over KVIC, Victoria.

Capt. Bill Odom, 'round the world flier, was interviewed over WFAA, Dallas, by Ralph Maddox, director of special events of WFAA, while Odom was in Dallas inspecting the Dallas Aero-Bolt, the P-47-M, which Odom will fly in the coming Air Trophy Races.

The 10th District AFA Convention will be held at the Plaza Hotel in San Antonio Oct. 9 & 10. One of the features of the meeting will be a radio panel which will discuss all phases of radio. Charles Lutz, manager of KYFM, San Antonio, will be chairman of the panel. Included in the discussion will be FM and television.

Autry Anniversary

Gene Autry, CBS singing cowboy star, currently starring in the 22nd Annual World's Championship Rodeo, Madison Square Garden, will be host to over 400 delegates at the National Convention of Gene Autry Friendship Clubs during his broadcast Sunday (28). Autry celebrates his 39th birthday Monday, and will receive an enormous birthday cake from his visiting fans during his 7 p.m., CBS broadcast. Autry is also celebrating his fifth year under sponsorship of Wm. Wrigley, Jr. Co.

Send Birthday Greetings To—

September 25

Jack Denny Carl Hoff
Charles Parker Tom Revere
Robert Simmons Tommy Taylor
Ruth Wentworth

AFM-FM Meeting Scheduled For Oct. 1

(Continued from Page 1)

in New York. Discussions will center around Petrillo's ban on AM-FM music duplication and use of live music on FM networks.

The FM Association committee is headed by President Everett L. Dillard. A seventh committee member was added yesterday. He is William Fay of WHFM, Rochester, N. Y., originating point for the Continental (FM) network. Other committee members are Morris Novik, Unity Broadcasting Co.; Raymond F. Kohn, WMFZ, Allentown, Pa.; Marion Claire, WGNB, Chicago; Edward Lamb, WTRT, Toledo, and Bill Bailey, FMA executive director.

Meanwhile, it was learned that a stinging brief on Petrillo prepared by the FM association, expected to be filed with the Department of Justice, will be held up pending the results of the October meeting with the AFM head. It was first expected that the brief would be filed with the Department following the FM Association convention. Petrillo's later actions, however, caused the filing to be postponed. It was generally thought here that Petrillo's drive against FM networks was a "feeler" move preparatory to similar action against AM networks when present contracts run out in February.

The FM association has now embarked on a membership drive with a goal of 400 by January, 1948. The association's membership is now 211.

Yankee Web Situation

Another phase of Petrillo's restrictions on live music broadcasts on FM stations has arisen with an ordered investigation, by the AFM president, of the Yankee Network for reportedly carrying live music shows from MBS over both its AM and FM outlets. Revelation of such practices was attributed to John Shepard III, board chairman of the Yankee web, in published reports from the NAB convention at Atlantic City last week. A Yankee chain official in Boston, however, yesterday declined to make any comment to RADIO DAILY on Petrillo's investigation and refused to say whether or not music programs were being duplicated on FM.

Petrillo said in Chicago that if such reports are true, then the contract covering live music shows over AM stations has been violated. "You know what happens when a contract with the musicians' union is violated," he added. "The boys are told not to work and they don't work."

WFMO Opening Today

WFMO is having the grand opening of its new FM station in Jersey City today at five o'clock. The programs will be first aired on a permanent basis from WFMO studios at 850 Berren Avenue, Jersey City, N. J. Its schedule during the first few months will be Monday through Friday 7 a.m. through 10 p.m., Saturday 7 a.m. through 12 midnight and Sunday 9 a.m. through 10 p.m.

PROMOTION

Rockford Radio Council

WROK, Rockford, Illinois has received extensive comment through a Rockford radio magazine, Radio Week, describing the origin and development of the Rockford Radio Council, both on and off the air. Station has had a four-page folder made up of a reprint from Radio Week magazine, which contains a cut on the frontispiece of a group of youngsters before a WROK mike, with copy reading: "The Air Is Yours—free radio time given Rockford Civic Groups. Rockford Radio Council." Council is unique in that it is broadcast on paid commercial time. The Central Illinois Electric and Gas Company pays for the time and then turns it over to the Radio Council. Institutional and educational commercial copy is carried on the program, but all commercial copy is relinquished whenever the type of program content requires it. Sponsor also supports the off-the-air activities of the Council.

WISN State Fair Brochure

Highlights of WISN's program of 18 remote broadcasts from the Wisconsin State Fair at West Allis this summer are portrayed in a four-page brochure recently produced by the station's promotion department. Titled "WISN Covers The Wisconsin State Fair," brochure chronicles the big exposition by means of story and photo.

FCC Schedules Hearing On Tele Channel Case

(Continued from Page 1)

hearing and oral argument on October 13.

Only a few weeks ago, the Commission had expressed the hope that a hearing would not be necessary. Protests from tele broadcasters, manufacturers and such organizations as NAB and TBA, however, caused the Commission to schedule the hearing and oral argument.

Under the Commission proposals, tele channel No. 1 would be recalled. Sharing of tele with other services would be abolished except for channels 7 and 8. Other proposed changes would limit the assignment of frequencies in the 72-76 mc. band.

In its announcement of the hearing, the FCC ordered that with respect to the band 44 to 50 mc., "evidence and argument should be restricted to the question as to which category of radio (tele or fixed and mobile) should be assigned to this band."

The Commission also stressed that no evidence or argument will be received at the hearing concerning the specific number of channels which should be assigned in the 44-50 mc. band to particular radio services (e.g., police, fire, power, utility, transit utility, provisional, experimental, forestry conservation, highway maintenance, special emergency).

The FCC's long delayed windup of the clear channel hearing yesterday was postponed again, this time to

"Stop Accidents" Campaign

"Be Careful! The Life You Save May Be Your Own" will be the underlying theme of a special promotion by the Standard Oil Co. of Indiana it was announced by Wesley I. Nunn, advertising manager. This will be part of the "Stop Accidents" campaign being jointly conducted by the Advertising Council and the National Safety Council.

To aid in reducing the accident toll special radio messages each week-end, important reminders to drive carefully, will be beamed toward motorists via 27 separate Standard Oil radio programs heard over leading stations throughout 14 states of the central west. McCann-Erickson (Chicago), agency for Standard Oil of Ind., is mapping out Standard's safety promotion.

Skyscraper Welcome

Personnel of the Standard Oil Co. of N. J., which is just starting to take possession of the new Esso Building, 15 West 51st Street, N. Y., were greeted as they arrived at work yesterday by cards in the windows of the McCann-Erickson advertising agency which spelled out "Welcome Esso." Agency has been handling the advertising of the Standard Oil Co. of N. J. ever since H. K. McCann, chairman of the board and president of the agency, formed the H. K. McCann Co. nearly 40 years ago.

ATS To Present Awards For Tele Contributions

(Continued from Page 1)

Service, and Jinx Falkenburg and Tex McCrary as guests of honor.

Awards and citations will be given for such services as: the organization that has best advanced the growth of television in its community; the organization giving fullest cooperation in making new programs and program material available to television; the individual who has done most to remove problems handicapping television's development; and the individual who has generally rendered greatest personal service to the advancement of the medium.

Meanwhile Don McClure, proxy of ATS, officially announced this week committees and chairmen who will serve with him for the Society's '47-'48 period. Heading the program committee is Charles J. Durbin, assistant director of advertising, U. S. Rubber Co.; membership, Warren Caro, executive secretary, Theater Guild, Inc.; motion pictures, William J. Morris, BBDO; education, Edward Stasheff, WNYE; public relations, Halsey Barrett, CBS; national expansion, Fred Kugel, Television Magazine, Inc.; evening meetings, Ed Sobol; ATS News, Allan Kalmus, NBC; ATS directory, Archibald Braunfeld; and library, Miriam Tulin, Video Associates, Inc.

October 20. Last date set was October 14.

'Series' On Television Now Closer To Reality

(Continued from Page 1)

two years. Furthermore, both the Yankee Stadium and Ebbets Field are sold out for the Series, and denial of tele would deprive a half-million persons from witnessing the games, including thousands of hospitalized GI's. If Chandler approved such a proposal, NBC will probably ask other stations in the New York-Washington-Philadelphia area to share facilities and costs. Nothing definite had come out of Chandler's office at a late hour last night, however.

Another offer reportedly in the lap of Chandler is that of television manufacturers getting together to buy the rights,—such as RCA, Philco and General Electric,—but at about half the \$100,000 asking price. Trade sources are of the opinion, however, that if Chandler sells the rights to any advertiser or group of advertisers, he'll demand the full price.

Resignation Of Benton Accepted By President

Washington Bureau, RADIO DAILY

Washington — President Truman yesterday accepted the resignation of William Benton as Assistant Secretary of State for public affairs. No successor was named.

Under Benton's direction the "Voice of America" was expanded until the program was clipped this year in a Congressional economy drive. Benton, however, reiterated his plea that the "Voice" be extended so that it can be heard throughout the civilized world.

Benton told a press conference that he would resume his former position as head of Encyclopedia Britannica and Encyclopedia Britannica Films. He said, however, he had not yet decided whether to again take over as chairman of the board of Muzak.

Until a successor is named, Benton's former deputy, Howland Sergeant, will take over.

WGHF Altering Broadcast Day

WGHF, the Finch FM station in New York, is changing its broadcasting day from 5 p.m. to 12 midnight and shifting frequency to 101.9 megacycles, effective today, Sept. 25. Station formerly broadcast from 2-9 p.m.

Cinefects
INC.

THE PRODUCERS' AID

**TELEVISUAL STATION
BREAKS AND TRAILERS
OF ALL TYPES.**

**1600 BROADWAY
N.Y. 19, N.Y.**

CIRCLE 6-0951

Plan Radio Comm. For Protestant Groups

(Continued from Page 1)

Theodore F. Savage, chairman of the radio committee of the General Assembly of the Presbyterian Church in the U. S. A., New York.

General aim of the Protestant Radio Commission will be to help the churches of America develop and administer a "unified religious radio ministry." Major functions are multiple, including the maintenance of Christian standards of public decency and good taste in commercial programs, furthering cordial relations with the radio industry and representing Protestant churches before the FCC. One of the first projects of the commission will be to institute a "broadly envisaged and carefully formulated research study of the field of religious radio and the church's relation thereto."

Other members of the organizing committee are Dr. Mark A. Dawber, Home Missions Council of North America; Dr. J. Quinter Miller, Federal Council of Churches; Dr. Roy G. Ross, International Council of Religious Education; Dr. Ralph Stoodly, Methodist Information; Miss Bettie S. Brittingham, United Council of Church Women.

Harold Godfrey Honored At Circus Fans Luncheon

(Continued from Page 1)

Harold Hoffman of New Jersey as he heard the club president review his radio shortcomings and delve into his personal affairs. He winced a bit when Hoffman produced the judge and lieutenant of Jersey State police who had prosecuted him for speeding and smiled during a burlesque of his studio operations.

Notables from many walks of life attended the Godfrey festivities. Among them were Jesse Jones of Texas, Jim Farley, Gene Buck, of escap, Milton Reynolds, the flying man, Arthur Hull Hayes of WCBS and a delegation from Toronto bent on forming a Circus Saints and Miners Tent. Johnny Pineapple and some Hawaiian cuties (courtesy Lexington Hotel) furnished musical and psychorecan diversion. Godfrey, of course, accepted the laudatory nonsense through the courtesy of his many sponsors and WCBS.

Dewey Conrats WNBC On 25th Anniversary

The occasion of the 25th anniversary of WNBC, New York key station for NBC, has brought a congratulatory letter from Gov. Thomas Dewey to Niles Trammell, president of the network. Dewey's letter read in part: "You and the staff of NBC merit high commendation for the quarter century of public service rendered through the station's excellent facilities, and for the high purposes evidenced by the quality of the public service programs contained in its program schedules."

COAST-TO-COAST

—NEW JERSEY—

NEWARK—Newly inaugurated on WAAT is a top hand-out show, entitled "Second Honeymoon." Complete with a warm-up session and door prize drawing, the contestants chosen from the studio audience will be presented with such merchandise as deep freeze units, washing machines, television sets, combination radio-phonographs, rugs and sterling silver. A Second Honeymoon trip with all expenses paid, a free wardrobe, a beauty salon treatment and a special luncheon will be awarded the grand prize winner. Bert Parks, top network emcee, will take over that role on the new show assisted by WAAT announcer, Don Kerr. . . . **ATLANTIC CITY**—Jack Owen, WMID chief announcer, has been promoted to the post of program director.

—NEW YORK—

BUFFALO—Address by Francis Cardinal Spellman, Archbishop of New York, the Most Rev. Richard J. Cushing, Archbishop of Boston, and the Rt. Rev. Fulton J. Sheen, internationally known for his broadcasts on the NBC Catholic Hour, were heard over WBen when the station broadcast the ceremonies of the Buffalo Centennial Eucharistic Congress. . . .

SCHENECTADY—The celebrated Iroquois Indian mixed choir, composed of 25 voices, will make its first broadcast in the United States from the studios of WGY on Sept. 27. The choir, which hails from Caughnawaga, province of Quebec, is coming to the States to participate in services, at the Auriesville shrine, commemorating the memory of St. Isaac Jogues and other North American martyrs to whom the shrine is dedicated. . . . **UTICA**—Ray Dimitrich, former WGAT salesman, has been chosen as program manager in charge of foreign languages, of which WGAT has two, Italian and Polish.

—NORTH CAROLINA—

KINSTON—WKNS, 1,000-watt daytime station, operating on the assigned frequency of 1,000, recently took to the air. Manager of the new station is James W. Campbell, former newsman and business representative of the United Press in the South, who served as assistant public relations officer to the late Gen. George S. Patton, Jr., in the European Theater. . . . **RALEIGH**—Lacy L. Dawkins has assumed duties as assistant chief engineer of WPTF, coming to the station from Westinghouse Electric Corp. in Baltimore, where he had been actively engaged in the development and construction of FM transmitters.

—OHIO—

CINCINNATI—WLW's Washington newsman, Gil Kingsbury, will leave Sept. 26th on a five-week investigation tour of British industry and economy. He will report daily to WLW via cable, and the reports will be aired live at least twice weekly. . . . **WLWA**, Crosley Broadcasting Corp.'s FM station in this city, recently switched to 101.1 megacycles on channel 266. Former assignment was channel 251. . . . **TOLEDO**—Ralph Sisson, WSPD sales representative, is among the eleven local businessmen who are teaching night sessions in the University of Toledo College of Business Administration. Sisson is conducting classes in marketing.

—OREGON—

CORVALLIS—A series of public interest broadcasts is being presented each evening over KRUL to better acquaint listeners with the needs of students attending Oregon State College. Titled "House a Vet," the shows consist of interviews with students and are designed to aid in housing the record number of 8,000 enrollees. . . .

PORTLAND—Climaxing a summer of outstanding events in outdoor Oregon, KEX recently covered the opening of the annual Waldport Salmon Derby with sportsmen, celebrities and spectators alike joining in the angler competition in Alsea River.

—COLORADO—

DENVER—Paul Godt, KFEL's program director, who also plays fifteen minutes of organ music weekly on KFEL, gave an organ recital last week at the 40th anniversary of the Ladies' Aid Society of the Emmaus Lutheran Church in Denver. National figures from Washington, D. C., including Senator Ed C. Johnson (D. Colo.), were interviewed by Lyle Liggett, KFEL newscaster, at the 19th annual session of the American Institution of Co-operatives (National Organization of Co-ops) in Fort Collins.

—PENNSYLVANIA—

PHILADELPHIA—The University of Pennsylvania and WCAU announced that they will co-operate in presenting the "University of Pennsylvania Forum" every Sunday, beginning October 5. Programs will originate on the University campus at Houston Hall and will present discussions of problems of universal concern by people of national and international importance. . . . The first passerby-participation television program in this city was recently broadcast when the mobile cameras of WPTZ were stationed at the corner of 17th and Chestnut Streets to do one of the regular Thursday evening "Pleased to Meet You" programs. This was the first show of the series to be televised outside the WPTZ studios. . . . New WFIL business manager is Harry L. Atkinson.

—OKLAHOMA—

OKLAHOMA CITY—Newest addition to the WKY staff is radio and movie starlet, Nancy Gates, who returned to her native southwest to fulfill a lifelong ambition to go to college, the University of Oklahoma, to be exact. In addition to her college studies, Miss Gates will appear on WKY as an ad lib vocalist. . . . **TULSA**—Margaret Younk, of KVOO's continuity staff, will teach radio scrip writing in the evening school of the University of Tulsa.

—COLORADO—

DENVER—Climaxing a season of exclusive broadcast coverage of Denver Bears baseball games, station KLZ-FM staged a testimonial dinner with team members and managers as honored guests. Hugh Terry, manager of KLZ and KLZ-FM, was joined by members of the staff who had done play-by-play broadcasts of the ball games over KLZ-FM in giving the team a "pat on the back." Station talent entertained the diners and one player received a small radio as a gift during drawing held for team members only.

IRE Convention Opens In Frisco; 800 Attend

(Continued from Page 1)

commercial utilization of electronics. Opening session yesterday afternoon was devoted to military application of electronics. Speakers included John Hessel, Army Signal Corps Engineering Laboratory; Ralph D. Bennett, Naval Ordnance Laboratory, San Diego; James N. Davis, Sylvania Electric Products Research Department; Dr. F. R. Abbott, Naval Electronics Lab, San Diego; F. G. Sufield, Allison Associates, Los Angeles, and J. G. Coe, U. S. Naval Air Missile Test Center, Pt. Mugu, Calif. Problems of military radio communication, guided missiles and underwater ordnance were considered by these speakers.

Last night's session was devoted to FM problems. The speakers included S. W. Seeley, New York; Leigh Norton, San Bruno, Calif.; D. E. Foster, Los Angeles, and W. G. Tuller, Cambridge, Mass.

Yesterday's social activities included a cocktail party for visiting delegates in the French Room of the Palace Hotel and a special welcoming tea for the ladies only at the Western Women's Club. Today the ladies will be taken on a 49-mile sightseeing tour around San Francisco.

Ford "Parade Of Sports" Renewed On WCBS-TV

Ford Motor Co.'s "Parade of Sports" begins its second year on WCBS-TV tonight with a pickup of the Rodeo from Madison Square Garden which will be aired from 8:30 p.m. to closing. Show will be presented in its entirety except for the singing appearances of Gene Autry, which will be filled in with film commercials. Rodeo will be aired several times during its month-long stay in the Garden.

Ford's "Parade" included a total of 61 events during the 52-week period ending this month, including 25 home games of the Brooklyn Dodgers, National League champions. Schedule featured 28 telecasts from Madison Square Garden, which included track, ice hockey, basketball, horse shows, etc., and 8 college and professional football games.

Pickup of the Rodeo tonight, which will be described by John Faulk, marks the renewal of Ford's and CBS' rights to exclusive video coverage of all Garden events with the exception of boxing.

ABC Executives To Speak

Three ABC executives will deliver talks before the American Theatre Wing's Radio Survey Course for veterans, this evening at their headquarters in New York.

Fred Thrower, ABC vice-president in charge of sales, and Morran Ryan, ABC account executive, will speak on "Commercial Sales." Harold Day, co-op program sales and promotion manager, will discuss the "Growth of Co-op Programs."



Disband Advisory Council

Strong Video Relay Reported Set By GE

New commercial television relay, with sufficient power to bring special events and other programs from New York to distant points, will be inaugurated officially next Monday by WRGB, the GE station in Schenectady. Experiment has been going on for seven years during evening hours only, but now daytime programs may be transmitted equally well and are reputed as being perfect for World Series or major football games.

New circuit known as a micro-
(Continued on Page 8)

Lever Bros. Silver Dust Coming Back On Market

John R. Gilman, vice-president in charge of advertising for Lever Brothers Co., announced yesterday the appointment of Sullivan, Stauffer, Colwell & Bayles, to handle the advertising of Silver Dust. Product, granulated soap, was temporarily withdrawn from the market during the war.

At this time, no information is available as to when the product will be introduced to the market, or what media will be used in its advertising.

Negotiate Series Tele; Chandler Seen Willing

Negotiations for television coverage of the upcoming World Series by three New York stations and their along the Eastern seaboard were still in progress at a late hour last night. But reliable sources indicated assurance that the Yankees.
(Continued on Page 5)

Strictly Co-op.

Unusual situation of a co-operative group sponsoring a network co op program has resulted through nine co-operatives in Northeast Iowa, having combined to sponsor "Meet Me At Parly's" over Mutual, Sundays 9-9:30 p.m. on a co-op basis. According to Bert Hauer, MBS co-op program department director, the group of associations are mostly c-o-ops located in Decorah, Iowa, and have signed for 39 weeks, effective Oct. 19. Station to be used is KDEC, Decorah.

Annual ATS Awards Announced In N. Y.

American Television Society's Fifth Annual Awards for outstanding contribution to the industry during the past year were presented last night at the Society's opening meeting of the '47-'48 season at the Barbizon-Plaza.

Awards went to the following groups and individuals: Electric Association of Chicago (Felix Van
(Continued on Page 3)

BMB Adds 40 Subscribers To Bring Total To 301

Broadcast Measurement Bureau announced yesterday that as of September 24, a total of 301 stations have subscribed to the next study, an increase of 40 since two weeks ago. The new subscribers are: KLCN.
(Continued on Page 2)

Impact of New Radio Code Mulled by N. Y. C. Stations

Adoption of an industry code, in preparation for nearly a year, by the NAB board at Atlantic City last week has had no immediate effect on New York radio, either from the standpoint of present commercial practices or new business received from agencies. A check by RADIO DAILY of broadcasters here finds the whole hot episode in Convention Hall last week has shaken down into two casual attitudes: one group feels it

Broadcasters And Agency Executives Drop Their Organizational Plan In Favor Of NAB Code

Enthusiasm For FM Noted At IRE, Frisco

San Francisco—A prediction that FM broadcasters will be giving the nation a wider radio coverage than AM stations within the next year was made yesterday by radio engineers at the Institute of Radio Engineers convention here at the Palace Hotel. Declaring that the wider coverage and clearer reception of FM broadcasts would soon give more complete coverage of the nation, they
(Continued on Page 8)

Canadian 'Booster' Station Can Originate Programs

Calgary—The Board of Governors of the Canadian Broadcasting Corporation has recommended to the Federal Transport Department that the radio station CKOK at Penticton.
(Continued on Page 5)

Tele Rules Off To Dec. 31; New Channel 1 Regulation

Washington—The FCC yesterday extended through December 31 its waiver of the television rules, thus extending for three more months its
(Continued on Page 2)

The Broadcasters' Advisory Council, an unofficial committee headed by Ed Kobak which sprang up last February and was designed to promote self regulation within the industry, was disbanded yesterday in light of the new code adopted by the NAB board. Since the council was composed of the major network presidents, representatives of the NAB, ANA, 4A's and sponsors, the disbanding of BAC is tantamount to
(Continued on Page 3)

See No Break Looming In BMI-NAB Relations

Officials of BMI and NAB both, yesterday scoffed at any possibility of BMI severing its connection with NAB or the broadcasting industry, as per report erroneously circulated at the NAB convention last week; also that there never was any such contemplation by either party. It is pointed out that on the face of it, it doesn't make sense since BMI was always an incorporated entity with
(Continued on Page 3)

Luckman, Justin Miller On Truman Committee

Washington—President Truman has launched a nation-wide food conservation drive as an emergency measure to meet foreign demands and counteract high prices in this
(Continued on Page 5)

"Introduction"

Plymouth De Soto dealers will gather in Studio 22 at CBS at 2 p.m. today to be "introduced" to "Christopher Wells," sponsored by the Plymouth DeSoto Dealers of America which starts Sunday night. "Introduction" will be messages recorded on a record. Frank Stanton, CBS president, and Plymouth-DeSoto executives will be heard on the record.

Apprehensive

Retail television set dealers who hoped to clean up on receiver sales in advance of the World Series were still holding display copy out of New York dailies yesterday because of the uncertainty as to whether the games will be televised. Some dealers who advertised that set buyers would see the world series on television are wondering if they can make good.



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

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WEST COAST OFFICES
Ralph Wiik, Manager
6425 Hollywood Blvd., Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Older, Chief Manning Clagett
6417 Dahlonga 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

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FINANCIAL

(Sept. 25)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	7	7	7	—
Am. Tel. & Tel.	159	157 1/2	157 7/8	— 1 3/8
CBS A	25 1/2	25 1/2	25 1/2	— 1/2
Farnsworth T. & R.	6 1/2	6 1/2	6 5/8	+ 1/8
Gen. Electric	36 7/8	35 3/4	35 3/4	+ 1/8
Philco	28 1/4	28 1/4	28 1/4	+ 1/8
Philco pfd.	95 1/2	94 3/4	95 1/2	+ 5/8
RCA Common	8	7 7/8	7 7/8	+ 1/4
RCA first pfd.	74 1/4	74 1/4	74 1/4	+ 1/4
Stewart-Warner	14 3/4	14 3/4	14 3/4	+ 1/8
Westinghouse	27 1/2	26 5/8	26 5/8	+ 3/8
Westinghouse pfd.	103	103	103	—
Zenith Radio	21 7/8	21 1/8	21 1/8	— 3/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	6 3/4	7 3/8
Finch Tele Comm.	3 3/4	4 3/4
Stromberg-Carlson	11 3/4	13 1/4
U. S. Television	2 3/4	3 1/4
WCAO (Baltimore)	38	40
WJR (Detroit)	13 1/2	14 1/2

Antony Wright Appointed Chief Engr. For U. S. Tele

Antony Wright, former manager of the television receiver engineering action of RCA, has been appointed chief engineer of U. S. Television Mfg. Corp., it was announced this week by Hamilton Hoge, president. Associated with RCA for 19 years, Wright is the author of several technical papers on tele receiver engineering, and during the war was in charge of RCA's airborne television product design for the Armed Forces.

IN CLEVELAND IT'S

★ COMING AND GOING ★

HUGH TERRY, station manager of KLZ, Denver, has returned to Colorado following conferences at the New York headquarters of CBS, with which the station is affiliated.

TED OBERFELDER, assistant director of advertising and promotion for the American network, will leave Sunday for Chicago, where he will visit with clients and agencies. He'll return to New York next Thursday.

TODD RUSSELL, master of ceremonies on Columbia's "Strike It Rich," will originate Sunday's program at WHAS, Louisville, Ky. **WALTER FRAMER**, producer-director, and **LARRY HARDING**, assistant director, also are making the trip. The local station will furnish the announcers for Sunday.

LOU SPOSA, **IRENE MURPHY** and **IRINE PETROFF**, of the RCA-Allied Stores "Television Caravan" are now showing at Anderson's Department Store in Spokane, Wash.

HARRY WISMER, sports director at ABC, arrived from Detroit yesterday for last night's broadcast of the network's 1947 Football Preview. Later in the evening he left with **JIM BEACH** for Durham, N. C., where they'll cover tomorrow's Georgia-N. C. game.

SELMA DIAMOND, one of the writers on the "Phil Silvers Show" heard over ABC, is in Hollywood working on a vehicle she wrote for the Abbott and Costello film.

CHARLES GARLAND, general manager of KPHO, American network affiliate in Phoenix, Ariz., is in town visiting at the headquarters of the web.

RUGGIERO RICCI, violinist frequently heard over WJZ-ABC's Sunday morning "Coffee Concert" series, is on a concert tour. He will be heard today in Chicago.

BMB Adds 40 Subscribers To Bring Total To 301

(Continued from Page 1)

Blytheville, Ark.; KSYC, Yreka, Calif.; KIUP, Durango, Colo.; WLAK, Lakeland, Fla.; WGBS, Miami, Fla.; WAGA, Atlanta, Ga.; WSE, Atlanta, Ga.; WFRL, Freeport, Ill.; WCSI-FM, Columbus, Ind.; WTRC, Elkhart, Ind.; WKY, Evansville, Ind.; KFBI, Wichita, Kan.; WAVE, Louisville, Ky.; WKYW, Louisville, Ky.; WJBK, Detroit, Mich.

WCAL, Northfield, Minn.; KWOS, Jefferson City, Mo.; KSWs, Roswell, N. M.; WNAO, Raleigh, N. C.; KDLR, Devils Lake, N. D.; WDAY, Fargo, N. D.; WSAI, Cincinnati, O.; WLOK, Lima, O.; WIZE, Springfield, O.; WSPD, Toledo, O.; KSWO, Lawton, Okla.; KWIL, Albany, Ore.; KBKR, Baker, Ore.; KORE, Eugene, Ore.; KLBK, La Grande, Ore.

KSRV, Ontario, Ore.; WFIL, Philadelphia, Pa.; WMC, Memphis, Tenn.; WWOD, Lynchburg, Va.; WRVA, Richmond, Va.; KJR, Seattle, Wash.; WMMN, Fairmont, W. Va.; WRON, Ronceverte, W. Va.; WQVA, Wheeling, W. Va.; KVOC, Casper, Wyo.

U. S. Rubber Resumes "Quarterback" On WNBT

U. S. Rubber's "Friday Night Quarterback," featuring Lou Little, Columbia University football coach, begins its second year on WNBT tonight, (8-8:30 p.m.).

Format of the show has Little discussing and predicting college grid games for the following Saturday, with Bob Stanton acting as emcee.

TOM LUCKENBILL, director of radio for Esty & Co., and **KENDALL FOSTER**, of the agency's television department, leave Sunday for Hollywood in connection with the "Screen Guild Players," which will return to the air on Monday, Oct. 6.

WALTER TIBBALS and the King Cole Trio, who are on a trek Eastward following a four-month stay on the Pacific coast, will broadcast tomorrow from Davenport, Iowa.

RICHARD H. ROFFMAN, publicist, in Washington, D. C., this week on business.

RED BARBER, director of sports at CBS, and his assistants, **JOHN DERR** and **JUDSON BAILEY**, leaving for North Carolina where tomorrow they will broadcast the football game between the Tarheels and Georgia.

EDWIN BUCKALEW, Western division manager for CBS, is en route back to Los Angeles following a trip to New York during which he conferred at the station relations department of the web.

JACK LLOYD, radio actor, has returned from Clinton Corners, N. Y., where he had two weeks of dude ranching.

EDDIE DUNN, humorist, emcee and sports-caster, off for New Haven to cover tomorrow's football game between Yale University and Kings Point.

C. L. MCCARTHY, vice-president and general manager of KQW, Columbia network station in San Francisco, who visited early this week at the station relations department of the web, has returned to California.

CRAIG ("Professor Quiz") EARL, now on an extended trip, will broadcast tomorrow's ABC program from Manchester, N. H.

Tele Rules Off To Dec. 31; New Channel 1 Regulation

(Continued from Page 1)

permission for commercial video stations to operate less than 24 hours a week. The action was taken following the request of the Television Broadcasters Assn., which is making a study of television costs.

The Commission yesterday notified manufacturers that any requests for assignment to television Channel 1—the 44 to 50 megacycle band—and frequencies from 72 to 76 megacycles will be held in abeyance pending the October 13 hearing at the Commission. Last month the Commission proposed that it recall the first television channel because of interference difficulties and that new arrangements be made for applicants for non-Government fixed and mobile services in the 72-76 mc. area.

NAB and TBA have both requested to be heard by the Commission on the proposal and the October 13 hearing was set up as a result.

Requests for immediate emergency use of frequencies from 72 to 76 mc. might be allowed, the Commission says.

To Air "Train" Ceremony

Ceremonies in conjunction with the visit of the Freedom Train to Queens County next Sunday will be broadcast by WWRL, via a wire-recorder at the Jamaica (L. I.) railroad station. Station's special events staff will air welcoming addresses by Borough President James Burke and Judge Frank Adele, plus interviews with Queens residents and a description of the train itself.



Spotlight

There's a gang of skaters on that ice . . . but the light is focused on the star. It's always been that way with champs.

Accustomed as we are to spotlights . . . we still feel pretty good every time smart time buyers ask "How about that independent station down there in Baltimore?"

They could only be talking about W-I-T-H, the successful independent in this big five-station town. And the reason could only be that W-I-T-H produces more listeners-per-dollar-spent than any other station in town.

That's a big fact to keep in mind at budget time.

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

Annual ATS Awards Announced In N. Y.

(Continued from Page 1)

Cleef, president); the Dramatists Guild of the Authors' League of America, (Victor Wolfson, secretary); John R. Poppele, president of the Television Broadcasters Association; and George Shupert, eastern representatives of Television Productions, Paramount station's KTLA, Los Angeles, and WBKB, Chicago.

Presented by Don McClure, president of ATS and television director of N. W. Ayer & Son, the recipients were cited as follows:

Poppele, who is also vice president and chief engineer of WOR, for his efforts in solving the following problems: "(1) through the Television Broadcasters Association he submitted a graduated programming schedule to the FCC which would bring relief to commercial television stations faced with the problem of 28 hours per week minimum operation; (2) he encouraged the nation's television broadcasters to adopt a self-imposed code of ethics to forestall imposed censorship from without; (3) as a direct result of meetings with the U. S. Bureau of Internal Revenue he succeeded in having rescinded a proposed 20 per cent amusement tax on television receivers in public places; and (4) he spearheaded a TBA committee in overcoming objections to apartment house television antenna installation."

Shupert's Citation

Shupert, twice president of ATS, was given the award for his "unselfish efforts" on behalf of the Society. "The purpose of the American Television Society," McClure pointed out, "is to advance the development of television as a cultural, educational, entertainment and advertising medium. The success or failure of this goal lies, in large part, in the society's board of directors and its president. It is impossible to list spirit and leadership in cold, tabulated facts," he added. "If we must cite one,—the Society's yearbook—it was his idea, he followed through, devoted his time to this first and most distinguished compilation of facts and opinions."

Electric Association was cited for organizing and co-ordinating a television committee made up of (1) set and transmitter manufacturers, (2) broadcasters, (3) suppliers of power and transmitter facilities, (4) retail distributors, and (5) advertising agencies. "This committee was the first organized effort to establish a community as a top rank, well integrated television center," the award read. "The Association further sponsored a television program of all

WPDQ's

TIME-BUYERS JACK POT
THIS WEEK'S WINNER
MISS MIRIAM TRAEGER
ABBOTT KIMBALL CO.

Next Week ? ? ? ?

Broadcaster Advisory Council Being Disbanded By Founders

(Continued from Page 1)

endorsement of the new NAB code by agencies and advertisers.

Announcement of the dissolution was made by Kobak at a press conference in the office of Frank Stanton, CBS president, also present, and one of the founders of the group. Kobak disclosed that the BAC held its final luncheon a few hours earlier at the Waldorf-Astoria, at which time he gave committee members a report of what had been done and the decision to disband. The decision had been made, he said, because the committee had "accomplished its purpose."

Kobak recalled the extensive publicity which BAC got early this year when it began but said it had never been an official organization. He also suggested that BAC, no doubt, had spurred enthusiasm and progress toward the quick passage of a NAB code and that BAC had been consulted by the NAB Standards of Practice committee when the latter was drawing up proposals.

Original functions of BAC were to inform broadcasters about public attitudes and their obligations to serve the public interest, development and recommendation of standards of practice for commercial broadcasting, and a program of continuing research into

public acceptance of broadcasting. Kobak said research will continue to be made and that it was his impression that the ANA and 4A's will be given an opportunity to suggest revisions for the new code set up by NAB. Anyhow, the three groups are expected to continue working together.

The first committee, set up in February, from which BAC was born was composed of Frank Stanton, F. B. Ryan, Jr., president of R. & R., and Charles G. Mortimer, vicepres of General Foods. In March came an organization committee headed by Kobak which included Niles Trammell, NBC; Clair McCollough, WGAL, Lancaster, Pa.; I. R. Lounsbury, WGR, Buffalo; Thomas D'Arcy Brophy, K. & E.; Sigurd S. Larmon, Y. & K.; Robert F. Eider, Lever Bros., and Donovan B. Stetler, Standard Brands.

There were two advisory committees, one headed by Frederic R. Gamble, 4A's, and including Justin Miller and Paul B. West of the ANA. The other advisory committee was chaired by Isaac W. Digges, ANA, and consisted of George Link, 4A's; Don Petty, NAB; A. L. Ashby, NBC; Julius Brauner, CBS, and Joseph A. McDonald, ABC.

CFRB Appoints Holden As Manager Of Sales

Toronto — Waldo Holden, has been appointed sales manager of CFRB, effective immediately, according to Harry Sedgwick, president of the station. Holden, who is a native of this city, is well known in advertising circles, both in the United States and Canada. He also served for seven years as advertising manager of CKRC, Winnipeg, and later as director of sales for CKEY, Toronto.

Stork News

R. G. Thompson, manager of technical operations at CBS, and his wife became the parents of a boy, John Charles, born at the Mercy Hospital, Rockville Center, L. I., Sept. 24. Mrs. Thompson, the former Marie Ostman, is an ex-CBS employe.

groups working in the complex new industry. Training included all phases from the manufacture of sets to their successful operation in the hands of the public."

Dramatist Guild Praised

Dramatists Guild was lauded for "outstanding contribution to television programming" by the ATS. "Realizing the vast needs of television, as well as an opportunity to see and criticize their own material, the Dramatists Guild of the Authors' League of America approved of and actively encouraged its members to make available not only their extensive library of famous writings, but all new material for programming on television."

Leahy In Advisory Post On Sports For WJR

Frank Leahy, Coach of Notre Dame, has been signed as sports adviser of WJR, Detroit, it was announced by Harry Wismer, assistant to President G. A. Richards of WJR.

Leahy assisted by Wismer will broadcast a weekly football program titled "Leahy of Notre Dame" on stations throughout the country. In Detroit, first program will be heard over WJR at 5:15 p.m. today, Sept. 26th. Leahy will bring football fans the latest developments and will predict outcome of major games on the new radio program. Wismer will narrate an unusual sports story.

It's a record show produced and distributed by Schoenfeld, Huber and Greene Agency in Chicago.

NBC Given L. F. Permit For Tele Show Directing

Washington Bureau, RADIO DAILY

Washington—The FCC has okayed experimental use by NBC of low-frequency radio for the direction of television production at its New York studios. Video directors equipped with a special lightweight receiver will be instructed from the control booth.

Until now instructions from the booth have had to go through wires into headsets and, although the wires could be plugged in at several points on the stage, movement of the directors has been hampered and frequently the wires became fouled in other equipment or disconnected.

See No Break Looming In BMI-NAB Relations

(Continued from Page 1)

stock owned in the company by some 670 broadcasters, also that there "is nobody to break away from," under the circumstances.

At the same time, attention is called to the resolution by the NAB board which ignored the circulated report and resolved that the NAB commends the services of BMI; that the NAB and BMI continue their close cooperation in order to continue an important source of copyrighted music, and to secure at the earliest possible date, the renewal of BMI licenses on conditions no less favorable than those which now prevail.

Toward this end the major networks extended their pacts with BMI until 1960. With the next 13 years set as to networks, BMI is now free to negotiate with individual stations for similar long term contracts.

Shirer Back To CBS

William L. Shirer, whose weekly commentary was dropped by CBS early last spring, will be heard again over the network Sunday, Sept. 28, in a roundtable discussion on "How Strong is Communism in the United States?" The program is "People's Platform," aired every Sunday from 1-1:30 p.m., EST. Others discussing the question with Shirer will be Leo Cherne and Suzanne LaFollette, contributing editor of the magazine Plain Talk.

THE GOLDEN TRIANGLE
OF THE EMPIRE STATE

NEW YORK'S
3RD
MARKET
Covered by the NEW
WROW
590 Kc - 5000 WATTS
BASIC MUTUAL
REPRESENTED BY
AVERY KNOEDEL, INC.

LOS ANGELES

By RALPH WILK

LOU PLACE, head of Russel M. Seeds Agency, will direct the remaining two or three shows on "Shaeffer Parade" which stars Eddy Howard, when it emanates from the Coast.

Orval Anderson and his "Darts for Dough" board were the highlight of the Damon Runyon Cancer Fund Benefit at Ciro's recently when Anderson auctioned off the skill of Ann Sheridan against Ida Lupino. The bidder who picked La Lupino won a Gruen watch.

CBS is preparing to transcribe a new half-hour program with Jack Edwards, Jr., in the leading role, playing a character similar to "Bernard" whom he portrays on "Couple Next Door" over the network Sunday evenings.

NBC comedian Jack Benny announced that his four writers had been re-signed for their 5th consecutive year with the show. The writers are Sam Perrin, Milt Josefsberg, George Balzer and John Tackaberry. The Jack Benny Show premieres over NBC, October 5th.

Parkyakarkus is out of the hospital after an operation, and is spending the recuperative period writing the script for his new show, "Meet Me at Parky's," debuting over Mutual on October 19.

For the 8th consecutive year, Louella Parsons has been asked to write the lead article in the motion picture section of Encyclopedia Britannica.

All ABC Coast Offices To Move Under One Roof

ABC's offices located in various sections in Hollywood, will be brought together under one roof with the signing this week of a lease on the property at 6361-6365 Sunset Boulevard, according to Don Searle, vice president in charge of ABC's Western Division.

Occupancy is anticipated for about November 15, with the offices now quartered in the Hollywood Center Building at Cherokee and Hollywood Boulevard and at 6262 Sunset Boulevard being the first to move to the new location. The additional space will allow for further office expansion and greater efficiency of operations.

Present space occupied by ABC at Sunset and Vine Streets will be retained and the executive offices will continue to be housed there.

Popular

Paul Jonas, hard-working Director of Sports at Mutual, sez that his office has received more World-Series ticket requests this year than in any of the 8 past annual affairs he has supervised. Paul estimates that he gets about 760 phone calls a day, most of them starting off with "Hi, Paul—remember me??"



Manhattan Memoranda. . . !

● ● ● Watch for some more big changes in realignment of NBC exec personnel to take place within the next few weeks, with the rumor still persistent that Chas. R. Denny, Chairman of FCC, will step into a key spot with that web. . . . Latest slant on the World Series video rhubarb is that Gillette offered \$30,000 (which they figured is all it's worth), with the three N. Y. tele stations trying to get the set manufacturers to kitty up the difference and chalk it all up to advertising—or experience. . . . Patsy Campbell takes over the lead as Terry Burton in "Second Mrs. Burton" next week. . . . That \$156,000 figure for the Lombardo-Ziv disc series means the handleader draws that down each year plus a percentage of the sales. Incidentally, for the first time, the station has its choice of tape or wax, available both ways. . . . Radio influence in nite clubs: Sign in window of Tony's Trouville: Dish Jockey Wanted. . . . Texaco interested in the new Donald O'Connor package, we hear. . . . Betty Garde signed by 20th Century-Fox—her first film to be a Jimmy Stewart starer. . . . Looks like Chesterfield will wait till next summer before again bankrolling Tex Beneke and ork. No vacancies at NBC. . . . Talk about reviving "Louisiana Purchase" for another B'way run. . . . Greatest compliment you can give your butcher these days, thinks Jack Barry, is to call him a "cheap steak." . . . Milton Berle shattered every existing opening-day record at the Roxy with a gross of \$24,000. (Previous high on an opening was \$22,300 with "Razor's Edge" as the film attraction). . . . The industry is still talking about the magnificent show put on at the NAB convention by Carl Haverlin, BMI prexy, and henchman Hy Reiter.



● ● ● SMALL TALK: Quickest way yet to find lost dogs will be demonstrated this afternoon on WNBT when the new "Lost and Found" show preems. Owners of lost canines can spot their pooches on video and phone right in. Idea is owned by Fred Coll and Zac Freedman. . . . Wm. Readick has a new tome published by Doubleday, which gives within five seconds the time required to play over 2,000 standard selections. A must for conductors et al.



● ● ● THE MIND SWEEPER: A real soap opera fanatic is the one who sends a Mother's Day card to Ma Perkins. . . . Tho' he's been treading the airwaves with even greater success for the past dozen years or so, somehow or other I always associate Eddie Cantor with Sunday nites, Dave Rubinoff and Jimmy Wallington. . . . Nobody sounds like a grown-up boy scout with the matured adolescence of Dennis Day. . . . No one can convince us that Margo is actually anyone's McCoy monicker. . . . Strange, that altho' you think an accident is something that happens to the other fella, no matter where you are when a phone rings, you always feel it may be for you. . . . If Oscar Hammerstein isn't a genius at weaving lyrics, he'll do till one comes along. Try and top wordage like "I feel so gay in a melancholy way," for instance. . . . Lisa Kirk got her job in "Allegro" from left field, as the saying goes. She really went in to see Hammerstein about auditioning for the Australian company of "Annie, Get Your Gun." . . . Joe Hasel's reporting on sports reminds one a little of Ford Frick when the latter was a nightly radio voice. . . . Dean Martin and Jerry Lewis tell of an air show so lousy that even Hooper wasn't listening. . . . And Jack Barry thinks that those new long dresses are the reason some men's eyes look down-cast these days.



● ● ● LOVE 'n' KISSES: Judy Canova's sister, Annie, and her pianoings on the Sat. nite Canova show. . . . Cathy Allen's vocals with Louie Prima. . . . Street & Smith's latest mag—the timely and fascinating "Mademoiselle's Living." . . . Dwight Fiske's salty song stories at the Versailles. . . . Ray Bolger's twinkletoes at the Carnival. . . . Lew Parker's high grade comedy at Loew's State.

CHICAGO

By NAT GREEN

HOWARD LUTTGENS, chief engineer of NBC Central Div. attended a television technical training program at the RCA plant at Camden, New Jersey, Sept. 20 to 26. Following completion of course, Luttgens will attend the annual NBC division engineers meeting in New York, Sept. 29 to Oct. 3.

Fred Allen and Jack Benny will open the fall season October 5 by putting in special appearance on "Quiz Kids" program. Following Sunday, October 12, Jimmie Stewart will take over part of program as Quizmaster.

Ed Allen of WMAQ has barged into the long vs. short skirt fray with a series of six weekly contests on his "Early Bird" program. Writers of the most interesting pro and con letters will receive a new dress and second place winners will get a plastic table cloth.

Course In Radio Writing Planned By RWG In Chicago

Chicago—A 10-week course in radio writing and production will be conducted by the Radio Writers Guild, midwestern region, beginning Oct. 6 and continuing through Dec. 8. Leading script writers and producers of Chicago will lecture in the series which is to be held in the Civic Opera building.

Faculty Listed

Producers and writers lined up to conduct the course for tyros include Lou Scofield, writer of "Captain Midnight," "That Brewster Boy" and "Knickerbocker Holiday"; George Anderson, writer of "Crimes of Flammont," "Mystery House" and "Country Sheriff"; Ben Park, CBS staff producer of "Report Uncensored"; Beulah Karney, writer and commentator on women's shows; Sherman Marks, free lance producer-writer; Lyle Barnhart, CBS production staff; William Wright, head of Wright Radio Productions; Beulah Zachary, director of television, station WBKB; and Nikki Kaye, writer of "It Really Happened" and "Charm School."

L. T. Wallace, president of Wallace-Ferry-Hanly, agency for "First Nighter," will discuss the half-hour drama, particularly in relation to needs for the "First Nighter" show.

The series, open to the general public at a nominal fee, will conclude with a practice session at one of the local network stations where an actual studio production will be viewed and discussed.

GARDEN CITY HOME FOR SALE

Big, comfortable, five-bedroom, three-bath, white-stucco home. Insulated 15 x 40 room for home studio, television, rehearsal. Full insulation, oil large rooms, venetian blinds, oil-steam, landscaped 143 foot frontage. Double garage, slate roofs, barbecue, pre-war built. \$29,500.

WALTER KIERNAN, WJZ

Negotiate Series Tele; Chandler Seen Willing

(Continued from Page 1)

Dodgers classic starting next Tuesday would be televised.

Reports yesterday were that NBC Vice President John Royal and Baseball Commissioner A. B. "Happy" Chandler were still mulling a tri-station deal to carry the series as a sustainer on the basis of "public service," and trade sources were of the belief this would ultimately be acceptable to the baseball chieftain. Another report was that Royal was representing RCA as a sponsor for the classic,—but not at the \$100,000 figure.

Meanwhile it was disclosed yesterday that the three New York stations, WNBT, WCBS-TV and WABD had telegraphed Chandler Wednesday night to permit them to air the games on a pooled basis which would involve mutual share of the costs—said to be about \$25,000. New York outlets would then offer to feed any station in the area, thus permitting an estimated 500,000 persons to witness the classic.

Up to last night Chandler had made no reply to this request, although it's believed Royal may have discussed this with him in addition to the alleged RCA deal. If the tri-station proposal goes through, a total of eight stations would carry the Series, including: WRGB, Schenectady, WNBW and WTTG, Washington, WPTZ and WFIL-TV, Philadelphia.

Chandler is said to be anxious to have the Series televised, since he's been made aware of its importance to both the public and the future of the medium, and would avoid any criticism resulting from its denial. It's also felt that he'd rather give it to the broadcasters as a sustainer than sell it at a price lower than the \$100,000 figure.

Finis Farr To Mutual As Web Script Editor

Finis Farr, radio script writer for the past 15 years, has joined Mutual as script editor. Until recently, Farr was with Time, Inc., where for six years his work included editing and writing of some 63 radio programs in connection with Time's Cleveland Forum on Public Affairs. He was also with Pedlar & Ryan agency as script editor and before that with Wm. Esty agency as commercial copy writer on many national accounts. During the war he was a radio writer for the War Dept. and in charge of combat correspondent radio units in the CBI theatre.

Impact of New Radio Code Mulled by N. Y. C. Stations

(Continued from Page 1)

broadcasters have asked all department heads to study the new standards in detail and ascertain just how it will affect various operations within the station. Suggestions as to revision of certain points within the code are already in preparation for the special clearance committee to be appointed by Judge Miller.

The new code has brought practically no response from agencies in New York and apparently they see themselves affected little if any. One agency exec foresaw that if the strict limitation on spot time goes into effect it will cut down the availability of the number of spots, making it more competitive. He also thought there might have to be much closer editing of crime and mystery shows. But the new standards are not interfering with the placement of future spot campaigns since time for these is bought, on the average, only two weeks ahead.

Some station execs feel that any air of uncertainty as to just what can

or cannot be done will also be cleared away in November when the NAB board meets again. By this time all suggested revisions are expected to have been filed.

From one industry official came the charge yesterday that NAB "has not rung the bell" with its new code. He viewed the document as a quick job to take the heat of the critics off radio and that the code made a mistake in cracking down primarily on the length of commercials rather than quality. The quality, the official said, is the basis of most complaints about radio, not the length of commercials. He said that a three or four-minute commercial can be less irritating, even entertaining, than maybe a 15-second announcement. The official suggested the NAB set up a continuity acceptance committee to review all advertising copy, although this would not be binding on any sponsor but would merely provide a central clearing house and offer an official seal of approval.

Canadian 'Booster' Station Can Originate Programs

(Continued from Page 1)

British Columbia, be granted authority to "originate" programs.

The recommendation was included in a prepared statement issued by the board following conclusion of the crown-owned corporation's first public hearings in Calgary for arguments on applications.

J. W. B. Browne of Kelowna, B. C., manager of Okanagan Broadcasters, Ltd., applied for independent operation of CKOK, a booster station for the parent station CKOV at Kelowna.

Browne, in oral representations before the board, stressed that he wishes an independent license for CKOK only so that programs could be "originated" through that station. Under its present satellite status, CKOK can carry only programs relayed to it by CKOV.

If the board had recommended full independent status to CKOK it would have set a precedent. Current CBC regulations are that no additional commercial broadcasting licenses be granted to firms or persons already holding such a license.

Other recommendations by the board included: 1. That an application for a bilingual station at Timmins, Ont., be turned down; 2. That a license be granted to J. C. Marshall and associates for operation of a 250-watt station at Yellowknife, N. W. T., about 250 airmiles north of Edmonton; 3. That the license for CJCA at Edmonton, now in the name of the Southam Co., Ltd., be transferred to the Edmonton Broadcasting Co., Ltd. and that the license for CFAC at Calgary now held by Southam Co., Ltd., be transferred to the Calgary Broadcasting Co., Ltd.

The board reserved its recommendation in connection with the appli-

Luckman, Justin Miller On Truman Committee

(Continued from Page 1)

country. Justin Miller, NAB president, has been named by the Chief Executive to a special Citizen's Food Committee which will direct the drive. Named chairman of the committee was Charles Luckman, president of Lever Bros., heavy users of radio.

White House sources indicated that radio will be called upon to play a major role in the food conservation drive. While no details have as yet been mapped out it is expected that radio will be widely used.

Mr. Truman said that he is asking the committee to meet as soon as possible to develop a new conservation program.

Name NBC Researchers

Robert McFayden has been named research associate in charge of the management division of the NBC research department, Hugh M. Beville, director of research, announced yesterday. At the same time Beville named Howard Gardner as research associate in charge of the department's rating division and Willard Zurfieh as research assistant in the circulation division.

ation for French language commercial station licenses at Edmonton and Prince Albert, Sask.

Bright Advtg. Future For Coast, Says Larmon

Los Angeles—Continued population gains, above-national purchasing power, high ratio of home ownership, stamp the West as a "prime market" for advertisers and indicate a "bright future" for the advertising industry, Sigurd S. Larmon, president of Young & Rubicam, predicted here this week. Larmon was here on a visit to the agency's offices in Los Angeles and San Francisco.

The West is also gaining rapidly as the point of origin of many national advertising campaigns, with the growth of western industry and the introduction of western products to national markets, Larmon said. "Young & Rubicam recognized this trend some years ago and established full agency services on the west coast," he said. Larmon cited two recent examples of western products being introduced to national markets by advertising, out of the two California offices of the agency. One was California tomato sauce through Hunt Foods, Inc., and the other aluminum products by Kaiser Permanente Metals. California-created apparels and other products offer other examples, he said.

Large Proportional Increase

"One-fifth of U. S. industrial building is coming to the west, where previously the share was but one-fifteenth of the total," Larmon pointed out. "It will take time to complete building projects now planned for food processing, containers, chemicals and other basic items. However," he added, "the growth will be steady and the advertising business is prepared to serve these clients."

Growth of advertising in the west is reflected by the fact that the number of California agencies has increased by more than 100 since 1941, Larmon said.

YOU WON'T HEAR CONFUCIUS IN PERSON



But You'll Eat the Finest in Chinese Foods

OLD CHINA
137 WEST 52nd STREET
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

IN CLEVELAND IT'S WHK

PROMOTION

Food Window Display

Twenty-two window displays in grocery outlets strategically located at every major shopping center in San Antonio have been installed by Jerry Spengler, merchandising and promotion manager of KABC, San Antonio, to promote sales of Kellogg's breakfast foods and give further publicity to the Galen Drake and Breakfast in Hollywood, ABC network shows carried by KABC. Built around 22 x 28 inch central showcard which encourages the passerby to "Listen to—Tom Breneman's hilarious 'Breakfast in Hollywood' and the heart warming, homespun wisdom of 'Galen Drake,' the display features the names of the Kellogg products advertised on the program. Gigantic cartons of Kellogg's products give further recognition to the products sold on the two shows.

KYFM Newspaper Ads

To promote FM and the program highlights of KYFM, San Antonio, The San Antonio Express and the San Antonio Evening News have a front page streamer devoted to the programs of KYFM. Streamer is eight columns by one and one-quarter inches wide. It is devoted to boxes containing two features to be heard on that particular day. KYFM call letters and FM channel are prominently displayed. Programs in the early afternoon are carried by the Express which is a morning paper while afternoon and late evening program highlights are carried by the Evening News. Space is also devoted every now and then to a message on FM broadcasting and reception.

Three Documentaries Set By MBS On Child Training

Various problems of rearing and educating America's youth will be explored in a new documentary series titled "Your Children Today" set for three half-hour broadcasts over Mutual starting Sunday, Sept. 28 (9-9:30 p.m. EST). Series will be presented in cooperation with the Teachers Service Committee and will have as initial guest speaker John W. Studebaker, U. S. Commissioner of Education.

Opening show of the series is subtitled "War Babies", and approaches the problem from the standpoint of teacher responsibility to such children. Arnold Perl has written the script. Two other documentaries in the series will be presented later in the fall, under the titles "Wanted: A Baby," and "Children of Divorce." Mitchell Grayson directs the series.

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS**—Jack Mills sails today for London to confer with his British manager H. G. Watkins on exploitation of serious works by American composers and acquisition of new works by contemporary English and Continental composers. . . ● Maestro-composer Isham Jones has been named Musical Director of Coast Records in Hollywood. . . ● Jesse Sawaya, music publisher of Trinidad, Colorado, in town to confer with his local manager Henry Topper on Sawaya's latest brainchild "Because I Think of You." . . ● Bill Taylor's new WMC across the board music series at 11:30 a.m., "Sweetest Love Songs," falls easily on the ears. . . ● Betty Johnson of the WBTalented "Johnson Family," branches out with her own show . . . will be heard thrice weekly sponsored by Bendix. . . ● Crosby, Sinatra and Hope, the three top names in show business, will appear on "Duffy's Tavern" which, next Wednesday starts its 7th year on the air . . . Larry Crosby, Bing's brother; Ray Sinatra, orchestra leader and Frankie's cousin, and Jim Hope, Bob's brother, who is executive secretary of the Denver Branch of AGVA. . . ● After too long a time on the road, the Joe Mooney Quartet back in town with their slick rhythms at the Raleigh Room of the Warwick Hotel.

★ ★ ★

● ● ● With "Feudin' & Fightin'" well launched on the Hit Parade sea of hits, Chappell & Co. are readying a major campaign on "My, How The Time Goes By," written by Harold Adamson and Jimmy McHugh and featured in the RKO flicker, "If You Knew Susie." . . ● Tunester Bobby Worth, who recently formed his own music pubbery, in from Hollywood . . . has named Nat Freyer to manage Gotham office with initial plug tune being "Please Don't Play Number Six Tonight," torch which Bobby penned with Louise Ganz. . . ● Group to watch is the Bill Bryan trio heard seven times a week over CBS via KNX . . . Bryan who writes and produces the series, sings and tickles the ivories, started in radio as a newscaster on WHAS, Louisville. . . ● Morey Amsterdam, one of the "MBStop Me If You've Heard This One" trio, has written a ditty with that title in collaboration with Pat Ballard. . . ● Cowboy star Jesse Rogers has returned to warble on the "Hayloft Hoedown," WFILadelphia series. . . ● Andy Wiswell has signed Claude Thornhill's band to a year's pact with Associated Program Service. . . ● Chantootsie Gail Fletcher opened last nite at the Flamingo Room, swank East side nitery. . . ● Nancy Siff has been named assistant producer on the new WAATraction, "Second Honeymoon," Charles King Package, sponsored five half-hours weekly by L. Bamberger & Co. . . Manor Music Co. is readying a major plug on the program's theme song, "Second Honeymoon."

★ ★ ★

● ● ● That red-bearded gent directing the Breakfast Club orchestra last week at Wichita, Kansas, was Eddie Ballantine, who, warned that anyone appearing sans his:ute trimmings during the Chisholm Trail celebration would be "dunked in the local horse trough," took no chances. . . ● Announcer Bill Pennell resigned his Hollywood chores and starts next week as assistant manager to Eugene Hill, at WORZ, Orlando, Fla. . . ● Robbins Music will publish the score of Franz Steininger's "Music In My Heart," musical play based on the life of Tschaiikovsky, which opens in Philadelphia next week. . . ● Broadway Palladium starts new "name" band policy this week starting with Les Elgart's orchestra. . . ● Songstress Helen Forrest may get the lead in film production based on the life of Helen Morgan, which Dick Haymes plans to produce.

★ ★ ★

● ● ● **ON AND OFF THE RECORD**: Bill Harrington, MBStar baritone, signed to wax six sides for Republic Records. . . ● Slim Bryant and his KDKA Bearcats, head for Gotham next week to record 8 sides for Majestic . . . their last platter, "Eenie Meenie Dixie Deeny," is one of the year's 10 best. . . ● Our Chicago friends write to inform us that Sherman Hayes' opening last Wednesday at the Blackhawk jammed the bistro . . . this Aristocrat Label orchestra, will figure prominently in future popularity polls.

AGENCIES

BATTEN, BARTON, DURSTINE OSBORN has appointed Robert Otto & Associates, Inc., to place the export advertising of Durex Corporation makers of cellulose tape.

SULLIVAN, STAUFFER, COLWELL & BAYLES has been engaged by Lever Brothers to handle the account of Silver Dust, a granulated soap.

SALES EXECUTIVES CLUB of New York on Monday will hold the first of five successive weekly sales clinics. They will be conducted in the Roosevelt Hotel.

PEDLAR & RYAN, Inc., has elevated to a vice-presidency Theodore C. Fisher, media director of the agency.

S. STANLEY SCHARY, president of Sound Recorder and Reproduction Corp., of Philadelphia, has appointed the R. A. Hill Company, also of Philadelphia, as public relations counsel for his company which produces Magnasonic and Dictape magnetizing tape, recording and reproducing equipment for home and business use.

Harold Meyer To Manage New Albany Station

Harold H. Meyer, general manager of WSTC, Stamford, and president of the Connecticut State Network, has been appointed manager of WRWR, Albany, new 10,000 watt ABC outlet, according to an announcement this week by Steve Rintoul, president of the Champlain Valley Broadcasting Corporation. WRWR is scheduled to go on the air December 1st.

From 1942 to the present time Meyer was manager of WSTC (formerly WSRR which was owned by S. R. Rintoul). Prior to that time he was manager of Hearst Radio in San Francisco. From 1940 to 1942 and for five years prior to that, he was manager of WSUN, St. Petersburg, Florida.

Auto Firm Buys Time On WCBS-TV Grid Sked

Better Cars, Inc., has bought the time preceding each Saturday football telecast on WCBS-TV to air live commercials, scheduled to start tomorrow at approximately 1:45 p.m. Commercials, to run between 10-15 minutes, will be aired from the scrimmage field and will involve interviews with new-car purchasers, etc.

ev'rybody's SINGING—
ev'rybody's PLAYING—

"EV'RYBODY'S BUYING MY LOVE SONG"

(Just to get a picture of you)

DUBONNET MUSIC PUBLISHING
1619 Broadway, New York 19, N. Y.

IN CLEVELAND IT'S

WHK



**THE
1947
RADIO
ANNUAL
IS THE MOST
REFERRED TO
BOOK IN THE
ENTIRE
RADIO
INDUSTRY**

**THE 1948
RADIO ANNUAL
IS NOW IN
INTENSIVE
PREPARATION**

Strong Video Relay Reported Set By GE

(Continued from Page 1)
 wave relay operating in the 2,000 m.c. region, is extremely directional. Located atop the 650-foot General Electric office building on Lexington Avenue in New York is a rotating transmitter and antenna which can be directed to pick up television programs originating at NBC, DuMont, or Columbia. Such programs are beamed by micro-wave 55 miles up the Hudson Valley to the first relay on Beacon Mountain, then to the second relay on Roundtop Mountain 55 miles farther up the valley, then to the third and final relay located in the Helderbergs, a distance of 29 miles from Roundtop. As the signals reach this relay they are sent 14 miles to the WRGB station in Schenectady, put through control board and flashed back to the main transmitter in the Helderbergs for telecasting to the WRGB area.

Although the new relay will not be officially started until Monday, this Saturday's Army-Villanova football game at West Point, will be carried by WRGB through cooperation with NBC. From then until that Friday when the Penn-Cornell game will be played at Franklin Field in Philadelphia, there will be college football every Saturday afternoon under the present schedule.

For the next 3 weeks WRGB is arranging to pick up television programs originating at DuMont stations in New York on Tuesday night and programs originating at Columbia on Thursday night. This will be in addition to the Saturday football games.

New FM Outlets Granted; FCC Okays WCJU Sale

Washington Bureau, RADIO DAILY
 Washington—The FCC yesterday announced conditional grants for three new FM stations—to the Fayetteville Broadcasters, Inc., Fayetteville, N. C.; The Granite State Broadcasters, Inc., Manchester, N. H., and Radio Station Des Moines, Des Moines, Iowa.

The Commission also approved the sale of WCJU, Columbia, Mo., from the Forrest Broadcasting Company to Lester Williams. Sale price was \$25,000.

Woods Elected To Board

Mark Woods, president of ABC, has been elected to the board of directors of Brand Names Foundation. Henry E. Abt, president of Brand Names Foundation, announced yesterday.

IN CLEVELAND IT'S
W H K

PICTURE OF THE WEEK



Reunion of the VIP's, group of radio and newspaper men who toured the war zones of the Western and Mediterranean fronts in the summer of 1945, under War Department auspices, took place last week in Atlantic City. Seated, left to right: Clair McCollough, chief executive, WGAL; Wm. S. Hedges, vice-president, NBC; Col. Ed Kirby, public relations counsel; Justin Miller, president of the NAB; Abel Green, editor, Variety; Mark Woods, president of ABC, and Bob Swezey, vice-president and general manager, MBS.

Standing: Morris Novik, Unity Broadcasting Corp.; Leonard Reinsch, radio executive and radio advisor to President Truman; Sol Taishoff, editor and publisher, Broadcasting; Martin Campbell, general manager, WFAA; Joe Ream, executive vice-president, CBS; John Fetzer, managing director, WKZO; Col. Harry Wilder, president, WSYR, and Jack Alicoate, publisher, RADIO DAILY and FILM DAILY.

Professional Singers To Get WMCA Tryouts

A showcase for professional singers of popular tunes who are still trying for a break has been scheduled as a daily half-hour strip by WMCA, New York, starting Monday, Sept. 29. One male and one female vocalist will appear for a full week, Monday through Friday, 4:03-4:30 p.m., and each couple also will be booked into a Loew's theatre in the metropolitan area. If the booking agency considers the talent sufficiently good, the pair will be given an engagement at Loew's State in Times Square.

Title of the series is "New Voices" and WMCA has thrown the door wide open for auditions which are going on daily. Joseph Gottlieb will produce the show and Joe O'Brien has been assigned as announcer on the series.

While the show itself is strictly a WMCA production, both the station and the Loew theater chain are co-operating with cross plugs, in giving couples a week's engagement at a movie house following their radio performance. Loew's theaters will plug WMCA with the use of lobby displays.

BMB '46 Data Available At Discount To Subs.

BMB's board of directors have decided to offer stations which were in operation in March, 1946, but which did not subscribe to the No. 1 study the opportunity to obtain their audience data for that period at a 33 1/3 discount provided they are current subscribers to BMB, it was announced this week. Formal decision was made at a meeting of the board at the NAB confab in Atlantic City.

Discount represents the reduction in value of the data due to the lapse of a year since its issuance, it was said. Stations that take advantage of this opportunity will be regarded as subscribers to Study No. 1 and thus entitled to the 10 per cent "early renewal" discount on their present subscription provided both the Study No. 1 and renewal subscriptions are mailed prior to Oct. 1.

The board also heard E. P. H. James of Mutual Broadcasting System, present the MBS Engineering Coverage Measurement. Following the presentation the board voted to refer the measurement to the technical committee to evaluate as a possible supplement to BMB's station and network audience measurement.

Enthusiasm For FM Noted At IRE, Frisco

(Continued from Page 1)
 emphasized the fact, however, that it would still be several years before the number of FM receivers in use would equal the AM listeners now having sets.

Discussing the 50,000-watt FM station, KSBR, now in operation at San Bruno, Calif., Leigh Norton stated that this power was achieved by using a new kind of electron tube developed by Eitel-McCullough, Inc., operator of the station. The new tubes are radical because, instead of being merely bigger copies of lower powered tubes they are multi-units. In other words, the power increase comes from ganging-up the essential parts of several small tubes rather than magnifying the small tube into a large tube. Combining small vacuum tubes in a multi-unit assembly has numerous advantages, he said.

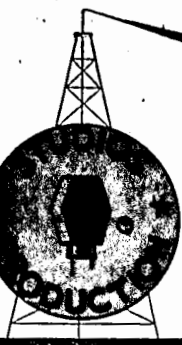
By employing one tetrode stage and two grounded-grid triode stages, the power level is raised from 50 watts to 50,000 watts with a minimum of equipment. The useful power output from the transmitter is sixty-two per cent of the total plate input to the last three stages, which are operated from a common 4,000-volt power supply. An apparent efficiency of approximately 100 per cent is realized in the last amplifier stage.

A report on the New York-Boston radio relay experiment was given by J. W. McRae of the New York Telephone Labs. The New York-Boston radio relay system is being installed as an experiment to test the capabilities of microwave radio as a broad-band transmission vehicle, he said.

When asked whether he thought this new radio relay system would replace the coaxial cable method, McRae stated that at present they did not know whether radio would be cheaper or not until after it is completed. At the present time the coaxial cable is the cheapest way, but in time the radio relay plan may be, he said.

Send Birthday Greetings To—

September 26
 Elizabeth Bennett
 Del Casino Harold Essex
 Hal Hackett Kermit Moss
 Ted Robertson
 September 27
 Phil Cook Pat Barret
 Edward Tomlinson
 Billy A. Hoff Edwin H. Kasper
 Bob Keller Annette King
 Walter Hubert Lewis
 Mary Kester Richardson
 September 28
 William S. Paley Fred Robbins
 Dick Brown Marilyn Stutz
 Bob Ahearn Daniel Barlow
 Lynn Brandt Perry Martin



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 40, NO. 63

NEW YORK, MONDAY, SEPTEMBER 29, 1947

TEN CENTS

Buy 'Series' Tele Rights

Geddes Sees Big Year Despite Higher Costs

San Francisco—Bond Geddes, RMA executive vice-president, on Saturday predicted that 1947 will prove one of the best years for the radio industry and the present high level of production will continue into 1948 with the assurance of wide and new markets through FM, television and other electronic applications.

Geddes addressed a dinner meeting of the third annual trade show of the West Coast Electronics Association at the Whitcomb Hotel. He blamed greatly increased costs of factory labor, which he said are now

(Continued on Page 7)

CBS Sets Fall Schedule For Philharmonic Orch.

The New York Philharmonic symphony begins its 18th season of broadcasts over CBS on Sunday, October 12, with Leopold Stokowski as guest conductor of the first program. Mr. Stokowski will conduct the orchestra in the three subsequent Sunday broadcasts with other guest conductors scheduled to take the podium until Bruno Walter, permanent musical director, takes over late

(Continued on Page 4)

Philco Offers Licenses To Other Manufacturers

Philadelphia—Philco Corp. will offer formal licenses to all set manufacturers to use its patents and inventions in the radio receiver, electrical monograph and television receiver sets, subject to royalties, it was announced recently by John Ballantine, president.

Approximately 700 Philco patents

(Continued on Page 2)

Airborne Patrol

Chicago—Plans for airborne traffic control division for the City of Chicago were discussed by the city council last week as a sequel to WMAQ's use of a helicopter to spot routes of least congestion during the past week-ends. The aerial traffic survey was relayed to the WMAQ newsroom and broadcast to motorists who were approaching Chicago.

FM Substitution

Denied live music by a ruling of the AFM, the Continental FM Network returned to the air Friday night with the Stromberg-Carlson "Treasury of Music" using a vocal quartette and a group of harmonica players. The half-hour show heard over 27 FM stations originated with WHFM, Rochester, N. Y. Talent used were "The Revelers," male quartette, and "The Polka Dots," harmonica players.

Intra-City Tele Cables Now Being Installed

Special cables to handle intra-city video transmissions, thus allowing remote pickups from important points of activity, are being installed by telephone companies in all cities where television is now available or is proposed, it was learned last Friday. The first such video link for Chicago is now being installed between NBC's Chicago studios in the Merchandise Mart and the central

(Continued on Page 4)

Frisco Stations United In Juve Program Series

San Francisco—Final broadcast of a six weeks series of dramatic documentary programs on the subject of juvenile delinquency was carried last week simultaneously over a special network of San Francisco and Oak-

(Continued on Page 2)

New National Assn. Formed By Station Representatives

National Association of Radio Station Representatives was formed Friday at a meeting in New York attended by leading organizations in the industry which unanimously agreed on the various plans presented. Adjournment was taken until 3 p. m. this afternoon when the meeting will be resumed and fuller details acted upon, to complete the organization.

Basic purpose of the association is to promote spot radio, and although

Ford And Gillette Will Sponsor Games On Eastern Coast Tele Stations; Pay \$65,000 For Rights

Benton's Successor Brings Speculation

Washington Bureau, RADIO DAILY
Washington—Even the dignity of the title Assistant Secretary of State seems insufficient to bring candidates forth to succeed William B. Benton, who announced Wednesday that he is stepping down as head of the State Department's international information service. The attraction of the

(Continued on Page 6)

Mobile Phone Service Extended On East Coast

Highway radio telephone service is now available to motorists on Route 1 all the way between Washington, D. C., and Boston in the longest such link established to date by American Telephone & Telegraph Co. The 450-

(Continued on Page 4)

Crosley Tele Demonstration Planned For Upstate Ohio

Cincinnati—First television broadcast in upstate Ohio will take place during "The Opening of the Second Frontier," project sponsored by the Licking County Soil Conservation

(Continued on Page 6)

Gillette Safety Razor Co. and the Ford Motor Co. have bought television rights to the World Series for \$65,000, it was announced Friday, thereby making the 1947 baseball classic available to an estimated half-million persons along the eastern seaboard. Deal marks the first time a World Series will be covered simultaneously by radio and television.

Yankees-Dodgers contest, opening tomorrow at the Yankee Stadium, will be carried by a nine-station net-

(Continued on Page 6)

SBC Announces Plans For Chicago Meeting

Chicago—All phases of educational radio from the application for a station license to the follow-up of a broadcast schedule in the classroom is on the agenda for the 11th annual School Broadcast Conference at the Hotel Sheraton in Chicago on Oct. 27-29. Leading educators, engineers, workshop directors and representatives of the radio industry have been

(Continued on Page 4)

Washington Indies Differ On Code Interpretation

Washington's two leading independent stations—WWDC and WINX—are sharply split over the new NAB code, with the former holding that the restrictions on advertising time are far too limited, while the latter

(Continued on Page 2)

Distance Bowling

Charles Barry, vice-president in charge of ABC television and programming departments and captain of ABC's "American Beauties" bowling team couldn't be present last Friday when his team met ABC's "Drawbacks." Barry was in L. A. where he rolled up a 424 and wired the score in to N. Y. to be tallied with the American Beauties score. His team won.

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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
4617 Dahlonega Rd. 2122 Decatur Pl., NW
Phone: Wisconsin 3271 Phone: Hobart 7627

CHICAGO BUREAU

Nat Green
1417 Ashland Bldg., 135 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

(Sept. 26)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

Table with columns: Bid, Asked. Lists DuMont Lab., Finch Tele. Comm., Stromberg-Carlson, etc.

'Frisco Stations United In Juvenile Program Series

(Continued from Page 1)

land stations that included KPO, KFRC, KYA, KSFO, KSAN, KJBS, KROW, and KLX. The series titled, "This is Our Will, Our Testament," was scripted by Dave Drummond and Dick Bertrandias of the KPO-NBC writing staff. Programs were presented as a public service feature in collaboration with youth organizations.

★ COMING AND GOING ★

THOMAS VELOTTA, American network director of news and special events, has returned from Chapel Hill, N. C., where he went to supervise the broadcasting of Saturday's game between North Carolina and Georgia.

HUGH O. JONES, general manager of KSLO, Ogden, Utah, visited late last week—at the New York offices of Mutual, with which the station is affiliated.

DON MILLER, sales manager of WCBS, left over the week-end on a short business trip to Chicago.

PATTI CLAYTON, Columbia network vocalist heard on "Club 15," has returned to New York by plane from the West Coast.

WILLIE BRYANT, emcee on the Mutual network's "Harlem Hospitality Club" heard Saturdays, yesterday was in Indianapolis to handle an all-Negro show at the State Fair Grounds. He was accompanied by SAM LEVINE and BILL REDFORD, co-directors of the MBS program.

DON PALLINI has returned from Boston, where he set up radio promotion to launch his new dance studio.

MARIE HOULAHAN, publicity director of WEEL, Columbia's owned-and-operated station in Boston, is back at the station following a trip to Seattle, where she was called by the death of her mother.

MOSE GUMBLE, director of standard exploitation for Music Publishers Holding Corp., left New York Saturday on his annual trip to the West Coast.

WENDALL MAYES, manager of KBWD, Mutual outlet in Brownwood, Texas, chatted for a while last week with officials of the web.

ROBERT WEBSTER LIGHT, president of Robert Light Productions, Inc., arrives today from Hollywood to complete details for the new radio series, "Half Hour to Kill."

HENRY B. CLAY arrived in New York last week on station and network business. He's the general manager of WLAY, Muscle Shoals, Ala., an MBS outlet.

JAY STEWART, announcer on "Duffy's Tavern" and "Take It or Leave It" for NBC, is vacationing in Cincinnati, where he once worked for WSAI and WLW.

Washington Indies Differ On Code Interpretation

(Continued from Page 1)

believes them essential to the future well-being of the industry. WWDC would extend the limit on commercial announcements from three to three and one half minutes per quarter-hour.

The Washington Post, affiliated with WINX, stated editorially that the limitation "may spell the difference between survival and extinction for the marginal, unaffiliated station and for new stations bucking established competition. Nevertheless, it seems to us an inescapable ruling if radio is not to drive away its primary patron, the listening public."

The Post pointed out that there are other reforms in the code "which seem altogether laudable in intent but will have to be judged in performance. The loudspeaker itself will have to tell us what the NAB means when it forbids the advertising of products which are not acceptable conversational topics in mixed social groups and then insists that laxatives, deodorants and products claiming similar functional service should be handled with the highest standards of good taste."

The WWDC position was set forth in a letter from Ben Strouse, head of the station, to the NAB. The station's experience, he wrote, is that "the retailer must see results from day to day . . . and . . . strong sales pressure by the announcer and full one-minute commercials are absolutely essential."

Strouse suggests that the code's commercial requirements "be completely revamped. At the very least—and this, from our viewpoint, is a sacrifice—a maximum of 3 minutes and 30 seconds of commercial should be allowed in any given 15-minute programming, whether before or after 6 p. m. We suggest that the 5 and 10-minute restrictions be completely eliminated and that the entire code be set up on a 15-minute basis with a maximum of 3½ minutes of commercials per 15 minutes."

Philco Offers Licenses To Other Manufacturers

(Continued from Page 1)

and inventions are thus being made available to the rest of the industry, Ballantyne said. Included among many developments are the Philco advanced FM system, which is a basic new circuit said to have numerous advantages over older FM systems, the electronic voltage regulator, the Philco large-screen projection television system with the micro-lens screen, and a new method of playing records which is incorporated in the Philco 1201.

Radio Corporation of America, the General Electric Co. and Westinghouse Electric Corp. have already been licensed to use these Philco patents and inventions, according to Ballantyne.

Shelby Named To New Post With NBC Tele Engineering

Appointment of Robert E. Shelby to the new post of director of NBC television engineering operations was announced Friday by Frank E. Mullen, executive vice president of NBC. Shelby was formerly director of technical development in the NBC engineering department.

In announcing this appointment, Mullen said that its purpose was to set up a technical operations organization for television which will function independently of sound broadcasting technical operations. Shelby will report to Noran E. Kersta, director of television operations, and will coordinate with O. B. Hanson, vice president and chief engineer, on engineering plans for television expansion.

RADIO PROGRAM PRODUCTION CO. WANTS

Appr. 300 to 400 sq. feet. Vicinity of Radio City. Will consider sharing reception room with congenial company. Box No. 400, RADIO DAILY, 1501 Broadway, New York 18, N. Y.



Now it's 100 miles up

If you read these W-I-T-H ads regularly, you'll remember the one captioned "65 Miles Up."

Scientists placed a camera in a V-2 Rocket. The picture was snapped when the rocket reached the top of its flight and started back to earth.

We thought that was a honey.

Now they tell us of one taken later. The same way, this time at 100 miles up.

We don't know whether the same group of scientists took both pictures or not. But the fact is, no matter what you do—what heights you attain—if you don't stay in there working, competition will outstrip you in no time.

It's especially true in radio. And smart radio time buyers know that W-I-T-H, Baltimore's successful independent station, is the way to keep ahead of the competition here in the 6th largest city.

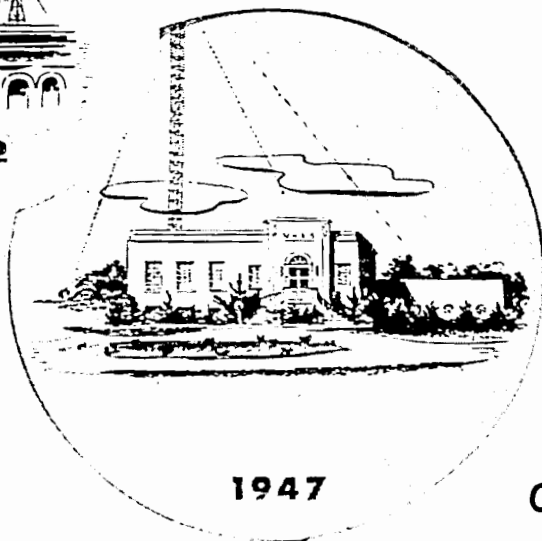
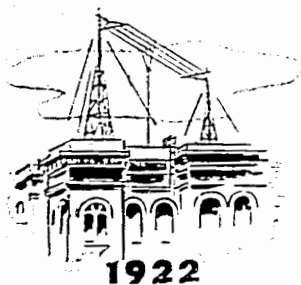
Put W-I-T-H on that next list. It delivers more listeners-per-dollar-spent.



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

TOM TINSLEY, President Represented Nationally By Headley-Reed

IN CLEVELAND IT'S WHIK



Continued

GROWTH

WHAS
LOUISVILLE

Now entering our second 25 years of service to Kentuckiana

A PIONEER TODAY AS IT WAS YESTERDAY

From those 500-watt days in 1922 . . . down through a quarter century to the 50,000-watt 1A clear channel present . . . WHAS has become inseparably a part of the market it serves. The objectives, the sympathies, the labors of WHAS have been—and always will be—for the best interests of

its millions of listeners. Just as 25 years ago we pioneered with the first licensed standard station in Kentuckiana, so did WHAS pioneer with the first FM station, WCJE. Continued growth through this same service to our listeners is our pledge to the future.

Represented Nationally by Edward Petry and Co., Inc.

Intra-City Tele Cables Now Being Installed

(Continued from Page 1) terminal of the Illinois Bell Telephone Co.

In most cases, AT&T subsidiaries are not laying a separate co-ax for television but are augmenting regular trunk lines with video facilities. The new type cable consists of 12 video and 186 audio circuits.

The string insulated cable link being laid in Chicago will be available by the time NBC starts its television operation there early next year. The telephone company also plans for additional links to connect it with other television stations in Chicago. By the time it is completed, the intra-city video network will include lines to Soldier Field, Chicago Stadium, Wrigley Field, Comiskey Park, Chicago Coliseum and Dyche Stadium in Evanston.

Meanwhile, national network television shows are assured for the Minneapolis area where the Northwestern Bell Telephone Co. has started laying coaxial cable between the Twin Cities and Des Moines, Iowa. This link will eventually connect with the transcontinental cable, suitable for television, at St. Louis. This \$8,000,000 project, bringing the Twin Cities into the circuit, will include branches at Albert Lea, Austin, Fairbault, Northfield and Rochester, Minn.

SBC Announces Plans For Chicago Meeting

(Continued from Page 1) invited to participate in the various clinics, demonstrations and work study groups.

The National Association of Educational Broadcasters, as well as the Association for Education by Radio, will open their sessions on Sunday, Oct. 26.

The conference's opening session, titled "The Superintendent Looks at Radio," will be chaired by Dr. Hobart Corning, superintendent of the Washington, D. C., public schools. Waldo Abbot, director of radio at the University of Michigan, and a panel of radio educators will discuss the "Problems of Educational Station Operation."

Other clinics and panels will be headed up by O. C. Wilson, Canadian Broadcasting Corp.; John Sternig, radio-visual director of the Glencoe, Ill., public schools; Kenneth Bartlett, director of the Syracuse University radio workshop; Dr. Wilbur Schramm, Institute for Communications Research, University of Illinois, and David J. Heffernan and Robert Macdougall, WAAT, Newark, N. J.

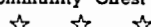


California Commentary . . . !

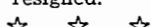
• • • Tommy Harmon, the gridiron great, is one of the busiest figures in radio and athletic circles. The former University of Michigan star is a member of the Los Angeles Rams of the National Professional League and while on tour with the team is making personal appearances in connection with "Here Comes Harmon," a sports program packaged by Universal Radio Prods. of Hollywood.

Los Angeles

Last week Harmon made a personal appearance at WPAG, Ann Arbor, home of the University of Michigan. He will also make personal appearances in connection with "The Spirit Of West Point," which co-stars Glenn Davis and Doc Blanchard. Tommy will also do a 13-weeks job on Jimmy Durante's show. . . . John Masterson will really know this country thoroughly by the time he finishes his "advance tours." John, who has already made a trip with Carl Blume to pave the way for Tom Breneman and "Breakfast In Hollywood," is taking off again on an air jaunt that will call for 14 stops and will bring his total "advance" flight mileage to 20,000. Breneman will leave next month on coast-to-coast tour for the benefit of various Community Chest and Cancer Fund drives.



• • • Race Track jockeys may soon be having competition from disk jockeys. Maurice Hart of KFWB is building stalls at his Encino place and is doing considerable riding. One of his stalls will house a horse that Lou Marcelle, also a disc jockey at KFWB, has purchased from Ken Curtis, the Western star. By the way, Curtis did some pinch-hitting for Ozie Waters on ABC's "Sunset Roundup" while Ozie was busy catching fish in Colorado. . . . Conrad Binyon, who portrays "Butch" on "Mayor Of The Town," has ambitions to be a licensed pilot and is taking flying lessons at one of the fields in San Fernando Valley. . . . Vacations come but once a year, but Harry Davis, account executive at KCMJ, Palm Springs, likes the resort town so much that he stayed in town by the side of his swimming pool. . . . Art LaBow, formerly with KPMP, Pomona, is succeeding assistant chief engineer John Clowes at KCMJ, Clowes having resigned.



• • • The opening of the radio season was a hectic period for Lou Place, West Coast representative of the Russel M. Seeds agency. The tenth anniversary of the Red Skelton show required Place to do some acting on the show and his previous experience as a thespian came in handy. Lou is also a former announcer, and when the NBC staff announcer was not present for the sign-off on "People Are Funny," Lou rushed to the microphone to do the chore. He also directs the "Sheaffer Parade" show, starring Eddy Howard's orchestra. . . . Latest novelty to attract attention is the mystery voice, "The Masked Spooner," heard Monday through Friday on KLAC, 4:10-4:15 p.m. "Spooning" is a combination of "speaking" and "crooning," therefore the word "spooning" or "spooner." Actually the masked man "talks" the lyrics of a song as the melody plays behind him. Among the hundreds of cards and letters received the first two weeks of his airing, listeners have pegged him as Vincent Price, Nelson Eddy, Van Johnson, and believe it or not, Boris Karloff.



• • • Tony Martin has been playing host to the Maharajah of Cooch Behar, ruling prince of an Indian state of 700,000 subjects. They met in India during the war and have been resuming their friendship. . . . Eddie Cantor, who recently received the United Jewish Appeal's 1947 Humanitarian Award for his services on behalf of Jewish survivors in Europe, was in Chicago last week to spark the Chicago United Jewish Appeal campaign. By the way, David Rose, musical maestro, is hard at work putting the finishing touches on a new composition to be titled "Cantor Concerto" as a tribute to the great entertainer.

Station Reps. Meet, Organize Association

(Continued from Page 1) John Blair Co.; The Bolling Co. Inc.; The Branham Co.; Burn-Smith Co.; Forjoe & Co.; Free & Peters, Inc.; Headley-Reed Co.; George P. Hollingbery Co.; The Katz Agency, Joseph Hershey McGilvra, Inc.; John E. Pearson Co.; Edward Petry & Co. Inc.; Radio Advertising Co.; Paul H. Raymer Co. Inc.; Weed & Co. and Adam J. Young, Jr. Inc.

While the above named companies were in attendance at the organizational meeting, this does not preclude additional members joining up, provided they meet with membership requirements.

Mobile Phone Service Extended On East Coast

(Continued from Page 1) mile link consists of 12 local radio telephone stations, each operating on a power of 250 watts and with a transmission range of about 25 miles. AT&T reports no dead spots within the entire link. Calls to or from motorists are taken by a local station and plugged into the regular Bell system.

The Boston to Washington hookup is the third inter-city radio telephone unit set up by AT&T and is part of a planned nation-wide network which will make phone service available to motorists on the most used highways all over the country. The first link was completed last January on Route 66 between Chicago and St. Louis and just a month ago service was offered for the first time between Albany and New York City on Route 9.

Latest official count shows that the Bell System has installed mobile radio telephone service in 61 cities.

CBS Sets Fall Schedule For Philharmonic Orch.

(Continued from Page 1) in January. The other conductors will be Charles Munch, Nov. 9, 10 and Jan. 4, 11; Dimitri Mitropoulos four broadcasts from Nov. 23 through Dec. 14 and George Szell, Dec. 21 and 28. The symphony series will continue to originate from Carnegie Hall



"Not even WFDF Flint could find you a vacancy. Hell, isn't it?"

IN CLEVELAND IT'S
WPK

★ THE WEEK IN RADIO ★

NAB Board Adopts New Code

By JIM OWENS

UNANIMOUS adoption of the proposed standards of practice was first official action taken by the newly-elected board of directors of NAB. Measure was voted at a closed session on the last day of the Atlantic City meet and is effective next Feb. 1. Prexy Justin Miller pointed out the code will remain in a "fluid state" pending suggestions and revisions by the industry.

Within a few days NAB received several suggestions for specific changes, mostly from independent stations. Three networks approved code action, the fourth withheld comment 'till a later date. NAB directors also gave a healthy vote of approval to BMB, urged Association members to subscribe to the Bureau's next study. The board also endorsed the administration of BMI.

First major effect of the NAB code adoption was quick dissolution of the Broadcasters Advisory Council, informal group set up last February to promote self regulation within the industry. . . . Three New York television stations, WNBT, WCBS-TV and WABD asked baseball commissioner A. B. Chandler to let them air the World Series on a sustaining basis. Stations would pool the broadcasts, feeding all other tele outlets in the New York-Philadelphia-Washington area. Trade was fairly certain the Series would be televised in any event.

State Dept. announced formation of a new advisory committee to counsel the Department's international broadcasting operation. Committee includes NAB chief Justin Miller, ex-CC head Paul Porter and network chiefs. Re-alignment of NBC exec staff has vice prexy John F. Royal as assistant to executive vice-president Frank E. Mullen and Noran E. Kersta heading up television operations. Charles P. Hammond, ad and promotion head, also assistant to Mullen with James E. Nelson taking his old spot. . . . Dr. George Gallup, noted poll taker, entered radio audience research with a system to cover six phases of the industry. . . . William McCambridge was elected president of Press Wireless, Inc., and began a widespread revamp of company's operations. PW filed bankruptcy plea recently. . . . New York Daily News setting plans for program setup of its tele station WLTV. Station may go on the air by the fall of '48.

Station reps met in New York Friday to form a national spot radio association, as suggested by Paul Aymer. . . . Protestant Radio Commission was formed among 50 church

execs to encourage wider use of religious radio. . . . CBS's Arthur Godfrey honored and kidded at the Circus Saints and Sinners luncheon at the Waldorf-Astoria. . . . BMI and NAB officials spiked rumors of the former organization severing its connection with NAB or the industry. . . . TBA prexy Jack Poppele and Paramount exec George Shupert won two of the American Television Society's awards for contribution to television during '46-'47.

Special committee representing the FM association will meet with Rep. Carroll D. Kearns and AFM prexy Petrillo in New York on Oct. 1 to discuss FM problems. Kearns called the meeting and will offer a suggestion that Petrillo permit FM duplication on a probationary basis. . . . AFM prexy meanwhile signed a contract permitting school and college musicians to broadcast so long as there's no interference with professionals. . . . Institute of Radio Engineers opened a convention in San Francisco with approximately 800 registrants. Delegates were told that FM would probably outstrip AM in national coverage by the end of '48. . . . Major Barney Oldfield, former Warner Bros. exec, returns to the Army as chief of radio and television effective Oct. 1.

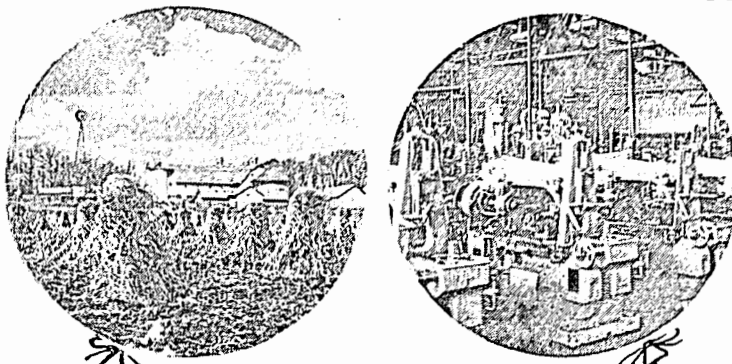
British Broadcasting Corporation will shortly begin construction of television network to provide service to 70 per cent of the population of Great Britain. First outlet will be in Birmingham, second only to London in population. . . . Late Fiorello H. LaGuardia, three times Mayor of New York, mourned via memorial programs on local stations. He'd done weekly shows on WJZ and Mutual, latter as co-op. . . . Frederic W. Ziv Company set a three-year deal with Guy Lombardo and his orchestra calling for 156 half-hour ET shows. Maestro will receive \$156,000 plus a percentage of sales.

New Orleans stations did an all-out public service job during the Hurricane which lashed the Gulf-Coast last week. Radio was only means of communication between civic officials and the populace during the storm. . . . Approximately 135 top national advertisers will donate \$1,000,000 in air time to aid the Advertising Council's drive in education. . . . Dr. John H. Mulholland, N.Y.U. surgeon, says television is ready now as an education tool in medicine. . . . Board of governors of the Canadian Broadcasting Corp. voted to hold public sessions on future license applications. . . . New York stations covered the arrival of the Freedom Train and its week-long stay in Gotham.

Joins 'March Of Time' Staff

Roy Lockwood, formerly an independent radio producer and NBC Staff Director, has been appointed assistant producer of The March of Time motion picture, Richard de Rochemont, producer of The March of Time, announced yesterday.

On the Farms . . . In the Factories



THINGS ARE REALLY

HUMMING

in EASTERN IOWA

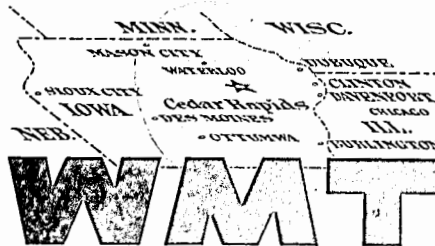


ALCOA buildings are going up at Bettendorf. Swift & Company is investing in new plants at Clinton. Over 75 new manufacturing plants have gone up in Iowa since VJ-Day.

And Iowa farm crops are at all time highs. Iowa still leads in U. S. per capita income with the greatest farming country on earth.

WMT — only CBS outlet in Eastern Iowa — covers both these rich markets for you.

Well, what are you waiting for? See your Katz representative. Get on



CEDAR RAPIDS

The Station Built By Loyal Listener-ship . . . Now in its 25th Year!

BASIC COLUMBIA NETWORK

600 kilocycles 5,000 watts Day & Night Member: Mid-States Group

IN CLEVELAND IT'S

WHK

Benton's Successor Brings Speculation

(Continued from Page 1)

title and the sincere desire on the part of many industry leaders to make the "Voice of America" broadcasts a force for world peace are, for many, insufficient factors to outweigh the constant congressional criticism to which anyone taking on the assignment must look forward.

The name of Adlai Stevenson, who is a U. S. representative to UN, is prominently mentioned here as a possible successor to Benton—despite unconfirmed reports that he has already refused to take on the job. In the event Stevenson, who has handled press relations for the State Department on international occasions is not persuaded to reconsider, it is a wide-open guess here who will be named to the job.

Benton was not identified with any one medium to the exclusion of others, and it is considered desirable that his successor be a man similarly experienced. Benton had considerable experience with all three media—his successor might be a man with limited experience in all three but an impressive administrative background and a proven ability to take care of himself in the constant struggle between department heads and members of Congress. That it might turn out to be a military man is acknowledged to be a strong possibility.

There is speculation here also that Benton might decide to revive the "pig squeal radio" idea he abandoned when he entered the government service in 1945. This was projected as an advertising-free radio service supported by the proceeds from rental to the public of special gadgets without which reception of the special programs would be ruined by constant interference.

Benton's difficulties with segments of the radio industry, as well as his characteristic desire to throw himself into something new, might lead him to revive this service. Only this spring he told RADIO DAILY wistfully, "You know, that was the best idea I ever had."

Patsy Campbell Signed

Patsy Campbell, Chicago radio actress, has been signed to a long term contract by Young & Rubicam to be featured in the title role of the daytime serial, "The Second Mrs. Burton," sponsored by General Foods Corp. Serial program is heard over CBS Monday through Friday at 2 p.m., EST.

Anniversary

The Eternal Light, produced on NBC under the sponsorship of the Jewish Theological Seminary of America, will begin its fourth year on the air with the broadcast of Sunday, October 7, from 12:30 to 1:00 p.m., EST. Program is heard weekly on 70 stations, coast to coast.

World Series Tele Rights Bought By Ford And Gillette

(Continued from Page 1)

work for audiences in New York, Washington, Philadelphia, Baltimore and Schenectady, as originated from the local ball parks by NBC, CBS and Du Mont on alternating days.

Stations set to air the series are: WNBT, WCBS-TV and WABD in New York; WPTZ and WFIL-TV in Philadelphia; WTTG, WNBW and WMAL-TV in Washington, and WRGB in Schenectady. There was also a possibility over the week-end that WMAR, Baltimore Sun outlet, would be on the air in time to pick up some portion of the Series, although construction of facilities is still in the early stages.

Although Ford and Gillette paid \$35,000 less for the rights than stipulated by baseball commissioner A. B. (Happy) Chandler up to Friday afternoon, the full cost is expected to reach if not surpass \$100,000 since facilities and line charges for each station on the network will be paid by the sponsors. Latter costs are expected to run between \$25,000 and \$35,000.

Official announcement of sale of the rights, which occasioned perhaps the widest speculation of any major event capable of video coverage, came from Chandler's headquarters in Cincinnati, Mutual (which had first refusal on the tele rights) and the sponsors' agencies, J. Walter Thompson and Maxon, Inc., simultaneously.

Statement By Kobak

"Mr. Chandler, the sponsors, and Mutual feel that television will be greatly stimulated by making this series available to as many baseball fans as possible who cannot attend the games," Edgar Kobak, network president said in making the announcement. "We feel that the greatest public service can be rendered on behalf of baseball by the broadcasting and television industry in making these telecasts available to all."

Gillette, which is also sponsoring radio coverage of the Series over MBS for the ninth consecutive year, is, with the Ford Motor Co., one of television's major advertisers, having sponsored boxing from Madison Square Garden over WNBT for some time. Company was the sponsor of tele's first important sports event last year—the Louis-Conn fight at the Yankee Stadium. Ford has sponsored 25 home games of the Brooklyn Dodgers on WCBS-TV this season, and only last week began its second year of "Parade of Sports" on the CBS station which presents all sports events from Madison Square Garden, except boxing, and all home games of the Columbia University football team.

Further details of the Series coverage including the arrangements as to how the two companies will share games, originating schedule of the three New York stations, and the choice of announcers, was expected to be settled over the week-end. It was reliably reported, however that pickups were arranged by lottery Friday and will be made in the fol-

lowing order: opening game at Yankee Stadium (tomorrow) by WNBT; second game at Yankee Stadium by WABD; third and fourth games, from Ebbets Field, by WCBS-TV; fifth game (if necessary) at Ebbets Field by WNBT; sixth and seventh game by WABD.

Trade execs were in unanimous agreement over the week-end that the Ford-Gillette-Series pact assured television of its greatest promotion in history, and certainly its greatest audience. They point out that the total number of viewers will approximate 2,000,000, on only a four-day basis—and that this figure will be greatly exceeded if the Series goes to six or seven games.

Jack R. Poppele, president of the Television Broadcasters Association, declared that it will be "the greatest audience ever to see a sports event, and the most important thing that has ever happened to television." He estimated the number of sets in use in the New York-Washington-Philadelphia area to be "conservatively 70,000" and that there will be "a minimum of 20 viewers to a set,—and probably 50 when you consider the number of taverns and public places that have television receivers."

Crosley Tele Demonstration Set For Upstate Ohio

(Continued from Page 1)

District with WLW among the auxiliary sponsors. W8XCT, Crosley Broadcasting Corporation's experimental television station, will broadcast from the scene of the demonstration, Brownsville, Ohio, from 10:00 a.m. until 3:00 p.m. EST on Thursday, October 2.

W8XCT will park its new television bus remote broadcast unit a few feet from the highway. Two image orthicon cameras will televise the demonstration, one mounted atop the bus and the other planted near the WLW tent. Microwave relay system will beam the camera signal to four receiving sets in the tent. Four sets will be furnished by the Crosley Manufacturing Division of AVCO. J. R. Duncan, acting director of television operations for the Crosley Broadcasting Corporation, points out that by the use of wide range and telephoto lenses the face lifting farm event will be covered long range and with detailed closeups. W8XCT will also arrange to use movies of the "Second Frontier" project on later regular broadcasts from its studios in Carew Tower, Cincinnati.

Garry Moore Honored

Chicago—Garry Moore new emcee of NBC's "Take It Or Leave It" was guest at special press luncheon Thursday at Jacques. Moore will be guest of the "Quiz Kids" show Sunday and also will broadcast his own program from the Stevens Hotel on that day.

Three-Day IRE Meet Ends In San Francisco

San Francisco—The Institute of Radio Engineers on Friday conclude their three-day convention here with a series of papers dealing with technical problems in connection with FM and television broadcasting. Under the chairmanship of Bernard Walle of the RCA-Victor Division, Los Angeles, four types of problems were discussed.

Kenneth A. Norton, Central Radio Propagation Lab., National Bureau of Standards, spoke on radio wave propagation in the FM broadcast band, dealing with the general nature of radio wave propagation over land at frequencies in the band 88-100 mc. and a discussion of some of the reasons for shifting the band upward from its former location below 50 mc. He pointed out the effects of irregular terrain on FM broadcast transmission and the advantages of selecting a high wide-range site for the transmitting antenna.

J. E. Keister, of the General Electric Co., described a five-kw. television broadcast transmitter and pointed out the differences between Channel 1-units and Channel 7-13 units.

In a discussion on a study of television "ghosts" caused by tall buildings by Andrew Alford, he explained the problems caused by reflection from such buildings and the basic factors to consider in choosing the site for a television transmitter as to avoid the situation.

Carrol D. Kentner of RCA-Victor, Camden, N. J., gave a description of the new RCA type TT-5-A television transmitter which is now in quantity production.

N. Y. Branch For Cherniavsky

Chicago—Josef Cherniavsky announces that Tele-Radio Creations, Inc., is expanding and has arranged an affiliation in New York. Cherniavsky will alternate between Chicago and New York. Firm has the transcribed show "It Really Happened" with Jim Ameche and three live package shows "My Lucky Bread," "Hurdy Gurdy Man" and "Pioneer of Progress."

Wedding Bells

Robert Wood, operations manager for WCBS-TV, CBS's television outlet in New York, was married Sept. 25, to Mrs. Nancy Gould Erikser, widow of the late Lt. Robert K. Erikson, killed in action in World War I. Couple were wed at the New Church.

Send Birthday
Greetings To—

September 29

Jane Bloom Pat Murphy
Ed R. Dunning, Jr.
Robert Regent Dan Denning

COAST-TO-COAST

—TEXAS—

DALLAS—New program series on WFAA, "The Announcers Entertain," gives all the speech makers an opportunity to display their other talents. . . . SAN ANTONIO—One of the biggest air celebrations and most lavish stage shows in the history of this city was presented recently in honor of WOAI's 25th anniversary. Main feature of the day, to which the public was invited, was a stage show and broadcast from the City Municipal Auditorium, with a star-studded cast of radio, stage and New York supper club personalities including Dorothy Shay, "The Park Avenue Hill-Billy" and Lew Valentine, "Dr. I. Q." who conducted a quiz session from the stage of the auditorium. The day-long air celebration included a special "Voices from the Past" broadcast awarding prizes to those who could identify the familiar voices by phone within a half-hour, also performances by staff artists.

—VIRGINIA—

ARLINGTON—Matthew Warren, WEAM production manager, is instructing "Advanced Broadcasting," while the station's news commentator, Billy Repaid, teaches Radio Dramatics," at Southeastern University, Washington, D. C. . . . ROANOKE—New member of the WSL announcing staff is Fred Burke. He replaces Dick Noel who has resigned. . . . RICHMOND—WVA control room chief, Rudolph W. Gaabe, has been elected president of the Richmond Shortwave Club. Announcement was made by R. N. Eubank, retiring president of the club which is starting its thirty-second year.

—NORTH CAROLINA—

CHARLOTTE—Alonzo Squires, the blind record emcee of WAYS, was recently saluted by Paul "Pops" Whitman when the latter played Squire's theme song on his show. . . . DURHAM—This city's most powerful station WHHT recently came of age when it was allowed to stay up later the first time in its colorful career. The 1,000-watt was granted full time operation by the FCC earlier this year and just completed the necessary construction and engineering adjustments in time for the beginning of the Fall season. . . . GREENSBORO—New program director for WBIG is Al Rice, who hails from Brookline, Mass.

—MICHIGAN—

DETROIT—Mel Truitt, who has been absent from the airwaves for the past year, due to illness, has again rejoined WJBK as announcer-producer of the newly established "What's Cookin'," series of hour-long cooking demonstration broad-

Geddes Predicts Good Year Despite High Wages, Prices

(Continued from Page 1)

69 per cent higher than pre-war, and of materials, freight and the like for present radio prices. He said these factors preclude radical price reductions.

Pointing out that the average hourly rate of pay in the radio industry rose from 58.1 cents in 1939 and 68 cents in 1941 to \$1.15 at present, Geddes commented:

"A large part of the whole spiral of inflated radio costs is based on labor, in my opinion. This applies also to raw material, freight and selling costs and up the line to components, receivers, transmitters—in fact to all industry products."

Present indications are that 1947 will establish a new record for radio set production and sales, he said. The industry's output, as measured by RMA member company reports, was 11,031,935 receivers during the eight months through August. This gives every indication, he added, that 1947 will exceed the previous high of last year when the industry produced 15 million receivers with a dollar volume of \$415,000,000 in spite of reconversion difficulties.

"As the final quarter of the year customarily brings 60 per cent of our annual sales, we can confidently look forward to a new all-time record in 1947 of above 15 million sets and a probable total industry dollar volume of close to three-quarters of a billion," Geddes declared.

In radio set production the percentage of radio-phonograph combination receivers this year is about double the 1941 rate, of both table and console types, while straight consoles, without phonographs, almost disappeared from the market, he declared, and added, "Our prospective increase in industry dollar volume is in part due to higher unit values of receiving sets with increases, of

course, in the cost of components, which, of course, means better business for all manufacturers."

"The increased unit value of receivers, of course, carries with it higher quality for the consumer, but the increased competition which has followed the war, plus the turmoil of the reconversion era, have brought comparatively few sheriff sales among manufacturers, as there were only 23 bankruptcies in the industry altogether in 1946, and all of these were smaller concerns," Geddes said.

FM broadcasting opens a new market for the radio industry, he asserted, and production to date has been very good, considering its comparatively recent introduction.

"The success of FM to a large degree will be measured by the quality of its programs and their reception by the public," he continued, "and I believe that the present-day restrictions on FM, some of them arbitrary and others economic, will be removed. The record of the industry in FM set production completely refutes the charge of some FM broadcasters that manufacturers have been stalling. Moreover, it is fundamental that neither the dealers nor the public will buy FM sets in areas where there is no FM broadcasting service."

"Television, as I see it, has at long last turned the corner," he said in reviewing the part that RMA has played in its development, and stated, in conclusion:

"This year has seen the first really aggressive promotion, substantial production and tremendous public interest in television. Already RMA statistics record production, for the first eight months ending in August, of 68,669 television receivers. This indicates total 1947 sales of certainly 100,000 television receivers."

Porteous Named Manager Of NBC Advt.-Promotion

Roy Porteous has been appointed manager of the NBC advertising and promotion department, succeeding James E. Nelson, who held the similar post and who now is director of the department. Post when held by Nelson was titled assistant director. Porteous has been audience promotion manager of the department up to now. In heading the advertising and promotion department, Nelson last week succeeded Charles P. Hammond, who last week was appointed assistant to the NBC executive vice president, Frank E. Mullen.

casts. . . . MUSKOGON—WKBZ will carry the full home game schedule of the two local high schools' football season with the play-by-play being handled by station sports director, Tom Carson. . . . New member of WKBZ's staff is Rob M. Henderson, who has taken the post of publicity and public relations director. Henderson received his radio baptism with the Williams College unit of IBS.

Change To Standard Time Taken In Stride By Webs

Return to standard time yesterday brought no complications for the four major networks who normally find the big headache comes early in the summer when daylight saving time begins.

CBS and NBC merely dropped one hour from their early morning schedule, signing off at 1:05 a.m. and 1 a.m., EST, respectively. One extra hour had been added during daylight saving time to take care of stations west of Chicago. During the summer, Columbia also transcribed programs between 9 and 10 p.m., EDT, and rebroadcast them one hour later for the west coast.

ABC and MBS programs are aired at the same hour the year around since both webs transcribe and rebroadcast programs in areas which do not shift to daylight saving time. ABC maintains a constant sign off time of 12 midnight while Mutual closes down operations at 1 a.m. the year around.

BEHIND THE MIKE

IRENE BEASLEY'S ann'y "Grand Slam" program will air from CBS Playhouse 2 on the 30th. (We hope the sponsor celebrates by changing the commercial which has been same indigestible wording for 52 weeks).

Jack Carter's terrific comedy in "Call Me Mister" has radio scouts watching him.

Milton Berle, at the Trouville, revealing that 60 C's are going into that new radio show he's producing.

Paul Whiteman confident that his Aberdeen Angus cattle entries will win one of the prizes at the Trenton Fair next week.

Sigmund Romberg well on the road to recovery after recent hospitalization.

Don Fredericks back again as the "Mystery Voice" on Ronson's "20 Questions" ailer.

One of the B'way columns referred to announcer Cy Harrice the other ayem with the comment that the writer didn't know who Harrice was. Just for the records, Cy, who came from Chicago a year ago, has just added his 9th commercial to his string—the Sherlock Holmes ailer.

Gordon MacRae, whose first Capitol disc "Body & Soul" drew rave notices from the trade, is in H'wood for special Warner screen test.

Les Elgart and his ork into the Palladium Ballroom on B'way with WOR-Mutual time.

Lloyd Shaffer and his wife, cellist Dorothy Kempe, celebrating their 1st wedding ann'y.

Barbara Belle, who penned the click tune, "Sunday Kind of Love," has taken on the management of Fran Warren, who sings it so well.

Describing Irving Berlin, Dean Martin & Jerry Lewis remarked: "He sings his hits as if he were sure they weren't."

The wags refer to those comedy detectives—Mr. and Mrs. North—as a coupl'a whodunitwits.

Emcee Eddie Dunn will be profiled in a nat'l mag shortly.

Noted society ork leader, Basil Fomeen, readying a tome on his experiences with the 400.

A special nod to radio actor Jack Farren for one of the cleverest letters we've yet seen trying to lure attention from the directors.

THERE'S PLENTY OF BUSINESS IN



Get Your Share By Using...



WEED & CO. National Representatives

IN CLEVELAND IT'S
WHK

The 1947-1948 Season of the

AMOS 'N' ANDY

SHOW

STARTS TUESDAY, SEPT. 30, 9:00 P.M., E.S.T.
ON NBC (6:00 P.M. ON THE WEST COAST)

Sponsor: **RINSO**

Advertising Agency: RUTHRAUFF and RYAN

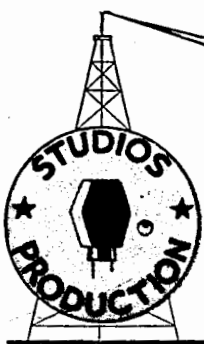
Writers: ROBERT ROSS, ARTHUR PHILLIPS
ROBERT MOSHER, JOE CONNELLY
ROBERT FISHER

Producer: GLEN MIDDLETON

Music: JEFF ALEXANDER

Singers: JUBALAIRES PLUS MALE OCTETTE

FREEMAN GOSDEN
CHARLES CORRELL



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 40, NO. 64

NEW YORK, TUESDAY, SEPTEMBER 30, 1947

TEN CENTS

Record Sports Coverage

FCC Approves 2 CPs; Other Comm. Activity

Washington Bureau, *RADIO DAILY*
Washington—The FCC has announced the issuance of construction permits for new AM stations in Ware, Mass., and Scotts Bluff, Neb. Licensee in the first case will be Donald W. Howe, operating with 500 watts daytime on the 1250 band, while the Platte Valley Broadcasting Corp. will operate on the 960 band with 500 watts daytime.

At the same time, the Commission recalled its earlier grant of a permit to the Deland Broadcasting Co., De-

(Continued on Page 6)

BMB Reports 353 Contracts As Discount Time Runs Out

Broadcast Measurement Bureau reported a total of 353 contracts from broadcasters at the close of business last night as the time for discounts on renewals and new clients as the deadline for discounts approaches. The time limit for 10 per cent discount on renewals and 5 per cent on new clients expires on Wednesday, October 1. BMB had over 750 subscribers to the first study.

VA Plans To Continue Veterans Radio Series

Washington Bureau, *RADIO DAILY*
Washington—The National Radio Advisory committee of the Veterans Administration held its second meeting over the weekend, with general agreement reached that VA's radio activities should be continued. It was also agreed that expansion of VA's radio division to include use of television should be explored further;

(Continued on Page 2)

Co-operative

Sydney—Disc jockey Bill McColl via 2KY, Sydney, has a new angle. In his weekly session, "Calling San Francisco," he airs transcribed talk by Bob Goerner, who runs "The Curfew Club" nightly via KQW, San Jose, California. In his talks to Aussie listeners, Goerner discusses latest USA songs and bands. McColl sends KQW same info re Australia.

Video Variation

Lawrence Godfrey of Asbury Park, N. J., may not see the World Series on television but he thinks video is great stuff. At a demonstration in Convention Hall he watched pickups of strollers along the boardwalk. Across the screen came the image of an old pal he hadn't seen since 1937. Godfrey dashed out on the boardwalk, collected \$10 which he also hadn't seen for 10 years.

Add Two New Outlets To Philippine Network

Atlantic City—Establishment of additional stations to the rapidly expanding Philippine Islands network, KZMB in Manila and KZRC, on Cebu Island, was disclosed last week by Bert H. Silen, president of the Manila Broadcasting Company and general manager of its premier station, KZRH in the capital city.

Addition of these two stations to KZRH, which was completely de-

(Continued on Page 2)

Veteran Music Publisher Dies Enroute To Coast

Funeral for Mose Gumble, 71, representative of the Music Publishers Holding Corp. who died of a heart attack Sept. 28 aboard the 20th Century Limited enroute to California, will be held tomorrow, Wednesday, at the Riverside Memorial Chapel.

(Continued on Page 6)

New Coca-Cola ET Series Is Launched In Key Cities

Distributors of Coca-Cola in regional areas throughout the country are stimulating consumption of the soft drink through a transcribed series of "Claudia" stories placed by the D'Arcy Advertising Company of St. Louis. The dramatic series is written by Rose Franken, creator of "Claudia" stories in Red Book magazine.

The new ET series will be heard from KGO, San Francisco, in behalf of Coca-Cola bottlers in the San

Radio And Tele To Carry World Series To Greatest Potential Audience In History Of Sports

Greatest potential audience in the history of sports events will be poised today before radio and television receivers as the New York Yankees and Brooklyn Dodgers open the first game of the World Series at Yankee Stadium. For the ninth consecutive year, Gillette Safety Razor Co. will sponsor the Series on radio, and on television will divide the credits with the Ford Motor Co. Some 450 regular Mutual Network affiliates will carry the game in the U. S., Hawaii and Alaska, plus 50 additional outlets bought by Gillette in the U. S. and 64 outlets of the Canadian Broadcasting Corp., making a grand total in U. S. Possessions and Canada (including FM) of approximately 600 stations.

In addition there will be a Spanish broadcast to Latin-American countries and shortwave transmission to service personnel abroad and on the high-seas via facilities of the Armed

Forces Radio Service. AFRS will go on the air each day of the Series direct from the ball park at 1:15 p.m. EST which is the time of "batter-up" for the actual games. Video and radio will do some preliminary shots and

(Continued on Page 7)

NAB Finishes Mailing Proposed New Code

Washington Bureau, *RADIO DAILY*
Washington—The NAB has completed mailing copies of its proposed new code to members, along with a letter explaining the procedure adopted for the handling of suggestions for amendment from NAB members.

Broadcasters are urged to submit their recommendations in writing to district directors of NAB, who will then forward them to a special committee which will prepare a report for the November meeting of the

(Continued on Page 8)

REC Announce Plans For 1947-48 Season

Radio Executives Club of New York will start the 1947-48 series of luncheon meetings Thursday, Oct. 2, at the Hotel Roosevelt with Jack Gould, radio editor of the New York Times, as principal speaker. Gould's subject will be, "Has Radio the Guts to be Good?" Wm. S. Hedges, REC president, has lined up a strong array of activity for the Club's season and

(Continued on Page 8)

Series Aid For U. N.

As a guide to United Nations delegates who might be interested in the World's Series, WOR-MBS published a booklet titled "The Great American Game." The baseball description, written by Stan Lomax, is reproduced in four languages, English, French, Spanish and Russian. Copies were distributed among the U. N. staff at Lake Success yesterday.



★ COMING AND GOING ★

Vol. 40, No. 64 Tues., Sept. 30, 1947 Price 10 Cts.

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to Radio Daily, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338.

J. FRED CASE, president of KWON, Bartlesville, Okla., has returned to the station following a short trip to New York for conferences with officials of the Mutual network, with which KWON is affiliated.

JIM CASSIDY, director of publicity and public relations for WLW, Cincinnati, is back at his desk following a one-week vacation, which he spent in Washington.

DAVID GUEBROD, head of industrial motion pictures for N. W. Ayer & Sons, Inc., will arrive in Hollywood today for conferences with film capital officials.

LARRY HAMMOND, radio producer, is back in town after having spent the week-end in Philadelphia on business.

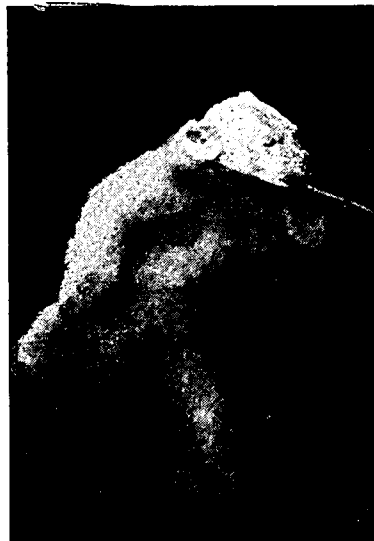
GORDON GRAY, director of sales for WIP, Philadelphia, is on a business trip to Chicago and St. Louis, during which he will confer with the station's national representatives in those cities.

FATHER PATRICK PEYTON, of Hollywood, founder of "The Family Theater" heard on Mutual, is in New York for a week of contacting, and to conduct a three-day mission at St. John's Catholic Church, White Plains.

GYPSY MARKOFF, accordionist currently appearing in Washington, today will fly to Richmond, where she will entertain bedridden servicemen at the veterans hospital in the Virginia capital.

PAUL HANCOCK, general manager of WMID, Atlantic City, N. J., is back at the station following conferences in New York with advertising agency executives and officials of the Mutual network.

RED BARBER, Columbia network's director of sports; JOHN DERR, his assistant, and JUDSON BAILEY, his chief script writer, have returned from Chapel Hill, N. C., where on Saturday they covered the game between the Tarheels and Georgia.



WEST COAST OFFICES
Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Older, Chief
Manning Claggett
6417 Dahlonega 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.

FINANCIAL

(Sept. 29)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

Sportscasters Meet

Sports Broadcasters Assn. of New York held their opening 1947 weekly meeting at Al Schacht's Restaurant on East 42nd street, Monday, Sept. 29, at 12:15 p.m. Ted Husing, president of the organization, presided.

VA Plans To Continue Veterans Radio Series

(Continued from Page 1)

tentative plans for the production of television film also were discussed at the meeting.

Members of the council attending the meeting were: George Ludlam, vice president of the Advertising Council; Bryson Rash, Washington executive of ABC; Edward R. Scovill, CBS Washington director of talks and special events; Sidney Alpert, FM association; Charter Heslep, MBS Washington representative; Charles Batson, director of information, NAB; William McAndrew, assistant to the vice-president of NBC in Washington, and Thad Brown Jr., of the Television Broadcasters Association.

New Groucho Marx Show Sold Commercially On ABC

Los Angeles—John Guedel has sold his new package show, "You Bet Your Life", starring Groucho Marx, to the Elgin American Co., with the 30-minute audience participation program to make its debut over ABC Oct. 27. Weiss & Geller is the advertising agency and the deal is for five years, with the first installment covering 26 weeks.

The William Morris Agency represented Guedel, who will produce the show, with Bernie Smith as head writer. The program will be heard at 8 p.m. EST Mondays.

Town Hall Radio Revenue Was \$105,682 On The Year

Town Hall, Inc., received \$105,682 from radio during the year ending April 30, 1947, according to the organization's statement of income and expenditures, issued yesterday. Since the program "Town Meeting of the Air" was sustaining during most of this time before it went co-op over ABC, the income from radio for the year 1947-48 will greatly exceed the above amount, and probably become its greatest source of revenue. Income from lecture memberships and individual admissions totaled \$57,987 on the fiscal year.

Add Two New Outlets To Philippine Network

(Continued from Page 1)

stroyed by Japanese bombs in December of 1941 and reconstructed immediately after the liberation of Manila four years later, forms the nucleus of the Philippine web, which will continue to expand, Silen said.

KZMB, second station to take the air in Manila since the war, operates on 250 watts and broadcasts recorded music and programs in dialect each day. It was established largely to service local advertisers, Silen said. This week KZRC launched operation on the island of Cebu, with programs similar in a large part to those of the other Philippine outlets.

ABC Spot Sales To Rep. Capital Outlet WMAL-TV

ABC's spot sales department has been appointed national representatives for WMAL-TV, Washington, D. C., video outlet. ABC department also reps WMAL, the AM network affiliate in the Capital. ABC officials however point out that this is not an expansion of its spot representation nor encroachment upon other fields, but rather a natural tie-up with an affiliate.

Morris Heads Committee

Robert M. Morris, of the NBC was named Friday to chair the NAB recording and reproducing standards executive committee, NAB announced. The committee went through lengthy and detailed discussions with 55 representatives of other nations, with a view to re-establishing international standards for wire, tape and disc recording during NAB's Atlantic City convention earlier this month.

New WPAT Disc Jockey

Lou Steele, 21-year-old disc jockey, has been appointed successor to Alois Havrilla on WPAT's (N. J.) "Club 93", heard 2:30-4:30 p.m. Monday through Saturday, it was announced this week by Sidney J. Flamm, vice president and general manager.

Comfort

He's the happiest polar bear in Baltimore. The kids swarm down to the zoo on Sunday afternoons... and all he has to do is splash around in the pool and make 'em happy. Then he gets fed.

Pretty soft! But there are other equally effortless ways of getting by... even in business.

Take radio advertising in Baltimore, for instance. To get things done in this sixth largest city without a lot of sweat and bother, simply jot down the call letters W-I-T-H for that next list.

W-I-T-H is the independent station that delivers more listeners-per-dollar-spent than any other station in town. What's more, Baltimore is a five station town. Put W-I-T-H on your next list.



W-I-T-H

AM and FM

IN BALTIMORE

TOM TINSLEY, President
Represented Nationally By Healdley-Read

SALES DOLLARS TRAVEL FAR... Ben Ludy, GEN'L. MGR. use them on WIBW The Voice of Kansas TOPEKA

whbc



GOOD NEIGHBOR MIKE
TELLS AND SELLS IN

CANTON

THE BEST BALANCED MARKET IN THE UNITED STATES

OHIO

now

OPERATING ON

50000

WATTS—FULL TIME

WHBC-FM
25,000 WATTS
SOON

whbc

**your dollar
buys more
than before**

- ... 42.5% MORE RADIO FAMILIES
- ... NOW 318,440 RADIO FAMILIES
- ... NOW \$885,811,000 RETAIL SALES
- ... NOW \$246,403,447 VALUE IN FARMS

Diversified Industrial Production Area In
The Heart Of A Rich Agricultural Region
Makes Canton, Ohio, The Best Balanced
Market In The United States.

Represented by **RAMBEAU**

your good neighbor in
CANTON, OHIO

CITY OF DIVERSIFIED INDUSTRIES • OHIO'S RICHEST RURAL REGION

LOS ANGELES

By RALPH WILK

JAY STEWART, announcer on "Duffy's Tavern" and "Take It or Leave It" and emcee of "What's Doin' Ladies?" has been named announcer on the Henry Morgan Show during its Hollywood origination cycle. He flew back from a vacation in Indianapolis September 23rd for the first broadcast September 24th, returning by air the following day to complete the home-town holiday in Indianapolis.

Dick Fishell's new radio show "Famous Celebrities of Hollywood" will bow in on a 15-minute transcription series starting Monday through Saturday on KFVB, Hollywood, also WHN, New York and WGN, Chicago. It's sponsored by the Royal Drug Company, an interview type program done on a tape recording and transcribed, which is done in stars' homes, restaurants and places of interest.

The first recording of the hit tune "Papa, Won't You Dance With Me?" from the Broadway success, "High Button Shoes," was waxed recently by Hit Parade star Doris Day, and will be on the stand some time next week. Doris makes her screen bow in Michael Curtiz' independent Technicolor production, "Romance in High C" opposite Jack Carson.

The first of a new half-hour dramatic series known as, "Adventure Road," starring Jack Edwards, Jr., and Sam Edwards, will be recorded this week. Peggy Webber, who is handling the sale of the program, and Florida Edwards will play the two feminine leads.

John Murray, the Red Skelton writer, has a disc-jockey program on wax, and producer John Guedel is interested in melting it for a sponsor. Ben Freedman, his writing partner on the Skelton show, is writing a sequel to his hit book, "Mrs. Mike," having just returned from a three months' vacation in Canada.

The third annual Wing Ding of the Southern California Broadcasters Association was held September 28th at the Brentwood Country Club. Feature was the association's open golf tournament. Harry Witt, Assistant General Manager of KNX, was chairman of the committee of arrangements.

C. P. MacGregor, producer of "Proudly We Hail," presented Turhan Bey as the star in this week's play "A Souvenir From Rome." Show is heard on KFI.

"Sincerely Kenny Baker," a transcribed program, is now heard on KFI each Friday. Program is sponsored by Pacific Citrus for their product.

Joins Look Staff

Charlotte Adams, conductor of the morning "Run of the House" over WQXR for nearly five years, has resigned to become food editor of Look magazine. Her final broadcast was aired last Friday.



Mainly About Manhattan. . . !

● ● ● Don't be surprised if Paramount unveils its large screen theater television with a sneak preview at the Paramount theater during the World's Series. Paramount tele technicians are reported ready. . . . Philco's inclusion of the Army-Notre Dame game as coming video fare in their full page ads in N. Y., dailies was a little off the beam. The game will be played at South Bend, Ind., and the only tele station carrying it will be the Balaban & Katz outlet in Chicago. . . . Ken Banghart won out over some 55 contenders in landing the Ford Spokesman of the Air spot on the Ford one-hour dramatic show which bows in Sunday. . . . The Sonny Werblins will be lullabying in Feb. . . . Hear that Parker Pen outfit is pulling out all its air advertising come the new year, and putting the close to one million dollar budget in the visual media—and we don't mean video. . . . Benton & Bowles readying a new "cliff-hanger" for P & G's Chipso. . . . A group of top liquor distillers met in N. Y. on the q. t. to plan voluntary rationing of liquor production to help conserve wheat and beat off the dries. They're contemplating a radio good-will series on the importance of saving wheat over here to save lives over there. . . . James Savo goes on "We the People" tonite and leaves immediately for Mounds Club in Cleveland, following Hildegard who follows him into the Persian Room here.



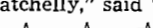
● ● ● Walter Winchell got Jergens to cut out the entire middle commercial in Sunday's broadcast so he could devote practically the entire show to answering "warmonger" charges hurled against him by Deputy Foreign Minister Andrei Vishinsky of Russia. ABC switchboards in N. Y. and H'wood were jammed after the broadcast with requests for copies of the script and even recordings, if they could be purchased. Winchell invited the press (including the Daily Worker) in for the broadcast and sat around for an hour or so afterward talking to them. Asked if he was going to invite Vishinsky on his show, the columnist said that ABC had already offered him time, but that he didn't want him to take up time on Jergen's Journal. "Let him get his own Hooperating," cracked WW.



● ● ● AROUND TOWN: Rumor around again that "It Pays To Be Ignorant" is really on the block this time and that Philip Morris has bought a new package with Dinah Shore, Harry James and Art Lund to replace it. Dinah, we hear, is getting \$3500 and James is being bought as a single, using a CBS house crew. . . . It's a boy (Peter) at the Allen Funts. Pop has ABC's Candid Microphone aircer. Other blessed event items are a daughter at the Dennis King, Jr.'s and ditto at the Larry (Ellery Queen) Dobkins. . . . Susan Miller slated for the chirping spot on new Abbott & Costello stanza. . . . Running counter to the general trend, ABC will have almost doubled the number of shows emanating from the coast by the time the leaves turn brown. . . . Alun Williams got the nod for (Prel) cut-ins on new Lowell Thomas show. . . . Local business group eyeing Bk'lyn for station location now that the populated borough will be left without outlet when WBYN switches to Newark.



● ● ● George Frazier's tome, "The One With The Mustache Is Costello," is 'must' reading for anyone who likes to take his celebrities 'straight.' Rich with anecdotes and behind-the-scenes stuff, the chapter we liked best dealt with Toots Shor. Here's a sample: Shor's friends sometimes express concern over the effect that his high living might have on his health. Not long ago one of them persuaded him to go to the doctor for a complete physical checkup. Later that same day, Bill Corum asked Toots what the doc had said. "He tol' me ta give up drinkin'," said Toots. "He did, huh? Well, what are you going to do?" Corum asked him with great sympathy. "Gonna change doctors, natchelly," said Tootsie.



CHICAGO

By NAT GREEN

CONNIE RIVARD, formerly a writer for Mutual's Chicago offices, joined ABC's central division publicity department yesterday (Monday).

Norman Ross' new platter show, "Once In a Blue Moon," bowed yesterday (Monday) over WGN and will be heard Mondays through Fridays, 9:30-9:45 a.m. Ross, who has been a disc jockey in Chicago since the term was invented, also runs a record shop in Evanston, Ill. and is business manager of the Evanston Symphony orchestra.

I. E. Showerman, NBC vice-president, will attend an NBC management meeting in New York October 5.

WBMM-FM, Chicago's CBS frequency modulation station, will suspend broadcast operations this week during a change of frequency from 99.3 to 97.1 mc. When operations are resumed on October 6, the station will be heard daily from 3 to 9 p.m.

Mrs. Walter A. Smith, 76, mother of Harold Smith, assistant manager of the NBC central division promotion and advertising department, passed away September 20 after a long illness.

Jane Lippold, partner of Dutton-Lippold, press representatives, and Mrs. Hardy Hoelter in private life, is taking time out to increase the population of the Hoelter family.

Jennings Pierce, public service director of the NBC western division, and Leo Martin, director of radio at the University of Alabama were local NBC visitors last week.

When the Chicago Sun, morning newspaper, came out in a revised format Sunday, WBMM had eight announcers spotted throughout the city near corner newsstands to interview readers and get their reactions. Pat Millbank, one of the four Chicago contestants recently on "The Big Break," opened at the Latin Quarter Friday as a part of Buddy Lester's act.

Fordham Radio Course Extends Registration

Registration for a special course in radio direction and production taught by Lindsay MacHarrie, has been extended to Oct. 2, it was announced on the week end by William A. Coleman, chairman of the radio division of Fordham University. Course will be given in Keating Hall on the campus Thursday evenings 8:10 p.m. Veterans under the G.I. bill of rights are eligible.

New Editor For "Chimes"

The appointment of Virginia D. Smily as managing editor of Chimes, monthly house magazine of NBC, has been announced by Ernest de la Ossa, NBC director of personnel. Miss Smily, who succeeds Lucille Sharp, resigned, comes to NBC from the McGraw-Hill Publishing Company.

SOUTHWEST

THE FCC has granted KCOR, San Antonio, increase in power and from daytime to fulltime operating schedule. Station has been operating daytime only with a power of 1000 watts on 1350 kc. Station will operate with 5000 watts daytime and 1000 watts nighttime. This will give San Antonio six full time stations and one daytime only outlet. Station operates partly in English and partly in Spanish language broadcasts.

Terry Emerson has joined the continuity staff of KTSA, San Antonio, coming here as a graduate from the University of Texas.

Harfield Weedon, who began his radio career at WFAA, Dallas, and formerly of KGKO, Fort Worth, returned to Dallas last week as producer for the America's Town Meeting of the Air which originated in Dallas through WFAA.

Al Donaldson, former sales and assistant manager of KPND, Pampa, has resigned his post to become sales manager of KNOE, Monroe, La.

KTSA, San Antonio, helped one of its sponsors observe its 50th Anniversary by originating a special broadcast direct from the Mrs. Bohner's Bakery in San Antonio. Program included news and music of that era.

Dallas and Fort Worth employees of Interstate Theatres Circuit battled last week over WFAA-570 Dallas on the Quiz of Two Cities. Contestants included Lynn Harris, Francis Barr, Florence Bates, and Geraldine Miller, representing the home office, Dallas. Representing Fort Worth were Billy Nance, Bobby Walker, Bob Lipscomb and H. E. Griffith.

Dundee Clothiers of San Antonio have been signed to sponsor the play by play broadcasts of all home games of Trinity University over KYFM, San Antonio, according to an announcement made by Charles Lutz, manager of KYFM. These are the first football games played by the school since 1941.

Mary Jayne Spears, a member of the staff of KTSA, San Antonio, has been elected secretary of the San Antonio Chapter Association of Women Broadcasters, NAB, filling the unexpired term of Natalie Zogheib.

Permit has been granted by the FCC to Jack Henry Kidd Jr., of Kingsville, for a new standard broadcast station to operate there with a power of 1000 watts on 1330 kc. daytime hours only.

Lew Valentine, radio's "Dr. I. Q.," who attended the recent WOAI, San Antonio, 25th Anniversary, was made an honorary deputy sheriff of Bexar County during his stay. Valentine was a former staff member of WOAI.

20th Year

Freeman Gosden and Charles Correll begin their 20th year of broadcasting as Amos 'n' Andy tonight. The Amos 'n' Andy Show will follow its most recent format, starring the two best-loved characters of the airwaves. Supporting them on the half-hour program which is heard on NBC will be an orchestra under the baton of Jeff Alexander, the Jubalaires backed by a male octette, "Lasses" White, the veteran minstrel man, and many of the featured actors on previous programs. Glenn Middleton will produce for Ruthrauff and Ryan, advertising agents for the sponsor, Rinso.

Insurance Co. Plans Test Of ABC "Point Sublime"

The John Hancock Mutual Life Insurance Co., in a test of two separate types of radio aids to its salesmen has signed with ABC, to sponsor "Point Sublime," over a 12-station network in California and Texas.

Monday, Oct. 6, it started "Point Sublime," originating in Hollywood, will be heard over ABC stations in Texas from 7 to 7:30 p.m., and in California from 8 to 8:30 p.m., for a 13-week period.

When the results of its demonstration are ascertained, the client intends to expand its sponsorship of "Point Sublime" during 1948 to permit the program to be heard over the coast-to-coast ABC network. The agency is McCann-Erickson, Inc.

Mass Appeal Featured

Marking the complete departure by John Hancock Mutual Life Insurance Co., from the field of institutional advertising into mass radio appeal, its program, is the name of a typical American town in which Cliff Arquette is the owner of the village store. Assisting Arquette will be Mel Blanc, one of Hollywood's outstanding radio comedians; Verna Felton, Earl Ross and Jane Morgan. The program is written and directed by Robert L. Redd, veteran radio writer and producer.

Object of the two-market study is to permit the sponsor to analyze carefully the most effective way to use radio as a means of aiding its salesmen.

In its first use of national network radio, John Hancock sponsored the broadcasts of the Boston Symphony Orchestra on ABC from January 21 through April 22, 1947.

Ives Show Renewed On Mutual

The Burl Ives show, which has been sponsored by the Philco Corp. over approximately 250 stations of the Mutual network since October 1946, has been renewed, effective with the broadcast of October 17, 1947, Jess Barnes, MBS vice-president in charge of sales has announced. The musical program, heard Friday nights, 8 to 8:15 p.m., EST, recently inaugurated a new policy of guest stars and a live audience. The Philco account is serviced by the Hutchins Advertising Co., Inc.

WWL Resumes Schedule After Storm Difficulty

New Orleans—WWL, 50,000 watt clear-channel station here and the oldest in the Mississippi Valley, resumed full-scale operations early this week following its most severe trial during the hurricane which the Gulf Coast experienced last week.

Station remained on the air with full power until after the hurricane passed inland late Friday night, co-operating in an all-out effort with civic officials to issue news bulletins and storm warnings, but the rising flood waters which followed in the path of the storm proved too much for sensitive apparatus. WWL's transmitter and directional antenna, located on an 80-acre tract at Kenner, La., on Lake Pontchartrain, was inundated by a seven-foot rise of water. Nearest dry land was five miles away at this period.

Hurricane arrived just as WWL had completed extensive plans to celebrate its 25th anniversary, but despite difficulties, managed to carry on part of the ceremonies, including the originating of the CBS quiz show "Strike It Rich." Show, however, was not carried on the full network due to breakdown of lines coming out of this area.

Station's staff put in a 48-hour stretch before the emergency was declared officially over by Mayor De Lesseps Morrison, and several members performed feats virtually at the risk of their lives.

John Kent, announcer, rowed five miles to relieve a crew at the transmitter building, and chief engineer J. D. Bloom and technician Charles Fox narrowly escaped drowning while attempting to reach the transmitter site by truck. Station manager W. H. Summerville and staff writer Jack Halladay spent a 48-hour stretch at the station to handle various activities connected with warning announcements and news bulletins.

WLW To Originate Show For Mutual Sponsor

Cincinnati—Cole Milling Co., makers of Omega flour, have signed WLW to produce and originate a half-hour weekly show called "Ernie Lee's Omega Show" to be fed to 62 MBS affiliates in southern states. WLW is an NBC affiliate. The unique deal was set up through the Gardner agency of St. Louis by Roy Lang, account exec; Claire Cari-Cari, director of station relations for Gardner; Arnold Carlson, of Mutual, and Harry Mason Smith, vicepres in charge of sales for Crosley Broadcasting Corp.

Show is set to run for 39 weeks and features balladeer Ernie Lee, songstress Donna Jean, the Brown's Ferry Four, the Trailblazers and Keith "Doc" Wildeson's orchestra. Show will be fed direct to MBS lines from WLW studios. The Crosley station will not carry the show because Omega flour is not sold in its listeners.

Most stations scheduling the Omega show are located in Georgia and Alabama but others are in Mississippi, Arkansas, Tennessee, Kentucky, Missouri, Illinois, Florida, Texas, Oklahoma and Louisiana.

AGENCIES

EXPORT ADVERTISING CLINIC of the Advertising and Selling Course, sponsored by the Advertising Club of New York, will be under the direction of Edwin Seymour, president, All-American Newspapers Representatives. Among those who will serve as leaders at the various meetings are: Shirley F. Woodell, account executive, J. Walter Thompson Co., Inc.; Scott McLean, Compton Advertising, Inc.; Daniel C. Kaufherr, vice-president, Irwin Vladimir & Co.; Thomas W. Hughes, vice-president, National Export Advertising Service Inc.; Arthur F. Connolly, vice-president, Dorland, Inc., and Arthur Kron, vice-president and treasurer, Gotham Advertising Co., Inc.

AL WEISZ, for four years art director of Donahue & Coe, has resigned from the agency and leaves at the end of this month to open his own New York and Hollywood offices as an independent art consultant.

SAMUEL C. FULLER and EDWARD MERRELL, JR., have rejoined Y. & R., Inc., in executive posts in the program department of the agency's Hollywood radio office, it was announced yesterday by Sylvester Weaver, vice-pres. in charge of the radio department. In addition, the appointment of Charles Henry, as producer of GE's "Houseparty" program was also announced.

ADAM J. YOUNG, JR., Inc., New York, has been appointed national advertising representative of WPGH, Pittsburgh's newest radio station, due to go on the air at 1080 kilocycles early in October, it has been announced by Henry Bergstrom, president of the Pittsburgh Broadcasting Co. The station's own advertising and public relations will be handled by Public Relations Research Service, Inc., of Pittsburgh.



WEVD
5000 WATTS 1330 KC
PROGRAMS OF
DISTINGUISHED FEATURES IN
• ENGLISH
• JEWISH
• ITALIAN
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

Announcer-Operator Wanted
Experienced. Good character. Reliable. Sober. Personal audition and references required. Salary commensurate with ability. We are progressive network affiliate Central New York. Pleasant working conditions. Reply Box 401, Radio Daily, 1501 Broadway, New York 18, N. Y.

FCC Approves 2 CPs; Other Comm. Activities

(Continued from Page 1)

land, Fla., and announced a hearing to which WSIR, Winter Haven, Fla., will be a party. WSIR had filed objections on the grounds that it will suffer interference if the Deland station goes on the air. The band, in both cases, is 1490 kc., with the power 250 watts unlimited.

The FCC has announced receipt of an application for a new AM station in Bay Shore, L. I., from the Coastal Broadcasting Company. The 1520 band was requested, with power of 250 watts—dependent upon Commission sanction for WKBS, Oyster Bay, to move to West Hempstead.

Additionally, the way was cleared late last week for an FCC hearing on the application of Drew Pearson and Robert S. Allen to take over WBAL, Baltimore. The U. S. Court of Appeals for the District of Columbia turned down the appeal of Hearst Radio for the setting aside of a lower court decision reversing the injunction issued last winter to restrain the FCC from proceeding with the hearing ordered on the WBAL renewal.

The petition of the Public Service Broadcasting Corp.—major stockholders of which are newsmen Pearson and Allen—was filed September 17 of last year.

The Commission has now ordered consolidated hearing on the WBAL renewal and the Pearson and Allen application for October 6—but it is likely that a 60-day continuance will be asked by attorneys William Dempsey and William Kopolowitz for WBAL. RADIO DAILY learned that attorneys Marcus Cohn and Leonard Marks, for Pearson and Allen, probably will not block the continuance.

Veteran Music Publisher Dies Enroute To Coast

(Continued from Page 1)

New York, at 11:45 a.m. Burial will be in Mt. Neboh Cemetery.

Gumble had been a song plugger for more than 50 years and helped to popularize such tunes as "In the Shade of the Old Apple Tree," "Oh, You Beautiful Doll," "April Showers," "You're Driving Me Crazy," and many others. A native of Seymour, Ind., he came to New York in his late teens and became a \$15 a week pianist for Shapiro, Bernstein & Co. Gumble joined Music Publishers Holding Corp., owned by Warner Brothers, nine years ago and at the time of his death was working to revive "Too Marvelous For Words."

His only immediate surviving relative is a sister, Mrs. Lily Moss, with whom he lived in New York.

WIND In New Studios

Chicago—Radio station WIND moved Saturday into their partially completed new studios and offices at 400 North Michigan. Only one studio is ready for operation but the station will begin broadcasting from the Wrigley Building this week.

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 September 19-25, 1947

TITLE	PUBLISHER
Ain'tcha Ever Comin' Back	Sinatra Songs
All Of Me	Bourne
Almost Like Being In Love	Sam Fox
An Apple Blossom Wedding	Shapiro-Bernstein
As Long As I'm Dreaming	Burke and Van Heusen
Ask Anyone Who Knows	Witmark
Come To The Mardi Gras	Southern
Don't Tell Me	Robbins
The Echo Said "No"	Lombardo
Feudin' And Fightin'	Chappell
Fun And Fancy Free	Santly-Joy
I Have But One Heart	Barton
I Wish I Didn't Love You So	Paramount
I Wonder Who's Kissing Her Now	E. B. Marks
Je Vous Aime	Crawford
Just An Old Love Of Mine	Campbell-Porgie
Kate	Berlin
Lady From 29 Palms	Martin
Lazy Countryside	Santly-Joy
Naughty Angelina	George Simon
Near You	Supreme
On The Avenue	Leeds
On The Old Spanish Trail	Peter Maurice
Peg O' My Heart	Robbins
So Far	Williamson
The Stanley Steamer	Harry Warren
Tallahassee	Famous
That's My Desire	Mills
Whiffenpoof Song	Miller
You're Not So Easy To Forget	Feist
You Do	Bregman-Vocco-Conn

Second Group

All My Love	Harms
As Years Go By	Miller
Cecilia	ABC
Christmas Dreaming	Leeds
Deep Valley	Remick
Every So Often	Harry Warren
For Once In Your Life	Dreyer
Freedom Train	Berlin
Just Plain Love	E. H. Morris
Kokomo, Ind.	Bregman-Vocco-Conn
Love And The Weather	Berlin
My Heart Is A Hobo	Burke and Van Heusen
Old Devil Moon	Crawford
The Old Ferris Wheel	Goldmine
The Story of Sorrento	Pemora
Tennessee	Stevens
Too Marvelous For Words	Harms
What Are You Doing New Year's Eve	Famous
When You Were Sweet Sixteen	Shapiro-Bernstein

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FCC Revises Form On Employee Report

Washington Bureau, RADIO DAILY

Washington — The FCC yesterday announced the adoption of revisions in the schedule, "Employee and Their Compensation," which is required to be filed annually by all broadcast stations and networks. The primary purpose of the present revision is to simplify reporting by the smaller broadcast stations "those with fewer than 15 employees" through permitting them to file employee and wage data on a new short form. This new schedule is especially designed to serve the dual purposes of reducing the reporting burden of small stations, and reflecting the low degree of job specialization at such stations, which typically employ multiple-duty or "combination" employees. It is expected that between one-third and one-half of all broadcast stations will be eligible to file the short schedule, the FCC said. Revision is effective on Oct. 6.

Larger stations and networks will continue to supply substantially the same information as currently, though in a simplified form.

WABD Sets Time Sales To 4, Plus A Renewal

WABD announced yesterday the sale of commercial time to four new sponsors plus a renewal marking the heaviest sales week of the fall season on the DuMont station.

"Know Your New York," aired Wednesdays (8:15-8:45 p.m.) has been bought by Bonded U-Drive It for a 13-week period, effective Oct. 1. Program, formerly sponsored by DuMont for its Telesets, is a viewing-audience participation show with a quiz format. Contract was signed through William Warren Agency.

La Pointe-Plasco-Mold Corp. of Unionville, Conn., manufacturers of the Vee-D-X television antenna, has bought a 13-week series of sport announcements to be aired Monday through Friday. Contract is effective Oct. 6. Jay Dress Co. has bought participating announcements on "Birthday Party" (Thursday, 7:30-8:30 p.m.) to be aired once each week for 13 weeks. In addition, Holt Deland, used car dealers, have purchased a series of spot announcements to start immediately.

American Shops, Inc., have renewed sponsorship of boxing and wrestling matches on Wednesday and Friday nights from the Jamaica Arena for 13 weeks through William M. Scheer Agency.

Will Cover Conventions

ABC has assigned James Abbe, of the Pacific Coast news staff, and Tris Coffin, Washington correspondent, to cover coming labor convention. Abbe will broadcast from the A. F. of L. convention in San Francisco, Oct. 6 to 17, and Coffin will cover the C. I. O. convention in Boston, Oct. 13 to 17. They will report on the "Headline Edition" and "News of Tomorrow" programs.

PROMOTION

Crosby Campaign

The promotion department of ABC's central division, Chicago, is preparing to launch a campaign promoting the Bing Crosby program, heard in Chicago over WENR, using a method similar to that employed a year ago when the program made its debut over the ABC network. Five thousand pennies bearing the copy "Bing's Back. 9 p.m. Wednesday (Bingsday). WENR, Dial 890," will be distributed free to business enterprises throughout the Loop area and merchants will be encouraged to offer them in change. The copy is printed on paper which is glued onto both sides of the coin. To promote another WENR Wednesday night program the department has prepared hundreds of match folders bearing the copy "Abbott and Costello, 8 p.m. Wednesday, WENR, Dial 890," which will be distributed to cigar and cigarette stands throughout the Chicago business district. Also in preparation are plastic tags bearing the copy "WENR-ABC in Chicago. Dial 890," designed to be attached above license plates or tail lights of autos. Two hundred of these will be distributed.

KTOK's "Crusaders"

An 18-page, illustrated booklet, showing the work of the Crusaders, an organization aimed to save neglected children from waywardness and delinquency by teaching them the Bible and encouraging them to put its teachings into effect, has been put out by KTOK. Booklet tells about the Bible programs aired by KTOK as a public service feature and put on by the underprivileged boys and girls who come from all sections of Oklahoma City.

Jingle Contest

A complete General Electric kitchen and 1150 other G-E appliances totaling \$41,000 in value will be awarded winners in Swift & Co.'s Household Cleanser jingle contest which started on Sept. 21. Contest is being promoted with an advertising broadside that includes 100 million messages in national magazines and twice-a-week plug on the Don McNeill Breakfast Club. Grand prize is a G-E kitchen, designed especially for the winner and completely installed with all G-E appliances.

Radio And Tele Coverage Of Series Sets New High

(Continued from Page 1)

comment for the regular audiences. In Alaska, KFQD, Anchorage, will be the sole outlet in the Territory for the second year.

Mutual officials estimate the greatest audience for sports on record due to the fact that the web facilities have been increased over last year by both stations and increased power by 46 MBS outlets during the year while additional coverage was accrued in some 22 key cities.

Four video areas to be covered are New York, Philadelphia, Washington and Schenectady and already Mutual is setting plans in motion to enlarge the 1948 video coverage for which

Agency Open House

World Series has become part of the routine of the Kaplan & Bruck Agency which is marking its election to membership in the AAAA by holding open house throughout the Series with tele and radio sets in operation for visitors of the radio and agency field. Refreshments and hors d'oeuvres are part of the video routine.

Many other organizations in town with tele sets are inviting their friends in the business field apart from the "home" sets which have been booked solid by friends and neighbors everywhere.

the network has the rights. All network and independent television stations are handling the operation, such as NBC, CBS and DuMont out of New York which will divide the pick-ups, while Philco in Philadelphia and General Electric in Schenectady will have video outlets on the job as well as NBC and DuMont in the nation's Capital.

Considered a fairly conservative estimate, approximately 500,000 viewers are expected to witness the baseball classic via television along the Atlantic Seaboard, ranging Northward from Washington to as far (north) as relay outfits will deliver the video version in parts of New England.

As to radio, Red Barber and Mel Allen have the assignment to keep the listeners informed under the auspices of Gillette. In the United States, Possessions and Canada well over 30,000,000 radio homes will be listening at one time or another, with the actual rating probably running into fantastic figures as to the number of listeners.

Final details of television's first coverage of a World Series were ironed out yesterday at a three-hour meeting between broadcasters and sponsors at WABD headquarters presided over by Robert F. Jamieson, assistant manager of the Du Mont station who has been named co-ordinator of the entire "tele-series" operation. Jamieson, a Du Mont exec for the past five years, and currently assistant station manager, has been granted a temporary leave of absence

from his duties to devote full time to what is undoubtedly television's most important undertaking to date.

Series will be carried on an eight-station network, via the following facilities: WNBT, WCBS-TV and WABD, New York; WPTZ and WFIL-TV, Philadelphia; WNBW and WTTG, Washington; and WRGB, Schenectady.

Coin Flipped

As outlined in these columns yesterday, a toss of a coin between the three New York stations forming the television pool decided the order in which each broadcaster would make the pickups, although it's emphasized that no individual identification will be made as such, with the exception of station breaks, etc. Agreement was unanimous that the three originating stations would be credited on a pooled, rather than a separate basis for each game.

It was also agreed that sponsorship of each game will be a "dual" basis, with Ford and Gillette airing commercials on alternate innings. Latter company got the nod on the opening announcement of today's game, however, but Ford will air the first commercial tomorrow. Films and live messages will be used by both.

Although all stations on the air in the four cities will carry the games, trade sources yesterday said that Ford and Gillette are paying for time and facilities only on six stations on a packaged basis, with costs ranging from \$1500 to \$2500 per deal. It's said, for instance, that companies are buying WNBT, WPTZ, and WNBW in a block, and WABD and WTTG the same way. WCBS-TV in New York is bought singly, since it has no other outlet, but WFIL-TV, Philadelphia, and WRGB, Schenectady, are said to be taking the games for a "token" fee.

Telecasting Order Listed

WNBT crew and equipment will handle today's opener from the Yankee Stadium, with other games in the following order: Second game, by WABD (Yankee Stadium); third and fourth game, by WCBS-TV, Ebbets Field; fifth game (if necessary), by WNBT; sixth and seventh game, by WABD, (Yankee Stadium). Each station will use a minimum of three image orthicon cameras and two camera crews, with its regular baseball announcer at the microphone handling play-by-play. He will be assisted by a "guest" announcer from one of the other stations who has been regularly handling baseball for his outlet the past season.

As such, Bob Stanton, WNBT's sportscaster, will handle today's opener, assisted by Bob Edge, who's been doing the Dodger games on WCBS-TV. These two, with Bill Slater, WABD's Yankee play-by-play man, will alternate throughout the series.

Meanwhile reports from all segments of the industry indicated the Series television audience will pos-

NEW STATIONS

KSLO Now On The Air

Opelousas, Louisiana, third oldest community in the state and located in the center of a sprawling agricultural area and accented with widespread oil and industrial research and productivity, welcomed its first radio station, KSLO, a 250-watt outlet on 1230 k.c. when it took the air. It will be a full-time affiliate of the Mutual Broadcasting System and will form an axis for radio diversity for more than 200,000 Louisianians within a 35-mile radius of this community.

Owned and operated by Hugh O. Jones and W. Eugene Jones, KSLO will use the United Press news service and the transcription service of the World Broadcasting Company, to flavor its local originations. W. Eugene Jones will be general manager; James F. McDonough, formerly of WBYN, WARD and WBNX will be program director and Henry V. Gantt, just returning to civilian life after five full years in the U. S. Maritime Commission, will be chief engineer. Sam Tarleton, of Opelousas, will be sports and news editor.

KSLO will broadcast from a temporary set of studios while the KSLO building is under construction. Sears & Ayer, Inc., are KSLO's national representatives.

Leaves CBS For WEAM

Howard Stanley has resigned as director of advertising and sales promotion for CBS Radio Sales to become assistant general manager of WEAM, Arlington, Va.

sibly exceed predictions made by video execs over the week-end.

One of the largest single public showings of the Yankee-Dodger telecasts under one roof will be that at the RCA Exhibition Hall in Radio City which has set up 13 receivers for the occasion. Hall, which has a capacity of 300 persons, will be filled each day by visitors who will be provided free tickets to telecasts the day before each game. Doors to the Hall will be locked around noontime and admission thereafter will be made to ticket holders only. Officials at St. Albans Naval Hospital on Long Island indicated that about 1,000 convalescing servicemen will be watching the games either from their bedsides or from wheel chairs. Thousands more will be seeing the games on receivers at Halloran General Hospital, Brooklyn Naval Hospital, Mitchell Field, Camp Kilmer and elsewhere

Optimistic

If the advance television schedules of the CBS Television News is any indication how the World's Series will go, the Yankees and Brooklyn will play six games. Schedule indicates television pick-ups from the Yankee Stadium today and tomorrow; Ebbets Field, Thursday, Friday and Saturday and the Yankee Stadium on Sunday.

Send Birthday Greetings To—

September 30

Kenny Baker	Spencer Haro
Ruth Brinley	Nat Brusiloff
Dorothy Goodman	Shirley Lewis

REC Announce Plans For 1947-48 Season

(Continued from Page 1)

has informed the membership of the plans developed since May by the REC officers and committee chairmen. One of the big meetings will be October 29, in the Ballroom of the Roosevelt Hotel when National Radio Week will be discussed and an address delivered by Max F. Balcom, of Sylvania Radio Products and president of the RMA.

Louis G. Cowan, of the organization which bears his name, will head the program committee, assisted by Robert Saudek of ABC. The Advisory Committee includes the heads of the four major networks as well as advertising agency and station men. High cost of living has sent the luncheons for members to \$3 and non-members to \$3.75. Claude Barre is serving as secretary due to the resignation of Louise Spalding. Barre has consented to serve until a new secretary is elected.

Stork News

Birth: A 7-lb 2-oz. boy, Donald Clayton, to Mr. and Mrs. G. H. "Jerry" Johnson at Queen of Angels Hospital, Los Angeles, Sunday, Sept. 21, at 10:05 p.m. Mother is the former Harriett Lois Konantz of St. Paul, Minn., and San Gabriel, Calif. Father is West Coast publicity representative for Tex Beneke, Vaughn Monroe, the Modernaires and other top musical groups.

A daughter, Victoria Jane, five pounds, eight ounces, was born at St. Vincent's Hospital, Los Angeles, Friday, (Sept. 19) to Mr. and Mrs. Frank K. Danzig. Father is General Manager of Command Radio Productions and an independent package producer.

Emerson Official On CBS

Speaking in connection with the 10th annual Nationally Advertised Brands Week, October 3-13, John H. Kelly, vice-president and general manager, Emerson Drug Company, will deliver a 15-minute address on Columbia network's "Talks" program tomorrow at 6:15 p.m. (Wednesday). The purpose of Nationally Advertised Brands Week is to promote nationally advertised products and to focus the purchaser's attention on the drug store as the most convenient outlet for nationally advertised merchandise.

Will Honor Hull

James A. Farley and Congressman Emanuel Celler (D-N. Y.) will join Stella Sternberger in a special birthday tribute to Cordell Hull over WLIB Oct. 2 at 5:15 p.m. Mrs. Sternberger, former co-worker of Hull, as started a campaign urging the American people to send congratulatory letters and telegrams to the 76-year-old statesman now confined to Bethesda Military Hospital.

COAST-TO-COAST

— WISCONSIN —

MILWAUKEE—New staff director for WTMJ-TV is Lanny Pike, who wrote and produced the "Airpower" series on Mutual and was producer of CBS's "Cheers from the Camps". . . Two changes in executive personnel at WMLO have been announced. Lan Singer, heretofore director of news and special events, has been promoted to program director, while Dale E. Darr has assumed the duties of station commercial manager. . . Jack Raymond, popular WISN announcer has been appointed to the position of production manager succeeding Woods Dreyfus, who has resigned.

— CANADA —

VANCOUVER—Operating from a show-window broadcasting studio in the main building of the Pacific National Exhibition, Vancouver's CKWX gave its listeners blanket coverage of the first PNE since 1941 and provided close to 600,000 attendees with a close-up view of announcers, engineers and artists at work. During Exhibition Week, the station originated the bulk of its feature daytime shows from the modernistic broadcasting booth, devoted a daily two-hour stretch to "Walkie-Talkie" pickups from throughout the fair grounds, and staged kitting disc jockey sessions to entertain nighttime spectators.

— INDIANA —

COLUMBUS—New half-hour musical show over WCSI-FM is "Music for Technicolor," featuring all types of music to bring out the beautiful tones and noise-free reception of FM. Noblitt-Sparks Industries, makers of Arvin Radios, is the sponsor. . .

FORT WAYNE—Marge Warren, popular WGL radio artist, is now doing double-duty work at the station. Besides appearing on the air as vocalist and pianist, she now is a member of the WGL continuity department.

— MINNESOTA —

MINNEAPOLIS—New addition to WCCO's staff is Clellan Card, for 16 years a featured Twin Cities radio personality. His assignments with WCCO will include a 15-minute "Man in the Street" broadcast at 5:15 p.m. and an 11:30 p.m. to 1:00 a.m. record program. . . **MINNEAPOLIS-ST. PAUL**—Mr. and Mrs. Vince Lonergan are parents of a baby girl, Rosemary Eileen, born Sept. 5. Father is a WDCY announcer. . . **MAN-KATO**—Latest staff member to join KYSM is Robert Fransen who will assume the duties of news editor, following service in the Army Air Corps as special service officer.

— MICHIGAN —

DETROIT—A new and enlarged broadcasting booth is being erected at the University of Detroit Stadium so that the play-by-play sportscaster, Al Nagler, and his assistant Clay Dopp will have a better vantage point to air their WJBK program this year. The station has aired the University's gridiron events for a number of years, but this fall will mark the first time the road contests will be carried direct instead of by telegraphic reconstruction.

— CONNECTICUT —

HARTFORD—"Circulation note": One of the prizes being given away on the "Shopping by Radio" program over WDRS daily is a month's subscription to the Hartford Courant, morning newspaper,—bought and paid for by the station. . . **NEW HAVEN**—The Elm City Broadcasting Corporation, owners and operators of WNHC, recently scored a third success in a short life of less than three years. WNHC started broadcasting December 2, 1944. Present plans call for WNHC-FM on the air before the end of 1947. And a CP for a television station has been granted by the FCC to the young organization, 36 days after the application was filed in Washington.

— MASSACHUSETTS —

BOSTON—Ed Sullivan, continuity and script writer at WCOP, is the proud papa of a son, Edward Thomas, Jr., born on September 21. The baby is the Sullivans' first child. . . **WORCESTER—WAAB** was recently presented a plaque for outstanding public service and in appreciation of the generous contributions of that station toward the promotion of the recruiting campaign, by Sgt. Harry Mandell of the U. S. Recruiting Service in this city. . . **LAWRENCE**—Featuring Calvin Lee "Lim" Payne, graduate of the University of Georgia,

NAB Finishes Mailing Proposed New Code

(Continued from Page 1)

NAB board. The special committee will include Harold Fellows, WEEI, Boston; John Meagher, KYSM, Manakato, Minn., and Willard Egolf, WBCC, Bethesda-Chevy Chase, Md., former NAB general counsel.

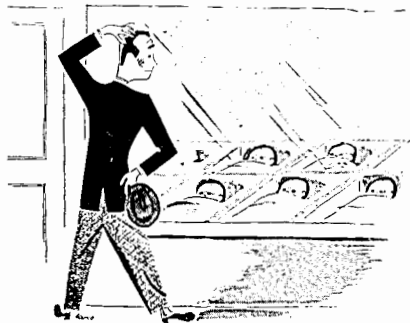
This trio will prepare a report "embodying all suggested revisions," the NAB said, for the forthcoming board meeting.

Cecil Brown Sponsored

Cecil Brown, commentator, has been signed for a series of commercially sponsored news commentaries over WMCA by Paradise Wines, it was announced yesterday. Brown's new series will start on the New York independent station on Sunday, October 6, 5:45 to 6 p.m. He will also be heard Mondays through Fridays, 11:45 a.m. to 12 noon.

discoverer of football stars and competent authority on gridiron statistics, WLAW recently inaugurated a new weekly program entitled, "Football Forecast." Program features predictions by Payne on the next day's football games with a description of the men expected to star in them.

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We want you to be a WOV sponsor with the knowledge of 5 AUDITED AUDIENCES, each a definitely different group of purchasers; each the result of a penetrating revealing listener survey. Get the facts on these 5 AUDITED AUDIENCES today and . . . "TAKE THE GUESS OUT OF BUYING!"

Ralph N. Weil, General Manager
John E. Pearson Co., National Representative



Friday, September 20, 1941

NAB Finishes Mailing Proposed New Code

Continued from Page 11

The National Association of Broadcasters (NAB) has completed the mailing of its proposed new code of ethics to all its members. The code, which was first proposed in 1938, is a set of guidelines for broadcasters to follow in their reporting and news coverage. It is intended to ensure that the public receives accurate and unbiased information. The code covers a wide range of topics, including the treatment of minorities, the reporting of news, and the avoidance of conflicts of interest. It is hoped that this new code will help to improve the quality of broadcast journalism and restore public confidence in the media.

Cecil Brown Sponsored

Cecil Brown, congressman from the state of Illinois, has sponsored a bill for a series of amendments to the Federal Communications Act. The bill is designed to strengthen the Federal Communications Commission's (FCC) authority over the broadcast industry. It includes provisions for the regulation of advertising, the protection of children from harmful material, and the promotion of local programming. Brown's bill is expected to be passed by the House of Representatives in the near future. It is seen as a significant step towards ensuring that the broadcast industry operates in the public interest.

The bill also addresses the issue of the ownership of broadcast stations. It proposes to limit the number of stations that any one person or entity can own, to prevent the concentration of media power in the hands of a few. This is a key concern for many observers, who believe that such concentration can lead to censorship and a lack of diversity in the media. Brown's bill is part of a broader effort to reform the FCC and to ensure that it is able to effectively regulate the broadcast industry in the future.

THE GUESS OUT OF BUYING
5 *Armed Forces*



WOV

WAVES OF THE FUTURE

