NEW ‘ET’ BAN, SET; PETRILLO TRIAL CLOSING

AFM Restricts Nets Making ETs For Rebroadcast

All network transcribed re-

(Continued on Page 3)

iew Half Hour Show For Midwest Network

Sale of a new half hour musical

(Continued on Page 3)

Abilene AM Station OK’d; Other Commission Activity

Washington Bureau, RADIO DAILY

(Continued on Page 2)

“Trammell; Mullen See Boom For Tele; Urge Radio Code

The coming year will be one of

(Continued on Page 3)

For Reference Reasons

Chicago—Radio Daily’s RADIO ANNUAL was roused into the record of the James C. Petrillo trial Wednesday when Petrillo’s attorney, Daniel D. Carmell, in questioning Edward Benkert Chicago Federation of Musicians recording secretary, handed Benkert a RADIO ANNUAL and said “I presume you are familiar with the RADIO ANNUAL, the industry’s Bible.” Carmell then refreshed Benkert’s memory as to time of various stations on the air by quoting figures from the annual.

Heavy Production Of Tele in Prospect

Although the radio and television

(Continued on Page 5)

Facsimile Race On; Daily Sked in Phila.

Race to be first in the field with

(Continued on Page 5)

CBS Gets 6 Renewals

As 1947 Closes Out

Optimistic business outlook for the

(Continued on Page 6)

Waring Sponsor Renewals; Shasher Adds Stations

Chicago—American Meat Institute has renewed sponsorship of the Tuesday and Thursday Fred Waring programs over NBC for 52 weeks, effective Jan. 13. Show is aired 9-9:30 a.m. CST over 152 stations with meat and allied products.

(Continued on Page 2)

Public Service

Washington—Five national or-

(Continued on Page 3)
Women Broadcaster Assn.
Plans Nat'l Convention

(Continued from Page 1)

President of AWB, met early in December to make concrete plans for the arrangements for the convention, which is being held for the first time in Washington.

Several women broadcasters and executives from all states in the country will attend the convention which will have headquarters at the Mayflower Hotel.

The Washington Planning and Program Committee consists of Elmor Lee, WTOP; Nancy P. Rafferty, WRC; Esther Van Wagner Tuffy, WDLC; Meredith Young, WOL; Jessie Starnes, WEAM; Ruth Crane, WMAL; and Hazel Markel, WTOP.

Committee chairmen are: Jessie Starnes, WEAM, and Meredith Young, WOL, Publicity: Helendena Dode, Department of Agriculture; Hotel Arrangements: Alice Lane, WDLC; Hospitality: Mary Burnham, WTOP, Scheduling: G. E. Sear, Capitol Radio Room, Transcriptions at the Capitol; Pat Griffin, radio and newspaper: Hazel Markel, WTOP, Invitations; and Mary Pauline Perry, Professional Assistant.

Abilene AM Station OK’d; Other Commission Activity

(Continued from Page 1)

The station first, which was granted the application of Abilene Broadcasting Co. The Commission was based largely on the fact that Gene L. Cagle, officer and 30 per cent stockholder in the Abilene Broadcasting Co. is also the president, general manager and stockholder of Texas State Network. The net has as one of its affiliates KDBC, the only existing station in Abilene.

The Commission also announced its final decision granting the application of Lee-Smith Broadcasting Co. for a new station in Fairmount. Minn. The application was granted by order granting the application of Patrick Joseph Stinton for a Class B FM station in Philadelphia. The new station will operate on Channel No. 205.

Insurance Co. Client

World Insurance Company, San Francisco, has purchased KGO’s “Seven A.M. News” on Monday, Wednesday and Friday, starting January 12. The account is handled by Manning, Russell, Harris & Wood, San Francisco.

“Seven A.M. News,” a quarter-hour program, is prepared by the staff of the KGO Newsroom from reports of the three major news services, with the local news supplied by KGO’s own staff of correspondents throughout the San Francisco Bay Area.

UN Forum On WQXR

“Inside the United Nations,” a round table discussion of problems behind the headlines, will be aired by WQXR. The panelists will be Howard E. Wilson, of the Carnegie Endowment; Llewellyn White, Commissioner of the Press; George Mathieu, UN language division, and Jerome Nathanson, Ethical Culture Society.

Know where this is

It’s one of the great drives of the world, this time dripped over with snow. It’s known all over. It was, and probably still is, one of the good addresses to have. Incidentally, this picture was shot in 1938.

Do you know where it is? It’s Riverside Drive.

We picked this picture simply to prove a radio point. Fame and identification are fleeting.

There’s only one payoff in radio advertising. Did it produce sales? How much did those sales cost?

Not what’s my name . . . how big is the power. None of that. Sales managers ask, “Did it work?”

Down here in Baltimore, W-I-T-H is good proof. This is the successful independent, that delivers more listeners-per-dollar than any other station in this town.

For sales in this tremendous market with money to spend, it’s W-I-T-H the payoff station.

W-I-T-H
AM and FM
Baltimore, Maryland
TOM TINSLEY, President
Represented Nationally by Headley-Read

Broadcasting
Boxscore

Licensing Authorized Applications
AM 1518 468 640
FM 84 985 115
TV 65 67
EDU 10 8
INTL 37 0 0
376 FM and 17 TV Stations on Air.

Yankee Net Sendoff Tottie
For Aid-Ship To Scotland

(Continued from Page 1)

necessary foods and clothing as well as other items that will be of great use to the Scotch people.

The Yankee Friend Ship plan was originated by Michael T. Kellisher, president of the Boston Chamber of Commerce as a by-product program of the famous “Friendship Train” which crossed the country and missed the New England States. Kellisher decided that New England should assist in aiding our neighbors and the Friend Ship Plan was born. All six New England states are co-operating in this worthy effort.

The Yankee Network’s special “Friend-a-Ship” plan has an impressive group of speakers including: Auxiliary Bishop John J. Wright, diocese of the Episcopalian Church; Richard J. Cushing; Rabbi Herman H. Rubenovitz, head of the Rabbinical Association of Greater Boston; Bishop Norman B. Nash, head of the Episcopal Diocese, Boston, and Kellisher.

An impressive entertainment program, of course, and Scotch flavor will be present.

Waring Sponsor Renewes;
Shafter Adds Stations

(Continued from Page 1)

advertising. Leo Burnett Co. is agency for the account.

Paul Maglinger, manager of NBC’s central division sales department, also announced the “Shafter Plan,” sponsored by W. A. Shafter Co. A new radio station will expand from 10 stations starting Jan. 4. Program is broadcast Sundays from 2-2:30 p.m. CST, and stars Eddy Howard and orchestra. Russell M. Seeds Co. is the advertising agency which handles the Shafter account.

Preston, WBBM, Joins WGN

Chicago — Appointment of Walter J. Przybyszewski, as commercial program director, effective Jan. 5 was announced Wednesday by Frank P. Schuler, manager of WGN, Chicago.

Preston, who has been active in advertising capacity in radio since 1925, will have charge of program development for WGN. In this capacity he will devote his time to building new programs and strengthening shows currently on the air.

Buckingham Gunn continues as program director for the station.

Preston comes to WGN from WBBM, where he was director of program operations.

FINANCIAL

HIGH LAW CLOSE

Abdom Corp... 35% 11% 7% —
ABC Tel. & Tel... 135% 150% 151% —
CBS... 12% 25% 23% —
Fourth T. & R... 27% 23% 23% —
Gen. Electric... 35% 35% 35% —
Philco... 35% 35% 35% —
Philco... 35% 35% 35% —
RCA... 35% 35% 35% —
RCA... 35% 35% 35% —
Westinghouse... 35% 35% 35% —
Westinghouse... 35% 35% 35% —
Radio... 25% 21% 21% —

Gets FCC Promotion

Washington—The FCC on Wednesday announced that Joseph Werner, assistant chief of the common carrier division of its law department, Werner has been active in international telephone and telegraph matters since he joined the Commission in March of 1928. He stated as an attorney in the international section of the common carrier division, in which capacity he served until his present promotion.

10 YEARS AGO TODAY

(From the files of Radio Daily)

Dale Carnegie in “How to Win Friends and Influence People” was signed for a weekly stanza over CBS by Colgate through Boston & Bowdoin. Senator Cleva, Haven, Ala., offered a bill calling for government control of entertainment with the title “vulgar” advertising on air . . . “You’re a Sweetheart” (Robbins Music Corp.) led the top pop tunes 20 with 70 points.

RADIO DAILY


JOHN W. ALCOATE: Publisher

FRANK HURKE: Editor

MARVIN M. KIRK: Advertising Manager

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WEST COAST OFFICES

H. B. Williams, Manager

6425 Hollywood Blvd., Phono Resnick 6070

Arthur H. Miller, Chief

Mailing Office, 9417 Duarte St.

Phono: Williams 3771

Cable: Williams 6272

GUARDIAN

New York 16

1417 Ashland Ave., No. Clerk St.

Phono: State 2352

Entered as second class matter, April 7, 1937, at the postoffice at New York, N. Y., under the Act of March 4, 1937.

Baltimore 3, Maryland

TOM TINSLEY, President

Represented Nationally by Headley-Read

www.americanradiohistory.com
**RADIO DAILY**

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### Trammell, Mullen See Boom For Tele; Urge Code

By the end of next year, he said, television could rival the radio, and by 1950 or perhaps earlier, the west coast. Income figures for television would show growth for radio in a similar period, he predicted. "In 1948, NBC will pass the $1,000,000 mark in income, from television—this and over the coming years the industry will expand for facilities and programs at least $10,000,000," he said.

"It took sound broadcasting seven years to span the continent—from the first special events broadcast to the NBC's Coast-to-Coast broadcast of the Rose Bowl game in 1927," Mullen said. "If we can do a network on a coast to coast basis, we can do anything. In less than two years it will reach across the country. Television's tremendous fast rate of development will provide the broadcasting industry with the facilities and the tools to control and exploit the virtue of the paths smoothed out for it by the experience gained in radio's development." He said that NBC will emphasize this point in its operation.

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### New Television Rate Card Issued For '48 By WCBS

WCBS-TV issued a new rate card yesterday (Jan. 1) in which air time rates are incorporated in the new schedule, according to George L. Moskovic, commercial manager. New rates will run until June of this year, it was said.

Since 1945 when CBS offered video facilities to agencies and sponsors to broadcast television, the new rate card has no charge for air time as such. Charge for air time now is $600 per hour, in addition there will be other charges for facilities.

According to Moskovic, the new rate is based on "realistic computations of current television values evidenced in a steadily-mounting circulation" and proved impact of the medium as an advertising force.

Air time charges are divided into eight units under the new setup: one hour, $600; 45 minutes, $360; 30 minutes, $280; 20 minutes, $230; 15 minutes, $160; 10 minutes, $135; five minutes, $115, and one minute (includes studio time) $85. Use of film facilities, other than during actual air time, is priced at $65 per hour; $35 for 30 minutes; $85 for 15 minutes; $55 for 10 minutes, and $45 for five minutes. These rates are for sound films only and include the cost of pre-broadcast "run-through" normally involved.

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### Disstinguished Leaders Invited to Luncheon

A partial list of head table guests for the Jan. 8 meeting of the Radio Executives Association was released yesterday by William S. Hedges, club president, and vice president of the NBC. The luncheon meeting will be held at the Hotel Roosevelt, at 12:30 P.M.

Among those at the head table will be Vice General David Sarnoff, president, Radio Corporation of America and chairman of the boards of RCA and NBC; Roy Howard, president, Scripps-Howard Newspapers; Brigadier General Julius Ochs Adler, vice president and general manager, New York Times-Telegram; Edward B. Ross, General Manager; L. E. von der H密集, chairman of the board, ABC, Monajmer H. Griffith, representing Cardinal Spellman; Richard W. Ash, president, Jack Whitmer, president, NBC, Frank Stanton, president, CBS, and Edward R. Murrow, today's guest speaker, moderator and news analyst, who will introduce Lillenthal.

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### "Tristan" Tomorrow

"Tristan und Isolde," opera considered Wagner's masterpiece, will be broadcast on NBC tomorrow from the stage of the Metropolitan Opera, starting at 2 p.m.
**LOS ANGELES**

**MAIN STREET SOUTHWEST**

**RADIO DAILY**

**BY RALPH WILK**

Mainly About Manhattan...!

- Two top radio set mfs. plan to come out with new gimmick. They'll sell radios, phonographs and video sets separately but so manufactured that they can be used as a set with matching colors, etc. This will encourage people to buy even if they can't afford the whole layout at once.

- Ted Collins organizing a company to build a chain of FM radio stations.

- Luciella Goar, star of a dozen or more musicals, likes radio so much she worked on "Studio One" last week now billing or upper fee. John Griggs bought himself a new house out in Englewood, N. J., not long ago and started to move in, at all days, on Friday, the day of the Big Blizzard. So who happened? The truck with all his worldly goods is stuck up on the snow at 90th Street and John even hopped out and bought himself a shirt. Ben Frank not only wishes his pals a White Christmas—but throws in a Green-back New Year. Aside to Al Rylander: As a result of recent FCC ruling, recording devices on telephones are permitted only if a warning buzzer is used. Now will ya quilt foolin’ around?... Enterprise Pictures using Du Mont production trailers to plug "Arch of Triumph."... Christmas Gift Note: Harry Convey and his wife, Candy Jones, are looking for a customer for a television set. Seems they each bought one for the other. Arthur Murray isn't surprised a bit that Leo Durocher got his old job back with the Dodgers. After all, he isn't 48 a "flip year?"... B’WAY SPORTS COMBO: "Born Yesterday": N.Y. pressganged fans. "A Young Man's Fancy": Bob Watertide's Jane Russell.... "Burluseque": The Jack LaMattina-Billy Fox fight. "Harvey": Any ball by tenorist Jack Kramer.... "Man and Superman": Buddy Young and Spee Saunders.... "How I Wonder": N.Y. Giant coach Steve Owen.

- **AROUND TOWN:** Prof. Quiz has come up with a sensational 8.8 on the Hooper chart, making it one of the best buys in radio. Commodore Prod., less than a year old, has already been incorporated for a million box. Walter White, Jr., and the husky Shirley Thomas head the exciting W-Ford enterprise.高原 NO MONEY FOR THE HOMELESS, Aquarius Foundation, the announcers-directors-who-have-you, etc., and former child star of the legitimate theatre, to be screened next month... If you go in for such things, it's Vincent Lopez's prophecy that MacArthur will be the dark horse in the Republican campaign—that conditions will take a dip for the worse after Aug. 48—and that 1950 will see the outbreak of another war... Jack Barry swears he heard some doll saying she couldn't understand how corn they wanted to draft Eisenhower. After all, she contends, "he did more than his share during the war... Remon behind Milton Berle's weekly flights to Florida's Palm Beach; Hotel is Gloria King, now thrashing down south. Quan set theaters are springing up all over the country, the "packaged" movie houses attracting flocks of patrons with their unique shapes... John Bradford tells the silly about 2 cats who were watching a tennis game. One feline turned to the other and said: "You know, my old man's in that racket!"

- SCENE AND HEARD: Robin Hawkes, one of radio's Hawkins, touting with seafood coquettes at the Encore. Parker Fennelly entertaining Peter Donalq at Gilmore's—and Peter firing his pet pette back at Parker's pun points.... Gobe Heatter, the uncomnator, gazebotizing with Milton Berle at Trader's Tom's Steakhouse.

- LUV 'N KISSSES: Mary Jane Walsh's Tues., and Thurs. song sessions via WHN.... Lyn Murray's original scores for the Sunday show Ford Theater.

POPPELE ON MBS

Jack Poppele, president of TBA and vpee of WOR, will discuss the outlook for television with Henry LaComit in a new version of his "Pole-Lox's Diary" over MBS today at 9 a.m. EST. Poppele will not be heard on his own station since WOR doesn't carry the program.

**SPECIAL BROADCAST** was given by the Police Ward of the Robert B. Green Hospital in San Antonio over KTAJ. Broadcast was part of the special Christmas program presented by radio station. Program was given by the San Antonio Police Department. Bob Hollen, KTAJ special events director, handled the broadcast with Coleman Barber as engineer.

R. O. Easton and Judge Sylvester Lewis have received word from WFAA-FM that their application for a new standard broadcast station at Lan paccet has been approved.

Captain John Reineart, USMC, spoke over WFAA-FM recently. As executive of the Radio Corporation of America's tube department, was brought here to speak on FM by the station.

The Los Angeles Motor Co. is sponsoring the transcribed Guy Lombard Show on WOAI, San Antonio, for half an hour each Sunday afternoon. Bill Lister, radio's best singing cowboy, and Jim Wiggins, announcer and master of ceremonies, both KABC, San Antonio, and Tuffy Davis, popular cowboy songstress heard over WOAI, San Antonio, all appeared in a special stage presentation at the Palace Theater at Fred Erickson.

Communications Assoc. To Aid In Military Planning

Formation of the Armed Forces Communications Association as a successor to the Army Signal Association was announced this week by Brig. General David Sarnoff, president of the new organization.

Americans engaged in any way in the fields of communications or photography—or interested in them—can contribute by preparing their readiness by joining the Association, whose principal mission is "to insure that the Armed Forces—Army, Navy, Air Force—shall have communications superior to those of any military establishment of any nation," the announcement stated.

GETS HPL POST

Kevin B. Sweeney has been appointed assistant general manager of the Houseswives Protective League division of CBS, effective immediately, with headquarters in Hollywood. He wi report directly to Fletcher Wiley, general manager of the HPL division, who recently sold HPL programs to CBS. Sweeney was assigned to Wiley for two years before HPL was sold to CBS.

YOUR RADIO DAILY

**DEPENDED ON IN LOS ANGELES AND VICINITY**

BY MANNING'S DELIVERY SERVICE A SPECIALIZED MESSENGER AND DELIVERY SERVICE HO-3129
Facsimile Race On; Daily Sked in Phila.

Public Interest Programming Surveyed By State Radio Dept.

Heavy Production Of Tel in Teleprint

New Religious Series

Tele Innovation

New Mutual Affiliate
Tele Research Plans

"In your December 18th issue, on page 6, you carry an interesting article on the possibility that the Broadcast Measurement Bureau will explore the research needs of the television industry. It might be well to keep in mind that television audiences, like radio audiences, can never be measured satisfactorily except by means of automatic electronic apparatus placed in typical homes—and that A. C. Nielsen Company has the only practical method of doing this.

"For your information, we have for some time been operating audiometers which can measure the hours during which television is used, but not the individual stations selected.

"However, the next batch of audiometers to be manufactured will be equipped to measure television not only in respect to hours of use but also in respect to individual stations selected. We are in position to measure television audiences whenever anybody is sufficiently interested to pay the cost of a sound job—which is the kind we are interested in doing.

"We sincerely hope that the new television industry will not get off to a bad start by getting itself bogged down with unsound methods of measurement.

"Very sincerely yours,
A. C. NIELSEN COMPANY.
A. C. Nielsen, President.

CBS Gets Six Renewals As Year 1947 Closes

(Continued from Page 1)
(Mon.-thru-Fri., 1-3:15 p.m.), "Young Dr. Malone," (Mon.-thru-Fri., 1:30-1:45 p.m.) and "The Guiding Light," (Mon.-thru-Fri., 1:45-2 p.m.) all through CBS Television, Inc., "Rosemary" (Mon.-thru-Fri., 11:45-12 Noon) Benton & Bowles, Inc., and "The Perkins." (Mon.-thru-Fri., 1:15-1:30 p.m.) Dancer-Fitzgerald-Sample, Inc. Procter & Gamble has been on CBS since 1929.

Sixth renewal is "The Man Called X," starring Herbert Marshall, for General Motors (Frigidaire Division) and aired Sundays, (9:30-10:35 p.m.) through Foote, Cone & Belding.

The World Wants PEACE

You'll Want for your Programs

"PEACE OF MIND"

DURONNET MUSIC PUBLISHING

1619 Broadway, New York 19, N. Y.
RESERVE YOUR 1948 RADIO ANNUAL

NOW!

THE 1948 RADIO ANNUAL WILL BE BIGGER AND BETTER.

The 1948 RADIO ANNUAL will contain information and statistics essential in your daily work.

The 1948 RADIO ANNUAL is now in intensive preparation.

SEND IN YOUR SUBSCRIPTION ON THIS COUPON AND BE ASSURED OF BEING ONE OF THE FIRST TO RECEIVE THE NEW 1948 RADIO ANNUAL

Subscription $10.00 a YEAR 260 Issues

1501 Broadway
New York 18, N. Y.

Please enter my subscription to RADIO DAILY and the RADIO ANNUAL, for 1948 to start immediately. Enclosed is my check for $10.

NAME ..............................................................

COMPANY ..................................................................

ADDRESS ..................................................................

www.americanradiohistory.com
In Praise Of KITE

An attractive four-page promotional campaign has been compiled at KITE, San Antonio. The 8½ x 11-inch card shows on the front piece of a hairpin and a bobbin with the words that "a lot of people have forgotten this basic fact: 'You don't have to imitate the other guy to do a good job.' The inside double page spread is devoted to the message that KITE things are done a "bit different." First stunt is good music, also extracts from advertisements placed from the local newspapers and items which have appeared in Radio Daily since the station area to the air. The back page is devoted to extracts of letters received from enthusiastic listeners. A four page, 8½ x 11-inch booklet is also an inclusion which outlines the various products and services available to advertising on KITE. Back page states that the list "is published to serve as a shopping guide to listeners of KITE who appreciate the promotion of advertising on KITE with the kind of list they like if they patronize the firms that patronize KITE.

WINS Campaign

In an effort to put the station "on the map," in the area, WINS next fires the opening salvo in an intensive, and expensive, promotion campaign. The slogan used will be the Crosley outlet's first on such a large scale. First stunt gets underway Jan. 5 and runs for two weeks. A Douglas Leigh "flying spectacular" dirigible will make nightly trips over the Metropolitan area, and an outdoor "EYELOCYS" (Crosley) Tune in on WINS tomorrow, as a similar outdoor stunt will be featured. The whole campaign will change the image WINS holds the mind's eye of the public.

New Half-Hour Program For Northwest Network

(Continued from Page 1)

Dee Jack, Kaskell, baritone, and Elvia Clementi, soprano, are the four new artists who will be under the direction of Fred Jacky and the NBC orchestra under the baton of Joseph Goldech. The contract, placed through Dancer, Fitzgerald and Sample, is for 52 weeks. Stations slated to carry the show are in the following cities: KYVL, KPLC, WJBO, WJDX, WPOR, WMIS, WGRM, KOAM, KVNO, WZK, WBAP-WFAA, KTRU, KNOK, WOAI, KRIS, KSD, WOC, WOW, WLAL, WCDA, WEEK, WMG, WOR, WARK, KXRE, KPRC and KBWV.

RADIO DAILY

FRIDAY, JANUARY 4, 1948

Promotion

In Praise Of KITE

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COAST-TO-COAST

D STUDY, NEW JERSEY—"New Brunswick—For the many people who couldn't attend, WTID recently broadcast the opening, High Requiem Mass of the late Rev. John J. West, pastor of this city's Sacred Heart Roman Catholic Church, for 25 years. For West met his death in an automobile accident.

FLORIDA—Jacksonville—New WFOPQ series is "Great Moments In Sports." Each week the show features a minute-by-minute description of some outstanding sports event in the history of sports. Broadcasts, which are handled by Jack Cummins, will be heard by the WOPQ station manager since it went on the air, has resigned to return to his home in Elberton, Ga.

FLORIDA—Jacksonville—New WFQD series is "Great Moments In Sports." Each week the show features a minute-by-minute description of some outstanding sports event in the history of sports. Broadcasts, which are handled by Jack Cummins, will be heard by the WOPQ station manager since it went on the air, has resigned to return to his home in Elberton, Ga.

MASSACHUSETTS—PITTSFIELD—WBKB, in co-operation with the Pittsfield Junior League, is planning a county-wide show program, January 13, for the benefit of elementary school children during school hours. "Books Bring Adventure" is the title of the 13-week series which will be handled by station manager, John T. Parsons, Manuals, giving background material and sufficiently correlated, is the common bond for the broadcast the to study program, have already been sent to 300 teachers.

MASSACHUSETTS—PITTSFIELD—WBKB, in co-operation with the Pittsfield Junior League, is planning a county-wide show program, January 13, for the benefit of elementary school children during school hours. "Books Bring Adventure" is the title of the 13-week series which will be handled by station manager, John T. Parsons, Manuals, giving background material and sufficiently correlated, is the common bond for the broadcast the to study program, have already been sent to 300 teachers.

DAYTON—Miss F. G. Dykstra, who has served as WING station manager for the past two years, recently was placed in charge of national sales for both station and WIZE. —WORTHINGTON—New series of programs on WRSF is "The Bible" which deals with dramatization of the great book. Programs are heard every Sunday morning at 9:30. .. CINCINNATI—WCX recently extended its broadcast schedule to 34 hours with the exception of Sunday, when the regular 18-hour schedule is maintained.

OHIO—DAYTON—Miss F. G. Dykstra, who has served as WING station manager for the past two years, recently was placed in charge of national sales for both station and WIZE. —WORTHINGTON—New series of programs on WRSF is "The Bible" which deals with dramatization of the great book. Programs are heard every Sunday morning at 9:30. .. CINCINNATI—WCX recently extended its broadcast schedule to 34 hours with the exception of Sunday, when the regular 18-hour schedule is maintained.

WISCONSIN—APPLETON—WHBY's new engineer, Robert H. Ruth, has been appointed an advertising and merchandising competition sponsored nationally by Coca-Cola. Ruth was presented with a check for $1,000. .. MILWAUKEE—Something new in table tennis was started early this month when the 14-year-old boy even with the first of a series in round-robin television table tennis tournaments. Each Saturday three matches are presented in this round-robin with nine

MICHIGAN—DETROIT—New children's program on WML-WTV is "Fousse Family" featuring stories for children with original illustrations, film slides and films. Jane Durrell is the story-teller and the program is presented Tuesday and Thursday from 5:35-6:00 p.m. .. JACKSON—James Hughes, a new announcer of the station, has been appointed a member of the WML announcing staff for a good many years, has left this station as traffic director to join the staff of WLBK in Saginaw.

A GENCIES

DON G. MITCHELL, president, Sylvania Electric Products, Inc., will speak before the Advertising and Selling Course, conducted by the American Advertising Club of New York, on Monday, January 5. His subject will be "Advertising and selling—the biggest job ahead." The meeting will be held at the Engineering Societies Building at 6:15 p.m.

BENDIX HOME APPLIANCES, Inc., in cooperation with its distributors and dealers, plans to spend more than $1,000,000 in the first six months of this new year for radio spots, outdoor space and newspaper advertising. It has been announced by Stew- art Roberts, director of advertising and sales promotion.

SEIDEL ADVERTISING AGENCY, Inc., has been appointed to conduct the advertising for Shop-In-A-Box. National consumer newspapers and magazines will be used.

Chapin Gets WNBC Post

Schuyler G. Chapin, who has been appointed field promotion manager of WNBR, will be managed by James M. Gaines, manager. In this capacity, he will direct the station's "Salutes to Cities" campaign, now in its fifth year, and will also direct WNBR publicity director. The "salute" is one of a lengthy series.

Send Birthday Greetings To —

January 2
Margie Duswalt, James Melton, Claude Sweeten, John McCormick, Abner J. Greshler, Bernardine Flyn, Bill Molo

January 3

January 4
Pat Kelly, Marcella H. Coleman, Lester Wolfe, Marie Houlahan, Gilson Gray, Barton Ferraro

January 5
Gilbert Balston, Sylvia Ansen, Ruth Foster, Blanche Alcorn, Howard A. Chlan, Cecile Grey

January 6
Lou Toppe, Maurice Hart, Helen Nugent, Trevor Adams, Dick Teela

January 7
Art Stander, H. R. Bourdeau, Bert Georges, Herbert Magidson, Floyd D. Teale, R. E. Brownfield

January 8
Paul Case, Leon Goldstein, Son Cowling, C. P. MacGregor, G. W. Johnstone, Gene Wonders, Val Hudson

www.americanradiohistory.com
Storms Cripple Service

Commission Licenses Now Put At 580,000

Washington Bureau, RADIO DAILY
Washington — The FCC over the week-end released its annual report showing that there were approximately 580,000 licenses and other authorizations outstanding at the year’s end. This figure included 120,000 radio stations, of which 4,000 were broadcast, 40,000 non-broadcast, and 80,000 amateur. In addition, there were 340,000 commercial radio operators, 85,000 amateur operators, and 35,000 special aircraft authorizations.

RCA Communications Not Affected By Strike

World-wide radiotelegraph services of RCA Communications, Inc., are not affected by the strike called Friday by employees of some of the other international telegraph carriers. H. C. Ingles, president, announced.

"Under its existing labor contract," Mr. Ingles said, "RCA Communications, Inc., has assurance from the union that the company will receive full co-operation in the handling of...."

(Continued on Page 2)

7 Industry Representatives To Seek Labor Clarification

In effort to obtain clarification of overtime provisions of the Fair Labor Standards Act as applied to certain radio station personnel, seven representatives of the radio industry will appear before the Wage and Hour Administrator on next Wednesday. The industry representatives will be Richard P. Doherty, director of....

(Continued on Page 2)

Transmitters Razred In Midwest Area; N.Y. Stations Issue Storm Reports; Some Service Is Disrupted

Sleet, snow and wind storm which hit the Chicago area New Year’s Day toppled nine transmitter towers and knocked some stations off the air anywhere from half an hour to a full day, while in New York, also suffering from an ice storm, radio met its second emergency within a week in keeping the populace informed of dangers caused by the weather. Indications were that during the two successive week-ends which brought New York its heaviest snow in history, plus an ice storm, the total amount of radio listening and sets-in-use varied. Peak periods during the war years. Many home owners in the New York area were practically cut off from communication during the emergencies except for radio.

Radio faced the severest test in Chicago where the weight of ice and force of wind felled nine transmitters at a loss of hundreds of thousands of dollars in damage. WGES, foreign language outlet, was hardest hit, losing all four of its towers on Chicago’s south side. WAIT’S 420-foot tower near Elmhurst, Ill., toppled and...

(Continued on Page 8)

Religious Leaders Meeting In New York

Religious leaders and educators gathered at the Prince George Hotel in New York yesterday for the opening of a “Workshop in Religious Radio” which will continue throughout the week.

The workshop is under the direction of Rev. Everett C. Parker, director, Joint Religious Radio Committee, Network representatives, and other organizations interested in religious education will participate in the conference. Elmer Inman, CBS director....

(Continued on Page 2)

Gerl Blames Musicians For Recording Plight

Chicago—Joseph Gerl, president of Sonora Radio & Television Corp., last week urged musicians and other recording artists desiring continued production to protect the Petriollo ban on AFM headquarters instead of "crying on the shoulders of record manufacturers.

"There is no reason why record manufacturers should take the fin...

(Continued on Page 8)

‘Abuses’ By Radio Repairmen To Get RMA Attention Friday

An industry plan to improve radio set-serviceing and repairing by the elimination of "abuses" will be considered by the RMA service committee this week. It is expected that the committee will discuss many abuses uncovered by Rano Daily.

The committee will meet this Friday at the Stevens Hotel in Chicago, working under the chairmanship of W. L. Parkinson, of Syracuse, N. Y., the committee expects to prepare an industry program for submission to the RMA board of directors at the mid-winter conclave in Chicago Jan. 22.

The RMA board recently opposed proposed municipal legislation to license radio technicians and services in New York. Sponsors of the legislation agreed to defer action to permit the industry to set up a plan for regulation.

RMA also is one of the sponsors of an experimental radio technicians....

(Continued on Page 2)

NBC Plans Coast-To-Coast Television Network

G. E. Price Cuts

General Electric Company took display ads in New York papers Friday with the line G. E.’s cuts prices in bid to step inflations. The announcement reveals that reductions range from 0 per cent to 10 per cent and will save the public close to $50,000,000 during the coming year. Radios and television sets are among the products subject to price reductions.

(Continued on Page 2)

‘Liaison’ Meet Fri.

A report on 1947 production of FM-AM receivers and a discussion of prospects for increased manufacture of these sets in 1948 will feature a joint meeting of the liaison committees of the RMA and the FMA next Friday at the Statler Hotel in Washington. Presidents Max F. Balem and Everett L. Dil-land of RMA and FMA, respectively, will attend.

(Continued on Page 2)
AFM Recording Ban Not Affecting Canada

Montreal—Canadians will be little affected by the ban of the American Federation of Musicians (the American Federation of Musicians) because a large number of members of the American Federation of Musicians, including many of the most prominent recording artists, are based in Canada. The ban is aimed at recording companies in the United States and has no effect on Canadian recording companies. However, some Canadian artists are affected by the ban due to their connection with American recording companies.

Close Race For Top Spot On Hooper “1st 15” List

(Continued from Page 1)

be offered more than a mere rating service.
Program with “highest number of listeners per listening set,” according to Hooper, was The Shadow, with 3,166. Second among evening shows was Blondie, with 3,011, followed by Jack Armstrong, 2,930; Paul Whiteman, 2,869; fresh, 2,300, and Charlie McCarthy, 2,789.

Among daytime shows, Sky King and Bob and Roberta were first in place, with 2,036, and was followed by Jack Armstrong, 2,333; Tom Mix, 2,313; Captain Midnight, 2,242, and Terry & the Pirates, 2,222.

Remainder of first fifteen list. In order, follows: Charles Leland, Radio Theatre; Red Skelton; Amos ‘n Andy; Bob Hope; Walter Winchell; Mr. D. A. Bandwagon; Nola Hale; Talent Scout, Truth or Consequences, and Duffy’s Tavern.

7 Industry Representatives To Seek Labor Clarification

(Continued from Page 1)

the National Association of Broadcasters’ Employee-Employer Relations Department; J. Allen Brown, assistant director of the NAB Broadcasting Advertising Department; Small Market Stations division; R. T. Mason, general manager; WMFN, Mar- ton, Ohio; Marshall H. Pennington, general manager, WBOM, Oak Ridge, Tenn.; Merrill Lindsay, general manager, WSOY, DeKalb, Ill.; Prof. Fred S. Seibert, University of Illinois school of journalism director, and a network spokesman as yet unnamed.

"Editorializing" Hearing Deadline Is Advanced

Washington Bureau, RADIO DAILY

Washington — The FCC has advanced the deadline for filing of briefs and notice of appearances for the "Editorializing" hearing from December 31 to February 11. The hearing is scheduled to begin on March 1.
ANOTHER

ZV

HIT YEAR!

1948

490766
THE GUY LOMBARD SHOW

The greatest name in popular music brings you radio's greatest half-hour musical show, featuring the Royal Canadians in "The Sweetest Music This Side of Heaven". David Roses, narrator.

"BOSTON BLACKIE"

The top half-hour mystery show of radio, starring Richard Kollmar. Higher功率.

Additional current ZIV Hit Shows: SONGS OF GOOD CHEER • PLEASURE PARADE • MAD HUNT
SINCERELY, KENNY BAKER • CALLING ALL GIRLS • LIGHTNING JIM • OLD CORRAL • BILLY VANN
"Wayne King
Show"

A glorious half hour featuring the incomparable music of the Wayne King, his golden saxophones, orchestra and starring vocalists, Larry Douglas and Nancy Evans. Narrated by Franklyn MacCormack.

MAKE A DATE FOR '48
WITH THESE GREATEST OF TRANSCRIBED SHOWS!

Year after year, "Transcribed by ZIV" has meant "the greatest in radio shows". Now, ZIV offers you the top-rated shows for 1948. Here are the proven network-type programs, offered at a fraction of their production cost... that sponsors prefer when seeking to dominate highly competitive local markets. Greater listener-interest is spelling the difference between mediocre and outstanding results. Consistently higher Hooper ratings indicate that ZIV programs are today's greatest dollar-for-dollar buy.

WRITE FOR AVAILABILITIES

FREDDIE W. ZIV COMPANY
Radio Productions
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New York  |  Chicago  |  Hollywood

EXTRA DIARY - ORN KOBBLERS -
SOUTHWEST

HENRY GUERRA, WOAI, San Antonio, has been named as a radio representative to serve on the National Screen Council. Durelle Alexander, former singer with Paul Whiteman and Eddy Duchin, is now being heard in a new role as singer commentator over WBAP, Fort Worth in a quarter-hour program heard Monday, Wednesday and Friday.

Newcomers to the staff of KTSA, San Antonio includes George Bodenmiller, who is now working for NBC, to the air, to the announcing staff and Robert E. Clink to the KTSA sales staff. Clark was formerly with KMBC, San Antonio and KLDB, Del Rio.

Howard W. Davis, owner and operator of KMAC, San Antonio and KRMI, Laredo is reporting making a deal to purchase KWBC, Fort Worth for a reported sum of $300,000. Outlet look to the air last year operating daytime on 970 kilocycles with a power of 1000 watts.

The Roderick Broadcasting Corp., owners and operators of KROD, El Paso, has been granted an increase in daytime operating power to 5000 watts. Outlet operates on 600 kilocycles.

Andy Adams, radio editor for Texas A. & M. College Extension Service was in San Antonio to organize the second of a series of 30 Texas Farm and Home Program dealing with the work of the Texas 4-H, FFA and FHA boys and girls. Program originated through WOAI, San Antonio and was carried by member stations of the Texas Quality Network.

The FCC has granted the Henderson County Broadcasting, Inc. for a new standard broadcast station to operate at Athens with a power of 250 watts on 1410 kilocycles daytime only. S. B. McNutt will be manager and chief engineer and owns 75 per cent while the other 25 per cent is owned by Meri Saxon.

Instead of the usual cowbell which identifies every newscast on KKIT, San Antonio, a sleigh bell was used in keeping with the Christmas spirit, according to Charles Balthrop, station owner and manager.

Stanley Vainrib, former staff announcer for KIKL, Dallas, Texas, and operator of the Leeds, has been appointed to replace Lew Valentine on the NBC Monday night "Dr. I. Q." broadcasts for WMFF, Boston.

Dana Adams, announcer at KFRO, Longview, is the proud father of a baby son, to be called William Barrett Adams.

California Commentary:

- • • Lou Price, Coast manager of the Russell M. Seeds Co., has just completed an important local buy for his organization on behalf of "Wings," cigarettes made by the Brown & Williamson Co., of Louisville. The buy, which is for one year, covers the broadcasting rights to the local and out-of-town games of the Los Angeles club of the Pacific Coast league and represents an outlay of more than $50,000. The contests will be aired over KNPC, with Bob Kelly as the sportscaster. Ted Wilk of the Los Angeles talent agency has come up with a swell idea for a question-and-answer program, by which home listeners can participate as well as members of the studio audience. It can be used as an adjunct to a current show or serve as the basis for a new one. ABC's Western sales promotion chief, Jack O'Mara, is passing out copies again following the birth of a new pound, 8 ounce baby girl, Kathleen, born Dec. 19 at St. Vincent's hospital in Los Angeles. Mr. and Mrs. O'Mara have another daughter, Patricia, age five.

- • • Emcee John Nelson of "Bride and Groom," for the second straight Christmas since the war, held "open house" at his home in San Fernando Valley for several of his ex-Navy buddies who served with him during the war. In as much as the "I do" show will not broadcast on New Year's Day, Nelson visited veterans' hospitals that day to help bring cheer to the war wounded. Grousco Marx claims he's going to switch things this Yuletide. Last year, he says, he staved himself with turkey, but this year Grousco reports he's going to stick his head in the turkey instead of the dressing. The hilarious Norman Krassan laughe on the Jack Benny program is done by Mel Blanc, who is also the cartoon voice of Bugs Bunny. By the way, Governor William Lee Knows of Colorado, will be the guest of Benny when the Waukegan Wilt broadcasts from Denver on Jan. 18 for the March of Dimes campaign. Martin Block has just completed the second of six one-reel "Musical Merry-Go-Round" shorts at MGM. Tex Beneke was the guest star and Herb Motul the producer.

- • • Phil Harris has turned author. He is working on a story about "Coffee Dan's," new Hollywood eatery, for Radio Life, the fan magazine. Twenty years ago Harris was teamed with Carroll Lerner and was a daily visitor at "Coffee Dan's" in San Francisco and his article will contain many interesting reminiscences. It looks like "strained tenails" and "writers' cramps" will be in store for Bing Crosby and Producer-Writer Bill Morrow, as they will record six full shows within 10 days to have their present series of programs up through March 17 by Dec. 31. ABC's Western Division's annual Christmas party was a "big success" this year, being held for all employees at the new Tom Brennan restaurant, where dancing and dancing dinners plus a half-hour floor show put on by the employees were the featured attractions. It was the annual party for the outgoing president of the ABC Employees Association. Bud Edwards, and the "hello" celebration for the new prey, Mel Hallinger.

- • • Having wrapped up "If You Knew Susie," in which he co-starred with Joan Davis as well as acting as producer for RKO Radio. Eddie Cantor left Dec. 26 for Las Vegas to fill a personal appearance engagement. Zeke Mannero has returned from a month's visit in New York, where he has been kept busy, recording several new Victor records, including some of his own new original songs. John Scott Trotter and the Rhythm Makers of Bing Crosby's Philco show, journeyed to Birmingham General Hospital Christmas Day to help entertain the wounded and hospitalized veterans. The sponsor, via the Hutchins Advertising agency, presented the invalids with a new Philo television set, to allow them to watch their favorite video programs.
NBC PLANS COAST-TO-COAST TELEWEB

Another "First" For Tele

Ability of television to cover and report news events with unequalled rapidity was emphasized again Friday when films of a five-alarm fire in midtown New York were shown on the eastern network within a few hours after the event. Camera crews of WNYT, WOR-NY and WABD shot studio footage of the holocaust which gutted six office buildings on West 58th St.

Films included close-ups of fire fighting, evacuation of victims, and rescue of firemen overcome by smoke in an eight-hour battle.

Du Mont Survey Shows Sports Most Popular

Availability of sports events on television is the main reason metropolitan New Yorkers buy receivers, according to a survey made by Marketing Research Service for the Allen B. DuMont Laboratories, it was announced over the weekend.

Of 1200 persons questioned, 46 per cent listed sports as the type of program most popular in their homes, while 43 per cent named dramas. Another 40 per cent liked movies, while special events, news, etc., trailed the above named. And although sports drew more heaviest among men than women, 87 per cent of the women questioned preferred this type to any other. Total percentage exceeded 100 because of "multiple" answers.

Of the 1200 interviews taken, 75 per cent of the respondents lived in Manhattan, Bronx, Queens and Kings.

WCAU Setting Plans For Early TV Debut

Philadelphia — WCAU-TV, Philadelphia Bulletin station, expects to get a test pattern on the air by January 15. It was announced late last week by Dr. Leon Levy, president and general manager.

Construction of the transmitter and the station building in Philadelphia, Savings Fund Society Building is well under way and when completed will be the highest point here. Station engineers expect reception to be available for a radius of more than 50 miles. Steel tower, which is classified by RMA as the heaviest type designed, will soar 737 feet above the ground, and will withstand wind velocities "far in excess" of the highest ever recorded by the Weather Bureau in the Quaker City.

Communities not yet serviced by television will be able to pick up shows regularly when WCAU goes on the air, according to station execs.

Press-Time Paragraphs

FCC Urges "Integrity" Relays

Washington—In its year-end report issued last Friday, the FCC said there is "urgent need" for integrity relay facilities for network television operation. "In television, even more than in standard and FM broadcasting," the report said, "there is urgent need for such a service for economic reasons."

Don Lee Units Nearing Completion

Hollywood—Construction of three new units on Don Lee’s W6XAO transmitter atop Mt. Lee here is nearing completion, it was announced over the weekend. Result will be a heavy increase in signal strength and will provide sharp reception from Malibu to San Diego and from the Sierra Madre coastal mountain range to Catalina Island.

NBC Ups Film Coverage

NBC’s tele network will double the amount of air time devoted to newsreel films, according to Paul Alley, tel b’s film chief. As such, newsreel staffs will be doubled to keep pares with increased emphasis on news, etc., on the network’s flagship, WNYW, and its Washington outlet, W8NF.

WABD-INS Tie-Up

WABD, icon outlet of the Du Mont television network, will present a 15 minute newsreel produced by International News Service and International News Photos, Mondays through Fridays, 7:00 to 7:15 p.m., starting today. Programs will include five minutes of spot news photos, five minutes of documentary photos and all of the latest news flashes.

Video Aid

Electric Auto-Lite Company announced last week the development of a new auto-engine spark plug with a "bulb" attachment which suppresses interference with television, radio, radar, and other services. New gadget will be mass-produced for trucks, cars, etc., and is expected to eliminate a commonly-known health risk to tile set owners.
WIND\d Huge tower, one of four, went down at Gary, Ind. WMAR was off the air about half an hour, WENR was out of service for a full hour and WLS stopped broadcasting for 90 minutes. GWN went off the air for 17 minutes, then switched to emergency service and damage could be repaired. WBBM was another force off the air for a short period.

Despite their hardships, Chicago stations kept the public informed in towns from which communication was cut off, urged motorists to keep off the streets and gave instructions on highways that were impassable. Programs were interrupted to give warning bulletins.

Many stations were changed because of the severe weather. In New York, stations faced a second holiday weekend in which time signal and station break schedules had to be hurriedly rescheduled to meet ice storm emergencies. It was expected that the city would be able to dig out from underneath the snow. Consolidated Edison and the local telephone company seemed to be working overtime in an effort to keep the streets clear of ice and snow.

In addition, all stations were asked by fire and police departments to stop telephone calls to avoid overloading the system. The only thing that was not affected by the storm was the TV network, which continued to provide entertainment for the public.

Emergency in Milwaukee

A blizzard which blanketed Milwaukee with nearly a foot of snow plunged Milwaukee into a storm of its own on Friday when a snow storm covered the area and air traffic was halted.

Milwaukee Journal's television station, WTMJ, had a schedule when a wrestling match was cancelled. Station moved its cameras into the newsroom of Milwaukee Journal to report snow and air traffic was halted.

Station moved its cameras into the newsroom of Milwaukee Journal to report snow and air traffic was halted.
TO PROBE AFM ACTIVITIES AT WASH. HEARING

FCC Emphasizes Progress In FM And Television

Commission States Marked Increase In Applicants

Placing emphasis on the progress made by FM and television during the fiscal year ending last June 30, the FCC issued its 13th annual report the past weekend which covers all fields of communications. "FM showed its biggest and most material gain" during the past year, the report reveals; (Continued on Page 4)

Regional Interest In Garden Basketball

Regional radio coverage involving in-the-spot pickups of college basketball games at Madison Square Garden is showing a big increase, Ned Irish, executive wveep of the Garden, yesterday told the Sports Broadcasters Association in New York during its monthly luncheon. Irish said that in the last few weeks (Continued on Page 4)

Preston Joins WGN, As Com. Program Director

Chicago—Appointment of Walter J. Preston as commercial program director of WGN, effective January 5, has been announced by Frank P. Schreiber, manager of WGN. Until recently Preston was director of program operations for WBBM. Active in an executive capacity in (Continued on Page 6)

Lillenthal Ill

David Lillenthal, chairman of the Atomic Energy Commission, has postponed his talk, scheduled for Thursday's luncheon of the Radio Executives Club, until Feb. 5 because of illness. In his stead, Bill Hodges, REC presy, has slated a string quartet entertainment program. Joe Hodge, of ABC, is lining up talent and completing arrangements for the show.

Flood Of Record Re-Issues Forecast In Platter Biz

A flood of reissues of old recorded favorites among the popular tunes is forecast in the recording industry during the next few months with music publishers and radio stations planning to aid in popularizing the reissues, Radio Daily learned yesterday. The reissues will be hustled through the pressing plants and made available to the retail market as a part of the industry's plan to fill the gap caused by the AFM recording ban which became effective last Wednesday night. It was pointed out that some of the Irving Berlin revivals have already met with sales success with "What'll I Do?" leading in sales, "Peg O' My Heart," "The Whiffenpoof Song" and Ted Weems' old recording of "Heartaches" are (Continued on Page 6)

Will Broadcast President's Address

The "State of the Union" address by President Harry S. Truman before a joint session of Congress and the House of Representatives will be aired over the four major networks and many independent stations tomorrow beginning at 1:30 p.m. The broadcast will run to the conclusion of the address.

Campaign To Increase Radio Receiver Sales

Spurred by RMA's "radio in every room" campaign, individual radio manufacturers are pouring millions of dollars into various ad media to increase saleable-set ownership in U.S. homes. Campaign is most apparent in national magazines and newspaper advertising where ads mention either directly or by inference a radio for every room," a radio for every purpose," and "a radio for everyone." Stromberg-Carlson has used all three approaches while a well illustrated Motorola ad speaks of "radios" (Continued on Page 6)

Radio Given Credit In Brand Names Survey

The brand names promotion held in Greenfield, Mass., from Oct. 20 through 25 resulted in the efforts of local outlet WRAW according to an announcement yesterday by Henry E. Abt, president of the Brand Names Foundation. Final report on the project revealed that 94.5 per cent of the town's residents heard of the campaign through radio. Of these 94.5 per cent heard shows sponsored by local retailers, and 15 per cent were reached by relays (Continued on Page 5)

NAM Prog. Series On ABC Has Radio Audience Tie-In

Radio audience will be invited to participate in the National Association of Manufacturers' series of weekly programs which resume over ABC tonight from 10:30-10:45 p.m. (EST). First 13 weeks of the 1948 series, titled "It's Your Business," will feature the "NAM Question Box" to which listeners will send questions (Continued on Page 5)

New York Area Leads List In Radio Reports Survey

The New York area tops the country for the total number of commentators, newscasters, women broadcasters and forum programs, according to a survey released by Radio Reports, Inc. In the New York section 179 personalities participate in these programs. The New England section ranks second with 88, Chicago-Rock (Continued on Page 2)

House Labor Group Set Hearing For Next Monday

Washington—Hearings which committee officials estimate may run for more than two weeks, including a thorough airing of pro and con opinion on the various activities of the American Federation of Musicians as they affect broadcasters, telecasters, manufacturers and recording companies (Continued on Page 5)

Plan Civic Reception For Pearson's Arrival

Mayor William O'Dwyer, Alberto Tarchiani, Italian Ambassador to the United States; Henri Bonnet, French Ambassador; Luigi Nardi, Italian Consul General in New York City, Ludovic Chancel, French Consul General; Generosa Pepe, publisher, and Thomas Velotta, vice president of ABC, will hold the reception committee welcoming Drew Pearson, newspaper and ABC radio commentator (Continued on Page 2)

NBC Network Renewals Announced By Chi. Div.

Chicago—Closing week of 1947 was an active one for the NBC central division sales departments which reported a number of sales and renewals. Renewal of the Tuesday and Thursday Fred Waring 9:30 a.m. (Continued on Page 6)

Decision Pending

Chicago—Judge Walter Loyd of United States District Court has fixed January 14 as the date for his decision in the government's case against James C. Petillo and the AFM for alleged violation of the Labor Act. The trial of Petillo closed last Friday. Case is outgrowth of Petillo's demand that WAAF hire additional musicians not wanted by the station.
COMING AND GOING

CARL BURKLAND, general manager of WTOP, Columbia’s O & O station in Washington, D.C., is spending today and tomorrow in New York for conferences with officials of the network.

JEROME C. ROBINSON, vice-president of Procter Radio Productions, is on a business trip through New Europe in connection with "The Big Story," produced by his organization for Field Mail Magazines.

ALLEN T. SIMMONS, owner of WADC, Columbia network affiliate in Akron, Ohio, paid a call yesterday at the station relations department of the network in New York.

CHARLES A. STARK, producer of the Peter Donald show for Stanback, has returned from New Orleans, where he was the guest of friends and attended the Sugar Bowl game on New Year's Day.

HERB LANDON, radio publicity director for Kennedy & Eckhardt, Inc. leaves today for Miami Beach, where he will spend three weeks at the studio ushers for running a baking beauty contest for the White Rock Company.

A. N. ARMSTRONG, Jr., sales manager of WODP, Boston, is expected in town today to confer with the national representatives of the station.

GEORGE HERRO, Midwest publicity director for the Mutual Network, is in New York this week for conferences with representatives of the network.

DITTRICH DR. KIRK, president and general manager of KTRG, Sioux City, Iowa, a visitor at the New York offices of the station's national representative.

W. H. SUMMERVILLE, general manager of WWJ, New Orleans, is in New York for a few days entertaining solicitors at service's hospitals.

JACK LACY, disk jockey of WINS, has returned from North Carolina where he spent two days entertaining soldiers at service's hospitals.

PHILIP G. BACK, commercial manager of KUXL, Maitland network outlet in Little Rock, Ark., was welcomed yesterday at the New York headquarters of the web. He is spending this week in Chicago.

Plan Civic Reception For Pearson's Arrival

(Continued from Page 1)

Editor, on his return to this country on Thursday at 11 a.m., EST, at La Guardia Airport.

Pearson, who first suggested the idea of the Friendship Train as a means of allowing the American people to aid starving Europe, has been observing the distribution of the tons of food in France and Italy for the past three weeks.

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

WOV TELLS YOU THE DIFFERENCE IN PEOPLE, Sound, basic facts...known, proven, tested facts—Specific Market Information on each of 5 Audited Audiences...each a different group of purchasers; each the result of an accurate and continuing listener survey. Ask us for the facts that will help you to..."TAKE THE GUESS OUT OF BUYING!"

W-O-V

New York Area Leads List In Radio Reports Survey

(Continued from Page 1)

ford area, third with 84, and Los Angeles, fourth with 59.

The list, consisting of 136 network personalities and 381 local broadcasters, covers the areas monitored by Radio Reports. The programs are classified into four groups: commentators and newscasters, women commentators, chatter and forums, scientific, interview and miscellaneous.

22nd of September

We've had this picture since last September 23rd. It should have run before this, but we forgot all about it. When we picked up Life Magazine and saw those two kids, we remembered the picture was still kicking around. So there it is.

It's the royal couple's marriage license, inscribed by a master penman. It's pretty flowery, but because we haven't seen the license in print before...we're passing it along.

The license reads, "Dated 22nd Day of September, 1947. License for the marriage of Her Royal Highness Princess Elizabeth Alexandra Mary with Lt. Philip Mountbatten, R.N."

The point being, of course, that W-I-T-H, the successful independent, is married to more people who spend than any other station in this big town.

Nothing flowery...we seem to have what the nobility, who ring the cash registers, want.

Our license by FCC reads 1230 on the dial.

WOV NEW YORK

Ralph H. Woll, General Manager
John E. Farrow, Co.-National Representative

W-I-T-H

AM and FM
Baltimore 3, Maryland

TOM TINSLEY, President
Represented Nationally by Headley-Read

WDPQ's-

TIME-BUYERS JACK POT

NEW YEAR'S WEEK WINNER

CHARLES TANTON
HORN & A. FRANK & CO., INC.

Next Week ?? ?? ?? ?

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DETOIT'S MOST PROGRESSIVE STATION
AFFILIATED WITH WLOK, LIMA, OHIO—WWVA, WHEELING,
W, VA.—WSW, TOLEDO, OHIO—WMMN, FAIRMONT, W, VA.
—WGBS, MIAMI, FLA., AND WAGA, ATLANTA, GA.

ALL WJBK PROGRAMS BROADCAST SIMULTANEOUSLY
ON WJBK-FM 93.1 mc.

REPRESENTED BY FORJOE & CO.
Mainly About Manhattan...!

- Henry Morgan has reached the signature stage with Bayo's Shampoo. Humor around that one of the town's biggest movie houses will drop its "live" show. Newspapers throughout the country have put millions of bushel worth of orders for the new color-press equipment and predictions are that nearly everyone will feature color ads and broadcasts by 1950.

- Individuals buzzing about Al Johnson's new singles find--an 8-year-old blues singer named Tom Harper, said to have a terrific style. WPNC building a 15-minute show around Elsa Maxwell. Pete Donaldson says that Washington speculators are at their wheat's end. Syl van Lein's son, Billy Spans, soaring a big hunk of ice on the right digit. Lucky Ike is in Jim Ellis, Mutual producer. Only 12 more shopping months till Christmas, reminds Arthur Murray. Some of the contestants on a certain giveaway show are chauk and given answers to questions several hours before they go on the air. It's done just to make sure that a certain percentage of contestants come through as big winners--the "hurry-beli" that all the world loves a winner. Bill County Fair Germaine due in town around the 19th with two swell shows--"Further Adventures of My Man Godfrey" and a kiddie adventure series. (We've heard 'em both and they have our blue ribbon stamp for quality entertainment plus.)

- THE MORNING MAIL: "Dear Sid," writes Alan Sands from H'wood. "California is slowly feeling the approach of winter. The temperature yesterday took a sharp drop down to 70 degrees. The newspapers here played up the N.Y. bliz all over the front page, with storming pictures. People around here take their kids, up to the mountains so that they can see what snow looks like! Otherwise things are grand here with me. Am readying a new package. Love 'em or Leave 'em with Jimmie Gleason, Benny Eckler and Elly Alian, so keep your fingers crossed. Happy New Year!"

- AROUND TOWN: Al Wilde, the lad who first exploited the ink spots to stardom, starts handling them again this week. Jack Hurdie in from the coast. Helen Hayes will be guest narrator on Alan Freed's fabulously successful "Casino Microphone" this Thursday. Les Tremayne guesting on the Ford Hour Sunday. The Hurric dishing with comic Carter. The colli's dolls its worn lid to Roger Bowman who got an SOS call from Air Features to pitch hit for Howard Clumey, who got stuck in the lift. Roger got to CBS last in time to grab the announcer's papers on "American Melody Hour" and did the whole show cold--and without a stunt. WHOM Budding over plans for a Mr. and Mrs. record show with Symphony Sid and his recent bride, cover gal. Leisl Heine. The B'way b Bears that the real reason why that big weekly penned Geo. Jessel was because they didn't care for the table they got. War's Over Dep's Hotels arenow enlarging their stables of "spotters" who mingle with guests at the bars, dining rooms and lounges, watching for signs of discourtesy, drinking on duty, etc., as part of hotel employees. Brian Keenan's oak fan away with the band popularity polls conducted by Down Beat and Metronome. King Cole Trio won the small combination vote while Mel Torme capped "best showroom of the year". Asid to Ben Gross: Radio Row still chuckling over that recent interview you had with Art Hanes.

- When "Three Men On A Horse" was playing capacity houses here on B'way, there was a kid around named Hume Cronyn who was some assistant-and-actor of some sort. Sam Levene, who played the lead, took the kid aside one day and told him to quit showbiz and try his hand at something else. In "Trute Force," Hume Cronyn, playing one of the leads, beats (with a rubber nose) one of the lesser players in the cast--Sam Levene.
NAM Prog. Series On ABC Has Radio Audience Tie-in

(Continued from Page 1)

relating to current topics concerning business and industry. Questions will be answered by a panel of representative business spokesmen.

William S. Rainey of NAM's radio department is moderator of the series. Program will originate each Tuesday night from a different city, starting tonight with a program from WCOP, Boston.

On a year-round basis, NAM alternates with the U. S. Chamber of Commerce in filling the weekly quarter-hour of time donated by ABC at 10:30 p.m., EST, every Tuesday. Two labor unions, AFL and CIO, are also given the quarter-hour immediately following the program produced by management.

AFL Will Include Radio In Public Relations Plans

Washington Bureau, RADIO DAILY—A. F. of L. participation in the coming presidential election gets under way here today with the 30 member newly-created Labor's Education and Political League meet to choose a director and assistant director, and to work plans for financing a widespread campaign.

The organization hopes to raise between three and four million dollars, a sizeable portion of which probably will go to radio. It is believed that a national-wide spot campaign, conducted on a regional and local basis, will be the foundation of the radio drive.

Whether or not LEPL will appoint a radio director per se is not known, and probably will not be decided at today's meeting. However, it is known that Morris S. Novik, New York radio consultant, is in close contact with the A. F. of L. executive council, having directed the federation's radio campaign against the Taft-Hartley law, and he probably will serve in a similar advisory capacity for the election drive.

COMING UP

A BED OF ROSES (Johnstone)
ALL DRESSED UP WITH A BROKEN HEART (Marky)
LOVE IS SO TERRIFIC (Mills)
NINA NANA (Carr)
PASSING FANCY (BMI)
TERESA (Dunro)
THERE I GO (BMI)
WHO PUT THE DREAM IN YOUR EYES (Right)
WHO'S GOT ALL THE DOUGH (Alist)

YOU'RE GONNA GET MY LETTER IN THE MORNING (London)

Hit Tunes for January

(On Transcriptions)

A GIRL THAT I REMEMBER
LANG-WORTH—Four Knights
LANG-WORTH—Frankie Masters
CAPITOL—Alfes Ray
NBC-THESAURUS—Neutile Trio

AS SWEET AS YOU
(Novelties)
LANG-WORTH—Airline Trio
LANG-WORTH—Lenny Herman

FOOL THAT I AM
(Lull & Rump)
LANG-WORTH—TEN Suite

FORGIVING YOU
(Carroll-Paul)
LANG-WORTH—Tommy Tucker

HILLS OF COLORADO
(Waltz)
LANG-WORTH—Leslie Herman

LET'S BE SWEETHEARTS AGAIN
(Carroll-Paul)
LANG-WORTH—TEN Suite

MADE FOR EACH OTHER
(Per)
LANG-WORTH—Al Ture

MY RANCHO RIO GRANDE
(Hawaiian-Calendar)
LANG-WORTH—Airline Trio

THERE'LL BE SOME CHANGES MADE
(Capitol)
LANG-WORTH—TEN Suite

WHY DOES IT HAVE TO RAIN ON SUNDAY
(Capitol)
LANG-WORTH—Sweatwood Serenaders

ZU-BI
(Capitol)
LANG-WORTH—Leslie Herman

BROADCAST MUSIC INC.
330 FIFTH AVE., NEW YORK 11, N.Y.
NEW YORK • CHICAGO • BOSTON

CBC Board Meet Jan. 23

Will Scan 28 Applications

Montreal—CBC has issued a list of 29 applications to its board of governors for new private-station licenses, increases in power, transfers of licenses, and other decisions by the board to be dealt with at its meeting here Jan. 23. Included in the list were eight applications for FM station licenses, three for new standard broadcasts, three for power increases, and three for transfers of shares.

The new FM stations seeking board approval were for CFPL, London; Chum, Toronto; CJAD, Montreal; CFIG, Owen Sound, and at Kitchener, Hallevy, Moncton and Sini-

The new standard broadcast stations were sought for Summerisle, P. E. I., Hallevy, Churchill and Edmonton.

Radio Is Given Credit
In Brand Names Survey

(Continued from Page 1)

ted sustaining programs on the station.

The report pointed out also the gain registered by local advertising media during the promotion, with all time sales up 10 per cent, with the local newspaper showing a gain of 36.34 per cent.

House Probe Of AFM
To Begin On Jan. 13

(Continued from Page 1)

panies get under way here one week from today, the House labor commit-

tee said yesterday. Chairman Fred Hartley, New Jersey Republican, re-
vealed that the industry spokesmen will be heard from first but said he could not outline the schedule of witnesses yet.

"These hearings will be legislative in character," he said. "Officials of the AFM and the above-mentioned organizations and others will be given an opportunity to present all the issues involved in this interruption of service so important to the general public."

The scheduling of the hearings by Hartley before the full committee represents a by-passing of the sub-committee set up for the purpose last year under the leadership of Rep. Carroll D. Kearns, (R., Pa.) who has recently been reported to be at odds with Hartley on the Petrillo question.

Hartley is said to resent Kearns' statement before the committee last month that the ban on collection of royalties by labor unions included in the Taft-Hartley Act is at least partially responsible for the AFM's recording ban.

Kearns is still participating in the strategy discussions, however, and committee employees insist he is still a key man in the committee lineup on this question.

Amendments to the anti-trust act have been mentioned by Hartley as a possible means of moving against Petrillo, with amendments to the Taft-Hartley Act also under study.

Hartley said yesterday it is "the object of the committee to determine whether or not additional legislation is necessary."

BROADCAST MUSIC INC.
330 FIFTH AVE., NEW YORK 11, N.Y.
NEW YORK • CHICAGO • BOSTON

www.americanradiohistory.com
Campaign To Increase Radio Receiver Sales

(Continued from Page 1)

Could Be Worse

A strange accident caused by hoity-toity habits in the bathroom. WWLL, Woodside, announced New Year's Eve. On his way home with a bottle of liquor under his arm, he slipped and fell on the key pavers which plagued much of the country over the week-end. Cole's "package of choice" landed into his side, cracking a rib. The bottle—
you guessed it—was undamaged.

NBC Network Renewals Announced By Chi. Div.

(Continued from Page 1)

programs for 32 weeks by the American Music Institute was announced by Paul McCluer, manager of the NBC network sales department. He also announced that the "Sheafer Parade," sponsored by the W. A. Sheafer Pen Co., would be expanded from 26 stations to the entire 161-station NBC network, effective January 4. Program currently originates in Chicago. Falstaff Brewing Corp. bought a new half-hour package show, "Music From the Heart of America," for 32 weeks starting February 5.

Contracts announced for WMAQ by Oliver Morton, NBC central divisional national spot sales department manager, included sale of a half-hour period on Sundays to the Chicago Herald-American for a recorded program of comics by the Comic Weekly Man for 52 weeks; renewal order for a schedule of six station breaks per week for 52 weeks starting January 1 for Colgate-Palmolive-Peet Co. (Super Suds); one-a-week station break schedule for 26 weeks starting January 7 for Beechnut Packing Co.; William W. Warner Co., Inc., one-minute announcement per week for 13 weeks starting January 10; Penick & Ford, Ltd., in Atlanta, for a 13-series of participations on the five-a-week "Food Magician" program, starting January 13, and a renewal order for 26-one-minute announcements to be aired twice weekly for the McIlhenny Co. (tabasco sauce), starting January 1.

Three Radio News Clinics Announced By NAB, Dist. 4

Washington Bureau, RADIO DAILY

Washington—Three radio news clinics for February were announced late last week by Campbell Armpix, WTAR, Norfolk, Va., director of NAB District 4. They are as follows: Feb. 16—Charleston, W. Va., for West Virginia Broadcasters; Feb. 17—Richmond, Va., for Washington, D. C., and Virginia Broadcasters, and Feb. 18—Charlottesville, N. C., for North and South Carolina broadcasters. Arthur Stringer, of NAB, will attend all clinics.

Flood of Old Records Now Being Re-Issued

(Continued from Page 1)

also among the numbers revived in recent months.

No Effect Thus Far

First few days of the Petrillo recording ban had little or no effect on the industry. The recording studios were busy making masters of new tunes until midnight Wed-
nesday, and since then have been devoting time toward effecting promotion and sales strategy on the new and old tunes.

No Plan Yet Offered BBC In Music Hall Union Row

London—BBC has not yet been formally approached by either the British Musicians Union or the Thea-

er managers association in the dispute, which has resulted in a ban on BBC relays from theaters and music halls, it was learned Friday. Disputes arise from a demand by the musicians for higher scale for musical shows put on the air. In such cases, musicians are paid by Wester management from fees paid by BBC.

USE

WNJR...and you hold NORTH JERSEY in the palm of your hand

Ottis P. Williams
General Manager
91-93 Halsey St.
Newark 2, N. J.
TELE EXHIBIT AT CHICAGO FURNITURE SHOW

Top Manufacturers Plan To Display 1948 Lines

Chicago—National Home Furniture Show opening here today will be the occasion for one of the most extensive radio and television exhibits by major manufacturers, with at least a half-dozen leading firms exhibiting their products in the low-shadow area of the American Furniture Mart Building. The two-day meeting will also serve as a curtain-raiser for new video model areas, in addition to a few others previously announced but not yet in production.

RCA, GE, Westinghouse, Admiral and Philco are among top manufacturers to exhibit their products, in their present line of low-shadow areas, in the Furniture and Merchandise Mart, or in specially set up booths. RCA will show its complete tele line of 8 modulators, in a line of cabinets, ranging in price from $395 to $1105.

Exhibitors Listed

Among the sets to be previewed here is the new Westinghouse console which offers a 32-square-inch screen to retail at $495, and will be shown in the New York market the middle of this month. Set features an “automatic focused” said to hold images steady and control “perfectly synchronized.” Admiral Corporation and Garod will also show new models, with new-price line of 18-inch table set retailing at $109.50. Garod will exhibit a 12-inch tube console complete with AM and FM for $955, plus installation, a set which will be available for delivery in major markets the end of this month.

General Electric will show several models at its permanent show room in the Furniture Mart, among them its new TV table model, a set having a 10-inch direct view tube to sell for $455. Delivery is expected to begin some time late this month.

RCA Television will display only its new ‘48 line of radio receivers, it was said, holding its latest television model for debut at a dealer meeting next week in New York.

Tele “Test”

Decision as to whether a landlord may remove a tenant’s television antennas from a rooftop (for one reason or another) is expected tomorrow in Uptown Magistrate’s Court. Either way the results will be interesting. Irwin Shaw, who was the issue involved in removing the antenna following a denied rent increase.

Press-Time Paragraphs

To Teleview Congress Opening

Washington—Opening of the 81st Congress will be televised over the NBC television network today, starting at 12 o’clock noon. Ceremonies attendant to the opening of the House of Representatives will be picked up by WNBW, NBC video news here.

WHAL-AM, Albany, Gets Video License

Baltimore—First permit for a television station in the state of Georgia was granted to WHAL here last week, and plans were made for program operations to start “within six or eight months.” Overall cost of the project is estimated at $500,000, which will include late night student and studio equipment.

WHAL-TV, Bay Area affiliate here, increased its operating schedule to seven days a week, with total operating time approximating 28 to 30 hours, according to K. H. Berkley, general manager. Station also announced plans to cover the Republican Lincoln Day Dinner tonight at the Hotel Statler here on Feb. 8, and the Democrat’s Jefferson-Jackson Day Dinner at the Mayflower on Feb. 19.

Nothing Snow... New York audience was assured of continuous program service come snow or slant during a WCBS-TV news program last Sunday. Station cameraman photographed severe ice conditions in the form of a royal station and developed them for airing on a week-end news show. Antenna, though laden with the stuff, went back Friday’s storm, operated perfectly.

U.S. Rubber To Accent Canadian Theatrical Films, Spec. Events Selling Plans For Tele

Emphasis on film fare and special events programming in U.S. Rubber Company’s plans for tele in ’48 is reflected in the setting of a new series on WNET this Friday (6 p.m.) titled “U. S. Royal Sports Time,” all film sports series which replaces “Camel Hoopea.” Latter series, which starred coach grid Lou Little, last appeared for U.S. Rubber on Dec. 12. Series to be no longer influenced by U.S. Rubber’s budget setup and a desire to spread tele expenditures over a wider area than heretofore possible. “Hoopea” was scaled at approximately $1500, whereas the sports films show will cost about $300 per, including fees for Bob Stanton and Bill Slater. Entire film is “closed” with narration, etc., on the film itself. Series is still considered to be an experiment, however, with U.S. Rubber’s main object being to retain the time segment on WNET.

New series, which will contrast itself with all phases of American collegiate and professional sport, was made by Universal in conjunction with the AAA and the U.S. Olympic Association.

Four Apply For TV To FCC

Washington—Commercial television applications continued to pour into the FCC yesterday including two individual applications requested for Boston.

Applicants included are: Malloyson Radio Co., Boston; Channel 13; K. E. Anthony and Sons, Boston; Channel 9; George F. Johnson, Arvada, Colo.; Channel 4; and WJW Inc., Cleveland, Ohio, Channel 11.

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Resolved!

that I will be ever-vigilant in the guardianship of my priceless heritage

.... the American Way of Life

WJR

50,000 WATTS

THE GOODWILL STATION FISHER BLDG. DETROIT

G. A. RICHARDS
Pres.

Represented by

HARRY WISMER
Ass't. to the Pres.
Laud Repairmen-Probe

BMB Yearly Revenue
$459,000; Roster 575

BMB subscribers at the turn of the year totaled 575. It was officially announced yesterday, representing an annual revenue for BMB 5459,000. Subscribers include the four major networks, three regional nets, 261 AM and seven FM stations.

BMB disclosed some time ago that it was shooting for a gross income of half a million dollars annually but it claims that the present $459,000 is sufficient for its operation. However, (Continued on Page 8)

Would subpoena Hearst in WBAL Dispute At FCC

Washington, D.C., Radio Daily—Opposing counsel yesterday clashed sharply over a demand that William Randolph Hearst, publisher, be called to testify before the FCC in the dispute over the facilities of WBAL, Baltimore. William Dempsey, counsel for the Baltimore station, said that Hearst had no "control" over WBAL policy. He told Commissioner Robert Hyde that the publisher was too ill to come to Washington. Leonard Marks, counsel for Public (Continued on Page 3)

Wasser Completing Plans for Riggs-Betty Lu Series

Pete Wasser, formerly general manager of KQV, Pittsburgh, is in New York arranging for pressings and release of his Tommy Riggs and Betty Lu five-week-transcribed series through the WBC Recording Division. To date a dozen programs have been cut with the month of December (Continued on Page 2)

Invitation

Washington—The AFM president, James C. Petillo, has been invited to appear here next Tuesday morning as the House Labor Committee begins its hearings on his various bans. At the same time, the committee says it plans to begin with industry testimony—Petillo to be heard later. No subpoena has been issued, and there was no word yesterday from Petillo.

New Post To Carmine As Philco Executive

James H. Carmine, vice-president in charge of merchandising with the Philco Corporation, was named vice-president in charge of distribution and in this newly created post he will be responsible for all Philco sales, merchandising and advertising activities. John Ballantine, president, announced yesterday.

It was further announced that Thomas A. Kennally, who has been vice-president in charge of sales, has been appointed vice-president (Continued on Page 3)

Nelson Case Wins AFRA New York Local Election

Announcer Nelson Case has officially been voted president of AFRA's New York local along with seven other officers who were all originally nominated for board elections by the Independents' group. After 23 candidates were elected to the local board in November, eight of these were nominated again by the membership to run for the same number of officers.

“Anniversary Song” Tops In 1947 Peatman Survey

“Anniversary Song,” an oldie which received a movie promotion campaign last season as the featured number of “The Al Jolson Story,” ranked first in the annual Peatman survey of song hits with the largest radio audiences during 1947.

The survey which lists 30 top tunes as the song hits of the past year, the “Anniversary Song” first with a total of 32,008 points. The number appeared in the A.C.I survey for 30 weeks.

Second honors went to “It's a Good Day” with “I'll Close My Eyes” listed as third. “For Sentimental Reasons” offered with “Linda,” “How Are Things in Gloen Morra?” and “Managua, Nicaragua” ranking in the order named.

Many popular song revivals of the (Continued on Page 3)

RMA Spokesmen Admit “Abuses” Exist
In Praising RADIO DAILY Study;
Meet Friday To Plan Remedy

Washington, D.C., Radio Daily—Abuse “abuses” exist throughout the nation in varying degrees, RMA spokesmen admitted yesterday in commenting disclosures made by Radio Daily. Reports of abuses from all over the country indicate that many practices uncovered by this paper are widespread. No decisions have been made (Continued on Page 3)

Two CBS Programs Renewed For Full Web

Washington—Renewal of two more network programs—Crime Photographer and Adventures of Ozie and Harriet—was announced yesterday by William C. Gittinger, CBS vice-president in charge of sales.

Anchor Bubble Glass Corporation, which has sponsored on CBS since January, 1944, presented “Crime Photographer” every Thursday at 9:30 (Continued on Page 2)

CIBC Power Increase Becomes Effective July 1

Montreal—“Station CIBC will increase its power to 50 kilowatts on a frequency of 880 kilocycles July 1. On the same date, CFRB will move to 1010 kcs,” A. D. Dunton, chairman of the CIBC, announced.

Youthful Veteran

Thomas Velotta, ABC news and special events chief and a newly elected vice-president, yesterday observed his 20th anniversary in radio. Velotta, age 35, started on NBC in 1932 as a page boy with NBC at 15 and saw continuous service with NBC until the Blue Network joined ABC. In the last 28 years, Velotta has worked in all web departments, some not more than two weeks.

Television Stations May Double In Number By Spring [TURN TO PAGE 7]
RADIO DAILY

COMING AND GOING

FLETCHER WILEY, general manager of the Hearst Broadcasting group, and division of CBS, has arrived from the West Coast for three weeks of personal appearance with network officials in New York. At the same time, KEVIN SWEENEY, the Western Division manager, is back from a three-day business trip to Minneapolis.

MARTIN B. CAMPBELL, manager of WFAA, American network outlet in Dallas, Tex., is scheduled to have a meeting with executives of the web here in New York.

HARRY WISMER, director of sports for the American network, back from New Orleans, where he broadcast the Sugar Bowl game on the web. He's staying in town for the "Catch of the Year Dinner" which the World-Telegram will host, which will be held on Friday at the Hotel Crozier.

GORDON GRAY, assistant general manager and director of sales at WIP, Philadelphia, is spending today in New York on station business. Tomorrow and Friday, he'll be in Washington, D. C., attending to sales managers meeting.

N.Y. Teletype Circuit Will Aid Radio Cover

(Continued from Page 1)

The municipal station and headquarters will be two ways, with stations' teletypes able to receive.

Conferences to provide faster news service for broadcasters, teletypes would be invaluable in cases of emergency, such as recent storms when phone wires were jammed. Some stations received emergency pronouncements from more than one official source, while others were unable to get through to the police of City Hall.

For the teletype service would be paid by stations taking it. Maximum monthly bill is estimated at $20.00 in honor of Fritz Crizer.

Station managers and news chiefs seem in favor of the plan. Probable acceptance has been indicated by three web affiliates and several independents.

Two Columbia Programs Renewed For Full Web

(Continued from Page 1)

10 p.m., EST. The agency is Wm. H. Weintraub Co., Inc.

"Adventures of Orson Welles," sponsored by International Silver Company, is heard Fridays, 8:30-10:00 p.m., EST. International Silver Company has been a CBS sponsor since April, 1932. Agency is Young & Rubicam, Inc.

Wasser Completing Plans For Riggs-Betty Lu Series

(Continued from Page 1)

devoted toward building a backlog of music before the Petrillo ban went into effect. Present schedule calls for cutting six shows a week with series to be released on Feb. 1.

WCKY Signs With BMB

WCKY, 50,000-watt independent at Cincinnati, which signed with the Ohio Division of Broadcast Measurement Bureau for the 1948 audience measurement survey. In signing, L. B. Wilson said BMB's move to sign stations for the accepted audience measurement service of the broadcasting industry.

EDGAR KORAK, president of Mutual, and PHIL GATTI, president of Mutual, have been in New York in work in charge of programs, leaving on two national trips, the one to California and the Carolinas, the latter to the West Coast territories, respectively.

HORMAN E. BROWN, manager of WSVN, St. Petersburg, Fla., was welcomed yesterday at the New York offices of ABC, with whom the station is affiliated.

JOHN PFEIFFER, science director at CBS, has returned from Chicago, where he attended the convention of the American Asso. for the Advancement of Science.

HAROLD ROGERS, supervisor of WFAA, American network affiliate in St. Louis, Mo., will lecture this week at the Rockefeller Center offices of the web.

DICK "Boston Dickie" KOLLAR off to Chicago, where he will be a speaker at the annual dinner of one of his fan clubs.

Nelson Case Wins AFRA

New York Local Election

(Continued from Page 1)

fees. Case polled 301 votes for president while Clayton Colyer, a write-in, got 158 votes. Colyer was the only write-in, getting more than a smattering of write-ins votes.

Seven other officers were elected by the ball roll as follows: Karl Swenson, 1st vice-president; Eugene Leowenthal, 2nd v.p.; Joe O'Brien, 3rd v.p.; Virginia Payne, 4th v.p.; John Neher, 5th v.p.; Ben Grauer, treasurer; Anne Seymour, recording secretary.

Movie Co. Buys Spots For Regional Showings

(Continued from Page 1)

WNAC, WEII and WBSM and will run from Jan. 12-15. "Gentleman's Agreement," presented by the RKO Memorial Theater in Boston on Jan. 14. Within recent months 20th Century-Fox seems to have been high on the list of movie companies buying radio time. Boston is the city third in city in which the unique saturation campaign has been set and the same deal will be lined up in Cincinnati next week. San Francisco may also come in for the same type of campaign on "Gentleman's Agreement."

Louis P. Horning

Elizabeth, N. J.—Louis P. Horning, 45, radio engineer credited with inventing the radio-phonograph combination about 1920, died of a heart attack at his home Dec. 30. He was a member of the Institute of Electrical and Electronic Engineers. After developing the radio-phonograph, Horning sold patents rights to RCA-Victor. He is survived by his wife, his mother, a brother and two sisters.

Influenza Victim

Hollywood—Charles Herbert, producer-director of "Out West Again," died this week in Hollywood, after a lingering illness. He was taken to St. Joseph's Hospital in Burbank. His condition Monday was reported as fair.

Dumb Pigeon

Honest... this is a true story according to Wide World Photos. Here's what they say:

"Mama Pigeon guards her unhatched puppy to the home and her spouse built over a fanlight of a building here. The nest is made of old razor blades, wire and other materials. The birds got from a dump in the rear of the adjoining building."

No soft string? No downy nest for the grass?

These two pigeons are the like the time buyer who's too prone to take what is close. Who buys time know there are kilocycle-happy fellows like that. If it's in the backyard, why fly farther?

If you're feathering your client's nest with old and broken-down razor blades, just because it's easy... may we tell you something?

Just a little farther out beyond the familiar call letters is a bunch of soft-as-duck feather bedding. It's the independent in Baltimore, W-J-T-H.

W-J-T-H delivers more listeners-per-dollar-spent than any other station in town.

W-J-T-H

AM and FM

Baltimore 3, Maryland

Tom Tinsley, President

Represented Nationally by Headley-Red

W-W-W-
RMA Members Admit Abuses By Repairmen

(Continued from Page 1) The attack breakdown has been attempted, but reports definitely indicate that many unfair practices are found in outlet radio centers throughout the country.

This disclosure came as RMA's president, Max F. Balcom, will soon be a subject in a Philadelphia address on Sunday. Balcom will give the opening address at a three-day meeting of the "Town Meeting" of radio technicians.

In halting the Radio Daily's investigations and disclosures, a high RMA official said, "The radio manufacturing industry is very pleased with the investigations conducted by RaRo Daily. The entire industry is hurt by the unfair practices of a comparatively few technicians and repairmen. Facts and figures published by RaRo Daily will be put to good use in an attempt to clear the true situation." To Complain to the Board

The RMA service committee, under the chairmanship of W. J. Johnston of Pennsylvania, is preparing to industry plan at eliminating the abuses in the repair field. A plan is expected to be adopted for submission to the RMA board. As a result, the plan will be an answer to proposed legislation to license radio technicians in New York, which was agreed to at the meeting on the legislation to give RMA more time to cope with the alternate plan of attack.

According to RMA, since RaRo Daily's first disclosures, there have been changes for the better in radio repair service in many sections of the country. City officials and the public have been put on the alert. "This is a healthy sign," the RMA said, and added, "Although much remains to be done, there already is evidence that the problem before the public has reached excellent results."


comptroller-accountant now available

Knows advertising agency systems and procedures, including media, and market budgets, estimates, contracts, short rates, taxes, etc. Also has experience in auditing, ability, loyalty, and character. Before 4-year military service as officer, was with C.P. A. firm. Age 39. New earning $6000. Married. N. Y. area preferred, but will go anywhere for right opportunity. Address advertising agency or radio station. Write RADIO DAILY, 1501 Broadway, N. Y. C. or Box 101, or phone Rhine-lander 4-2472.

Lost a Horse

WFAS, White Plains, Friday claimed the distinction of being the first to air a missing horse. The animal, a chestnut stallion named Fiddlin' Joe, was reported missing in the New Year's storm by a Dobbs Ferry family. Station's announcements alerted Westchester Bay Scouts, who began a county-wide search for Joe.

Seek License Adjustment on Aussie Radio Sets

(Continued from Page 1) Federal House at Canberra for abolition of "second" licenses. At present, Australian listeners pay the doorglen of 150 dollars for each additional set. There are now 1,700,000 license holders.

The trade wants the first license to cover all sets in any one home. Despite the lag in replacements caused by the local war, the shortage is close to saturation. The trade sees its only hope of worth-while expansion in the "set in the home" campaign. Selling points will be that possession of more than one set means the housewife can listen to comfort in the kitchen while occupied in daily chores; that teenagers can enjoy Bing and swing in their own rooms while parents relax with Chopin and Stravinsky.

Nothing has been published here yet, but if secret moves fail, Radio and Telephone Manufacturers' Association president R. T. W. Kellman plans to press and talk to radio campaign to urge the Government to consent to the proposed reform.

Washing Machines Top Giveaway Preferences

Hollywood—KJL-Mutual Don Lee station set its "Heart Desire" show statisticians to work analyzing the hundreds of thousands of listeners' requests and they've come through with the report that, in 1947, America's No. 1 'desire' was the washing machine.

The report shows, however, that New England and the mid-Atlantic states were against the national trend—and prized clothes washers only second. First in New England were refrigerators; in the mid-Atlantic region, bicycles topped the list. On the basis of 1,000 letters, the leading requests for the whole country stacked up as follows: 123 washing machines, 102 refrigerators, 101 bicycles, 62 stoves, 90 watches, and 44 radios. The hundreds of other items requested ran the gamut from automobiles to false teeth to bubble gum. Utilitarian item, however, which has fallen in favor. Eight on the list last year numbered 22; this year's end dropped nearly to the bottom.

Would Subpoena Hearst in WBAL Dispute at FCC

(Continued from Page 1) Service Radio Corp., contended, however, that Hearst was still in active control of his many properties and as beneficial owner of WBAL should be subpoenaed to testify in the case. Marks said that testimony thus far had not developed any executive who could discuss programming policies or the issue in the lengthy hearing. He stressed that Hearst's appearance was "vital" to the proceeding now in progress.

Hyde said he would take the question of Hearst's appearance under advisement and would study the voting trust arrangement before arriving at a decision.

Hyde also said that Charles B. McCabe, president of Hearst Radio, should appear when the hearing is resumed on Jan. 20.

Means Takes New Post

Addition of Thomas L. Means to CBS and Columbia-owned Promotion Service effective today was announced last week. Means will assist in creative and administrative work. Means' previous assignments, 1939-47, include: Promotion publicist, CBS' Charleston, S. C., affiliate; WCSC; copywriter, CBS C-O Promotion Service; advertising and promotion manager for WOL, Washington, D. C., and more recently, General Manager, WPAK, Charleston, S. C.

New Post To Carmine As Philco Executive

(Continued from Page 1) and assistant to the president of Philco Corp., to assist in the over-all direction of the company's activities.

Carmine, who is widely known in radio for his active interest in the Philco network shows, has been connected with the corporation in positions of increasing responsibility since 1925, when he became district representative in Pittsburgh. He later was manager of the Syracuse office handling Philco distribution in New York state. After acting as manager of the company's East-Central division with headquarters in Buffalo and later in Cleveland, he went to Chicago as sales manager of the Middle West in 1932. In 1939 he was transferred to the home office of Philco in Philadelphia to become assistant general sales manager and in 1941 he was made general sales manager. For the past five years, Mr. Carmine has been vice-president in charge of merchandising and a director of the corporation.

Flynn Joins WINS

John M. Flynn, recently discharged from the Army, has joined the staff of WINS as account executive. Prior to his entry into service he was with the Blue Network and before that with Blackett-Sample-Humtrarttte.

5,433,574 Pairs of Ears within reach of Philadelphia's Pioneer Voice.
THE OUTSIDE AUDIENCE WANTS TO BUY ON THE PACIFIC COAST, TOO!

The outside Pacific Coast market is the area outside the metropolitan trading areas of the cities regularly surveyed by C. E. Hooper: Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle, and Spokane. It contains over 43½ million people, who have a yearly buying income of over 5½ billion dollars. A C. E. Hooper 276,019 coincidental telephone-call survey proves only Don Lee completely covers this outside market. (Thousands of high mountains...)

THOMAS S. LEE, Pres. • LEWIS ALLEN WEISS, Vice-President, Gen. Mgr. • SYDNEY GAYNOR, Gen. Sales Mgr.
lake long-range broadcasting on the Pacific Coast unreliable or impossible, but
Jon Lee has a local station in every one of the 44 important Pacific Coast mar-
kets...two and three times as many stations as any of the other networks.

Don Lee delivers the inside market plus the exclusive Don Lee outside market at a lower cost per thousand radio families. Get the better buy in Pacific best radio... Don Lee.

Notes From An Aisle Seat . . . .!

- - - The Henry Morgan-Rayve Shampoo deal is all wrapped up with our bank ready to go Thursdays at 7:30 p.m. Jan. 29 on ABC. . . . Standard Oil bought a half hour night-time show with Jinx and Tex McCoy. . . . Mannie Dannett, formerly WGR's gen'l counsel who quit the bit some time ago to go with Publix Shirt Co. as veepoo and gen'l mgr., is now Corporate Counsel for Industrial Relations at Macy's. (Which means that he'll be in charge of WOR's labor negotiations, among other things.) . . . Bernie Schubert has opened up offices on the West Coast under the tag of Radio Artists Corp. In line with their expansion, Joe Graham, former head of Myron Selnick radio operations, will be coming East in an exec capacity. Bernie himself will divide his time between here and H'wood. . . .

Best crack about the weather was Parker Fennally's comment on Allen's Alley. It was so cold, he said, that his brother, who was a 32nd degree Mason, dropped 10 degrees. . . . Ironic Don't Jane Froman still as shortcuts from the Lisbon plane crash, on her opening show for Coca-Cola song "I'll Dance At Your Wedding." . . . Jackie Robinson spending the winter as a waiting relief on the Coast. . . . Oscar Hammerstein, who recently returned from abroad, made that trip to Scandinavia for the express purpose of pleasing Peter, his 65th masseur, who wanted to visit his friends and family just once more. . . . Gen'Mots talking over deal with Kate Smith for nite-time variety show.

- - - There are any number of husband-and-wife teams in radio—but so far as we know, the only writer-director combo in the biz is Gail and Harry Ingram. Mrs. Ingram (the former Gail Austrian) has scripted such shows as "Mystery Theater," "Brownstone Theater," "Highways in Melody" and "Hit Parade." Ingram has directed and supervised "Kate Smith Sings," "Bright Lights of N. Y." "Two On A Clue" and "Radio Readers Digest." Now for the first time they're working together on NBC's "Big Story" (Which has come up with a 122 Hooper opposite Der Bingle).

- - - AROUND TOWN: Harry Conover saw a play the other night that was so bad he asked the lady in front of him to put her hat back on. . . . Du Mont television to do nite club show from studios. Each week a different head writer from nite club will hold forth. Meanwhile, in the most extensive television talent hunt to date, James Cagney, head of studio operations there, is setting up a dept to interview and audition any and all applicants. . . . Sarah Vaughan, currently at the Cyns, will receive the Downbeat award as "No. 1 Femke Singer of 1947" at the Jack Smith dinner Jan. 28th. . . . Just heard that the other day Charlotte Mason, who has been a gun moll and gal tough on a zillion air shows, actually had to stay an overzealous wolf on one of N. Y.'s side streets. . . . When a disliked radio producer proclaimed he had left his mark in radio, Happy Felton cracked: A little soap and water will clean it up in no time. . . . Horace Heidt broke all existing records at the Orpheum theater in Omaha, Neb. over New Year's week-end when he bit a total gross of $33,000 for the engagement. . . . Eddie Lee doing a great job exploiting Ed Wolf's quintet, "Break the Bank."

- - - Newly formed Nat's Assn. of Disc Jockeys reading their "Big Show of 1948" skeduled for the 25th at the Metropolitan Opera House. Proceeds of the show will go toward the Damon Runyon Cancer Fund and the March of Dimes and will also set up a natl Scholarship Fund to aid undiscovered talent under the auspices of the Assn. The big show will run—almost 5 hours, with 10 name bands supplying the music. Top names of show biz, including Bing Crosby, Perry Como, Frank Sinatra, Martha Raye, Maurice Chevalier, etc., have promised to be on hand.
TELEVISION STATIONS MAY DOUBLE BY SPRING

TELEVISION DAILY

By JIM OWENS
Associate Editor

NBC is expanding its station
relations personnel preparatory to
the addition of several video affiliates, as
outlined in its full-page ad this week in local
dailies. Charles Bevis is heading up the
department.... "Outdoor Life Time," an
ET fishing-boat show the air (now
pulling a 9.0 Hooper in Toledo, O.) being
adapted for television by scripter Charlie
Cromer. A "name" brewing company may
buy the show for its video debut.... In
all likelihood, interest set owners in
Springs Point, Md., are now able to pick up
two sets from New York—a distance of 365
miles. Where became of that line-of-sight
business?

DICK GOGGIN is heading back to the
States on the Mauretania following a
six-month's European junket. Before leaving London, he writes: "Have been
impressed with the strains the French
are making technically in TV. They say, "but
particularly with the immense and efficient
organization that NBC has developed and
which enables it to give its viewers the
best over-the-air television service in the
world." Well, okay Richard—but wait'll
you see what Uncle Sam's accomplished
since you went away.

NYU School of Retailing has just about
completed a 50-page report on the Al-
lified Stores Television Council of some
1,500 stores, which are expected to lift plenty of eye-
brows—particularly department stores not
yet about video. Sales of some items in
many stores "boomed" by the Caravan
during its four tours so high as 300 per
cent—700 percent directly to tape.
Mary Kay will play the ingenue in "Strange
Bodflies" opening at the Morocco on Jan.
14th. So in order to make the show on
Tuesday nights WABE has conveniently
moved her TV stanzas "Mary Kay and John-
y" from 9 p.m., to 7:45. And they'll have a
cab waiting for her at the Wanamaker
studios.... Vaughn Taylor, who plays a
role lead in Kraft's "The Truth About the
Bleys" tonight probably the most active
end of this month will be shown over
WCBS-TV via a series of 15-minute
films in some instances two days after
the actual competition. Each day's
events will be filmed and shown via
shuttle and trans-Atlantic plane
service to the U.S.

Johnipay, prominent sports pho-
tographer will do the actual shooting
for CBS tele, in a deal arranged by
Robert Bendick, WCBS-TV's director
of special events.

Press-Time Paragraphs

Pres. Truman On All TV Stations
Washington—President Truman will face the television cameras
today as he delivers his annual "State of the Union" message to
Congress (1:55 p.m.). ELMO President's talk will be televised via
a pool pickup by NBC, CBS and Du Mont.

To Televise Fashion Show
Fashion show at the annual convention of the National
Association of House Dress Manufacturers at the Waldorf-Astoria will be televised
tonight via a full-hour remote pickup by WABD (10 p.m.)

Behind The Scenes
Philadelphia—WPTZ will make a direct pickup from one of its
plants here tomorrow night to give viewers here television scenes
are mass produced, including assembly, etc. Program, titled "Eye Widow,
will be aired at 8 p.m., and seen in New York over WNB/1

Vernon Brooks Heads WGN's Tele Operation
Chicago—Vernon R. Brooks, assist-
ant to the director of WGN engineer-
operations, has been appointed di-
ger of operations of WGN, sta-
tion's video output, it was announced
by Mr. Frank Schreiber, mana-
ager.

WGN is expected to go on the air
in a matter of weeks," it was said,
"since most of the $600,000 worth
of equipment ordered last summer has
been delivered and construction has
progressed rapidly.

Brooks joined WGN in 1935, served
as traffic manager until '42, when he
entered service. He returned in '48 as
engineering co-ordinator, and has
laterly added in video planning for the
station.


Dealers and distributors of television
receivers throughout the nation are
unanimous in the expectation of a
"major boom" in the sale of video
sets, according to Hamilton Hoge,
president of United States Television
Manufacturing Corp. Hoge has just
completed an extended tour of the
major cities now having video ser-
vice or expecting to have it shortly.

Heavy Schedule

Rockefeller, N. Y.—One third of
Streamline-Carlson Company's en-
tire radio production for the com-
ing 12 months will be devoted to
television receivers, according to
Dr. R. H. Hanson, president. Output of video sets during '48,
therefore, will amount to approxi-
ately 10 times the volume of tele-
video sets turned out last year.

Expect 21 Outlets For TV Debut By Spring

Expansion of television in its first
"boom year" gets off to a strong and
impressive start during this, the
initial month of 1948, with six new sta-
tions expected to begin operations be-
fore end of January to add to the 16
now in commercial operation. In-
dictions are that the current figure
will be easily doubled before the ar-
ival of the summer months.

According to present plans of sta-
ion owners, all 12 new stations will
take the air by the spring months,
thus spreading the number of com-
mercial outlets throughout the U. S.
10 to 20. And although construction
bottlenecks along the way may hamper
several of these, indications are that
by next summer 24 cities will have
regular video service.

Stations expected to begin opera-

tion at the end of this month in-
clude: WGN, Chicago; WCAC-TV,
Philadelphia; WBAL-TV, Baltimore;
KTTV, Los Angeles, and WTTV, Rich-
mond, Va. Among the recent new-
comers to take the air waves in
major cities were WWJ-TV, Detroit,
and WNEW, New York.

Sixteen Debut Near

Scheduled for appearance by the
spring months are KFY, Los An-
geles; WBB, Boston; WNNY, New
Haven; WBEN, Buffalo; WLWT, Cin-
ccinnati; (now operating experi-
mental) WNYC, Chicago; WHAS-TV,
Louisville; WTVG, Detroit; WATV,
Newark (N. J.); ROB, Albuquerque;
N. M.; WPIX, New York; (Daily
News), WLWC, Columbus; WLWI,
Dayton, WSTB, Toledo; WJAR, Prov-
ience and KCNP, Fort Worth, Texas.

Hubbell Firm To Aid WGAN, WJR Tele Plans

Richard W. Hubbell and Associates
have been engaged for preliminary
consultation planning by WGAN,
Cleveland, and WJR, Detroit, affiliates
of the Columbia network.

Telev and "Time"

Cleveland—On the air a little over
seven weeks WJWEWS, the Scripps-Howard outlet here, made
use of the holiday spirit to insert
the story into a remote pickup last
Thursday. On New Year's Eve
WJWEW'S special events chief Paul
Hodges arranged for Father Time,
to burst into a remote pickup at a pro-
iminent hotel, interviewing and kid-

www.americanradiohistory.com
**BMB Yearly Revenue $459,000; Roster 575**

(Continued from Page 1) the organization still hopes and ex-
pects other stations to sign contract, thus increasing the volume of
BMB and reducing costs to members.

Subscribers not previously an-
nominees, KWHN, Fort Smith
Ark.; KJEM, Eureka Springs, Ar.;
Waterbury, Conn.; WLBF, Leesburg
Fla.; WLOF, Orlando, Fla.; WMQG
Brunswick, Ga.; WGAA, Cedar
Gn.; WSUA, Bloomington Ind.;
WIXIC, Hazard, Ky.; WDSU, New
Orleans, La.

KENT, Shreveport, La.; KWKV
Shreveport, La.; WGAN, Portland
Me.; WOB, Gardner, Mass.; WRL;
Waldorf, Md.; WEVE, Wauseon;
Minn.; WJDX, Jackson, Miss.;
KTTN, Springfield, Mo.; WQME,
Endicott, N. Y.; WJR, Utica, N. Y.;
WCKY, Cincinnati, Ohio; KDATA, Ada,
Okla.; KTMC, McAlester, Okla.;
KSBK, Muskogee, Okla.; KGFF,
Sharon, Pa.; KJUN, Joplin, Mo.;
WME, Ore.; WISR, Butler, Pa.; WILK,
Wilkes-Barre, Pa.; WMPS, Memphis,
Tenn.; WKNX, Nashville, Tenn.;
WSIX, Corpus Christi, Tex.; KPEO,
El Paso, Tex.; KMAE, Knoxville,
Tex.; WOAI, San Antonio, Tex.;
KXFT, San Antonio, Tex.; WRO,
Roanoke, Va.; WRJN, Racine, Wis.;
KDFN, Casper, Wyo.

New "Dr. I. Q." Introduced At NBC Waldorf Luncheon

"Dr. I. Q.'s" assistant didn't have
a lady in the balcony yesterday
but sides of the mental marvel did
give out shining silver dollars and
Marx candy bars during a luncheon at
the Waldorf-Astoria. The station
opened the first production of a
capsule version of the NBC pro-
cram for the benefit and financial
welfare of trade press and newspaper
men.

NBC sponsored the skidoo to intro-
duce the new "Dr. I. Q." Stanley
Vannet, NBC's new executive from
Grant Advertising agency,
Ralph Ellis, was there, along with
some 1,000 guests. Included in the
crowd were keeping an eye on the
sales and advertising for Mars,
Inc. Gies made a speech, a quickie,
saying his job was to sell Mars candy
bars. All in all, it wasn't a bad lun-
cheon. One fellow walked away with
eight silver dollars and a box of
Marx candy bars—the one who wrote
this squib.

**New ET Series**

A series of six 15-minute musical
programs have been recorded for
the Loyal Order of Moose through
the L. W. Ramsey Company by the
NBC Chicago Radio Recordings Divi-
section. The programs feature vocalist,
choir, and organ.

Rosemary DeCamp Returns

Rosemary DeCamp returns as a
regular cast member of the "Dr.
Cowl" series on General Electric
Wednesday at 8:30 p.m. EST. She
was away from the show six weeks
while becoming the mother of a girl.
SENATE GROUP APPROVES ‘VOICE OF AMERICA’

Predicts FM Stations Will Total 1,000 in ’48

FMA Official Sees Rapid Expansion This Year

Syracuse—Predicting there will be 1,000 commercial FM stations on the air by the end of 1948, J. N. “Bill” Bailey, executive director of the FM Association, addressed the members of the Syracuse University Radio Workshop yesterday on “FM—Its Problems and Future.” In forecasting 1,000 stations
(Continued on Page 2)

Political Leaders Plan Radio Budgets

Washington Bureau, RADIO DAILY

Washington—Greatest use of commercial radio in the history of a Presidential election is forecast for this year with some of the budget be allocated to television. Radio DAILY learned yesterday from both Republican and Democratic leaders. In addition the AFL and CIO are planning radio campaigns in behalf of candidacy.
(Continued on Page 2)

New WNBC Disc Show Will Debut On Saturday

Another disc show bows in over WNBC Saturday, featuring Dick Dudley as a “Record Handyman.” Program, which will feature name guests each week, is sponsored by Wm. H. Wise & Co., publishers. Thirteen-week contract was placed through Huber Hoge agency. Show will be heard 8:30-5:45 p.m.

Federal Labor Group Heirs NAB

Washington—Officials of the National Association of Broadcasters yesterday called for a “realistic” revision of the Fair Labor Standards Act in testimony submitted to the Wage-Hour Division. Among other things, the representatives of the association asked that radio announcers and radio news editors be classified as “professionals” in the new regulations. The American Federation of Radio Artists will present their suggestions today.

17 NBC Web Programs Renewed By Sponsors

Renewal of 17 commercially sponsored network programs on NBC was announced yesterday by Harry C. Kopf, administrative vice-president of the network. The programs renewed are:

- "VALZ TIME" (Fridays, 9:00 p.m., EST), sponsored by Steiner Drug, Inc., New York, Danvers-Fitzgerald-Sample, Inc.
- "MANHATTAN MERRY-GO-ROUND" (Sundays, 9:00 p.m., EST), sponsored by

WBAL Hearing Moved: Now Slated For Jan. 26

Washington Bureau, RADIO DAILY

Washington—Resumption of the WBAL hearing has been moved up to Jan. 26. The hearing previously was scheduled to resume on Jan. 20. Before the new date, it is expected that Commissioner Rosel Hyde will rule on whether the publisher, William Randolph Hearst, will be subpoenaed to appear at the hearing. He now is in California.

Web May Battle New Petrillo Edict

It's pretty definite that the four major networks are not going to quietly step in line with James P. Petrillo's latest edict barring transcribed repeats, those with music, after Jan. 31. Of course the issue has been tossed into hands of negotiators, and unless a new agreement is reached, the webs and Petrillo won't have any contract at all after this month. Even so, there is little doubt that when Petrillo and the webs resume their talks next month.
(Continued on Page 2)

UN Officials Cooperating With New School Course

A new 15-week course in "Mass Media and International Relations" will be offered by The New School in co-operation with the UN Department of Public Information beginning Feb. 11, under supervision of Dr. Arno Guth. There will be two lectures on radio
(Continued on Page 2)

Major Changes Announced In Columbia Executive Staff

Major changes in the executive staff of the Columbia network were announced yesterday by Frank Stanton, president of the web, to become effective immediately.

- Howard S. Melgish, formerly vice-president in charge of company-owned stations, becomes a general executive of the organization and will have charge of several departments.
- James M. Stewart, director of operations, is given the title of vice-president in charge of operations.
- S. R. Davis, assistant treasurer, is promoted to treasurer, with direct responsibility for CBS fiscal and accounting matters.
- J. L. Van Volkenburg, general sales manager of CBS Radio Sales, takes over supervision of the network's owned-and-operated stations with the title of director of station administration.

Television Audience In Midwest Seen Increasing
RADIO DAILY


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

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WASHINGTON BUREAU
3120 Union Trust Building

SOUTHERN BUREAU
1217 Ashland Bldg., 155 No. Clark St.
CHICAGO BUREAU
3212 Sherman Bldg.

Entered as second class matter, April 3, 1937, at the post office at New York, N. Y., under the Act of March 3, 1879.

FINANCIAL

(Jan. 7)

NEW YORK STOCK EXCHANGE

High Low Close Chg.

Admiral Corp. 10 7/8 10 5/16 10 3/16 3/16
Aero Corp. 15 15 1/8 14 3/4 1/4
CBS A 22 22 1/2 22 1/2 0
Federal T. & R. 22 21 1/2 21 1/4 3/4
Gen. Electric 66 5/16 65 7/16 65 1/4 1/16
Gulf & Western 163 161 1/2 160 1/2 1 1/4

Political Party Leaders Planning Radio Budgets

(Continued from Page 1)

dates in both state and national elections.

Representatives of both the GOP and the Democratic National Committees have been quietly canvassing state political organizations of late in an effort to get their financial support in the coming campaigns. The state organizations will be asked to contribute to the buying of network time in addition to state-wide network programs. Spot broadcasting will also be used with emphasis on the national platforms of both parties. It is rumored that Paul Porter will be asked to take over the direction of the radio campaign of the Democratic party with the probability that Wells Church, director of news and special events for CBS, will be drafted in for the jobs over the GOP.

MBS Evening Audience Shows Marked Increase

(Continued from Page 1)

time coverage figures will not be published are without foundation and that the delay results from the complexity in computing calculations. The MBS president revealed that some of the incomplete preliminary findings have already been shown to advertisers and that the full report will be released as soon as practicable. Delay has not only been caused by additions and improvements in the Mutual line up, but also by other network changes.

Networks May Battle New Petrolito-AM Edict

(Continued from Page 1)

works are going to refuse to accede to the demand as it was announced last week.

Latest development comes from ABC where the Henry Morgan show resumes on Jan. 29 at 7:30 p.m. across the nation, meaning three transmitted repeats. ABC is paying no attention to the ban, implying that it intends to stand up and bat for what it contends to be legal rights.

CBS and Mutual are standing pat, the current crop of licensed repeats, making no plans for any changes but merely awaiting developments. Lewis Allen Webb, CBS board chairman and general manager of Don Lee, is another who has been outspoken on Petrolito's latest ruling, saying he'll fight the order to the finish.

Will Premiere Opera

American radio premiere of "O Mutanberito," a dramatic opera by Paul Hastings Allen, will be aired by WHQ Sunday, 5-6 p.m., with the composer conducting. Under supervision of Giuseppe Petrolito, outlet's musical director, work will be sung in Neapolitan, with Carlo Autori, Victor Tatooz, Walter Stafford and Lydia Cortese in leading roles.

Southern Outlet Opens

Demopolis, Ala.—The "Voice of the Black Belt," WXAL, went on the air at 1400 kc. Religious leaders and local officials participated in inaugural ceremonies. Outlet is owned by T. H. Gallard, W. M. Jordon and W. D. Thielen. All include announcers John Cooper, Bud Cooper and Barry Collins and engineer John Turner Larkin, Jr.

Major Changes Made in CBS Executive Staff

(Continued from Page 1)

lation. I. S. Becker and Henry Gros- man, assistant directors of operations, become, respectively, director of program operations and director of technical and building operations. Edward L. Saxe, formerly assistant to the treasurer, has been named executive assistant.

One of New York's leading independent stations is looking for a Top-notch Time Salesman

Apply Box 102
Radio Daily, 1501 B'way.
New York, 18, N. Y.

10 YEARS AGO TODAY

(From the files of Radio Daily)

Father Charles E. Couglin's new series, "Imitation, I see the airways," will be devoted to the stories and adventures of St. Louis local of AFRA reported membership of 100. ... "Once in a White" (Mervin Music, Inc.) was top web tune with 37 plays.

65 MILES UP

That's a view of earth . . . about 65 miles up. But who went up there to take the picture? Nobody.

Johns Hopkins University scientists placed a camera in a German V-2 rocket. And the picture was snapped when the rocket reached the top of its flight and started back to earth.

That just goes to show you there is usually a way of getting around the impossible.

To some radio time buyers there are certain markets that are rough, almost impossible to reach. We wouldn't know about other cities . . . but if it's Baltimore you're trying to picture . . . the way to do it is list the call letters W-I-T-H. It's Baltimore's successful independent station. The station in this sixth largest city, that delivers more listeners-per-dollar spent than any other station in town!
does this surprise anybody?

The Tommy Dorsey Disc Jockey Show on Transcription Is Just Plain Terrific!

Everywhere—but everywhere! Everybody—but everybody—knows it!

"Why, that's me, they're talking about!"

keep going, boys, the facts are vital!
Right off the bat, you'd like to know just who is so high on the Dorsey show. Well, the stations run from modest 250-watters to booming 50,000-watters. From some 200 markets we've picked a "Typical Ten" in each of three handy-sized groups. Try these for size. You'll find one that fits you.

<table>
<thead>
<tr>
<th>&quot;TYPICAL TEN&quot; STATIONS UNDER 1,000 WATTS</th>
<th>&quot;TYPICAL TEN&quot; STATIONS 5,000 TO 1,000 WATTS</th>
<th>&quot;TYPICAL TEN&quot; STATIONS 50,000 TO 5,000 WATTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>KHTT Houston, Texas</td>
<td>KLIF Dallas, Texas</td>
<td>WWJ Detroit, Mich.</td>
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<tr>
<td>WLEE Richmond, Va.</td>
<td>KALL Salt Lake City, Utah</td>
<td>WAPI Birmingham, Ala.</td>
</tr>
<tr>
<td>KANS Wichita, Kansas</td>
<td>KXOB Stockton, Calif.</td>
<td>WMAL Washington, D. C.</td>
</tr>
<tr>
<td>WFRP Savannah, Ga.</td>
<td>WHTM Providence, R. I.</td>
<td>WCFI Chicago, Ill.</td>
</tr>
<tr>
<td>KXOA Sacramento, Calif.</td>
<td>KLAC Los Angeles, Calif.</td>
<td>WDSU New Orleans, La.</td>
</tr>
<tr>
<td>WTHB Baltimore, Md.</td>
<td>KWDN Des Moines, Iowa</td>
<td>WHDH Boston, Mass.</td>
</tr>
<tr>
<td>KCNN Kansas City, Mo.</td>
<td>WEBR Buffalo, N. Y.</td>
<td>WMCA New York, N. Y.</td>
</tr>
<tr>
<td>WWJW Pittsburgh, Pa.</td>
<td>WMLO Milwaukee, Wisc.</td>
<td>WTCN Minneapolis, Minn.</td>
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<tr>
<td>WIBX Utica, N. Y.</td>
<td>WLRG Mobile, Ala.</td>
<td>WHAS Louisville, Ky.</td>
</tr>
</tbody>
</table>

We figured then you'd like to know just how the full list of stations breaks down into network and non-network outlets. We got that, too. Look!

THREE OUT OF EVERY FIVE STATIONS ARE MAJOR NETWORK AFFILIATES.

TWO OUT OF EVERY FIVE STATIONS ARE INDEPENDENTS.

Another way of putting it:

62% ARE MAJOR NETWORK STATIONS.

38% ARE INDEPENDENT STATIONS.

See? Nicely balanced, aren't they?

The story keeps getting better. Now we'll show you how audiences grow and grow and grow. The following case histories prove it:

UP 500% AT CJBC, TORONTO!

UP 55% AT WMCA, NEW YORK CITY!

UP 45% AT WHDH, BOSTON!

UP 250% IN BLOCK AT KING, SEATTLE!
We've got baskets full of gleeful comment from stations...the foresighted ones who prefered booking it to bucking it! These, for instance:

"I am eternally grateful to you for bringing Tommy Dorsey to us. It is the best buy we ever modeled!" —Herman Best, Director of Sales, WMCA, New York.

"A beautiful performance! Your organization is to be complimented on its very efficient operation! You are making good every promise!" —Mel Wolens, Sales Manager, WCFL, Chicago.

"Going over with a bang in Baltimore! The program is completely sold out!" —R. J. Embassy, Vice-President, WITH, Baltimore.

"A big hit in Philadelphia! The Sun Ray Drug Company, sponsor, the J. M. Kom Agency and the WPEN staff are all busy patting each other on the back. Keep up the good work!" —Edward C. Obrist, Manager, WPEN, Philadelphia.

"Entire show was sold three days after it was purchased! Sounds like a top nighttime variety show!" —KLAC, Los Angeles.

"It's a great show and I'm glad it's on the station!" —WAPI, Birmingham, Alabama.

"We are elated!" —Ted Hils, Manager, KHTF, Houston, Texas.

The list of sponsors reads like Dun & Bradstreet plus a generous sprinkling of Main Street, just look at these: Camel Cigarettes, Oldsmobile, Procter & Gamble, Radio Corporation of America, Rayve Shampoo, Squibbs Toothpaste, Warner Brothers, TWA Airlines, Twentieth Century Fox, Phillip Morris and hundreds of other national spot advertisers plus Kirkley Clothes, Orlando Books, Ben Tipp Jewelers, Colonial Appliances, Standard Motor, Cranmer's Coffee, Oak Farms Dairy, Logan Market, Fehr Brewing Co., Dale Studios, Hanley Paints, Dixie Cleaners, American Finance, and, oh, so many other restaurants, bakeries, fuel, transportation, public service and other companies.

Sounds like you ought to do something! Tell you what: put a call through right now to the nearest Cowan office. Or write a letter, if you've more time.

Remember, you can sell the Tommy Dorsey Disc Jockey Show on transcription as full-, half-, or quarter-hour strips as well as spot announcements. Big as it is, the cost is small.
WINDY CITY WORDAGE...

Joining the parade of radio personalities appearing in Chicago's night spots, Dorothy Shay, Park Avenue hi-billtity, started the new year at the new Boulevard Room show at the Hotel Stevens and is contributing Chicago's sophisticates with her tongue-in-cheek highbilly numbers, which she sells superbly. In the same show, which is packing the room nightly, Skitch Henderson recently featured star of the Bing Crosby Philco radio show, is dishing out his clever interpretations of modern and classic piano numbers and with his orchestra is doing a nightly broadcast with Nancy Reed and Andy Robbins as featured vocalists.

Bernard Jacobs of the Gale Broadcasting Company, Oak Park, Ill., has announced that the suburb's new FM station, WOAK, is expected to be in operation in from 30 to 60 days.

Loyal Order of Moose has had a series of six 15-minute music programs recorded through the W. R. Rantey Company by the NBC radio recording di- vision. Titled "Memorial Song," the programs feature Ken Steimer as vocalist, the Fred Jacky choir and Elwyn Owen at the organ.

George Herro, Mutual network's midwest publicity director, back from a conference in New York with Abe Schechtel, v.p. in charge of news, and Jim O'Bryan, director of publicity, . . . A new series of children's shows, titled "Meet Me at the Zoo," was introduced this week on WLS with the broadcasts originating from the famous Brookfield Zoo and the Arkansas Woodchopper as emcee. . . . Mark Fisher, singer, orch leader, and composer of such hit songs as "Remembering," "When You're Smiling," "Oh, How I Miss You Tonight," and other pop numbers, passed away January 2 at his home at Long Lake, Ill. He was 52.

NEW VENUTA QUIZ ON MBS
PITS KIDS AGAINST PARENTS

Benay Venuta will return to the airwaves Saturday, Jan. 26, as mistress of ceremonies on a new type of quiz show to be broadcast over the Mutual network each Saturday from 8:30 to 9 p.m. EST. It is a quiz show for juveniles and their parents, in which the youngsters will compete against their fathers and mothers.

FCC ADMINISTRATIVE CHANGES
WASHINGTON, D. C.

Washington — Further administrative changes have been approved by the FCC. The reorganization includes redesignation of the Economic Analysis Division and the Statistics Division. The change of location of the public reference rooms for common carrier reports and for schedules of charges for interstate and foreign communication service and the change of location of the accounting office in San Francisco, Calif.

National Heart Association. Edwards decided for the Heart Association as heart disease is now the No. 1 killer in the country.

Gregory Peck will be guest star on the Lucille Parsons radio show, January 11th, over ABC.

Agency Men To Judge WINS Audience Contest

Prizes valued at over $2,000 will be awarded the winner of WINS "scrambled word" contest, which will be judged by four well-known agency execs. Part of a large-scale promo- tion campaign by the Crosby outlet, contest closes Jan. 31. Entry blanks to be mailed for judgement to Win- ner scheduled to be announced ten days later.

Judges include Robert W. Tannehill, of Benton & Bowles; Reggie Schuebel, of Duane Jones; Frank Silverman, of BBDO, and Emil Mogul.

One winner will receive all prizes which include $500 savings bond, tele- graphic, fur jacket, two electric blankets, a case of ginger ale weekly for a year, etc., etc.

WOOLFORD PROMOTED IN VA
WASHINGTON, D. C.

Washington—Veteran Administrator Carl Gray has named A. W. Wool- ford director of information for the agency. Woolford, former editor, pub- lic relations and advertising executive, was associate director of infor- mation for the agency, with which he has been associated for three years.

O. Q. Black, assistant director of news, becomes associate director. Larry George fills Black's post.

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TELEVISION DAILY is a daily section of RADIO DAILY. TELEVISION DAILY is fully protected by register and copyright.

MID-WEST

TELEVISION AUDIENCE INCREASES

Chicago Audience Put At 132,000 At Year End

Chicago - Already optimistic outlook for tele for 1948 was further supported by recent reports that the potential audiences in this area exceeded 132,000 persons as the year ended, and the number of sets in use passed the 11,000 figure. Report was made by WBBK, Paramount station, which conducted a survey of video homes and public places at the close of 47.

Report also indicated that this year will be a "boom" period for tele, and that dealers and distributors, aware of the heavy sales potential as the medium expands, are going all out to meet the demand.

First indication of what may happen here was brought home with considerable force when WBBK, who started out in December when set sales exceeded the 750 mark for each of the four weeks.

Survey Covered Four States

WBBK's survey, which covered the metropolitan area, suburban Illinois, parts of Indiana, Michigan and Wisconsin, showed that the total number of home receivers in operation as the year closed was 7,401, as compared to 2,263 in public places (bars, etc.) for home sets, with about six viewers per, accounted for 64.6 per cent of the over-all total. However, public place sets garnered the larger audience, with 83,577 against 42,356 for home sets. Remainder of sets, approximately 1,000, were still in the hands of dealers, though used with regularity each day and evening.

Interesting point of the survey was the increase in the number of home sets during the year 1947, approximately a 10-fold increase. "During the year 1947 there was an increase of 10,874 receivers in the area," the report shows, "wth the beginning of 1948 the number of sets has increased by approximately 300,000."
Senate Group OK's
"Voice of America"

(Continued from Page 1) specifically provides that the services to be carried on by the Government in bringing the voice of America to the world shall not be offered by the Government "where such services may be performed by qualified private American individuals and agencies, and where such qualified individuals and agencies are available for hire and payment of taxes." The bill as it now stands differs in detail from that originally offered by Rep. Kari Mundi (R., S. D.), and passed last year in the House, but it is not anticipated that the changes will cause the House to reject the measure as it now stands.

Provides for Separate Councils

Instead of a single advisory council of eleven members, the new bill now calls for separate councils on the information media and on cultural and educational aspects of the program. Each group will have five members, the President selecting them. Meetings of the council are to be held in Washington, D.C., and at the expense of the Government. The council will be separate from the Senate, No Federal or state officials will be eligible. The President will choose the chairman for each of the two bodies. The terms shall be for three years, with the members receiving no salary but being paid travel and subsistence expenses. FBI okay is required for all employees of the new agency.

It was hoped that the new bill to which the Senate will have received early Senate consideration—would add a general feeling that it will be passed without undue delay and with many important amendments from the floor.

Frank E. Butler

Toledo, Ohio—Frank E. Butler, 76, radio engineer, writer and collaborator with Dr. Lee De Forest in early broadcasting experimentation, died here yesterday. He established the first experimental broadcasting station in Toledo in 1907.

17 NBC Web Programs Renewed By Sponsors

(Continued from Page 1)


"THE MULLER MYSTERY THEATER" (Fridays, 10:00 p.m., EST), sponsored by the Central Company, New York, Young and Kusnitz, Inc., agency.

"THE NEAR EAST VILLAGE STORE" (Thursdays, 9:30 p.m., EST), sponsored by Solitext, Inc., New York, McRae and Albright, Inc., agency.

"ONE MAN'S FAMILY" (Sundays, 9:30 p.m., EST), sponsored by Standard Brands, Inc., New York, J. Walter Thompson Co., agency.

"THE CHARLIE McCARTHY SHOW" (Sundays, 9:00 p.m., EST), sponsored by Standard Brands, Inc., New York, J. Walter Thompson Co., agency.

"AMOS 'N ANDY" (Tuesdays, 9:30 p.m., EST), sponsored by Lever Brothers Co., Cambridge, Mass., Ruthrauff & Ryan, Inc., agency.

"CARNATION CONTENTED" (Mondays, 10:00 p.m., EST), sponsored by the Carnation Company, Milwaukee, Wisconsin, Erwin Wasey & Co., agency.


"CAN YOU TOP THIS" (Fridays, 8:30 p.m., EST), sponsored by Colgate–Palmolive–Pepsico Co., Ted Bates, Inc., agency.

"A SPORTS NEWSREEL OF THE AIR" (Fridays, 10:00 p.m., EST), sponsored by Colgate–Palmolive–Pepsico Co., Sherman & Marquette, Inc., agency.

"THE JUDY CANUTTA SHOW" (Saturdays, 9:30 p.m., EST), sponsored by Colgate–Palmolive–Pepsico Co., Sherman & Marquette, Inc., agency.

"LORA LANTON" (Mondays through Fridays, 11:45 a.m., EST), sponsored by B. T. Babault, Inc., New York, Dunne Jones Company, Inc., agency.

"SUNOCO THREE STAR EXTRAS" (Mondays through Fridays, 8:45 a.m., EST), sponsored by the Sun Oil Co., Philadelphia, Roche, Williams & Canny, Inc., agency.

"FRED WARING PROGRAM" (Tuesdays and Thursdays, 10:00 a.m., EST), sponsored by the American Motor Institute, Chicago, Leo Burnett Co., Inc., agency.

"THE SHERAFER PARADE," starring Edina & Ellen (Sundays, 8:30 p.m., EST), sponsored by the W. A. Sheffer Pen Co., Madison, Wis., purchased its stations from 50 to 1, full network, Nap added. The firm is Russell & Sheffer Co., Inc.

UN Officials Cooperating With New School Course

UN officials who speak include Benjamin Cohen, assistant secretary-general; Byron Price, Peter Aylton, radio director; Jean Benoit-Levy, film director; Wilder Foote, press director, and Frank S. Sloane, chief communications engineer.

Mitchell Joins CBS Sales

Maurice B. Mitchell, former sales manager of Station WTOP, Columbia, returned to Washington, D. C., has joined the staff of CBS Radio Sales in New York.
NAB GIVES GENERAL APPROVAL TO WHITE BILL

Geo. Allen Gets Benton's State Department Post

Ira Ambassador To Supervise The Voice Of Am.

Washington, RADIO DAILY
Washington — The White House announced officially yesterday that George V. Allen, Ambassador to Iran, has been selected to succeed William B. Benton as assistant Secretary of State in charge of foreign information program. Allen, reportedly the personal choice of Secretary of State (Continued on Page 5)

Kearns Proposing Bill For Disc Royalties

Rep. Carroll D. Kearns, chairman of a House labor sub-committee which last year concentrated its energies on studying the problem of and those created by the American Federation of Musicians, said yesterday he is working on legislation which would provide that broadcasters as well as box-office operators pay royalties for the performance of recorded music. Kearns proposal would enable per (Continued on Page 3)

Four Dist. Representatives Elected By ABC Adv. Board

Election of four district representatives, members of ABC's stations advisory committee, who will serve two year terms were announced yesterday by John H. Norton, Jr., web-taped in charge of stations. Re-elected (Continued on Page 3)

First Lady To Be Hostess

Mrs. Truman will be hostess to the delegates of the Association of Women Broadcasters. NAB, at a tea from 4:35 to 5:45, Friday, January 30, at the White House. The fifth annual convention of AWB is being held in Washington from January 29 through February 1, with headquarters at the Mayflower Hotel, according to Ruth Crone, WMAL Acting National President. This will be the first national convention of the Association to be held in Washington.

56 Stations Sign For BMB Interim Report

BMB's interim audience measurement, to be made for individual subscribers in March in counties and cities of their own choosing, has been requested by 56 stations. Deadline for initial contracts was Jan. 5 and the 56 participating outlets have until Jan. 15 to ask for measurements in additional places and until Feb. 1 to order additional places already requested by other stations. Generally, the interim audience measurement will repeat the survey (Continued on Page 5)

NAB Program Committee Will Be Headed By Hayes

Washington Bureau, RADIO DAILY
Washington — Members of NAB's program executive committee were named yesterday. John S. Hayes, general manager of WJZ, Washington, will serve as chairman of the committee. Other members include: Layne Beatty, WBAI, Fort Worth, Tex.; Edgar L. Bill, WMBD, Peoria (Continued on Page 2)

U. S. Reps To ITU Meet Announced By State Dept.

The Department of State announced in Washington yesterday that the President has appointed the United States representative and advisers to the administrative council of the International Telecommunications Union (ITU). The council is scheduled to meet at Geneva, Switzerland, Jan. 29. Francis Colt De Wolf, chief of the NT (Continued on Page 2)

Would Prevent FCC From Influencing Programming

Washington Bureau, RADIO DAILY
Washington — NAB will give general approval to the new White Radio bill but will stick to its guns that the FCC be kept out of programming, it was learned yesterday.

Significantly, the major networks will back NAB's programming position, despite some reports to the contrary (Continued on Page 3)

16th Co-op Program Announced By Mutual

Mutual adds its 16th co-op on Feb. 2 when John Nesbitt and Sue transcribed "Passing Parade" becomes a five-week series, Monday through Friday, over 4,000 stations from 11-11:15 a.m. EST. It was announced yesterday by Bert Hauser, director of co-operative programs. Several local sponsors have already been lined up'Neill; Nesbitt first brought the "Passing Parade" (Continued on Page 2)

Radio Servicemen Will Attend Clinic

Philadelphia — The first "Town Meeting for Radio Technicians," a three-day, industry-wide meeting designed as a "self-help measure to stabilize radio and television servicing" gets under way here Sunday (Continued on Page 5)

Listeners Honor Programs In RMA-AWB Essay Contest

Washington, RADIO DAILY
Washington—Winners in a nationwide contest for radio listeners were announced yesterday jointly by RMA and the Association of Women Broadcasters of NAB.

More than 250,000 letters written on the subject "What Is Your Favorite Radio Program And Why?" were submitted to women broadcasters of 177 stations in all parts of the country. One national winner and 17 district winners were selected by a committee of national judges. The contest was conducted during National Radio Week by RMA with the cooperation of RMA whose members donated the prizes of radio phonograph consoles.

Winner of the national award is Iris Haverstock of Canton, Ohio, who submitted her letter through Esther Mullin, WGAR, Cleveland. The prize (Continued on Page 3)

Controversial Discussion of the question "Do We Need New Laws to Secure Our Civil Rights?" on CBS' "People's Platform" this week aroused considerable interest on WOSU in Columbus, Ohio. Robert Hill, Robert Allison, who produces the show, spent a hectic Monday answering "phone calls from Congressmen requesting "dozens" of copies of the talks presented on the program.
LEE WAILES, vice-president and general manager of the Fort Industry Co., and TOM MAR,
principal sales manager of the organization, spent Wednesday and yesterday in Fair
City, attending the 64th annual convention of the American Advertisers’ Association.
They’re expected back at the home offices in Detroit.

RALPH AUSTRIEN, vice-president of Fine, Cone & Felding in charge of television, leaves this Saturday for Chicago, where he is scheduled to attend meetings of clients and clients of the agency, present some video programs and address the student class of the Loyola University school of commerce.

DOROTHY LEWIS, co-ordinator of listener activities for WBB, is back in New York this week for a series of meetings and conferences in connection with network and regional programs, including tonight’s Nashville radio program.

BEN GRAUER is expected back today from Philadelphia, where last night he originated the first edition of "Our Town." His next assignment is to present the daily city video output. It was seen and heard in Cleveland.

ED. GRIFF, of Banner & Griff, publicists, is in Cleveland to make publicity arrangements for the National Materials Handling Exposition.

Ralph WM. Manke
Washington Bureau
2941 K Street, N. W.
Washington, D.C.

NEW YORK STOCK EXCHANGE

Bid Ask... 1537 1515

CBS 2565 2585

Frost, T. W. & R. 1787 1777

Gener Electric 355 355

NEOSR 999 999

NRA 148 148

Stewart-Warner 127 127

WESTINGHOUSE 97 97

WESTINGHOUSE P. F 717 717

ZENITH 215 215

New York Cur Bouse Exchange

112 112

10 YEARS AGO TODAY

(From the files of Radio Daily)
Jerry Daniels signed as WOR commercial program manager succeeding John Bates, who resigned to open his own production firm.

On the air today are 112 on CBS, Columbia Network.

The Daily Mirror, 581 First Avenue, was among top web dippers.

Your Radio Daily delivered to you in Los Angeles and Vicinity by MANNING'S DELIVERY SERVICE and AIR DELIVERY SERVICE.

COMING AND GOING

AUGUST 1948

Now it's 100 miles up

If you read these W-I-T-I 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 working condition, competition will oustrip you in no time.

It's especially true in radio. And smart radio time buyers know that W-I-T-I-XL, Baltimore's successful independent station, is the way to keep ahead of the competition here in the 6th largest city.

Put W-I-T-I-H on that next list. It delivers more listeners-per-dollar-spent.
NAB Will Approve
Radio Bill Of White

(Continued from Page 1)

a memorandum indicating the NAB's position is expected to be sent to the networks today for comment. Following the Council meeting this morning, this memo probably will be relayed to Chairman Wallace White of the Senate Interstate Commerce Committee over the phone.

While giving broad approval to the White bill, NAB and the networks will be on the lookout for some amendments to section 326 of the Communications Act which represent the most "dangerous" features of the measure.

There also appears general agreement that the new draft of the White bill is far superior to the one first proposed last year. On the contrary, subject of establishing and expanding the PCC's power over programming, NAB stands adamantly. In this, the networks will back the NAB position as outlined by President John Miller. It is expected that the Senate, however, if the Senate refuses to bud on its general policy, NAB as well as the networks will be in a position to make full use of the provisions of the present bill to the amendments proposed in the White bill.

Mutual and CBS already have filed comments on the bill with Senator White. Both networks are in their present and future programs. The bill is expected to pass out of programming. Columbia, it was learned, concentrated its fire on Senator John in the hope that NAB could be taken out of programming. Columbia, it was learned, concentrated its fire on Senator John in the hope that NAB could be taken out of programming. Columbia, it was learned, concentrated its fire on Senator John in the hope that NAB could be taken out of programming. Columbia, it was learned, concentrated its fire on Senator John in the hope that NAB could be taken out of programming. Columbia, it was learned, concentrated its fire on Senator John in the hope that NAB could be taken out of programming. Columbia, it was learned, concentrated its fire on Senator John in the hope that NAB could be taken out of programming. 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Mutual also fired a broadside at the regulated BCFC, program, but also discussed other major features of the White bill.

Four Dist. Representatives Elected By ABC Adv. Board

(Continued from Page 1)

were Roger W. Clipp, WFIL, Philadelphia; Howard H. Dobbins, KCMO, Kansas City, Missouri; Major Dent, WHB, Fort Worth, Southwestern district. New addition to the group of district representatives is Jack Gross, KBMB, San Diego.

Keeping Rates DOWN and Sponsors' Sales UP in the Detroit Area!

(Continued from Page 1)

formers to collect a royalty per record on records sold for commercial use. This would differ from the union fund collected by APM from recording companies—until ruled illegal by the Taft-Hartley Law last year—in that instead of paying per pressing into the union fund, the recording companies would pay a fee per pressing in to the performing artists.

Harley Not Advised

Kearns said he has not discussed the bill with Representative Harley, chairman of the Labor Committee whose name is on the Taft-Hartley Act. Harley's position has been to break the recording ban and other APM measures by getting tough—threatening to remove the exemption of labor unions from the anti-trust laws or take other drastic steps.

Kearns is known to feel that Kearns has become too sympathetic to Petrollo, and it is reported to be for that reason that he has called next week's hearing before the full committee. Although it is said that the Kearns sub-committee is still in conference, it is possible that it will be important in the future formulation of labor committee policy on the subject.

Kearns has discussed his bill with members of the House judiciary committee, however, and reports that there is interest there. One important provision, he said, would be that there be no collection of royalties on any records on which royalty is paid under the old APM contract.

Council of Women; Elizabeth Forsberg, radio editor, Newsweek; Mrs. George P. Elion, radio chairman, Women's Action Committee; Elizabeth M. McCreery, national public relations director, Camp Fire Girls, Inc.; Dorothy Wright, national radio chairman, Daughters of the American Revolution.
Mainly About Manhattan . . . !

- * Program budgets due for even more slicing, with sponsors convinced that radio "the time slot's the thing." For one thing, they point to Screen Guild which was always a top tenner when it was on at 10 p.m. — and then slid to nowhere when it was shifted a half hour later. . . . Faye's Lincoln and Mercury accounts finally go to Kenyon & Eckhardt. ( J. Walter Thompson resigned the account. . . . Bing's on with Johnson again next week—the final payoff of old commitment to Kraft Music Hall. . . . President of a large clothing chain, peaved at his commercial on N. Y. radio, penned his own orders with them he delivered crisp and punchy. Attacke, presto! . . . WWRL may join the all-nite disc jockey parade with a platter show from a Blythe site spot emceed by Eddie Zeller. Mtimer columnl. . . Talk about heavy road budgets, Columbus and Greenville R. R. splurges very big. Year's appropriation is ten bucks! . . . That big time-local deal for Kate Smith is being held up pending Petitti's action on transcribed and co-op shows after Jan. 31st. . . . Henry Morgan will air his favorite gags—look of adequate housing for veterans—when he guests with Ben Wain and Andre Baruch this . . . irony Dept! The Hooper chart showed that Superman was the highest ranking children's show on the air the day the program's sponsor dropped its option. . . . Sammy Kaye wired from Baco Raton that things are so tough in Florida that most of the people there are wearing last year's diamonds.

- * This is a free country so anybody has a right to like or dislike television, as they please, or anything else for that matter. Harry Hershfield's explanation of why he dislikes the junior medium, however, tops any we've yet heard. "I don't like television," the humorist was telling us. "Our other p.m. Howcum?" our boss wanted to know. "Well," well'd Harry, "I just hate double features!"

- * AROUND TOWN: Duett Televison in attempting to revive vaudeville on its tele net will call it "videoville." . . . Aside to Bob Nevak: Thank you for those kind words, honeybilee. Believe me, they really help in this brick-throwing racket. . . . Jack Carter, who'll get his own tv show, also being tested for film lead in "Call Me Mister." . . . Art Ford was visited by Tommy Manville (no kidding) the other side. Wonder if latter is planning a Mr., and Mrs. and program. . . . Celebs were invited to pose for pics to be sent overseas showing famous contributors to the Friendship Train. But the folks talked at using 300 lb. Nora Morales. He looked too well-fed. . . . With food prices still zooming, the most frightening show on the air could easily be "Dinner Sanum," see Don Paulin, . . . Ben Grazer, whose adventures as an NBC special events reporter-announcer. . . . And events during the past 17 years would qualify him for the Rover Boys. Is profiled in a forthcoming issue of American mag. . . . Monica Lewis on with Buddy Clark for Carnation Monday nite. . . . When we penned that Gail and Harry Ingram were the only writer-director-husband-and-wife combo in the biz, we completely overlooked our pal Gil Braun, who with his wife, Ruth, turns out "The Avenger," "Adventures in Bibeieland," "Horatio Alger's Journal" and "Keys to Adventure," How stupid can we get! . . . At Salvato's, a radio writer friend snooped. "What do you do about the movie rights to your radio plays?" "Nothing," answered the back. "I can't even get the radio rights."

Promoted By Columbia Network

Presenting three Columbia network executives whose promotions were announced this week by Frank Stanton, president of the web. Howard S. Meighan, formerly vice-president in charge of network-owned stations, has been named a general executive of the committee in charge of several major departments. James N. Seward, director of operations, becomes vice-president in charge of operations. S. R. Dean, assistant treasurer, has been promoted to treasurer.

Radio Service To Attend Clinic
(Continued from Page 1)

Night at the Bellevue Stratford Hotel.

Sponsored by the Radio Parts Industry Coordinating Committee, the confab is regarded as a guinea-pig operation, although it probably will be duplicated in other cities if it proves successful. Participating in the committee are the Radio Manufacturers Association, Electronic Parts and Equipment Manufacturers, National Electronic Distributors Association and the Sales Managers Club.

In announcing the meeting, H. W. Coughlin, chairman of the Committee, said, "The radio industry has been so busy growing into the electronic age that we have never had much attention to the repairman. Now, television rapidly becoming the most important element in commercial radio, we suddenly find the technician catapulted to top position in the entire industry.

Speakers will include Max F. Baj decom, president of the RMA; Donald G. Fink, editor of Electronics, and W. L. Parkinson, chairman of the RMA Service Committee.

Two types of facsimile receivers will be in operation and on display during the sessions. One will be supplied by the Inquirer's WFLI and the other by the Bulletin's WCAU.

Salute To USO Shows Over NBC Web Sunday

Group of radio and screen stars will be featured on a special half-hour NBC broadcast Jan. 11, 4:30 p.m. EST, bidding farewell to USO-Camp Shows and saluting the succeeding Veterans Hospital Camp Shows, Inc., which will be founded the same day. Personalities for the program include Jack Benny, Al Jolson, Bob Hope, Eddie Cantor, Douglas Fairbanks, Jr., Marlene Dietrich and Dinah Shore, latter broadcasting from Cedars of Lebanon Hospital, Los Angeles, where she gave birth to a baby a few days ago.

Veterans Hospital Camp Shows is sponsored by 2,000 different groups in the entertainment industry, including, the Army, Air Force, Navy and major networks. It will continue carrying entertainment to disabled veterans where the USO leaves off.

New Series 'Here's To Vets' Being Released In Feb.

Washington—The seventh in a series of 13 quarter-hour "Here's To Veterans" transcriptions have been recorded by the Veterans Administration and will be available to radio stations late in February, for use in March, April and May. It was announced yesterday. The transcriptions will consist of capsule versions of well-known net programs. The new list includes the following programs: "The Eddie Howard Show"; "Club Fifteen"; "My Friend Irma"; "Music America Loves Best"; "Spice Jones Spotlight Review"; "Highways in Melody"; "The Dick Haymes Show"; "The Al Jolson Show"; "Sammy Kaye Spectacular"; "Abe Burrows' "Jimmy Durante"; "The Bill Goodwin Show"; "Bob Hope.

The series, now being aired, is aired by 1280 AM and FM stations.

George Allen Named To Succeed Benton

Marshall, will thus assume overall supervision of the Voice of America as well as other portions of the program.

The 44-year-old diplomat has been in government service since 1930.

The post to which he will be named has been vacant since Benton left in September after more than two years spent struggling to sell Congress on the idea of a permanent service.

CBS Chairman William S. Paley was one of those most carefully considered for the post before it was decided that Allen be appointed.

Ford Radio Party

Monica Lewis and Larry Douglas will have the leading roles when "Ford Theater" presents the musical "Girl Crazy" over NBC Jan. 18 at 5 p.m. EST. Ford dealers and their friends will be invited to the broadcast from Studio 8-H in the RCA Building.

Hayes Named To CYO Board

Arthur Hull Hayes, general manager of WCSV, has been elected to the board of directors of the Catholic Youth Organization of New York.

National Spot Campaign Set For Spaghetti Products

Intensive spot announcement campaign is being readied for American Spaghetti Product Company by radio station networks on Feb. 2. Sponsor, maker of "Chef-Boy-Ar-Dee" products, will find its 20-second announcements on tape with spots inserted in time slots.

Young & Rubicam is the agency handling the account. Campaign will run for 10 weeks and will involve 10 to 25 spot announcements per week on each station. American Spaghetti has used radio before but it's a new account for Y&R.

Piano Series On WOR

Winter Co., piano manufacturer, will sponsor a Sunday quarter-hour keyboard renditions over WOR Jan. 11 at 12:45 p.m. Milton Littenberg, pianist who has made over 5,000 broadcasts during his 24 years in radio, will be featured in its series. Contract for Winter & Co. was placed by Al Paul Leiton agency.

Claudia Pinza On WCBS

Claudia Pinza, soprano engaged this season for the Metropolitan Opera Company, and singer of Endo Pinza, will be heard tomorrow on WCBS, when she appears as guest of Margaret Allen at 6:30 a.m.

"Half A Radio" Stressed

A new series of 2 x 3 inch ads are appearing in the San Antonio Evening News showing half a radio. The remainder of the ad carries the message that "that's a radio without FM. Ask your dealer to show you the receiver that will bring in ALL San Antonio stations, a combination FM-AM Radio." The remainder of the ad is devoted to the station's call letters KYFM and the dial and channel setting.

RADIO DAILY

6 Stations Sign For BMB Interim Report

(Continued from Page 1)
and reporting procedures used in the 46 nationwide study. Plan was set primarily for new stations and not those which have fewer, frequency or network affiliation since Study No. 1 in March, 1946. Findings of participating stations, to be made the cost of the measurement, will be published and distributed by mid-summer.

Participating Stations

Participating stations are as follows:

WBML, Teq., Ala.; WPFS, Fort Smith, Ariz.; KROB, Crawley, Cal.; KEER, India; WOBH, Riverside, Cal.; KUSO, Spence, Cal.; KYTE, Santa Barbara, Cal.; WBU, Leesburg, Fla.; WGBY, Columbus, Ohio; WMSB, Columbus, Ga.; WRTA, Rome, Ga.; WLSL, West Lafayette, Ind.; WBOB, Beloit, III.

Radio Zone

Radio Station Airmen

WDSU broadcasts 1000 watts from the French Quarter to Gulf and South Louisiana listeners. Full day program time contracts, exclusively to the St. Louis Cathedral, the International House, Moosic International Airport, Tulane University, Union Station, the Municipal Auditorium, Symphonies and Opera.

WDSU's dominate Hoopingarner series; honors local institutions creates high listenership.
Penny Parade

A number of weeks ago, a drive known as "The Penny Parade" was inaugurated by WJPA, Washington, Pa. The purpose of the "parade" was to collect one penny from each of WJPA's vast radio family. The fund, in turn, was to be used for three parties, Halloween, Thanksgiving and Christmas, for 61 kiddies at the Washington County Children's Home. It wasn't long until the pennies began to roll in from homes, schools, factories and business firms. The fund finally grew to $887.15. People were so much behind this drive that pennies still rolled in to the station after the drive was closed.

"Shopping" Folder

A four-page promotion folder on WCBS' "The Mamas Goes A Shopping" has been mailed by the station to all agencies and advertisers. Folder is illustrated with eight pictures of the program's emcee John Reed King conducting the audience participation. Printed material cites the fact that approximately 300,000 families in the New York area hear the program daily.

Stork News

Robert Saudek, vice-president in charge of public affairs for ABC, and his wife are the parents of a girl, five pounds 14 ounces, born in Lawrence Hospital, Bronxville, N. Y. Jan. 7. Saudek's have three other children, all boys.

The World Wants PEACE
You'll Want for your Programs

"PEACE OF MIND"

DUBBOYNET MUSIC PUBLISHING
1619 Broadway, New York 18, N. Y.

PROMOTION

The SECRETARY

(LaBri Bari Bol)

THE NBC TELEVISION INC.
1619 Broadway, N.Y. N.

BALLERINA

Jefferson Music Co., Inc.

WORDS AND MUSIC

By PINKY HERMAN

● Miller Music is going all out on a revival of the oldie, "You Were Mean To Me," written back in 1928 by Hob Nobile Brown and Arthur Freed. . . . ditzy is themed in the forthcoming 20th Century-Fox musical of the same name. . . . Three days after Tower Records released the platter, there were orders totaling 50,000 platters for "Gin Rummy Fool," written by Gladys Shelley, Marvin Kahn and Maurice Hartmann and published by Rytvoc. . . . Johnny Desmond has been signed for the new "Teen Toppers" series which will be heard MBSaturdays starting Feb. 14. . . . packaged by Buchanan and produced by Nat Strom. . . . Songwriter Delia Fisher (Mrs. Charles Gershenson) is revisiting Stork at her home in Detroit. . . . Baritone Words Donovan has been signed for a featured role in the forthcoming Shubert Musical "Romance," slated for a Broadway opening in March. . . . Mel Richardson, Melody Lane song-pluggers and pretty Reggie King harmonized an "I Do It" last week. . . .

● Yellen & Fain have added another fine ditty to their new catalogue, "Never Make Eyes" (at the gals with the guys who are bigger than you.) Henry Toppin is firm's professional manager. . . .

● That old novelty ditty, "What Did He Say?" (based on the new Dick Tracy comic strip character "Mumbles") has been published by Advanced Music, . . . written by Charlie Green and Cy Coben. . . .

● Choice Music kicks off with "Slap 'Er Down Agin' Pap," written by Polly Arnold, Alice Corbett and Eddie Ascherman. . . .

● Don Pallini opines that Mr. Allen's new series for Ford Motors might well be captioned, "There's A Fred In Your Future." . . .

● WNTY's new Saturday series (5-6 p.m.) "Puppet Playhouse," is easily one of the better of current television programs. . . . features clever manipulation by Frank Pars of his puppets, Howdy-Doody and Bob Smith's breezy accented. . . .

● The fire which destroyed over 800 master recordings last week proved disastrous indeed to hundreds of songwriters, music publishers and artists. . . . however, the only recording saved was a waxing by Patsey Garrett of a ditty titled "Bowling Alley Polka," (official song of the American Bowling Congress) recorded for Continental Records and written by Ted (WHN Disk Jockey) Lawrence and Penny Herman and published by Top Music.

● Peter (Deep Purple) DeRose has written "Song of the Stranger" which will be used as a theme song for the MBSeries of the same name. . . .

● Mel Stepper Melodies has a new rhythmic number titled "Baby, That's Me Without You," written by Al Maister and Mel Stepper. . . .

● Johnny Kane, heard nately via WOV from various boroughs in Gotham, will make with platter-chatter from The Sacred Cow starting Jan. 16. . . .

● Bill Dunn succeeds Chic Linds as musical director at WKBW, Youngstown, Ohio with Chic taking over as Director of Music for WBBZ Cleveland. . . . Chick will also WSBSpin records. . . .

● Mike Howard Johnson has opened his own publishing outfit, Sophisticate Music Co., initial ditties being two originals. "You Can't Tell Who's Lovin' Who" and "Serves Me Right." . . .

● Bob Holley (title page artist) authored a timely and well-written article in this month's Music Dealer mag.

● ON AND OFF THE RECORD—Laszlo Dec. 30, while in Mexico, Irving Berlin composed a new song titled "Acapulco." he phoned Jack Kapp in Hollywood, sang it and the Decca Prexy phoned New York to wax the number. . . . Dec. 31, Dewey Bergman arranged it for Lombardo who cut the record at 10 that nite, beating the Petrillo ban by two hours. . . . John C. Madden, who started 11 years ago as a salesman, has been made vee peg and General Sales Manager of RCA Distributing Corp. . . . Repabile Records got in under the wire with its waxing by Bill Harrington of its much requested theme song "Looking For A Dream." . . . BILLY'S MBSerenade are coast-to-coasted six days a week. . . .


ON THE AIR AT CHANNEL 4 . . .

FRIDAY, JANUARY 9

9:00—Home Service Club—Tex & Jinx (Swift & Co.)
10:00—NBC Television Newsreel
7:45—News
8:00—Sports Film (U. S. Rubber)
8:15—The World In Your Home (RCA)
8:30—Cavalcade of Sports—St. Nicholas Arena—Boxing
10:00—Feature—Ole Tandberg vs. Jose Maxin (Gillette)

WEEKEND HIGHLIGHTS

Puppets Television Theatre—5:00, Saturday
Zoo Program from Philadelphia—3:00, Sunday
Author Meets the Critics—"Battle for the Hemispheres"—8:00, Sunday
American National Theatre and Academy—NBC play "Out of Time" starring Peter Cookson and Mary Alice Moore—8:40, Sunday

TODAY'S STORY . . .

Noel Jordan is a pleasant young man who, like many others on the staff, obtained the experience he brings to his job by being with NBC since 1937 (excluding three years of experience in the Army). Jordan directs field operations, which means he's kept pretty busy handling remote pickups. But he'd found time to knock out a play. It will be presented in the ANA-NBC series this Sunday. Everybody likes this practical recognition of his varied abilities. And, Jordan, of course, hopes everybody will like his one-act fantasy, "Out of Time."

SECOND SCANNING . . .

Gloriously observing that the kiddie program, Puppet Television Theatre (Saturdays, 5:00 pm) is "the type of show that could be responsible for the sale of lots of sets." Variety also says it "can almost be guaranteed to pin down the squintiest of the broad."

www.americanradiohistory.com
DICK HOOVER will head NBC Television's ad and promotion activities starting next week, we hear. He's been with RCA in Camden and supervised that group until he returned last summer to J. S. Rubber Co., in line with its policy of emphasizing special events and films in the first years of the station's life.

Jack Popple, TBA prexy, presents TD with one of its prettier bouquets: "Television passed a new milestone when Television Daily made its debut through the pages of your 'Radio Daily.' It is apparent that the increasing news of television will find a daily expression through your journal. My best wishes for a successful reception." And a low bow to you, Jack, for your tremendous contributions to this surging new industry. ... Irving Jaffe, the former ice-skate great, will describe the Silver Skates for video viewers. ... First audience survey by WTMJ/Milwaukee reports just under 1,000 sets already in the area. ... Bernie London, CBS tele sports chief, and Lester Scott, Madison Square Garden's basketball color commentator, will analyze a deal which will make or break tele. They're planning a five-minute hop 'contest' between basketball writers and the television-radio sportspersons to be sandwiched in between a coming two-bit bill at the Garden.

TEL-SKOPE—ABC's film of Sugar Bowl game (New Orleans) New Year's Day, between Texas and Alabama, a classic example of recording top-flight sports events for use on television, and one which may well set a pattern for this type of programming. Film which runs 12-minutes and includes highlights of the Bowl contest, employed a close-up semi-slow-motion technique, thereby catching every action with almost on-the-field clarity. Overall production topped newspaper versions of the various bowl games, with something to spare.

New Price Cut Syracuse—Further list price reductions on tele sets, ranging up to 30 per cent, were announced here yesterday by General Electric Company. Lowered prices, which follow a recent announcement, will involve current models turned out at the Electronics Park plant. In the tele line, the biggest reduction comes in the large screen receiver, amounting to $150.

Philco Adds Another—Denies WPTZ Sale
Philadelphia—Philco Corporation denied new reports yesterday that WPTZ had been sold to Westinghouse Radio Stations, and at the same time announced the filing of an application for a station in Allentown, Pa. Rumors that Westinghouse was negotiating for the purchase of WPTZ have been recurring in the trade for recent weeks, but were discounted by spokesmen of both companies. New Allentown station would involve expenditure of $190,000 plus yearly operating costs of $86,000. Philco plans to install microwave relay equipment and beam WPTZ programs to the Allentown outlet.

In addition to pickups from the Lehigh Valley city in exchange.

CBC Mulls Television; Cautious in Planning
Montreal—Canadian Broadcasting Corporation is putting a great deal of time into the study of television possibilities in Canada, and while technical problems are said to be under control, the starting signal will have to come from a "high policy level," it was reported here yesterday. A. B. Dunton, CBC director, confirmed this with the comment, "the whole future of television in Canada is under study at the moment."

As outlined by J. Alphonse Oulim, assistant chief engineer of CBC, the decision as to whether the starting date should be 1949, relates to whether the "set for having the television," he said, adding, "What we want is a service."

Three Apply To FCC, Two More CP's OK'd
Washington—FCC has announced that applications for new commercial television stations were announced yesterday by the FCC. They include the Times-Fleecyne Publishing Co., New Orleans, La., Channel 7; Buffalo Courier-Express, Buffalo, N. Y., Channel 7 and Empire Coil Co., Niagara Falls, N. Y., Channel 15.

Commission also announced that it has granted construction permits to two applicants for new commercial tele stations. Receiving grants were the Constitution Publishing Co., Atlanta, Ga., on Channel 2 and Atlanta Journal Co., Atlanta, Ga., to operate on Channel 8.

"Angel Street" Set On WNBY By Guild
Patrick Hamilton's "Angel Street," one of the most successful stage plays ever to hit Broadway, will be presented by the Theatre Guild over WNBY and the NBC network on Sunday, Jan. 25 (8 p.m., EST), starring Leo C. Carroll. Latter will play "Inspector Rouj," the same role he performed on the legitimate stage, and the vehicle will bring him before the video cameras for the second time.

Edward Sobel, NBC producer, will direct "Angel Street" on tele.

McPartlin To Represent NBC Tele
Chicago—Appointment of John McPartlin as NBC national spot sales representative for Chicago was announced by Oliver Morton, manager of the NBC Central division national spot sales staff yesterday. McPartlin will represent NBC television stations WNBT, WGNW and WRGB, and will continue as national spot salesman.

WCAU-TV in Practice Session
"Town Meeting" for radio technicians, opening in Philadelphia Sunday, and designed as an industry self-help measure to stabilize radio and tele servicing, will be televised by WCAU-TV, Bulletin-owned station. Sessions will be held at the Bellevue-Stratford Hotel.

College Sportsmen Show Interest In Video
First evidence of uniform interest in the effect of television on college sports activities was manifested yesterday at the National Collegiate Athletic Association meetings, held forth this week at the New Yorker Hotel. Local video broadcasters participated in a special meeting called by a public relations committeee of NCAA to discuss the medium's place in the future of their respective universities, and just how they could use it for telecasting when service was available in their home cities.

Approximately 50 schools were represented at the confab, which is part of an annual five-day meet.

Uppermost in the minds of college exes is whether they should include both tele and radio rights when dealing with sponsors and broadcasters, i.e., in a "package," or separately.

Tele men are said to have pointed out that such an arrangement would be difficult, since video planning is totally unlike that for radio, and as such, should be considered separately.

NCAA officials also evidenced considerable interest in the physical setup of tele operations from school stadium and arenas, and what costs may be involved in connection therewith.

Most significant reaction from industry reps was that the matter was brought up at all at the NCAA meet, and considered it to be a strong indication of television's role in future college sports.

Video Stations Will Get "March Of Dimes" Films
National Foundation for Infantile Paralysis' "March of Dimes" will enlist the aid of television stations throughout the U. S. on an extensive basis for the first time during its annual drive. January 15th to 30th Foundation will make specialty 16 and 35mm documentary films available without cost to video outlets.

Bittersweet
Cincinnati — Red Thorne, sports director of WVXU, Crosby video outlet here, drew the heaviest mail to date on the station this week with his "Who Am I?", a video oualnace participation segment. Monday's program, which asks all owners to identify names of well-known persons, also color plpupons up two local phone enclosures and drew a complaint from Bell Telephone.
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. Pavittman, Director.

**Survey Week of December 26, 47-January 1, 48**

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<th>TITLE</th>
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<tr>
<td>A Fellow Needs A Girl</td>
<td>Williamson</td>
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<tr>
<td>And Mist</td>
<td>Shapiro-Bernstein</td>
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<td>Ballantine</td>
<td>Jefferson</td>
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<td>Best Things In Life Are Free</td>
<td>Crawford</td>
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<tr>
<td>Civilization</td>
<td>E. H. Morris</td>
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<td>Feudin' And Fightin'</td>
<td>Chappell</td>
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<td>Golden Earrings</td>
<td>Paramount</td>
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<td>How Lucky You Are</td>
<td>Peter Maurice</td>
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<td>How Soon</td>
<td>Supreme</td>
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<td>I Still Get Jealous</td>
<td>E. H. Morris</td>
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<td>I'll Dance At Your Wedding</td>
<td>George Simon</td>
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<td>Made For Each Other</td>
<td>Southern</td>
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<td>My How The Time Goes By</td>
<td>Chappell</td>
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<td>Near You</td>
<td>Supreme</td>
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<td>Now Is The Hour</td>
<td>Leeds</td>
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<td>Papa Won't You Dance With Me</td>
<td>E. H. Morris</td>
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<td>Pass The Peace Pipe</td>
<td>Crawford</td>
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<td>Peg O' My Heart</td>
<td>Robbins</td>
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<td>Seesaw of the Bells</td>
<td>Melrose</td>
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<td>So Far</td>
<td>Williamson</td>
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<tr>
<td>The Stars Will Remember</td>
<td>Harvard</td>
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<td>There'll Be Some Changes Made</td>
<td>E. B. Marks</td>
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<td>Too Fat Polka</td>
<td>Shapiro-Bernstein</td>
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<tr>
<td>Two Loves Have I</td>
<td>Miller</td>
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<tr>
<td>What Are You Doing New Year's Eve</td>
<td>Famous</td>
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<tr>
<td>What'll I Do</td>
<td>Berlin</td>
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<tr>
<td>White Christmas</td>
<td>Berlin</td>
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<tr>
<td>Winter Wonderland</td>
<td>Bregman-Conn</td>
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<tr>
<td>With A Hey And A Ho</td>
<td>Bourne</td>
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<tr>
<td>Whirlpool Song</td>
<td>Miller</td>
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</tbody>
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**Second Group**

| Almost Like Being In Love | Sam Fox |
| Don't You Love Me Anymore | Oxford |
| Home Is Where The Heart Is | Advanced |
| I Have But One Heart | Barton |
| I Wish I Didn't Love You So | Paramont |
| I'm A Comin' A Courtin' Coralville | Dreyer |
| Lady From 29 Palms | Martin |
| Let's Be Sweethearts Again | Campbell-Porges |
| The Little Old Mill | Shapiro-Bernstein |
| Lone Star Song | Advanced |
| Love Is So Terrific | Melvin |
| Mary Lou | Mills |
| Mickey | T. B. Harris |
| Peggy O'Neil | Felt |
| Teresa | Duchessa Songs |
| They're Mine, They're Mine, They're Mine | Shapiro-Songs |
| Treasure Of Sierra Madre | Remick |
| True | Sandy Joy |
| When I Write My Song | Leon Rene |

Copyright, 1948, Office of Research, Inc.
"CLEAN HOUSE," BALCOM ADVISES REPAIRMEN

Telé Station Applications Hit All-Time High

111 Stations Sought
In Record Filing
With FCC

Washington Bureau, RADIO DAILY

Washington—The television "bandwagon" speeded up at the weekend, with eleven more applicants climbing aboard—the largest group for many months.

Not since the rush following the end of the war, have television applications poured into the FCC at such a rapid rate. Only a few months ago, television ap-

(Continued on Page 7)

Heavy FCC Filing
In All Categories

More than 600,000 station and operator licenses and other radio authorities were outstanding at the start of 1948, according to a year-end tabulation by the FCC. This is an increase of some 6,000 stations and 95,-

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(Continued on Page 6)
WOR Gross For '47 High; New Year Prospects Good

(Continued from Page 1)

sold out across the board while at the same time the number of newscasts per day were increased during the year and early in the new year. WOR’s newscasts were more news in regular periods than ever before.

Another source of additional revenue in '47 was the sale of early morning and late nighttime programs such as Jack Lescoulie's record show "Morning Moon," and "Monaghan's Morning Watch" from 6:35-7 a.m. WOR had a total of 313 sponsors at the turn of the year with 79 companies spending the most, followed close behind by drugs.

The three top agencies placing ac-

tively in the field in order of their billings, were BBDO, Duane Jones and Dancer. Others followed in this order; Bloch Co., Young & Rubicam, Benyon & Bowles, Platt, Rose, Arthur Rosenberg, Neff Row- gow, and Rosenthal, Williams & Cleary.

Check up on the ad copy used by advertisers on WOR in '47 showed that the copy had been produced from semi-institutional advertising more hard-hitting commercials aimed at selling products in addition to the firm's good will.

Dorothy Lewis Commanded By Resolution Of Judges

Commanding Dorothy Lewis, head of listener activities of NAB, for the efficient manner in which her office handled the details of the National Radio Week Letter contest, the judges of the contest last week adopted a resolution honoring Mrs. Lewis. The resolution honored Lewis for "her outstanding service...and whereas she has been a great influence for greater public service in this vastly important medium of communication."

"THEREFORE, we, the judges of the National Radio Week Letter Contest conducted by the Association of Women Broadcasters, do hereby resolve that Dorothy Lewis be suitably honored for all she has done for radio and for the public, and that we express it as our most fervent wish that her outstanding service may con-

(Continued from Page 1)

Radio Experts Speakers At Collegiate Confab

(Continued from Page 1)

CBS counsel on public affairs; Sydney Elies, vice-president in charge of press of NBC, and Jack Paige, special events director of CBS, Chal-

The current Marine program "Leatherneck's on Parade" celebrated its 41st weekly broadcast over WBNX last Saturday.

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!
There's a lot more to it than this...

The man behind the pen is signing a contract for Spot Radio — one of the most profitable of all forms of advertising. But the signing of the contract means more than that — a lot more. It means that plenty of hard work has been done — somewhere, by some one.

Yes — there's a lot more to it than fountain pens — or contract forms, or sales charts, coverage maps and station lists.

There's training and experience, timing, associations, persistence — maybe even a little luck. But primarily ... it's a simple matter of knowledge and hard work . . . the two factors that produce most of the results most of the time . . . the two factors that make Weed & Company service so valuable to any advertiser.

Weed and Company

Radio station representatives

New York · Boston · Chicago · Detroit
San Francisco · Atlanta · Hollywood
STORY OF A MYSTERY THEATRE ★ When the Mystery Theatre curtain first went up on NBC in September, 1943, it was on a radio version of Edgar Allan Poe's "The Tell-Tale Heart." It had been decided that the Mystery Theatre would feature classic midnight thrillers along with especially written chillers and adaptations of current short stories, novels and Broadway plays of the macabre.

There were endless archives of dark literature from which to choose. Conan Doyle, Mary Roberts Rinehart, S. S. Van Dine and countless other top-notch writers have been at work for years skillfully tangling skeins of intrigue into fascinating tales that have held readers' interests long past many a witching hour.

An expert in eeriness was needed to select material and guide the series. That pointed the bony and taloned finger straight at Geoffrey Barnes. Sherlock Holmes himself scarcely possessed more varied knowledge than Barnes who had been an experimental chemist, occultist, psychologist, opera singer, criminal investigator, author
a book on voice culture, poet and radio actor. Hidden in his eyrie, somewhere at the stroke of midnight, Barnes finds time to select stories for the Mystery Theatre. On this Friday night program Barnes is portrayed in the role of host and narrator by Bernard Lenrow, outstanding young actor.

How to stage a mystery? Ransack the great literature of past and present for the most baffling chillers ever written. Dramatize them in the most outre fashion on the powerful facilities of the NBC Network—(at an hour when the children have been tucked into bed). Let them stalk the airways in the company of other great shows heard on NBC. Let the vast NBC audience shiver in pleasurable concert. Let the curtain of the Mystery Theatre with the message of the sponsor, Sterling Drug, telling listeners how to shave—without horror. The result: Friday night becomes the eeriest night in the week on NBC with a show that holds the breath of America for thirty minutes while suspense and spine-tingling thrills drift hauntingly from loud-speakers from coast to coast.

... the National Broadcasting Company
March of Dimes Drive Seeks Radio Support

(Continued from Page 1) quarter-hour programs featuring Eddy Howard, Percy Faith and Ginny Simms, and Gene Autry, and a 15-minute disc with tales by Basil O’Connor, Dana Andrews with the voice of FDR dubbed in. Dan Seymour announces.

A total of 30 one-minute spots also have been recorded by outstanding personalities including Bob Hope, Walter Winchell, Eddie Cantor, Vaughn Monroe, William Bendix, Gabriel Heatter, Morton Downey and Harold Stassen.

For disc jockeys, the Foundation has prepared a series featuring top recording artists which can be worked into the programming of each jock’s show. Discs are cut so that jock may “interview” artists during the playing of their records.

Climax of the radio drive will be a four-web pooled broadcast Jan. 30, with with the Foundation as co-sponsor and speaker. It is known that show will be an all-star affair, although artists and other details have not yet been set.

For foreign language stations, spots have been prepared in Spanish, German, Yiddish, Polish and Italian, with quarter-hour spots available on ETS in the latter three tongues.

Carl Burkland Promoted To CBS Radio Sales Post

(Continued from Page 1) burg, network director of station administration. Burkland succeeds Van Volkenburg who was promoted to his new post last week.

Columbia’s new radio sales chief has been with CBS entirely during his 19 years in radio. From 1929-1931 he worked his way through the University of Minnesota as an announcer and salesman for WCCO, Minneapolis-St. Paul, and in 1938 became sales manager of the station. Burkland came to New York in 1941 as a member of CBS radio sales staff and took over the next year as general manager of WTOP in Washington.

Named Manager Of KFBI

J. Wirth Sargent has been named general manager of KFBI, Wichita, Kansas, succeeding Robert X. Lindley, who resigned to extend his interests in the oil business.

California Commentary...!

Mrs. Omar N. Bradley, whose husband is the Army’s new Chief of Staff, is an enthusiastic radio and screen fan, following a recent luncheon at the Beverly Hills Hotel, honoring General Bradley, she hurried to the lobby in quest of Groucho and Harpo Marx, whom she learned had attended the event. She was eager to see how Groucho looked minus his “mustache” and Harpo his wig. . . . Beany Venuta wound up the old year by recording album for Mercury Records, and it is expected to be the only album of the kind on the market. She recorded six sides—“Rings On My Fingers,” “Hello, My Baby,” “When Teacups Dance With Me,” “Waltz Me Around Again Willie,” “Come Josephine In My Flying Machine” and “On a Saturday Night”—all tunes that were hits around the turn of the century. . . . “Adventure For Sale” a dramatic radio show starring Michael O’Shea, is being offered for sale by Jack Rourke Productions. The show is directed by Joe Goetz. . . . Margaret Etinger trooped to San Francisco to supervise the launching of the 1956 Kwinter Kent Auditions for young, amateur vocalists between the ages of 15 and 25. There were so many applications from the San Francisco area that Kent decided to conduct preliminary auditions in that area, to save them the trouble and expense of coming to Los Angeles. Theodore Uppman of Palo Alto was first place winner last year.

Hollywood

While the holiday season is traditionally festive for most Americans, Tony Martin found that for him it meant just plain hard work. He was crowding every available hour seeking to build up a stockpile of record sales before the Petriole ban became effective on Jan. 1. During the final day of recording he worked all day, before and after his new ABC show, putting wax on the songs he will sing in his newest starring film, “Casbah.” Although Christmas Day was his birthday, he spent most of the holiday singing songs for scores of hospitalized veterans at the Birmingham Hospital as part of Eddie Cantor’s “Give A Gift To A Yank Who Gave” campaign show and also participated in the Cantor broadcast that night.

Heavy Commission Filing In Various Categories

(Continued from Page 1) since the close of the last fiscal year. For non-broadcast stations, the figure exceeded 120,600, a gain of nearly 8,000 in the six-month period. Slightly more than 60 per cent of the non-broadcast stations were amateur; the remainder were safety, special and miscellaneous radio services.

Commercial radio operators numbered 341,000 as compared with 225,000 previously reported. Another thousand amateur operators were added, swelling their ranks to 81,000. Special aircraft radio operator authorizations more than doubled—approaching 62,000.

The FCC has announced a proposed decision looking toward the grant of the application of Missouri Broadcasting Corp., to change the operating assignment of station WIL, St. Louis, from 1320 kc. to 1500 kc., unlimited, to 1430 kc., 5 kw., unlimited.

The application of Metropolitan Broadcasting Corp., for a new station at Belleville, Ill., to use frequency 1430 kc., with 1 kw., unlimited, day, was proposed to be denied.

FCC Considering Revision Of Its “Low-Power” Rules

Washington Bureau, RADIO DAILY

Washington — The FCC has announced that it has under consideration revision of its “low-power” rules with a view to prescribing considerably more stringent conditions governing the operation of equipment covered by those rules. This includes a wide variety of devices ranging from “phono-oscillators” to “wired-wireless” or “carrier-current” equipment which is used for “broadcast” purposes.

The announcement of the Commission was made in view of the apparently increasing general interest in the operation of such “low-power” equipment, and in order to “sound a new note of caution” for present and prospective operators and manufacturers of devices intended to operate within such rules. It was stated that the extensive changes that will probably be required in order to prevent interference to authorized radio services may have the result of altering very substantially the conditions under which “low-power” equipment may continue to be operated.

Citation

The League of Composers yesterday presented a citation to WCCO Minneapolis-St. Paul, on the occasion of the radio premiere of two works commissioned for the League’s 25th anniversary. Presentation was made during the show by Marion Bauer, secretary of the organization. Theodore Sirefkin, president of the League, directed H.M.S., presented the award. Sirefkin Loyin conducted the orchestra for the show.

ON THE AIR AT CHANNEL 4 . . .

MONDAY, JANUARY 12

8:29—Film (Vick)  
8:30—NBC Television News  
8:40—Film (C.O-Two Fire Extinguishing)  
9:05—Cavalcade of Sports—Boxing at St. Nicholas Arena  
10:20—Feature Film—Gene Burton vs. Kid Gavilan (Gladiators)  

TODAY’S STORY . . .

The very day after NBC’s full-page advertisement, “1948—Television’s Year,” ran in one large city, NBC was informed that television program listings would henceforth be carried as a daily service feature of the newspaper. Other papers please copy.

BACKWARD SCANNING . . .

In 1938, ten years ago, John Archer Carter (able advertising executive, then as now) made this observation about television: “The thing that moves in television is moving this very instant . . . television gives you a chance to prove the service you promise as no other medium does. In many cases you can actually demonstrate the service. Your message carries not only intimacy, but a powerful believability. The customer says: ‘This thing is happening somewhere right now as I look; it can happen to my benefit tomorrow if I buy the product today.’ Television is the advertising man’s dream.”

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Volume Increased Rapidly During Recent Weeks Following Temporary Lull Of Few Months Ago; Many From East And Midwest; One From Calif.

(Continued from Page 1)

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Gulf Oil, "Evervess" Set Skeds On WCBS-TV

Renewal of a 15-minute weekly news segment for 52 weeks and the sale of 20 one-minute film spots to run through March on WCBS-TV was announced Friday by George Moskovics, commercial manager. Gulf Oil Corp. through Y&R, renewed its schedule on the CBS outlet (Thursdays, 8:45-9 p.m.) which is now in its seventh straight 13-week cycle. Pepsi-Cola Company, for "Evervess" has bought the film spots to appear for the next three months, to precede sporting events also through Y&R. Company recently completed a series of 11 spots on WCBS-TV preceding professional football.

KTLA Offers Facilities To Air Education Films

Hollywood — KTLA is discussing plans to telecast a series of educational films under the auspices of the school officials, it was disclosed here Friday in a telegram sent by Klaus Landsberg, general manager of the Paramount station, to County Supervisor Raymond V. Darby. The Paramount School authorities will telecast educational films under the auspices of the County Superintendent of Schools, Landberg wired Darby to the effect that station execs were in "wholehearted sympathy with the idea" and made the facilities of the west coast station available to him for this purpose.

Hooe Named Film Editor Of NBC Television News

Martin Hooe has been appointed editor of the news film division of NBC Television, it was announced over the weekend. He'll work as news assignment man under Paul Alley, web's director of film programs.

The Line Extends

In line with rapid expansion of television service in major cities, U. S. Television Corp. last week appointed contractors to distributors in Baltimore, Cleveland, Boston and St. Louis. Newly formed firms will sell both home and public place video sets, a link which includes both direct view and projection models. Company is now in all major markets.
Balcom Advises Repar Erin To "Clean Your Own House"

(Continued from Page 1) of broadcast transmitting equipment, received orders for $12,455,202 of transmitting and studio equipment and $6,535,358 worth of this equipment.

A breakdown of the broadcast transmitter figures shows $3,355,570 in orders for $2,455,833 in orders for $6,535,358 worth of the equipment.

Orders for AM transmitter equipment totalled $2,402,708 and deliveries amounted to $2,318,006. AM and FM studio equipment orders totalled $2,395,044 and deliveries $2,305,352. Antenna equipment for both AM and FM stations aggregated $1,497,564 in orders and $1,353,767 in deliveries.

Westinghouse Turns Down CCBS "Channel" Plan

Washington — Westinghouse Radio Stations, Inc., has rejected the Industry-wide allocation plan for clear channel stations proposed by the Clear Channel Broadcasting Service. In a brief letter with the FCC, Westinghouse said the CCBS plan will not "adequately or economically resolve the issues" involved. Westinghouse, while not perfect, is far better than the present one. The old concept of double duty is due, in part at least, to the fact that you have an effective organization in the Philadelphia radio service and the new plan for non-broadcast. Balcom said the industry is now confronted in some cities with the threat of more non-broadcast service than ever before, as a result of the licensing of all radio technicians. "We are in radio," he said, "but if our materials and services, the industry will be jumping from the frying pan into the fire and that the public will not accept the situation any better than it is now."

"We believe that radio technicians themselves are best able to ride their ranks of the men and the abuses that they will be able to help us in the beginning, but in the end it will be up to technicians such as yourselves to complete the job." To this problem, we believe, is the one you are taking here tonight, tomorrow and Tuesday. The most effective means of getting people is through character and honesty, plus sound business practice. The future plus competence is not only the best policy but the most profitable one as well."
U.S. COURT RAPS ‘BLUE BOOK’ IN WBAL RULING

Industry Leaders Ready For Petrillo Hearing

Testimony Opens In Washington Today

Industry big guns will be turned on James C. Petrillo and the AFM today when the House Committee on Education and Labor opens its probe of the music business this morning in the Old House Office Building in Washington.

Port of the industry witnesses to appear will be justin

(Continued on Page 8)

RMA Report Treats Repairmen ‘Abuses’

Philadelphia—Recommendations of a RMA Service Committee for a strange of abuses in the repair in-

ustry will be presented to the “Town Meeting of Radio Technicians” today in the Bellevue-Stratford here. W. L. Langton, chairman of the RMA group, in an off-the-record talk, will outline the committee’s findings in Chicago last Friday. Although specific recommendations

(Continued on Page 8)

RDGA Cites 12 Stores As Radio Contest Violets

Total of 12 retail stores, all users of local radio, were announced as top

winners yesterday in the annual radio program contest sponsored by the Na-

tional Retail Dry Goods Association for the RDGA’s 37th annual convention

(Continued on Page 5)

New Air Force Program

U.S. Air Force, through W. W. Ayer, Hollywood, inaugurates a new show on Mutual, Fridays, 10:30-11 p.m., EST, beginning Jan. 18. Program fea-

tures the Tex Beneke orchestra plus high school talent from various cities where show will originate. First four airings will be from Hollywood with

nationwide tour to follow.

MBS Gross Billings

For 1947 Released

Mutual’s gross billings for 1947 to-

taled $32,772,711 as compared with

$25,567,302 in 1946, year-end figures

released by the MBS research de-

partment yesterday revealed.

Coca-Cola company, which led off the sponsor list with a total of $2,-

11,405 in 1946 dropped to $33rd place in the network’s sponsor standings

the past year with a total expenditure of $195,958. This decline in Coca-Cola

billings was largely due to the soft

(Continued on Page 6)

FM Plea Of “Daily News” Re-Opened By Commission

Washington Bureau, RADIO DAILY

Washington—The FCC yesterday heard oral argument in the reopened New York FM case. The controver-

sial case was re-opened on the petition of the New York Daily News, which had been denied a grant in the

Commission’s “final” decision.

Question of former FCC Chairman

(Continued on Page 5)

Alabama Governor

Restricts Coverage

Montgomery, Ala.—Radio reporters

and representatives of a ban by Gov.

James E. Folsom forbidding attendance

at his news conferences. Reason given was that both were served by press associations and could get

their news from them. Reporters will be permitted to submit questions in

writing, to which they will be given

written replies.

Previously the governor had said

(Continued on Page 2)

Bigger FCC Budget For 1949

Asked By President Truman

Washington Bureau, RADIO DAILY

Washington—An increase of $605,-

000 over the current FCC budget has been asked for the fiscal year 1949, release of President Truman’s budget

showed yesterday.

A total of $8,555,000 was asked for

the Commission — compared with a

Current budget of $8,266,000 and a 1947

budget of $8,216,000.

Expenses during fiscal year 1947

were $8,166,000, and are estimated to-

day at $9,299,242 by the end of June.

Expenditures by the Commission dur-

ing the fiscal year 1949— which starts

this July—are estimated to go to $6-

496,996.

It is significant to note that the budget estimates are apparently an-

ticipating a drop in radio manufac-

turer sales for the next year. Receipts

from the excise tax on receivers, phonograph records, and musical in-

struments were reported at $622-

499,274 for the fiscal year 1947, and estimated at $630,000,000 for the

fiscal year 1948.

For the fiscal year 1949, however, the estimate from this source amounts

to only $72 million.

FCC Comparisons ‘Unjustifiable’ Court Holds

Washington Bureau, RADIO DAILY

Washington—While terming the FCC’s Blue Book compar-

isons “unjustifiable,” the U. S.

Court of Appeals yesterday af-

firmed a lower court ruling de-

laying WBAL’s request for decla-

ratory judgment against the

Commission.

In effect the appellate court

ruled that the administrative

(Continued on Page 5)

Radio Producing Firm

Formed In New York

Formation of a radio packaging

firm for the production of new ideas for radio programs under the firm name of Ra-Best Features, Inc., was announced yesterday by

S. James Andrews, formerly vice-

president in charge of radio for Len-

noff & Mitchell, Inc. Larry Elliott,

announced as president of the new

(Continued on Page 6)

Johnny Leads Ratings

Of West Coast “First 15”

Pacific Hoopertings report for De-

cember, released yesterday, lists Jack

Benny first, Walter Winchell second and Bob Hope third among the “First

Fifteen” evening programs.

Average evening sets-in use, ac-

cording to the report, was 34.8, up

(Continued on Page 2)

Canada RMA Protests

Montreal—S. L. Copell, president of the Radio Manufacturers’ Assn. of Canada, said the association has decided to protest the imposition of a 25 per cent excise tax on Canadian made radio receivers.

Said Copell: “Our industry has an extremely high Canadian content. We should not be categorised with products of high United States con-

tent in application of this tax.”

Going Fast

Demand for exhibitor space for the 1948 Radio Engineering Show at Grand Central Palace, held in connection with IRE’s national con-

vention March 22-25, is already running 25 per cent above last year, according to William C. Copp, exhibits manager. Overbook re-

quests have caused the opening of half the third floor of the ex-

hibitors rented all available space.

www.americanradiohistory.com
RADIO DAILY

VOL. 12, No. 8, Tues., Jan. 13, 1948 Price 10 Ct.

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

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FINANCIAL

NEW YORK STOCK EXCHANGE

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<th>Stock</th>
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<th>Low</th>
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<tr>
<td>Admiral Corp.</td>
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<td>13</td>
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<tr>
<td>Am. Tel. &amp; Tel.</td>
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<td>135 7/8</td>
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<tr>
<td>CBS A</td>
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<td>32</td>
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<tr>
<td>Farnsworth Y. &amp; B.</td>
<td>24 1/4</td>
<td>24 7/8</td>
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<td>Gen. Electric</td>
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<tr>
<td>RCA Common</td>
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<tr>
<td>RCA First pd.</td>
<td>68 3/8</td>
<td>67 7/8</td>
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<td>Stewart-Warner</td>
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<td>14 3/4</td>
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<td>Western Union</td>
<td>22 9/16</td>
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<td>Zenith Radio</td>
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NEW YORK CURB EXCHANGE

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OVER THE COUNTER

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<tbody>
<tr>
<td>DuMont Lab.</td>
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<td>10</td>
</tr>
<tr>
<td>Stromberg-Carlson</td>
<td>13 7/32</td>
<td>13 7/32</td>
</tr>
</tbody>
</table>

Two FM Applicants File

The FCC yesterday listed two applications for new FM stations. They include Pacific Foundation, Berkeley, Calif., channel 99A; Class A Whitter, Calif., channel 269, Class A.

10 YEARS AGO TODAY

(Rom the files of Radio Daily)

Membership of Local 562, AFM, voted to curtail "one-man job trusts" to prevent intake and other first-grade musicians from jumping from one commercial job to another. WWL increased network rate 37 per cent to $375 per evening hour, effective with operations of new $350,000 station. Toronto Presbyterian sustained Sunday commercials over CBC. "Staring at the Sun" became "Still of the Sun" (Marlo Music Co.)

COMING AND GOING

R. E. DUNVILLE, vice-president and general manager of Conley Broadcasting Corp., and MARSHALL TERRY, vice-president of the organization, resigned from promotional activities, one in Florida to attend the chain diagnosis convention.

SYDNEY KAYE, executive vice-president of SMK and special counsel for the industry music committee, is in Washington for the House Committee's current hearings on the Petrolia situation.

ALLEN PRESCOTT, whose Monday thru-Friday program is heard on W2J, Left yesterday for New Orleans and recuperation from his recent illness. During his absence, Pat Berns will lunch hit for him over the air.

NATHAN STRAUS, president of WMCA, is in Washington, D. C., to attend FCC hearings on New York FM allocations.

BERT LEE is back from Princeton, where yesterday he broadcast over W2J a play-by-play description of the basketball game between the Tigers and Dartmouth.

KEITH BURKE, newly appointed sales manager of W2J, Children, N. C. He is succeeded by George Albin, who will be the second class man.

WCVF President G. W. Covington, Jr., who has a regular reporter at the capital, called the ban "ill considered" and "ill tempered." No comment was made by President Howard E. Piffl of WSFA who also has a regular capital reporter.

Robert Close

Robert Close, 59, chief air conditioning engineer for NIBC, died Jan. 6 in Englewood Hospital, Englewood, N. J. Close resides in Leonia, N. J., and had been with NIBC since 1928. Funeral will be held tomorrow, Wednesday, at 2 p.m., at Myers Funeral Home in Englewood. He is survived by his wife and daughter, Mrs. Ned Strickland.

IVOR KENWAY, vice-president of the American network in charge of advertising promotion and research, has left on a business trip to Washington, Baltimore and Richmond.

EDWARD R. MURROW, Columbia network newscaster, accompanied by his Daschund in Washington for the broadcasting of this week's program over WTOP. WMAL ZUMMAR, news editor, also is making the trip.

WARFIELD, manager of New England operations for CBS and general supervisor of WEAF, Boston, arrived in New York last Friday on a short business trip.

CHARLES W. PITTMAN, manager of WOR, American network outlet in Muncie, Ind., has left to assist the executive contingent currently in New York on business.

DICK HOTTLET, new from for CBS, is in Washington, D. C., from which point his news cast of this week will emanate.

JAMES M. PATT is in town. He's the manager of WOR, American network affiliate in New Bedford, Mass. Set in for a while yesterday at the offices of the web.

W. AVE WINDING manager of WEED, American network outlet in Rocky Mount, N. C., has arrived from North Carolina for a few days on station business.

Alabama's Governor Restricts Conflag Cover

Benny Leads Ratings

Of West Coast "First 15"

That shot of an air wreck we thought was a honey of a special.

F. A. W., two FM applicants for New York, have sole rights to put radio to work and sales by radio in Baltimore.

That's the successful independent that delivers more listeners per dollar than any other station in this big S-station town. Use W-1-T-H and you'll be on your way up again!

FLEXIBLE

(Fixed the files of Radio Daily)

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Tomatis To Speak

Eugene S. Thomas, sales manager of WOR, will be a principal speaker at a City Hall celebration on Friday, marking the 242nd anniversary of the birth of Benjamin Franklin.

Hooper's Are Whoppers

WORCESTER

Hooper's Are Whoppers

AM AND FM

W-1-T-H

AM AND FM

Baltimore 3, Maryland

TOM TINSLEY, President

Represented Nationally By Headley-Read

WEVD 117-119 W. 66 ST

HARRY GREENFIELD, Mgr. Director N.Y. 19
In Wilkes-Barre, Pa.

WBRE has the audience

<table>
<thead>
<tr>
<th>TIME</th>
<th>SETS IN USE</th>
<th>WBRE</th>
<th>Station B</th>
<th>Station C</th>
<th>Station D</th>
<th>Station E</th>
<th>Station F</th>
<th>Other Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekday Mornings&lt;br&gt;Mon-Fri&lt;br&gt;8:00 AM-12 NOON</td>
<td>16.2</td>
<td>49.3</td>
<td>27.6</td>
<td>2.3</td>
<td>2.9</td>
<td>1.7</td>
<td>14.2</td>
<td>2.0</td>
</tr>
<tr>
<td>Weekday Afternoons&lt;br&gt;Mon-Fri&lt;br&gt;12 NOON-6:00 PM</td>
<td>20.4</td>
<td>40.8</td>
<td>26.9</td>
<td>2.1</td>
<td>5.4</td>
<td>5.0</td>
<td>16.7</td>
<td>3.9</td>
</tr>
<tr>
<td>Evenings&lt;br&gt;Sun-Sat&lt;br&gt;6:00 PM-10:00PM</td>
<td>33.4</td>
<td>57.9</td>
<td>21.4</td>
<td>1.8</td>
<td>3.0</td>
<td>Off the air</td>
<td>12.5</td>
<td>3.4</td>
</tr>
</tbody>
</table>

WBRE has the highest share-of-audience for the morning and evening periods, third highest for the afternoon period of all NBC stations shown in the Hooper Station Listening Index for October-November, 1947.

And in the important* Wilkes-Barre market, people listen. The average proportion of sets-in-use—mornings, afternoons and evenings—is higher than the average of the 36 Hooper cities.

*Wilkes-Barre is the heart of Pennsylvania's third largest county (Luzerne)—third largest market area.
Mainly About Manhattan...!

- **Radio Dilly-Dallying:** Bob Hope has been juggling some fantastic radio offers since reported till with his sponsor. Henry Morgan's promise not to kid his new sponsor but the trade skeptical. Those who know Hope feel he's bound to break loose—naturally, of course. Ted Collins a major investor in syndicate seeking to build the nation's first FM radio net. Theater Arts mag folding, with the Cowles clan (Leek) planning to take it over as a prestige publication. Gertrude Niesen has big plans for her 600 acre estate in the Mojave Desert and is huddling with crews of engineers and irrigation experts on turning it into a huge resort rivaling Palm Springs. Among results of the Petticoat recording ban is that charitable organizations now find it easier than ever to obtain films in which to transcribe spot appeals for donations. Inflation Note: Charging machine operators are pressing Uncle Sam to mint 7½ cent pieces.

- **Arden Bank** is equipping and outfitting 3 experimental television theaters in England. Lever Bros. reported interested in the Ed and Keenan Wynn audition platter. Roland Gammon, former Life statistician, now associated ed of Payente. Mutual mulling an early evening network disc jockey show for Kato Smith. Dr. Allen B. Du Mont predicts that sales in the video industry during '48 will total the billion dollar mark. With this an election year, the gay writers are already going thru their files for political gags. It'll be murder come convention time.

- **Around Town:** Toots Shor scene. 3 ABC secretaries (Jean Excel, Ed Noble's sister; Dotty Whelan from Mark Wood's office and Phyllis Fish, Harry's own Gal Friday) taking Handsome Harry Wigrum out to lunch. Harry'll be off to Calif. next week to golf with his cronies, Bob Hope and Bing Crosby, and will also appear in some films while out there. Lyn Duddy has an article on trick contracts in the March Liberty. Wildegard, the rich man's Jane Pickens, will appear for a tryout informal visit with Bea Wain and Andre Baruch this p.m. Waller Gibson (the original Shadow) now a press agent on the road with the Blackstone magic show. Current Shadow, Bret Morrison, will portray a prizefighter in his first film. Lanny & Ginger Grey, who write so many of those singing commercials, disprove the oldie that rhyme doesn't pay. (They guest with Ted Steele Thurz.) Exploiters Fred Coll and Zac Freedman handling the Atlas round-the-world flight stunt. Sponsor interest shown in Larry Hammond's new Mutual show. "My Favorite Kid." Rudy Vallee's new air show will be tagged "Down Front With Rudy Vallee" and will include gossip on all phases of show biz. Dennis James into Ward Wilson's spot on "Can You Top This?" for 2 weeks starting on the 21st. Ward's taking time out to tie the well-known knot. Royal Roost getting an NBC wire to air the offerings of the 3 Flames and the piano-Hammond organ combo of Wyatt & Taylor. If prices skyrocket any higher, warns Arthur Murray, this will be known as the age of chiseler.

- **At the Roosevelt Grill** recently, Jack Kapp of Decca Records, told Guy Lombardo of a new orchestra that was creating a sensation in the Midwest. "Everyone I speak to tells me the band is great," he said. "You mean," inquired Lombardo, "that not a single person has said anything bad about the band?" Kapp nodded. "Well, that's bad," continued Guy. The only time I feel good about my future is when I hear radio combs poke fun at my arrangements. As long as they keep making cracks I feel good. But the minute one of them says my arrangements are terrible, then I start worrying."
Comparisons In 'Blue Book' Unjustifiable,' Court Holds

A new publication has made its debut at KTSO, San Antonio, called "Station Static" which will be a monthly affair. Book is a product of a different department each month and contains interesting sidelights of the various staff members, plus gossip and news of the station's activities. Paper size is 8 1/2 x 11" inches and is mimeographed. First issue was edited by the commercial department. Gathering, typing, making of stencils and printing is left to up individual department.

Barrows' Campaign

A four-page illustrated brochure plus accompanying promotional material on "The Abe Barrows Show" has been mailed to CBS stations by the net's Program Promotion Division. Material includes mat and proof of newspaper ad, story of show itself, bio and gloss of Abe Barrows and bio of musical director Milton DeLugg.

Jostyn-Grauer Etts For BSA

Jay Jostyn—"Mr. District Attorney"—heard over NBC — and Ben Grauer, on-the-spot reporter for the network, today will cut transcriptions which will be offered stations in aid of the forthcoming Boy Scouts of America campaign.

Anyone Know Where I Can Find a Five Room Apartment?

Write
JOHN CROSBY
New York Herald-Tribune

Holiday Habit

No respecter of holidays, Old Man Winter did some of his dirtiest work on New Year's day. In Fair Haven, for example, ice and slleet knocked out power lines to all radio stations, leaving them without a watt to their names. Thanks to its emergency stand-by system, however, WOOO was back on the air in three minutes broadcasting emergency messages, keeping weather reports up to the minute, even covering the storm-surrounded inauguration of the city's new mayor. All this comes under the heading of service to the public: and service, after all, is what builds listenerhip—a basic factor in the value of a station to its advertisers.

WESTINGHOUSE RADIO STATIONS Inc
KWW KOLR KEN WBB WIGS WOOO

National Representatives: NBC Spot Radio—agent for KEX, KVI, KPE & KPEN
RADIO DAILY
Tuesday, January 13, 1948

MBS Gross Billings
For 1947 Released

(Continued from Page 1) drink manufacturer's decision to abandon the format of "Spotlight Bands," popular during World War II. The General Manager, who four years ago placed less than a half million in time billings on Mutual, topped the agency list in 1947 with total time placements of $1,596,603. A year ago, Erwin Wasy Company, Inc., led off the agencies for 1947 gross billings with a total of $2,320,388.

Leading the Mutual sponsor list for 1947 was the broadcast of the quiz show which spent $1,572,140 with the network. Bayuk Cigars, Inc., placed second with $1,202,060. Inside of Sports, M thru J, followed by Carter Produc- cycs, Inc., with $1,817,140. Fourth was Serutan Company ($2,070,614), followed by Mutual Laboratories, Inc., with $1,167,727; General Foods Sales Co., Inc., $1,105,126, and General Motors Corp. with $897,943.

Ruthrauff & Ryan Open Office in Mexico City

(Continued from Page 1) manager of Young & Rubicam's Mexican office.


Some years ago joined in organizing the Mexican office of Grant Adver- tising as veep and account exec- cutive. Later, he left Grant to join Y&R in Mexico City.

Fernando Bolanos Cacho is assistant manager of R&R's local opera- tion. His public relations background covers several years in the U. S. and he was formerly assistant manager of Publicidad Augusto Elias, S. A., Mexican affiliate of McCann- Erickson. Arrigo C. Anitua has been named to head up the creative staff.

Wedding Bells

Ward Wilson, WHN sports comentator and network announcer, and Miss Kay Loring, radio, stage and movie actress, were married Jan. 4 at Asbury Park, N. J. Miss Loring has appeared on Broadway in "Three Men on a Horse." "Christopher Blake," and "The Rugged Path."

MUTUAL BROADCASTING SYSTEM 1947 SPONSOR EXPENDITURES

<table>
<thead>
<tr>
<th>Sponsor/Agency</th>
<th>Expenditures</th>
</tr>
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<tbody>
<tr>
<td>Gabson Petroleum Co.</td>
<td>$1,572,140</td>
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<td>Bayuk Cigars, Inc.</td>
<td>$1,202,060</td>
</tr>
<tr>
<td>Cummins, Inc.</td>
<td>$1,167,727</td>
</tr>
<tr>
<td>Serutan Company</td>
<td>$2,070,614</td>
</tr>
<tr>
<td>General Foods Sales Co., Inc.</td>
<td>$1,105,126</td>
</tr>
<tr>
<td>General Motors Corp.</td>
<td>$897,943</td>
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<tr>
<td>Mutual Laboratories, Inc.</td>
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<tr>
<td>ANHEUSER BUSCH</td>
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<td>American Tobacco Co.</td>
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<tr>
<td>Pennsylvania Railroad Co.</td>
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<td>Inland Steel Corp.</td>
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<tr>
<td>Studebaker-Packard Corp.</td>
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RADIANT (Continued)

ON THE WAY

IMPORTANT

THE 1948 YEAR BOOK OF TELEVISION

PRESENTED AS A SUPPLEMENT TO RADIO DAILY

NAB Executives in N. Y.

Conferring On White Bill

NAB officials were in New York over the week-end conferring with network-toppers preparatory to submitting a memorandum commenting on the White's Administration's Interstate and Foreign Commerce Committee. As predicted by Rasor Dancy, NAB is expected to give formal approval to the White bill, but will stand by its contention that the FCC be kept out of programming.

RADIO DAILY

Radio Producing Firm Formed In New York


The company proposes to investi- gate news program ideas, make re- cordings of those they think have merit, and will then offer them to advertisers and advertising agencies.

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**Television Daily**

**STATION BUSINESS IS UP AS YEAR BEGINS**

**TELE TOPICS**

**By JIM OWENS**

The Major Bowes Amateur Hour will be revived for television by WABD-Du Mont next Sunday night, with most of the household hits of the radio show’s “Bob” will debut another full-hour show the same night, “Rainbow House,” thereby building up a strong line-up of live fare for Sunday. Joe Louis will get 40 per cent of the video and radio rights of his meeting with Jersey Joe Walcott at the Yankee Stadium in June. The chime’s insistence on sale of the rights to the highest bidder instead of a package deal, was unnecessary since the NBC-Gillette contract with Mike Jacobs, 20th Century Sporting Club expires May 31. Is Joe merely helping Mis Mike to bargain for more $ ?

Three NBC execs, Nick Kereta, Warren Wade and Reynold Kraft, will participate in a seminar for advertisers conducted by WBAL (Baltimore) today and tomorrow. Joe di Donato, one of the most head-up Joes in the business, heads up television for the Edward Petry Company starting this week. He handled Bestol-fyders and Boarden shows on WCB5-TV and WNAB while at Doherty, Clifford & Shortfield. Espey Manufacturing Co’s television kit extremely popular with service men and video training schools... Robert Campbell, television director of Springer-Fillmore, witnessed the unveiling of his company’s initial effort in film commercials today before video students of the New School.

WGR, GE’s station in Schenectady, is now operating on a six-night per week schedule. Station also acquired its first local client last week—Haven Electric Company of Albany, for a nifty news program.... WMAL (Washington) Ruth Craig, “The Modern Woman,” has become the Capital’s first distaff tele director via her weekly show featuring society news, household hints, etc. “Desire” currently on a “dry run” schedule on Don Lee’s WLSXKO under supervision of Stuart Phelan of the Ray Margo Agency in Hollywood... Doesn’t Irene Murphy’s (ex-RAA-Allied Stores Caravan) 300 hours before the cameras constitute some sort of record?

**Tele Scoop**

Cincinnati — Kurt Schussnagl, former chancellor of Austria now visiting the U. S. appeared before WLW’s video camera (Sunday night as guest of William H. Hessler, chief editor) writer for the Cincinnati Enquirer, also because the WLW TV station.

**Emerson Shows Low-Price Set; To Spend $7,000,000 In Advtg**

Emerson Radio & Phonograph Corp. made a strong entry into the lowpriced television receiver market yesterday with the unveiling of a 10-inch set to retail for $89.90, and the announcement that it expects to produce 500 sets daily before the end of this year. In addition, Emerson expects to spend approximately $7,000,000 in advertising and promotion during ‘48, an increase of a half-million over last year, and the highest amount yet scheduled by the company.

Introducing the new model, the company’s second 10-inch type set, to a dinner meeting at the Waldorf, Pres. Ben Abrams said it was hoped that the price of sets could be cut $50 to $60 below the $90 price. He also predicted that in the future, “the television end of our business will be greater than our sound sets.”

**Sales of First Week Reveal Promise Of Good Yr.**

Television’s first business week of 1948 was a highly promising one with stations reporting to their advertisers new sponsors to expanding schedules plus a wave of program and spot renewals which extend well into the new year.

WABD started off the 12-month period impressively with the signing of Chevrolet to a weekly news program to be aired Thursdays (8-8:20 p.m.) over a four-station web WITG, WFFL-TV, and WMAR-TV for 92 weeks. Station also signed Chevrolet dealers to a 10-day schedule of films of the Winter Olympics which will be aired on a 15-minute show each night (8-8:15).

WMAT-TV, ABC’s Washington outlet, also had a highly successful week, with several “long term” contracts signed up. These include Philco dealers for three full-length feature films three times a week, (Sunday, Tuesday and Thursday) to plug radios, tele sets and refrigerators. Films will run about one hour and 20 minutes. Station also sold wrestling pickups to General Electric Products from the Turner Arena (Wednesday) plus spots to several local advertisers.

WNBT added 10 renewals last week, including web programs for Kraft, Buiton Foods, Gulf Oil, Nash-Kelvinator and announcements by BVD, Botany, Brentwood Sportswear, Bumpers and Vick Chemical.

New business on the NBC station included two one-time film programs by C-O Two Fire Equipment Company and Churchward & Company, high on the new-business list for WGBS-78 was the sale to U. S. Rubber of pickups of the Sportman’s Show from Grand Central Palace next month plus films of the Winter Olympics, a renewal by Gulf Oil of its weekly video news show (Thursdays, 8-8.15 p.m.). Station also sold a schedule of 20 one-minute spots to Pepel-Cola for “Eversweet,” to extend through March.

**Central Business**

Washington — WNW got a “phone call from a curious and slightly bewildered ‘listener’ the other evening. Seems he owns a home-wire receiver which operates on the 72 mg. band, and Sunday night he kept getting flashes of a news broadcast. A phone call to the station showed he’d been tuned to the sound portion of a NBC newscast being aired! He now owns half a tele set.

At a screening test of the new spiral flat film for kinescopes, the RKO projectionists seemed quite pleased with the results. It is a major step forward for the television industry.”
House Petriello Probe
Under Way In Capital

(Continued from Page 1)

Miller, president of the NAB, with Bond Geddes, executive vice-presi-
ley, co-author of the Taft-Hartley labor legislation, is expected to reveal
some of the committee's findings in an investigation of the Petriello-AMF or-
ganization, during the course of the hearing.

Other witnesses to be heard include
J. N. "Bill" Bailey, FMA executive director, and Everett Dillard, presi-
dent of the FMA and the Continental FM network. Hearings will be held morn-
ings beginning at 10:30 a.m.

The Petriello, it is alleged, has been subpoenaed to testify at the hearing and is expected to appear on next Monday. In the meantime he will ap-
pear before Judge Walter L. Buyn in Chicago when Judge Walter L. Buyn
renders his decision on next Wednesday. Petriello is tried before Judge LaBuy for
alleged violation of the Local Act.

FM Plea Of "Daily News" Re-Opened By Commission

(Continued from Page 1)

Charles A. Denny's participation in the hearing of the Commission on a charge
It's clear evidence that the FCC has no right to turn on an employer of your own or to control a newspaper. Wayne Coy, new FCC chairman, and Com-
missioner Edward Webster and Chas. Dorr, led the charge to place counsel for the News on point.

The American Jewish Congress re-
iterated its charges that the News was biased against certain minority groups. This was again denied by the News. The Commission previously had ruled that the petition of the A. J. C. was not to be a part of the record. Testimony of the organization yesterday, however, apparently brings the charges back before the Commis-
sion.

Chairman Coy was careful to as-
sure the attendance of all seven commis-
sioners during the oral argument. One point made here, however, is that the decision of the commissioners in the petition to reopen the case was that two of the commissioners -- Denny and Web-
ster -- had not participated in the previous oral argument. Coy rounded up two of the commis-
sioners before he allowed the oral argument to continue in the after-
noon session.

In the "oral" decision the Commis-

COLORADO

DENVER—Ed Scott, former Seattle, Hollywood and Denver announcer, has joined the staff of KOMO in this city. The famous Western saddle, made for the Navy's Fleet Admiral William D. Leahy (retired), to ride on Emperor Hiro-

hito's white horse through the streets of Tokyo at the end of World War II, will be on exhibition at the KOA Ranch--Way booth during the Na-

tional Western Stock Show and Ro-

deo, January 16-24. The saddle, which was never used by the Admiral for the Tokyo ride, was made by the Walter J. Allison Saddlery of Mont-

rose, Colorado, and is covered with the admiral's horse's brands, bridle and breast har-

tom, as well as the emblem of the admiral's horse, the Montrose Lions Club.

New KFEL continuity director is

Warner Leeds, formerly with WJBE in Jacksonvllle, Fl-

orlida. Before the last war, Leeds. Leads. D. C.

was of course French for Ruttshaft & Ryan's Canadian accounts.

DISTRICT OF COLUMBIA—

WASHINGTON, D.C.—The board of six judges who will select the winner of the "D.C. 'Mr. FM' contest has been selected. It consists of J. Bailey, execu-
tive director of the FMA Association; Mar-

ton, Codell, publisher of the Television Digest and FM Reports; Everett L. Di-

ville, president of the FMA Association; Art King, managing editor of Broadcast-

ing Magazine; Arthur Sturges, director of FM department of the NAB; and Charles Stolberg, special assistant, Dist-

trict Government. The winner will be an-

ounced on January 22, during a special program inaugurating "World FM Day" with its full 20,000 watt power. Jerry Strong, who for many years has been

in charge of the WPX in Wayzata, MN, and WIXX, FM, has become emer-

ceptly the "Step 'n Fetch It" tele show on WTTG. City. Dr. V. H. Harrod, executive of the WICB, is looking for an English language cha-

scavenger hunt on Channel 5, is a regu-

lar Monday night feature, aired from 9:00-9:30 p.m.

KANSAS

KANSAS CITY—Ruth Ann Quin-

nisk, a graduate of the Medill School of

Journalism and of the NBC Radio Institute at Chicago, has joined the promotion and publicity staff of KMBC.

WICHITA—New policy at KFHH, which began yesterday, is to open and close each broadcast with inspirational religious programs, providing a "Prayer For The Day" led by the religious leaders of this

city.

JERSEY CITY—With the news that one in every three New Jersiaans is

to be headed for divorce courts, WFOM recently premi-

ered "Just Between Ourselves," a series of programs which bring to the microphone two eminently qualified experts in human relations, who

talk informally about domestic problems pertaining to marriage and the family.

ASBURY PARK—New announcer at WBOB is Rollin S. Smith, formerly with WNRR, "WOR, Nashville.

INDIANAPOLIS—An out show on WIRE is "S Prize Party" which fea-
tures games, snacks, party tricks, in-


terviews and valuable prizes. Included in the cast of the half-hour show are Wally Nehrling, the party hostess, Paula Karr, and Johnny Winn, ma-

estro of the studio orchestra. Program was introduced by the Skyliner Ari-

aton top the Claypool Hotel.

COLOMBUS—Grace Zimmer, WCIV-FM's sales director, has been made honorary sheriff of Pasco County, New Jersey.

CONNECTICUT

HARTFORD—Jack Downey, nephew of Morton Downey, has joined the WONS announcing staff. The former also has a

nice tenor voice and will be heard with singer Maxine Allen on the WONS Show, "Max and the Missionaries." A new "WTIC public relations manager. Ber-

nard Mullins, will direct the eighth annual WTIC-Hartford Courant "O' Day" program, "A Rendezvous on New Year's Day and January 15th and extends through the 31st of this month. The goal has again been set of raising $500 for WAXY's "Move." A series of programs directed to the young people aimed at showing religious conviction in action and the part

of organized projects as well as individ-

uals, was recently inaugurated by WAZY. The series of an inter-deno-

minational character was executed by Marjorie L. Frants and broadcast in co-

operation with the New Haven Council of Churches, Saturday night. on WREB.

MICHIGAN

DETROIT—Jack Hill, for the past five years NBC producer in Chicago and New York, has been appointed production manager of WWJ.

By way of NAB, he was in Detroit recently when WJBK-FM presented the first in a unique 13-series series of "The Voice of the Nation." Format of the shows is the re-enactment of the significant social and economic changes that have taken place in America since the

introduction of motor vehicles a little over a half-century ago. The venture, a result of several months planning, is a co-operative effort on the part of Wayne University, WJBK and the Automobile Manufacturers Association. Scripts are written by Morris Welsa, high school instructor, under the direction of the AMA.

NEW JERSEY

JERSEY CITY—With the news that one in every three New Jersiaans is

to be headed for divorce courts, WFOM recently premi-

ered "Just Between Ourselves," a series of programs which bring to the microphone two eminently qualified experts in human relations, who

talk informally about domestic problems pertaining to marriage and the family.

ASBURY PARK—New announcer at WBOB is Rollin S. Smith, formerly with WNRR, "WOR, Nashville.

Future Of FM Radio Service Discussed At RMA Meeting

Washington Barons, RADIO DAILY

Washington—New FM stations will go on the air during 1948 at the 

rate of three per week, according to the RMA. The FM Association told the Radio Man-

u facturers Association at a joint meet-

ing of the two organizations at the Statler Hotel here on Saturday.

Thomas F. McNulty, FMA treas-

urer and chairman of the FMA's liaison committee to the RMA, de-

clared that more than 380 FM com-

mercial stations are now operating, as opposed to 130 in January 1947, and that the FCC has authorized 680

others for construction within a year.

When the more than 1,000 FM sta-

tions go on the air, FM non-commercial radio reception will be available to 60 per cent of the popu-

lation or more than 110,000,000 peo-

ple, said Mr. McNulty. He called on the manufacturers of receiving sets to "get moving." he said.

Stork News

Hollywood—Mr. and Mrs. Clete Roberts announce the birth of a 6 lb. 7 oz. son, Christopher Clete, born Sat-

day at 8:20 a.m., in Holy Cross Hospital in Santa Monica, Cali.
NAB HEAD EXPOSES PETRILLO’S OPERATIONS

FM Officials Alleged ‘Discrimination’ By AT&T

Charge Operation Of Coaxial Cable Favors Video

Washington Bureau, RADIO DAILY

Washington—FM broadcasters and representatives yesterday charged that AT&T is “discriminating” against FM in providing “free” intercity network service to television. AT&T rep denied the charge and said that the “free” coaxial cable service for television will be halted as soon as network video.

Brown Made Partner Of Sherman-Marquette

As a result of a recently completed reorganization of the ownership structure, Sherman & Marquette Advertising agency, with offices in New York and Chicago, Carl S. Brown has been admitted to a partnership with Herbert Sherman and Arthur P. Marquette. No change in executive management is planned. The policy established five years ago by the agency of maintaining two fully staffed agency operations in the two cities was continued.

New Coast Guard Program Set For ABC On Jan. 26

A new U. S. Coast Guard dramatic program will debut on ABC on January 26 at 10 p.m., EST, it was announced yesterday by the William Van Zelle agency in New York. Program will be a half hour show with Edwin C. Hill as narrator and featuring Harry Saltis’ orchestra. Sydney Triplinger will produce the show.

Pessimistic Viewpoint

Justin Miller, president of NAB, during the course of the Pettrillo hearing in Washington yesterday was asked on several occasions as to whether or not the networks would get together with the AFM before the web contracts for live music expire on Jan. 31. Miller replied that he was “pessimistic” about the outlook unless negotiations took a more favorable turn. He indicated that the networks were prepared to meet the emergency if a strike was called.

Commentator Reviews European Radio Needs

The United States may lose the crucial battle of ideas now being waged in Europe because of an inadequate program of broadcasts to the continent, in the opinion of George Hamilton Combs, WHN news commentator, who just completed a four-month tour of western Europe. Combs, who returned to this country last week, said most Europeans wanted the American Broadcasting Co. to continue to maintain fully-staffed operation in the two cities.

Zenith Buying Time For Mutual Web Show

Chicago—Zenith Radio Corporation is contemplating the purchase of the 9:15 to 9:30 p.m. spot, EST, Monday through Friday on Mutual for show to be known as “Zenith Radio News Reel.” Program will be sponsored by Zenith distributors and selected Zenith dealers. Size of network not yet determined. Contract is being considered.

’Frisco Business Outlook Promising, Stations Report

San Francisco—Executives of both independent and network stations here state that time and spot sales during 1947 have been better than they anticipated. During the early summer months there was a general let-down in sales that had everyone worried and wondering just what was going to happen. It looked then as if the depression had started. But following this general slump there has been a gradual pickup that continued right through to the end of the year. This was particularly true with some of the independent stations.

John G. Campbell, sales manager

NBC And Hollywood Firm Set Pact For Tele Films

By MANNING CLAGETT, Washington Bureau, RADIO DAILY

Washington—James C. Pettrillo an “economic pirate,” NAB President Justin Miller yesterday told the House Labor Committee that the AFM czar’s ban on recordings and transmissions left the field wide open for a rival union.

Miller was lead-off witness in the House group’s continuing probe into Pettrillo and his edict terminating recording and transmissions by AFM musicians. Hitting hard at Pettrillo, Judge Miller told the committee that the AFM chief has “abandoned jurisdiction” in the recording field, thus leaving it wide open for formation of a rival union to break his hold over musicians.

Questioned by several Congressmen, Miller said formation of another union “may be the answer” to the present recording stalemate. The NAB head declined, however, to make any recommendations for new legislation until the effect of the Taft-Hartley and Lea Acts are better known.

Judge Miller told the committee.

Class C Rates Upped By ABC Network

Class C time rates for ABC’s five owned and operated stations will jump 20 per cent, starting Feb. 1. It was announced yesterday by Murray.

British Audience

Montreal—The number of broadcasting licenses, including television licenses in force in Great Britain and Northern Ireland at the end of 1947, was approximately 10,000, or two airlines compared to the number of televisions being received here. Television licenses numbered 31,250, an increase of 3,400 on the October figure. In six months the total has risen by 12,515, 66 per cent.

www.americanradiohistory.com
Urges Better U. S. Programs For Broadcasts To Continent

(Continued from Page 1)

are "woefully ignorant" of the U. S. He attributed this to lack of sufficient funds and the absence of an integrated program for the State Department's OIC, not to personnel incompetence. OIC men in Europe are "the most important group" he has seen and "are working their hearts out."

The newsmen who disappeared also in the American Forces Network "are not measuring up to its possibilities." AFN's powerful transmitters are heard all over the continent, he said, and have made its broadcasts the "showcase of American radio through-out Europe."

The primary purpose of AFN, which it fulfills satisfactorily, is to entertain occupation troops, Combs pointed out. However, it is licensed to also by civil- lians in all countries who turn to its broadcasts for "a slice of America," and it is in this aspect of its operation that AFN does not fulfill all the bill, he said.

While abroad, Combs recorded three 15-minute shows, which were broadcasted to New York and aired over WHN. His equipment consisted of two portable receivers, each equipped with an intercom system. A public address system was used to air the program. The shows were recorded on a reel-to-reel tape deck. Combs also recorded a number of interviews with various people in Europe. The tapes were then sent back to the United States for later broadcast.

Brown Made Partner Of Sherman-Marquette

(Continued from Page 1)

will be maintained with Mr. Brown, who is president and general manager of the Washington office, continuing to head up the Manhattan operation at 10 Rockefeller Plaza.

Zenith Is Buying Time For Mutual Web Show

(Continued from Page 1)

handled by MacFarland Aveyard & Co. Show will start sustaining some time in February and sponsorship starts March 1.

WTOR Execs. Named

Torrington, Conn.—Joseph R. Schif- 
fini, president of WTOR, new 250-

watt station on the air this month, has announced appointment of key personnel. James Parker and Joseph X. O'Hara, former with WHBY, were named general manager and commercial manager, respectively.

Marden Named RCA V.P.

John C. Marden, who joined RCA Victor 11 years ago as a salesman, has been elected vice president and general manager of RCA Victor Distributing Corporation, which serves distributors in the Chi- 

cago, Kansas City and Detroit terri- 

ories.

ABC FM Stations

ABC has inaugurated interim opera- 

tions in three cities: Chicago, Frank 

Marx, vice president in charge of engi- 

neering, announced Saturday. The stations are \( \text{TENX-FM}, \) \( \text{WENR-FM}, \) and \( \text{WPRX-FM}, \) Chicago.
IN CORRECTION
OF A
MISLEADING "AD"

The January 7th edition of "Variety" carried an ad of Show Productions, Inc., a subsidiary of Dancer-Fitzgerald-Sample, Inc., listing a number of "Hummert Shows" handled through Air Features, Inc., which would possibly give the average reader the impression that Show Productions, Inc. produced the following shows which they do not produce but are handled through Air Features:

OUR GAL SUNDAY
BACKSTAGE WIFE
STELLA DALLAS
LORENZO JONES
WALTZ TIME
YOUNG WIDDER BROWN
JUST PLAIN BILL
ROMANCE OF HELEN TRENT
AMERICAN MELODY HOUR
MR. KEEN, TRACER OF LOST PERSONS
MANHATTAN MERRY-GO-ROUND
AMERICAN ALBUM OF FAMILIAR MUSIC

As a matter of record, we therefore wish to clear what may be a "misleading advertisement" by stating that Show Productions has no connection of any kind or nature with the foregoing programs — and has never had any connection with them. They are all written and produced under the supervision of Frank and Anne Hummert by Air Features, and have been so produced for over 11 years.

AIR FEATURES, Inc.
WORLD'S LARGEST ADMINISTRATORS OF RADIO PROGRAMS
EXCLUSIVE REPRESENTATIVES "HUMMERT SHOWS"

*We believe that Show Productions published the ad through error and not with intent to injure. We publish this correction simply to protect ourselves.
AMERICA'S #1 BAND in RADIO'S #1 SHOW

The Gallery

Lombard Show

NARRATED BY D

"The Sweetest Music the

TRANSCRIBED THE GREATEST"
Now, the greatest name in popular music gives you the greatest show in radio. Year after year after year, voted America's No. 1 band... No. 1 at the box office, No. 1 in nation-wide polls, No. 1 on the air. More than a band, here's a star-studded half-hour of musical showmanship at its sensational best. Now offered for local and regional sponsorship at a fraction of its transcribed cost.

THE ROYAL CANADIANS
Guy, Carmen, Lebert Lombardo and their magnificent 16-piece orchestra playing the soft, sweet music that all America loves.

DAVID ROSS, NARRATOR
Long known as the poet-laureate of the air, he weaves a tapestry of beauty in story and song.

THE TWIN PIANOS
The magic fingers of Fred Kreitzer and Paul Rickenback at twin keyboards... as much a trade mark of Guy Lombardo as his sweet, melodious music.

Lombardo Vocal Trio
Three grand voices blending delightfully in rich harmony, as they add beautiful, new interpretations to many of Guy's most famous songs.

THE LOMBARDO MEDLEY
A sure-fire audience builder. David Ross and Guy Lombardo present three songs, without titles. A musical quiz that listeners enjoy.

Lombardo Vocalists
Featuring the glorious voices of Don Rodney and Kenny Gardner as Guy plays the favorite music of the nation.

THE FAMOUS LOMBARDO PICTURE STORY
Narrated by David Ross, played by the entire ensemble. A musical masterpiece with that famous Lombardo touch.
Good '48 Prospects Reported in Frisco

(Continued from Page 1)

of KSF in 1947 was 25,000, up 15 per cent from 1946. Other independent stations' reports show membership gains of over 15 per cent. KFRC - Mutual reports state that during the last three months of 1947 their membership was the highest in the history of the station for any three-month period, and exceeded the same three months of 1946 by a small percentage.

Elwood's Appraisal

Looking to the future, John W. Elwood, KNBC general manager, says: "Present indications are that KNBC's sales volume in 1948 will at least equal that of 1947, which was the best year in the station's history. However, it is becoming more and more apparent that salesmen are not going to be able to continue to sit in their overstuffed chairs and expect bids, but will have to go out and sell." Pabst Optimistic

William D. Pabst, manager of KFRC-Memorial, said: "We are optimistic for the coming year and expect 1948 to be a far better radio year than 1947. We certainly do not anticipate the slump which occurred at the beginning of last summer when there was such a shortage of merchandise which resulted in a very good year for the coming year."

Following this same optimistic trend, W. D. Campbell of KXFO said: "Judging from commitments on hand, and sales reports, 1948 should continue the upward trend. An election year always influences industry and brings up general business conditions, and because of this, as well as the attitude of agency buyers and business leaders, a generally optimistic feeling is apparent."

Notes From An Aisle Seat. . . .

- Vox Pop moves into the big leagues by grabbing off Herb Mas, one of radio's toplight producer-directors, to take over as of Jan. 21st. One of the first shows he'll do on the new assignment will emanate from the former studio in Alaska, with the troops flying over the North Pole. Mass' production firm, meanwhile, will continue to function here. In addition to "Going Home," with Henny Youngman, and "Meet Your Hero," with Mel Allen, he's readying a third show—a character situation comedy with John Carroline and Jackie Jule. Because "True or False" will in all probability take to the road, Bill Slator has asked for his release as one of the new series. His many radio, television and film recording commitments here will anchor him to N.Y. for some time to come. No replacement set as yet. First British company to use radio advertising extensively in the U.S. to boost their exports for dollars will be the old firm called Kent of London, brush mfrs., since 1777. (Needham and Graham is the ad agency). . . . Jimmy Savo will receive the Tonb award as the comic of the year when the Gaywitters Institute meet at the Hotel Penn tomorrow night—Ted Hinson, one of radio's 29 year men, signed for narration of "Cavalier of America." Sidney Paul, the Paramount News commentator and radio actor, signed to do a series of 15 radio educational films to be shown at women's clubs throughout the country, Jack Rayel, former staff announcer at NBC, now mfr of WQXR. . . .

THAWST WHILE THINKING: Mr. Petrelli will never be immortalized in a wax museum, methinks. . . . Tommy Dorsey will never find another pet like his Great Dane. . . . Henry Morgan will never get Schick and tired of paning sponsors. . . . Else's Maxwell will never replace Jack Benny's. . . . Marie McDonald will never have to worry about a bodyguard.

ON THE AIR AT CHANNEL 4 . . .
WEDNESDAY, JANUARY 14
9:00—Opening of March of Dimes from Washington
5:00—Playoff from Washington
7:54—Television Press Release (Holt-Delond)
8:00—American Quiz—Deems Taylor, moderator
8:30—In the Kelvinator Kitchen with Alma Kelch (Kelvinator)
8:45—Story of the Week—Richard Harkness—From Washington
9:00—Kraft Television Theatre—Jack Roche's "Alternating Current" (Kraft Foods)

TOMORROW'S HIGHLIGHTS
8:00—Film—Eye Witness
8:30—NBC Television News
9:00—You Are An Artist with Jon Gnagy (Gulf Refining)
9:15—Basketball—Georgetown vs. LaSalle—From Washington

TODAY'S SERVICE . . .

When President Truman delivered last week's address to Congress on the State of the Union, NBC announced it would broadcast the event over the Eastern Television network. But NBC also shot sound film for affiliates not yet linked to the network. Forty-eight hours after the speech, the NBC film was broadcast by distant stations. That's fast work indeed—though hardly comparable to the immediate delivery of network viewers watching as it actually happens.

CONFIRMED SCANNING . . .
Deems Taylor, who presides over American Quiz (8 pm, tonight) delivers a perceptive estimation of television: "There have been four historic dramatic media—opera, stage, radio, and films. Television surely is a very pretty fifth."

RADIO DAILY

ON THE AIR AT CHANNEL 4 . . .

6

GOOD '48 PROSPECTS

Reported in Frisco

1906

HENRI

CONFISEUR

FRENCH RESTAURANT

LUNCHEON DINNER

COCKTAIL BAR

Famous French Candles
15 East 52nd St.

AIR CONDITIONED

1948

BADEN

"Vic And Sade" On ET's Chicago—The "Vic and Sade" program will return to the air shortly via a series of 15-minute open end transcriptions to be distributed by Green Associates for local and regional sponsors. Programs are being recorded by the NBC radio division. Art Van Harvey and Bertrude Flynn will be back in their roles of Vic and Sade. Homer Heck, NBC production director, is directing the series. Program will be offered in a 260-record package.

SALES MEN WANTED

For open-end transcribed programs. Particularly desire part-time efforts of radio men now employed in such territory. Must have car. Cleveland territory—Also Detroit and Cincinnati territories, and others, now open. Give detailed experience and territory desired in first letter. Write Box 104, RADIO DAILY, 1501 Broadway, New York 18, New York.

KFEI Experimental Farm: Leases Additional Space

Denver—KFEI, Mutual affiliate, has bought a 100-acre experimental farm and leased additional office space in the Albany Hotel. It was announced the past weekend by Gene O'Fallon, KFEI general manager.

Part of the general expansion program recently launched by the station, the experimental farm is located 14 miles north of Denver and will be used to provide "inspiration" for Gus Swanson, the KFEI Farm Reporter.

The station has also leased additional rooms in the Albany Hotel.

SALES MEN WANTED

For open-end transcribed programs. Particularly desire part-time efforts of radio men now employed in such territory. Must have car. Cleveland territory—Also Detroit and Cincinnati territories, and others, now open. Give detailed experience and territory desired in first letter. Write Box 104, RADIO DAILY, 1501 Broadway, New York 18, New York.

MAX STREET

Notes From An Aisle Seat. . . .

- Vox Pop moves into the big leagues by grabbing off Herb Mass, one of radio's toplight producer-directors, to take over as of Jan. 21st. One of the first shows he'll do on the new assignment will emanate from the former studio in Alaska, with the troops flying over the North Pole. Mass' production firm, meanwhile, will continue to function here. In addition to "Going Home," with Henny Youngman, and "Meet Your Hero," with Mel Allen, he's readying a third show—a character situation comedy with John Carroline and Jackie Jule. Because "True or False" will in all probability take to the road, Bill Slator has asked for his release as owner of the new series. His many radio, television and film recording commitments here will anchor him to N.Y. for some time to come. No replacement set as yet. First British company to use radio advertising extensively in the U.S. to boost their exports for dollars will be the old firm called Kent of London, brush mfrs., since 1777. (Needham and Graham is the ad agency). . . . Jimmy Savo will receive the Tonb award as the comic of the year when the Gaywitters Institute meet at the Hotel Penn tomorrow night—Ted Hinson, one of radio's 29 year men, signed for narration of "Cavalier of America." Sidney Paul, the Paramount News commentator and radio actor, signed to do a series of 15 radio educational films to be shown at women's clubs throughout the country, Jack Rayel, former staff announcer at NBC, now mfr of WQXR. . . .

THAWST WHILE THINKING: Mr. Petrelli will never be immortalized in a wax museum, methinks. . . . Tommy Dorsey will never find another pet like his Great Dane. . . . Henry Morgan will never get Schick and tired of paning sponsors. . . . Else's Maxwell will never replace Jack Benny's. . . . Marie McDonald will never have to worry about a bodyguard.

FLYING TO THE FUTURE

Looking to the future, John W. Elwood, KNBC general manager, says: "Present indications are that KNBC's sales volume in 1948 will at least equal that of 1947, which was the best year in the station's history. However, it is becoming more and more apparent that salesmen are not going to be able to continue to sit in their overstuffed chairs and expect bids, but will have to go out and sell." Pabst Optimistic

William D. Pabst, manager of KFRC-Memorial, said: "We are optimistic for the coming year and expect 1948 to be a far better radio year than 1947. We certainly do not anticipate the slump which occurred at the beginning of last summer when there was such a shortage of merchandise which resulted in a very good year for the coming year."

Following this same optimistic trend, W. D. Campbell of KXFO said: "Judging from commitments on hand, and sales reports, 1948 should continue the upward trend. An election year always influences industry and brings up general business conditions, and because of this, as well as the attitude of agency buyers and business leaders, a generally optimistic feeling is apparent."

BBC Registers With U.S.

Under Foreign Agents Sec.

Washington Bureau, RADIO DAILY

Washington—The Department of Justice announced that the North American Office of the British Broadcasting Corp. registered with the Foreign Agents Registration Section last month.

The North American Office, 690 Fifth Ave., N.Y., registered as agent of the BBC in London.

In its registration statement, the office stated that "the basic theory of the BBC's North American operations is to portray from London the British way of life, its progress, institutions, art, music and thought, and the point of view of its public to America, and conversely America to the British."

"Vic And Sade" On ET's Chicago—The "Vic and Sade" program will return to the air shortly via a series of 15-minute open end transcriptions to be distributed by Green Associates for local and regional sponsors. Programs are being recorded by the NBC radio recording division. Art Van Harvey and Bertrude Flynn will be back in their roles of Vic and Sade. Homer Heck, NBC production director, is directing the series. Program will be offered in a 260-record package.
TELEVISION DAILY is a daily Section of RADIO DAILY. TELEVISION DAILY is fully protected by registration and copyright.

NBC SETS LONG-TERM PACT FOR TELE FILMS

The Television Box Score

Television boxscore throughout the U.S. now stands: seven video stations licensed, 10 additional operating; 68 construction permits; 46 pending, and 36 at the hearing stage.

Term "licensed" means those stations now operating which have conformed to all commitments made to the FCC when original application was filed, regarding power, etc., and as such have been officially granted a license. Other stations having CPs, and not yet admitted "licensed," are permitted to operate commercially under "temporary" approval of the Commission.

Sports Official Avers Television Aids Gate

Chicâgo—While sports promoters in other cities maintain that television has adverse effect on gate receipts, a Chicago manager asserted last week that coverage by WBBK has been a "potent factor" in increasing attendance 100 per cent at wrestling matches he arranges. Report of the experience of Fred Kohler, local sports official, was submitted to a meeting of college officials last week in New York by Bill Eddy, district representative of the video station in the Windy City.

Started In 1946

Kohler, who stages wrestling matches at Midway and Rainbow arenas in Chicago, first opened the events to WBBK Image Orthicons during the summer of 1946. Since that time, the station has covered 94 wrestling programs arranged by him. In a letter to Eddy, Kohler stated that while he had offered no unusual attractions during 1947, attendance records on file with the Illinois State Athletic Commission confirm the fact that he had had a 100 per cent increase in his receipts. Contrasting

1st Weekly 'Newsreel' Started by BBC Tele

London—BBC Television studio at Alexandra Palace televised its first video "Newsreel" here last week, a 15-minute segment aired at 8:30 p.m. Mondays, Wednesdays and Saturdays.

At the present, only one edition weekly is being produced, but BBC execs said that "stop press" items may be included. Later, the news will be changed twice or three times each week. While some of the events aired are taken from movie stock, many are specially filmed by the BBC Mobile Film Unit.

Includes American Items

BBC Newsreel includes American items provided by NBC, which has an exchange arrangement with the former organization, and this is supplemented via a deal with Frank Edward Halliday, an experienced radio and television announcer, the Newsreel's first commentator.

his experience with that of a comparable arena where the weekly boxing card was not televised, Kohler added that the non-television boxing showed a loss during 1947.

Press-Time Paragraphs

Wilcox To Head Video Department

Los Angeles—Harlow Wilcox, nationally known announcer of such top network shows as "Fibber McGee and Molly," "Truth or Consequences" and "Baby Snooks," will head the television department of Rockett Pictures, Inc., of Hollywood, it was announced this week.

File For TV Station In Columbus

Columbus, Ga.—Georgia-Alabama Broadcasting Corp., announced yesterday it will file application for a television station here, to be constructed and set up at a total cost of $250,000. Company now operates AM and FM outlet, and is affiliated with the Ledger-Enquirer newspapers.

Regional Station Planned

Youngstown, O.—The Youngstown Vindicator has applied for a regional television station, which would share the site on the Boardman-Poland Road purchased by WFMY for its 5,000-watt transmitter. Proposed station would be the last permitted by the FCC and would cover an area with a radius of 40 miles.

Web & Coast Firm In Major Tie-Up Re Pic Fare

First major tie-up between television and a major motion picture firm—and one which may indicate the future role of film fare in video programming—was effected yesterday by NBC and Jerry Fairbanks Productions, West Coast firm. Contract, announced by Frank Mullen, executive vice-president of the network, calls for a five-year term—during which Fairbanks will make all types of television films specifically and exclusively for NBC.

Deal, which is said to involve an annual minimum of $250,000 to $300,000, or a "dollar figure," calls for production of "several hundred" film features annually on "order" by NBC, with writing, directing, etc., under supervision of Fairbanks. According to Jack Pegler, general manager of Fairbanks eastern offices, the film production company will set up a nation-wide exchange system to service tele stations, and this system may ultimately become world-wide. NBC affiliates will have first call on these films, he said, but they will be made available to other radio and TV stations.

"Significant Step":

"We regard this as a highly significant step in the implementation of at least one type of television programming," Mullen said. "It is essential that television films be of first-class quality. It is equally essential that the television determine the type, quality and standards of the pictures that are to put on the air."

Fairbanks plans immediate production on a five-week kiddie strip, and a home-come-drama-type show, both of 30-minute duration. Also available under the pact is "Public Prosecutor," a series made specifically for tele which Fairbanks turned out last year. Full-length features films are a possibility for later planning, depending upon costs, etc., it was pointed out.

Taylor To Substitute

Dennis Taylor, eminent music critic, composer and author, will substitute for vacating John Mason Brown as moderator of "Americanism" over WBBM tonight (6 p.m.—EST.) Taylor, who was a guest on the show last week, will be joined by Hosey Connolly, Pulitzer Prize playwright Millicent Fon- west, editor of "Vogue," and literary critics E. G. Gannett and Bosil Davenport.

"Jimmy?" On Tele

Memorial dinner to the late Jim- my Walker, former Mayor of New York City, will be held at the Wel- ls-Fargo today with Mayor William O'Dwyer and 1,000 notables in attendance. Highlight of the affair will be a showing of "Movie New York," short film on the life of Walker, which will be aired over WABD, key outlet of the Du Mont network.

www.americanradiohistory.com
Miller, Before House Group, Condemns Petrillo's ET Ban

(Continued from Page 1)

service is out of the "experimental"
stage. Both views were given in an informal FCC hearing before Commissioners Paul A. Walker and George Sterling.

Walker and Sterling questioned AT&T representatives closely. Walker said that a "serious problem" was involved and indicated that intercity service afforded television might involve unfair competition with FM.

D. T. Quisenberry, representing AT&T, said that FM can be adequately served by telephone companies using broad band equipment.

Leonard Marks, FMA counsel, charged that AT&T favored television by developing coaxial cables even in areas where no video now exists.

As a result, it would take to get 12,000 cycle circuits between places other than the New York-Washington, AT&T counsel said "within a year."

Marks asked that AT&T recognize FM as "experimental" as far as networking is concerned and requested "equal treatment" for FM.

Lowell Thomas To Guest

Lowell Thomas, Columbia network commentator, will make a guest appearance tomorrow on "This Is New York," CBS, 9:50-10 a.m.

Hotel Strand

Atlantic City's Hotel of Distinction

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

OPEN ALL YEAR

Under Ownership Management

Exclusive Pennsylvania Avenue and Boardwalk

Class C Rates Upped By ABC Network

(Continued from Page 1)

ray Grabhorn, network manager of the outlets. Simultaneously, the rate for protection announcements will be raised to 70 cents an hour. All others under one minute will take the same rate as a full 60-second announcement.

Stations involved are WJZ, New York; WENR, Chicago; WXYZ, Detroit; KECA, Los Angeles, and KGO, San Francisco.

Class C rates which are affected cover the hours from 8 a.m. to 12 noon, Sundays, 8 a.m. to 6 p.m., weekdays, and 10:30 p.m. to 11:15 p.m. daily. Increase of 20 per cent stems from the fact that three time periods after Feb. 1 will be calculated at 60 per cent of the Class A rate instead of the current figure of 50 per cent.

All 21 network operated stations will continue to sell 15-second station breaks, although the separate rate will be eliminated.

Effective with the new rate card, advertisers on the five ABC stations will be given only only six months' protection instead of 12 months granted before. This conforms to the policy set recently for web sponsors.

The major change in the new rate card is the increase of maximum frequency discount for WJZ advertisers from the present 25 per cent to 30 per cent. This brings WJZ in line with the other four ABC owned and operated stations.

The first in its field

Religious Radio

Everett C. Parker, Elmer Inman and Ross Snyder

"A comprehensive text on religious broadcasting has long been needed, and here it is. It is authoritative, complete, challenging, and enjoyable reading." — ERIK BARNOW, Author of Handbook of Radio Writing.

$3.00 at your bookseller

HARPER & BROTHERS

49 W. 33rd St. New York 16
**RMA, FMA Spokesmen Testify At Hearing**

**Gillette's Toni Co. Putting 4 Million In Radio**

**Fund for Air Ad. Averages 66% of Budget**

Approximately two-thirds of the Toni Company's $6,000,000 advertising budget for 1948 will go into radio, it was learned yesterday from Harold Bloomquist, advertising manager for the company in Chicago. Toni has been a consistent user of radio, Bloomquist said, and the medium has proved very suc-(Continued on Page 4)

**Ohio Conflicts Settled; Other FCC Activities**

Washington, D.C. — The FCC yesterday announced decisions affecting eight applicants in five Ohio cities. The rulings involved both AM and FM applications.

In one decision, the Commission proposed to deny the applications for Case B FM stations of Great Trails (Continued on Page 6)

**NAB Sales Manager Unit Names 6 Sub-Committees**

Appointments to six sub-committees of the NAB sales managers executive committee have been made by Chairman Eugene C. Thomas, of WOR, New York, at the group's meeting in Washington. The sub-committees and their members are:

Advertising Agency Recognition (Continued on Page 2)

**Host to AWB**

Mrs. Narciso Ramos, wife of the Philippine Ambassador to the United States, will be hostess at a tea on Thursday, January 28, at the Embassy, Washington, honoring delegates to the annual national convention of the Association of Women Broadcasters. Mrs. Ramos will receive her guests in the reception hall with Mrs. Melquides Gamboa, wife of the First Secretary.

**Resume Negotiations Today**

Network negotiators and James C. Petillo meet Monday at 3 p.m. at AFM headquarters in New York to resume discussions for a new contract. It's possible that AFM's executive board, which yesterday began a two-day meeting, may sit in on the discussion this afternoon. Although network officials would make no direct comment on the Chicago decision which rendered Petillo not guilty of charges of violating the Lea Act, it was implied they felt the decision would have little effect on network negotiations.

**Stores' Radio Interest Told At NRDGA Meet**

Increasing interest in radio advertising by the nation's leading retailers was evidenced yesterday by the overflow crowd of more than 500 which attended the session broad-casting at the National Retail Dry Goods Association convention at the Hotel Pennsylvania.

Representatives of the stores that received NRDGA program awards outlined to the retailers the methods (Continued on Page 6)

**Warn of Problems Resulting From AFM Edicts**

Washington — Declaring that if the recording ban remained in effect indefinitely it would work a hardship on the radio manufacturing industry and would lead to drastic employment cuts, Bond Geddes, executive manager of the Radio Manufacturers Association, was the first witness called yesterday.

**Radio Set Production Increases In Canada**

Montreal — Output of radios in Canada is up sharply and usage of new techniques widens, declares F. R. D'Arcy, president, RCA Victor Company, Limited, in a year's end review. The radio industry in 1947, states Mr. D'Arcy, will have made and sold to the trade approximately 750,000 radio sets for domestic use, with an additional 150,000 sets for the export (Continued on Page 2)

**Several WQXR Renewals; New Accounts Also Added**

A number of renewals plus two new accounts were announced yesterday by WQXR, including continuation of three contracts by General Foods, through Benton & Bowles and Y & R. Maxwell House Coffee signed for (Continued on Page 4)

**Petillo Is Found Not Guilty On Lea Act Charge In Chi.**

Chicago — James C. Petillo, president of the AFM and Local No. 10, Chicago, was found not guilty of violation of the Lea Act as applied to strike against WAAF in May, 1946, in a decision handed down by Judge Walter LaBuy in United States district court here yesterday morning. The Government had charged that Petillo had tried to force the station to hire three musicians it did not need. In his decision, Judge LaBuy con-tended that the management of WAAF failed to inform Petillo during negotiations preceding the strike as it had no need for any more musicians.

"The court is of the opinion that there were additional musicians were not needed by the station under its pro-gram of using records and transcriptions during 90 per cent of the time," Judge LaBuy said.

"But is there any evidence in the (Continued on Page 6)

**Will Address Confab**

Hugh M. Bevill, Jr., director of research for NBC will speak on "The Challenge of the New Media of Communication" at the first conference on communications to be held in Champaign-Urbana, Ill., Jan. 19, by the recently established Institute of Communications Research. The institute was established by Dr. George D. Stoddard, University of Illinois president.
COMING AND GOING

Paul Mowry, director of television for the American Radio News, held an emergency meeting in Philadelphia on Saturday to confer on plans for the coverage of the forthcoming political conventions. He'll be in New York for the convention on Tuesday to attend the annual dinner at the Poor Richard Club.

William Finisher, general manager of the program department at CBS, has returned from Dares, Conn., where he addressed the students of the new high school.

J. P. Reaen, president of WCVF, Fairmount, Va., a Mutual affiliate, is in town on business.

Jack Canaan, American network publicity chief, is in New York for contacts with web officials.

Financial

(Continued From Page 1)

NAB Sales Manager Unit Names 6 Sub-Committees

Robert G. Rye, chairman; Harold Sennedler, KFAP, Omaha; and Joseph B. Matthews, WIRK, West Palm Beach.

Sales personnel: John W. Kennedy, Jr., WHAM, Rochester, N.Y., chairman; John M. Outler, Jr., WSB, Atlanta; Craig Lawrence, WCCP, Boston, Mass.; John Tuthill, Bunn Smith Co., Chicago; and J. Robert Gulick, Wgal, Lancaster, Pa.

Sales Promotion: Olin S. Ramsland, KDAL, Duluth, Minn., chairman; Sam Leventis, WMN, Minneapolis; Carlos P. Shurter, WCBS, New York; James Peters, New York, N.Y.; Joseph Creamer, WOR, New York; Louis Houghton, WINS, New York; and Hugh M. Higgins, NAB.


Over the air, commercial is Tel Chairman Television: Gene Thomas, WOR, New York, chairman; John H. McNeil, Du Mont Laboratories, New York; and Robert Engle, WCBS-TV, New York; G. Emerson Markham, WRBG-TV, Schenectady; and George L. Fugate, WVCBS-TV, New York.


The complete sales managers executive committee of the NAB is composed of Thomas, chairman; Ray Baker, WOR; Gordon R. Gray, WIP, Phila., Pa.; J. Robert Gulick, Wgal, Lancaster, Pa.; John W. Kennedy, Jr., WHAM, Rochester, N.Y.; Joseph B. Matthews, WIRK, West Palm Beach, Fla.; and Olin S. Ramsland, KDAL, Duluth, Minn.


The board of directors is composed of: William W. E. Rembert, KRLD, Dallas, Texas; and Harry R. Spence, KKKO, Aberdeen, Washington.

Radio, January 15, 1941

Wendell Campbell, general manager of WJZ, New York, is in New York this week for conferences at the headquarters of the network.

George Chase, vice-president and account executive of McCall-Ehrman Corp., has returned to New York following a trip to the Latin-American countries, during which he visited 10 of the agency's branches.

Kathryn M. Haring, radio time buyer for the Ralph H. Jones Company, Cincinnati advertising agency, is spending this week in New York to attend cuttings for the Kroger record programs.

Warren Williamson is in town. The president of WKBV, Youngstown, Ohio, is conferring at CBS, with which the station is affiliated.

‘Voice Of America’ Hearing Tomorrow

(Continued from Page 1) with the bill in its present form.

Smith said he is assured that although there may be minor differences between the House and Senate on details of the program, there is little chance for any important disagreements.

The bill carries no provisions regarding funds, but Smith verified reports that the State Department is thinking in terms of from 30 to 40 million dollars per year.

Recalling that the bill had passed the House last year by almost a three-to-one vote, the Senator said he thinks Congressional sentiment is today even more strongly in favor of the bill because of the first-hand studies of the problem made by many solons during the recess last year.

Radio Spot Production Increases In Canada

(Continued from Page 1) market. This compares with the highest pre-war year of 400,000 sets for domestic use and practically none made for the export market.

A definite scheduled activity of frequency modulation broadcasting stations was inaugurated during the week. Stations in Kingston, Toronto and Vancouver are now in regular operation.

Listeners have been granted to a total of over 30 broadcasting stations to operate on this new type of service, a number of which are scheduled to be installed and put into operation shortly in cities not now enjoying this service. Also, during the year, several manufacturers introduced frequent modulation receiving sets for home use.

WGTM's Power Increase

WGTM, Wilson, N. C., will increase its power from 250 watts to 5000 watts sometime about March 1. Allen E. Wannamaker, manager, general manager, announced in New York yesterday. He also announced that the Jeffersonian office has been signed as station rep.

Marx Leaving State Dept.

Joe L. Marx, former chief of the news section of the Operation and Broadcasting Division of the State Department, will join Keynon and Richardson agency next week.

10 Years Ago Today

(From the files of Radio Daily)

International Radio Sales, newly-formed Hearst subsidiary, signed the first station, WLW and KKY, both owned and operated by Burridge D. Butler, ... Connie Desmond. WERD station, was kitted out by General Mills for the purpose of obtaining baseball broadcasting. New York press agents accused of working away from coast by ever-growing mail, at expense of NBC. "Bob White" (Rennick Music Corp.) continued high among top web airers.

KLAJ Closes CBS

(KLAJ, Las Vegas, Nevada, becomes a CBS affiliate and begins broadcasting for the first time on March 1, it was announced by Herbert V. Akerberg, CBS vice-president.)

W-E-T-H

AM and FM

Baltimore 3, Maryland

Tom Timmsley, President

Represented Nationally by Healdsey-Reed
NOW YOUR LISTENERS CAN

Dial the Duke

Presenting America's Most Sensational New DISC JOCKEY

5 Hours Weekly of Platter Spinning

By

Duke Ellington

The Nations Foremost Composer and Band Leader Featuring

TOP TUNES ON RECORDS,

STORIES BEHIND DISC AND MUSIC MAKERS

AND INTERVIEWS WITH FAMOUS STARS

ON TRANSCRIPTIONS.

When the Duke hits your city, you can count on a Personal Appearance.
This ALL-STAR talent now available at rates low enough to meet station budget.
The Duke Ellington Transcribed Disc Jockey Show CAN'T MISS — BUT YOU CAN.

DON'T WAIT — YOU MAY BE LATE!

Sold exclusively to one station in each city.

A WMCA Artist Bureau Production Distributed Nationally By

Harry S. Goodman

19 East 53rd Street

Radio Productions

New York, N. Y.

Write, Wire or Phone Your Reservation NOW!
Windy City Wording...!

- WBMM's documentary series, "Jeopon Uncovered," which received many plaudits last summer from persons dealing with juvenile delinquency, will return to the air on Monday, January 20 and will deal with major problems of community life, including the rehabilitation of persons released from penal institutions. Faye Flynn, narrator of the summer series, will return as program annotator, and Tony Parrish will be the announcer.

- James G. Cominos, vice-president and radio director of Valleyfair, Inc., has gone to Hollywood on agency business for a few weeks. His firm handles the Household Finance Corporation sponsored network show "The Whistler," emanating from Hollywood, and the recently acquired CBS Pacific network news analyst, Charles Callaway, Jr., Jim Mankin, Madam's personal assistant, and J. L. Mansfield, manager, will be on a two-week trip that will take them to Duluth, Denver, Salt Lake City and New York.

- The Morris S. Sach's "Amaour Hour" annual March of Dimes broadcast will be heard January 18 over WENR and WCFL from the stage of the Civic Opera House. Contestants, all victims of polio, will be selected from various schools devoted to the care and education of handicapped children.

- WNMP, new AM radio station of Evanston, Ill., has a programming policy closely keyed to the standards of the aristocratic and conservative North Shore suburbs of Chicago. Five and half-hourly tunes are taboo and the station concentrates instead on musical masterworks, light classics and smooth pop tunes. Its new policy, too, is listener-conscious. No murder, horror or sensational stories are carried. Beer, liquor and patent medicine sponsors are not accepted. Evanston is the home of the WCTU.

Toni Co. Appropriates $4,000,000 For Radio

(Continued from Page 1)
cessful. Account is handled by the Chicago office of Foote, Cone & Belding.

The Toni Co., a Chicago firm making personal products, was recently purchased by the Gillette Safety Razor Co. It moved heavily into network advertising in 1947 and currently has four programs, three of them aired daily, on three major networks. List of the strips includes "This Is Nora Drake," NBC; "Ladies Be Seated," ABC; and a quarter-hour segment of Don McNell's "Breakfast Club," on ABC. Toni sponsors "Give and Take" on CBS every Sunday afternoon.

Present Programs to Continue

Blooomquist said that a part of the $4,000,000 radio budget would be used to continue these shows. In fact, "Give and Take" on CBS was renewed only two weeks ago, a date which marked one year of Toni sponsorship. "Ladies Be Seated" on ABC comes up for renewal next March 31, one year from the date Toni took it over.

With Toni's new sponsorship, morning and afternoon shows, Blooomquist let it be known the company is in the market for a nighttime network spot. He said the sponsor will probably sign for such a program within the next few months if a suitable show and time can be obtained.

Several WQXR Renewals; New Accounts Also Added

(Continued on Page 2)
its seventh straight year as sponsor of the NightHawk program. Saturdays, 6:30 to 7 p.m., for 52 weeks. Yuban Coffee signed a 26-week renewal for one-minute spots, effective April 1, and Birds Eye Frosted Fruits continued two-minute radio reports thrice weekly for 13 weeks.


Two CBS Web Programs Renewed For 52 Weeks

(Continued from Page 1)
aired Monday through Friday, 10:46-11 a.m., EST. Agency for Babbitt is Duane Jones. "Here's to You" is broadcast Sundays from 5:15-5:30 p.m., EST, with bartime Phil Hanna Agency for Hires is H. W. Ayer & Son.
SAMMY KAYE'S
"SUNDAY SERENADE"
HITS
7.2
ON ABC NETWORK

NEW TIME:
SUNDAY
3:30–4:00 P.M. (EST)
STARTING FEBRUARY 1

GENERAL ARTISTS CORPORATION
THOMAS G. ROCKWELL, President
NEW YORK • CHICAGO • HOLLYWOOD • CINCINNATI • LONDON

MANAGEMENT: MICHAEL NIDORF
Ohio Conflicts Settled; Other FCC Activity

(Continued from Page 1)

Broadcasting Corp., in Dayton, and Radio Voice in Springfield, in Springfield. The Commission pointed out that officers of both companies are similar. Charles Sawyer, prominent in Democratic circles, is majority stockholder in Broadcasting Corp. The Commission indicated that one of the applications must be disposed of, with a subsequent grant to the other possible. The Commission ruled, however, that a subsequent grant to Radio Voice of Springfield would depend on certain changes in applications.The Commission granted an order severing three applications from the hearing and granting the applications for Class B FM stations in Dayton. There include Miami Valley Broadcasting Corp., Moraine Broadcasters, and Rayland Broadcasting Corp. Denied AM applications in a proposed decision were the following: Postoria Broadcasting Co., Fr. H. Mansfield Journal Co., Mansfield, and the Lorain Journal Co., Lorain. The Mansfield Journal Co. was denied an application for a Class B FM station. Continued in hearing status was the application of United City Co., Inc., for a Class B FM station in Mansfield.

In near-record speed the FCC yes- terday granted the final decision granting the application of Cur-Naz Co. for a new AM station in Brock- ton, Mass. Denied were the applications of Bay State Beacon, Inc., and Plymouth County Broadcasting Co. Decision of the Commission to open the case hinged on the complaint that only three of the commissioners participating in the final decision granting the applications for AM stations were on hand. In the proposed decision, Plymouth was awarded a Class C station. In the "final" decision, however, the Commission switched to Cur-Naz—a decision which the Commission rejected. In the decision, Robert J. Jones and George Sterling, however, favored a grant to the Bay State Beacon.

Mitchell Heads WTOP

Appointment of Maurice B. Mitchell as general manager of Station WTOP, Columbia-owned outlet in Washing- ton, D.C., was announced yesterday by J. L. Van Volkenburg, CBS director of New York station administration. Mitchell has been sales promotion manager of WTOP and earlier was director of press information for the Washington station.

Stamp Collectors Program

“All About Stamps,” new show with a stamp collecting format, will be sponsored each Saturday, 10:15-10:30 a.m., starting Jan. 24, by the Washington Press of Newark, manufacturers of stamp albums. Contract was placed through Louis F. Herman Advertising Agency of New- ark. Sullivan is win and Phil Tomlin will conduct the program.

ET Ban To Hurt Employment, Geddes Tells House Group

(Continued from Page 1)

day in the remuneration of the House Labor Committee hearing on the AFM problem. Geddes was followed by James C. Petriello, of AFM who testified as to the plight FM stations found themselves in through the Petriello report and the expiration of live AM music on FM stations.

Geddes told the committee that if the recording ban were to last indefinitely the effect would be that the market for record players might mean that radio manufacturing employment which today totals about 300,000 might be cut in half. Correspondingly, he said, the effect would be disastrous among the 200,000 other employees dependent on the independent record distribution for their livelihood. Restrictions on the use of music for FM and television have also proved extremely harmful to RMA members, Geddes said, and will continue to hold down production of FM and video sets until they are removed. The sterilization ban on FM airing of AM network shows “slowed down appreciably” FM development and “stuntedly reduced production and sale of FM receivers,” also of transmitters,” he said. An independent survey made last March to estimate 1947 production of FM receivers indicated a production of 2,306,000, Geddes said. “Largely as a result of the inability of the new FM broadcasters to secure network music on their programs, the industry,” he said, “produced in 1947 an absolute monopoly of about 1,150,000 FM receivers, less than half the anticipated 1947 production. FM will continue hobbled and retarded until music is available as freely for FM broadcasting as for standard programs and service.”

Sees 'Tel In Some Boot

The story is similar to that of FM radio, he said. “The public demand is now unequivocally and under oath that no FM station in the country is making any pretense of being able to pay $25,000,” said Bailey. “In fact, there is not an FM broadcaster who would not be tickled pink to make $10,000 a year. Therefore, under Mr. Petriello’s yardstick not a single FM station can afford to hire an orchestra.”

Rep. Arthur Klein, New York Democrat, put Bailey and subsequent witnesses through an exhaustive grilling as he strove to establish the importance of music as a commodity which broadcasters make a profit.

Leonard Asch of WBWC. Schenec-
dady, N.Y., who is at the station. Two noon session, ran into a barrage of questions, friendly, and unfriendly from both sides of the committees.

E. Z. Jones of WWFB-FM, Burling-
ton, N. C., was heard after Asch. Jones stressed the refusal of the AFM to permit MBS shows to be heard over his FM station in the evening, even though his daytime AM outlet, a Mu-

tual affiliate, is off the air in the even-

Pettrillo Is Acquitted

On Lea Ad Charge

(Continued from Page 1)

record that shows the defendant has knowledge of information of or with which he has a duty to use for the protection of others.

The court held that “the demand for immunity was accompanied by threats of the use of force, violence, intimidation or duress.” It added that “neither the threat of immunity, of the Station or N. B. C. nor the threat of a prosecution by the U. S. government was made to the defendant in return for the statement.”

The decision of Judge LaBuy yesterday marked the close of a second “war of Petriello on the same charge.” An earlier government complaint was dismissed on the grounds that the Le. Act was unconstitutional.

Stores’ Radio Interest

Told At NRDGA Mee

(Continued from Page 1)

was used in presenting shows, chock- a-block with air time, commercial copy and similar problems. Transcriptions of the winning shows were played to illustrate the talks. Speakers included Alan A. Reif, Kaufman Department Stores, Pittsburgh; William H. White, Wobbold Stores, Chicago, and John Dent, Westinghouse.

One of the outstanding radio speakers at the confab was Phyllis S. Soel, radio director of the Mass Brothers stores in Tampa and St. Petersburg, Fl. "Because of the poor results we achieved through radio," Mrs. Soel said, Mass Bros. last month, increased the number of their shows on the air from 18 to 2 a week, and increased their budget from 27 to 41. These are divided among four stations, WFLA, WDAE, WSUI and WJHC, and their programs were built by the stores.

Only broadcaster represented at th meet is WJHC, which used a display of its own as well as a showing of one of its behalf of its co-op show, as well as two adjoining rooms on the 17th floor of the hotel where retailers are in- vited to meet with WJHC sales managers. A bar and two telea room made "Open House" one of the most popular areas of the conference. Members on display are lists of co- op sponsors, testimonials from bank rolliers and a large illuminated cover- age map. The promotion is plying for sales, with several "nibbles from prospective sponsors reported thus far. Airing and Mutual is without adequate service. Everett Dillard, FMA president complained about the lack of co- op net, of which he is head, still does no know whether it will be taken ear- of in the near network conjuncts un- ited sales of the National Television Broadcasters Association.
TELE BROADCASTERS TO URGE RMA CO-OP

WANT TV INDUSTRY FIGURES ISSUED THRU BMB

A formal request that the Radio Manufacturers Association devise a plan whereby authoritative figures on television set production and distribution in areas in which stations are operating will be made by broadcasters through Broadcast Measurement Bureau. It was disclosed yesterday. Industry execs will meet at BMB tomorrow to discuss the matter and will then submit it at the RMA convention in Chicago on January 21.

Industry drive will be spearheaded by Hugh Gaston, RMB's publicity director, who has recently outlined the problem of video circulation in a letter to 20 major manufacturers, and Frank Mansfield. Sylvia products exec, who is a member of the RMA statistical committee. Beville's letter emphasizes the fact that authoritative statistics on number of sets in a station's area is sadly lacking when this is precisely the information a broadcaster needs when selling a prospective client. He urges, therefore, that a system for disseminating such info be arranged by RMA, which represents all major set manufacturers, and is, therefore, best equipped to set up the machinery needed. Plan would aid both factions, since one would provide sets and the other would attract advertisers for the medium.

At its board meeting in New York last fall RMA was reported considering just such a plan as the result of queries by individual broadcasters but nothing concrete ever developed. Mansfield is said to be ready to support such a contention by the video broadcasters, and his attendance at the BMB meet is to "broaden" on what type of plan will benefit both segments of the industry.

Guy Lebowa Honored

Guy Lebowa, WABD sportsman who aired the Yankee games last season, has been named one of the 10 best sports announcers in the annual poll conducted by Billy Stebbins, veteran midwest sportscaster.

Kings of the Ring

Group of prominent figures in the boxing world, including N.Y. State Boxing Commissioner Eddie Ianni, world Light Heavyweight champ Vicente Salazar, and Sugar Ray Robinson, will visit the Museum of the City of New York on a panel of WNYW's "Eye of the Week" series (6:30 p.m. EST) Group will be interviewed at the "ring museum" on boxing lore by Ben Grosser, boxing writer, and special events man.

New United Nations H'qtrs

To Have $250,000 TV Setup

Despite the curtailment of proposed budget appropriations for construction of the new United Nations headquarters in mid-town New York announced last spring, approximately $250,000 will be allocated for the installation of television equipment. Original over-all appropriation was $1 million but was reduced to $550,000 and the amount allotted for television was $200,000. All equipment to be furnished except for cameras which it was not possible to get.

Schedules for the new site will also include provision for the erection of a transmitter for the UN's own television station, although this is in the nebulous stage at the moment. Because of the uncertainty of conditions, it was explained, this phrase of operation may be deferred until after the new headquarters has been completed.

Also another factor in the latter planning is the problem of acquisition of a television channel for the inter-national outlet.

WBZ Sets Schedule To Train TV Staff

Boston - Three-step training program for technicians of Boston's first television station, WBZ-TV, which is expected to inaugurate television service early this spring, got under way this week, according to an announcement yesterday by W. H. Hauser, chief engineer of the local Westinghouse station. The training program under the direction of the recently named technical supervisors, Sidney V. Stadig, will instill familiarity with equipment, training in the field with remote TV gear and the simulation of actual television.

Members of the nucleus technical crew named include a trio of WBZ studio technicians, three men from the Hall (Mass.) transmitter operation, and one new appointee.

From WBZ's studio engineering staff comes Terence A. Clancy, Frank Crandall and Fred Moriarty, who represent a combined total of 23 years service with the station. Transmitter technicians assigned to duty with WBZ-TV include Donald Wise, Irving Grant and Roderick Perry.

D. C. Audience Grows, Sta. TV Survey Shows

Washington Bureau, RADIO DAILY

Washington - Total of 6,000 television sets now are privately owned and in use in the Washington area, according to a study made by a committee representing the capital's three operating television stations.

The committee is made up of James Peter, of WMBW; Sam Cooke, of WMAL-TV, and Gordon Williamson, of WTTG. Seller said the group will meet in the next month to prepare estimates of the tele sets in Washington. For the last three months, retail television set dealers in Washington sold sets at a rate of slightly under 1,000 per month, the survey showed.

New RCA '48 Tele Set

Caldwell - RCA Victor announced last week a new video receiver said to have all the latest table model features of television instrument commercially available today." Set is said to have new styling and improved pictures of "reluctance and sensitivity" and will sell at list price for $375, not including tax or installation fee.

“Touchdown” Tele

Washington—Annual banquet of The Touchdown Club in the Capitol this Saturday will be televised for the first time, in history via cameras of WNDV, video outlet over ABC. Program, which features awards to Johnny Unitas, Notre Dame grid star, and other sports toppers, will originate from the grand ballroom of the Statler, sitting at 9 p.m. EST.

Tele And The “Penny Parade”

“Penny Parade,” 20,000-Kiddie’s version of the “March of Dimes,” will be held on Saturday, January 26th, at New York’s Kingsbridge Armory, with radio and television performers aiding in all-out demonstration. “Parade,” which is the brain-child of Bob Wilson, MBA’s exploitation director, will be aired over WOR and televised by WABD, with Bob Emorvy handling the narration for video fans. Daily schedule will plug the show next week via spot announcements. Price of admission to the show, which is expected to draw 20,000 youngsters, is a single copper.
A GREAT NETWORK PROGRAM
NOW AVAILABLE FOR LOCAL SPONSORSHIP

MUTUAL'S NEW "CO-OP" SHOW—15 minutes—5 times weekly—Starts FEB. 2, 1948

John Nesbitt's
Passing Parade

JOHN NESBITT
master story-teller of radio and screen
He spellbinds listeners with his marvelous narratives on the PASSING PARADE. Grips them with unusual stories about people great and small, thrilling stories of romance, adventure, mystery, science. Each an absorbing true tale packed with drama, suspense, human interest.

PASSING PARADE Pictures
in 9,000 Theatres
Millions of movie fans see Nesbitt's pictures regularly in theatres coast-to-coast. His PASSING PARADE shorts have won four Oscars! A potent movie tie-up that means more publicity, more listeners, more selling sock for Nesbitt programs on the air!

AVAILABLE now for local and regional sponsorship . . . JOHN NESBITT in his PASSING PARADE, a show with an unusual record of ratings and sales results!
America's leading advertisers, tremendously impressed by the way he clicked for CHESTERFIELD CIGARETTES, JOHNSON'S WAX, WESTINGHOUSE and other sponsors, have long been angling to sign him for a daily network program. NOW, as a Mutual "co-op" 15-minute, 5-a-week show, NESBITT'S PASSING PARADE presents a big opportunity for an exclusive sponsor in each of Mutual's 485 markets. Here's your big-time show with sure-fire appeal to all age and income levels—a mass-audience show that also sells. On transcription at a fraction of the overall talent cost. For Nesbitt booklet, rates, and audition platter, consult your local M.B.S. station.

TIP TO ADVERTISING AGENCIES
AND REGIONAL ADVERTISERS

Local advertisers will be quick to sponsor Nesbitt. Better act pronto—or you may find some of the choicest spots in your regional setup already gone.

Phone or wire your nearest Mutual Co-op office.

Mutual Broadcasting System
Co-operative Program Department

www.americanradiohistory.com
Heavy Promotion
For Air Force Show

"The Air Force Hour," new weekly public service series featuring the 65-piece U. S. Air Force Concert Orchestra plus a 35-voice male choir, will be inaugurated over Mutual Sunday, Jan. 18, 2-2:30 p.m., EST.

The all-GI show, which was built for the Air Force Office of Public Relations on two weeks' notice, is the "48 version of last year's "Flight to the Past.""

(Continued on Page 3)

Analysis of Subscriptions for New Survey
Indicate Need For More Stations
In The Major Markets

By VAL ADAMS
Staff Writer, Radio Daily

Broadcast Measurement Bureau is of long-waiting for the big news that was found in the new survey of radio stations for the year 1947. For years the Bureau has been seeking that need for more stations in the major markets.

(Continued on Page 3)

Ziv Sales Soar 27%
Following AFM Ban

Reaction of some of the nation's stations and sponsors to the Petrillo-AFM ban on transcribed shows was sharply reflected on the books of the Ziv-Wedor Company. A sharp increase in the sale of the firm's package shows compared to the corresponding period in January.

(Continued on Page 3)

WMB Subscribers Weak In Key Cities

Armstrong Heard
At Committee Hearing

Washington, D.C. — With the New York Stock Exchange still closed, Armstrong showed his low-band position in great (Continued on Page 3)

Dr. I. Q., Jr. — Set On NBC
For 40 Station Network

Chicago — "Dr. I. Q., Jr.," special edition of the Marx candy show with all his children participating, returns to NBC, starting next week, and will be heard every Saturday from 5:30 p.m., EST. The 30-city network will include eight mountain and seven West Coast stations. Stanley Vance, the new head, will be at NBC next week.

(Continued on Page 3)

Two Network Presidents Slated For Air Addresses

When a network president makes a speech over his own booth, with an advertiser paying for the time, that is news. It happened the other day in the case of Frank Stanton of CBS who was heard to Prudential's "Family Hour," Jan. 16, 6-6:30 p.m.

(Continued on Page 3)

Seal Oil Co. Purchases
WNBC's Late News Cast

Shell Oil Co. assumes sponsorship of WNBC's 11 p.m. newscasts seven nights a week for 52 weeks beginning Feb. 1. It was revealed yesterday. Deal was set through J. Walter Thompson agency, with Charles Phillips representing the station.

(Continued on Page 3)

WBS-AFM Deal Possibility,
Says Petrillo, As Meet Opens

Possibility that the networks and AFM can make a deal before their present pact expires two weeks hence was voiced yesterday by James Petrillo as both sides resumed negotiations at the union's New York headquarters. The union president, speaking for both sides after the meeting ended, told newsmen: "We feel we can reach an agreement before the contract expires." Petrillo did state that AFM had discussed wage increases and the matter of putting "a few more men to work" with the network officials. He added.
COMING AND GOING

DON WILSON, EDDIE "Rockster" ANDERSON, PAUL RYAN, and the Sportscaster's Quartet arrive in Denver today for Sunday's broadcast on KROK. Jack Benny Day.

MARTIN AGRONSKY, American network commentator, is in town. He'll broadcast his commentary from Radio City today and to tu.

AL W. GODWIN, general manager of WJNO, Mount Vernon, N. Y., is a guest at the Stone hospital.

RICHARD A. CLARK, commercial manager of WJNO, Utica-Rome, N. Y., is in Philadelphia to discuss business.

BOB KELLER, radio sales promotion specialist, will leave Sunday on a trip to Mobile, Ala., where he'll confer with Robert T. Maxwell, president of WJNO.

RICHARD S. TUSTIN, vice-president and general manager of Associated Program Service, Inc. will attend the meeting of the Nicaraguan broadcasting association in New York.

WILLIAM D. YEPH, president of KVOV, Denver, is expected to return from New York, where he'll confer with Robert T. Maxwell, president of WJNO.

NORMAN BROOKES is leaving for Chicago today. He will join the ABC "Chamberlain" on the NBC schedule.

Dwight Coop, moderator of the "People's Hour," will broadcast from New York to the west coast via ABC.

LeMOINE WHEELER, general manager of WHC, Rochester, N. Y., a caller at the station, will broadcast to the west coast via ABC.

HENRY MORRISON, one of the American network's greats, early this week was trying his skill and luck for a Florida fishing waters as guest of Richard Parson, president of Roche Harbor, Maine. The program will air on the network's "Sundays" show at 3 p.m. in New York.

ALAN HOLMES and the members of his orchestra have arrived in New York to broadcast from Pantages theater.

GEORGE DORSEY, film editor of WJNO, New York, has arrived in New York to broadcast from Pantages theater.

Owen Urige To WQAM

As General Manager

(Donated from Page 1)

Yesterday, Urige, who has been identified with Detroit radio for many years, will report to Miami on January 29. He will supervise operations of WQAM's AM station, FM, and facsimile outlets.

Mullen Sisters On WNEW

Mullen Sisters, who recently recorded an album for Victor titled, "The Vo-Cal-lovelies," will be interviewed tonight on the Millikan Matinee on WNEW.

Joseph S. Kasper

Joseph S. Kasper, father of Eddie Kasper and Sarah Kasper, died early this week in Boston. Funeral services were held Wednesday.

SOULARD JOHNSON, assistant to the manager of KNIC, Columbus, Ohio, is in New York for conferences with network officials.

DON DUNPHY will go up to New Haven to broadcast play-by-play of the Yale-Princeton basketball game. He'll broadcast live from New Haven.

IGOR GORIN, baritone, now on concert tour, will be heard next Monday on "Voice of Firestone." He will broadcast from NBC.

HENRY UMBERTY, director of special events and public service at WSB, is back from a business trip to Texas.

EUGENE HAMILTON, announcer on WSB, is back in New York from a business trip to Hollywood.

CHARLES W. PITTMAN, manager of WSB, Meacham, Ga., is in Washington, D.C., this week for convention of the National Association of Broadcasters.

BAY BAKER, commercial manager of KODA, Scottsdale outlet of NBC, is in New York this week for convention of the network.

JACK DEEDE and J. C. Shack, NBC's London correspondent, will broadcast from London.

On Wednesday, the successful independent, is the fast-moving station in this big five-station town. W-J-T-H belongs on any smart list... yours included!

Elmo Wilson Talk Scheduled

Elmo C. Wilson, CBS research director, leaves tomorrow for Chicago, Ill., to attend the first conference of communicators sponsored by the Institute of Communications Research. He'll address the meeting. The conference will be held at the Mill Union Hotel and will last for three days.

Supersonic

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

That's a Republic Thunderjet snapped at 1,000th of a second as it flashed across the three kilometer course at March 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 any other station in town.

W-J-T-H, the successful independent, is the fast-moving station in this big five-station town. W-J-T-H belongs on any smart list... yours included!
RADIO DAILY

3

Wednesday, January 16, 1946

Armstrong Heard At Committee Hearing

(Continued from Page 1)

... Arnold, Armstrong said engineer K. A. Young. Among the witnesses who testified at the FCC were Mrs. Armstrong and Armstrong. Their testimony was not heard by Armstrong or his engineers, who had proved Norton to be wrong. Armstrong also scored former FCC chairman Paul Porter as an enemy of radio, recalling Porter’s representa-

Operations Snafu

(Continued from Page 1)

Operations Snafu—the Story of the Long Island R. R. is the documenta-

Two Network Presidents Slated For Air Appearances

(Continued from Page 1)

Two Network Presidents Slated For Air Appearances

EST. As guest speaker that day, he’ll talk on “The Future Belongs to Those Who Propose.” For later dates, the schedule will be heard giving testimony about American Federation of Musicians to a House Labor Committee in Wash-

Twelve Stations Signed For Duke Ellington ET’s

(Continued from Page 1)

barring his name which is distribut-

The New York Herald-Tribune, in cooperation with the New York City Board of Education, will present a school children’s quiz show on WMCA, Sundays, 1:00–1:30 p.m., beginning Jan. 18. Program, titled “Quiz-Down,” will be transcribed Friday afternoons for Sabbath airings. Joe O’Brien is emcee.

Grange Rejoins S-W

C. W. “Ted” Grange has joined Stewart-Warner Corp., Chicago, as director of public relations. Until recently he was vice-president and editorial director of Harry Coleman Company, public relations and public- 

Sirk News

Mr. and Mrs. Oscar Katz yesterday became the parents of a six-pound, three-ounce girl, their second, at the Lutheran Hospital. Father is associate research director of CBS.

Janet Ross and the Shopping Circle is a participation program, broadcast for more than 13 years, Monday through Saturday, 9–9:15 AM. An offer of a free calendar, mentioned twice, has brought 3,375 requests from 86 counties in 7 states—and the mail is still coming in. If you want to tell your story to the women of the nation’s sixth market, Janet Ross and the Shopping Circle is your best bet.

50,000 watts

WESTINGHOUSE RADIO STATIONS Inc KEX • W2B • WB2A • WOWO • KYW • KDKA

National Representatives, NBC Spot Sales—except for KEX • For KEX, Frae & Peters

POSITION WANTED

Young man available immediately. Experienced in Publicity, Advertising, Public Relations and Journalism. Motion picture industry. No restrictions on out-of-town travel. Radio or Motion picture field desired. Write:

RADIO DAILY Box 105 1501 Broadway, New York 18, N. Y.
Mainly About Manhattan...!

- - - Right script is being sought for Margaret Truman's debut on the air as a dramatic actress. . . . His pals very excited about Carl Brown's promotion to partnership with Sherrie & Marquette. Few men as popular in the advertising field. . . . Most annoying and most prevalent of sponsors and spot commercials in Southern Cali, radio are those of morticians and "memorial parks" aimed at the high percentage of oldsters who have migrated there to spend their last years. . . . Alan Williams returning to WMCA as chief announcer as of Jan. 25th. . . . Lew Parker, who got married last week in Ywood to filmactress Cheryl Starr, in town sons his bride to do a play here. (Lew drew rave notices for his film work in "Are You With It?" . . . The commercial eliminated from "Family Hour" last week has become a collector's item. . . . PM article, with pic and divulgence of props to hide microphone, should make it a little tougher for Allen Funt's fabulous "Candid Mike" operators to fool the dudes. . . . Arch Oboler's blast at radio's crime dramas points up the need for a big swing back to experimental, light comedy and serious drama if radio is to survive the coming television boom. . . . Oh, means Don Pellini, if the radio were only the telephone—when you mis-dial, you get your money back.

- - - Talk about your one-man radio shows, Sidney Paul, with 20 or so dialects, is a show all by himself. Featured on "Voice of the Army," Paramount News and now narrating Fashion Film Council, Paul is as versatile a radiatator as we've run into for a long while. When "Fivel Star Final" was around, it was nothing for him to do 3 or 4 different dialects on the same stanza.

- - - AROUND TOWN: "The Spice of Life," Kasper-Gordon's half-hour musical variety series done in rhyme, has been placed in the Canadian market. (First U. S. station to start the show is WTB of Toronto. Artiz. . . . Keystone Broadcasting System (110 stations) now carrying Larry Hammond's prize-winning transcribed series, "Keeping Up With the Wigglesworths" on a twice-weekly schedule. . . . Trade talk about the solid, clean press buildup given Vic Damone by publicist Sid Ascher. . . . Oelten's in Blythe negotiating for a disc jockey show from that spot. (Restaurant owners are wondering about the crowd-drawing appeal of these shows emanating from eating places.) . . . Joe McCaffrey, CBS Westinghouse news reporter, in huddles with NBC officials. (He's quitting CBS Jan. 31th.) . . . Sudden Thaw: When it comes to running a breakfast show, you couldn't find a Brennan than Tom. . . . Bill Berns (a youthful combo of Arthur Godfrey and Golan Drake) scouting the market for an outlet for his "While Berns Reams" series. Berns, an idea-a-minute type of guy, would be a happy addition to any station.

- - - THE HAI YOU SAY: Hal Block, who can smell a party further away than Winchest can spot a Communist, showed up the other midnite at Lorraine Miller's birthday shindig. Seeing Bernie Kamber there (who is merely Lorraine's fiancé), he shouted across the room: "Well, well, what are YOU doin' here!"

- - - LUFF 'n Kississ: Alan Courtney's return to the local radio scene as emcee of daily variety show on WNEW. . . . Ted Dale's conducting and arranging chores on the Coogan show, which moves to Wwood in early March. . . . Louis Prima's Victor disc of "You're Too Fat For Me." . . . Phil Legally expert stick waving in the pit at "Angel in the Wings." . . . Jan's Augustus's piano wizardry via WOR This Time. (plays with Augustus.) . . . Knox Kibbler's MGM platter of "Dum Dit." . . . The new sand-tillating revue at the Club Ebene. . . . Gracie Fields' London Record of "Now Is The Hour." (400,200 copies sold in the 1st 3 weeks.)

McNeill To Vacation

Chicago—Teastmaster Don McNeill of the Breakfast Club and his wife Kay will go to California for a two-week vacation beginning February 20. While in Hollywood Don will confer with major motion picture studios and independent producers who have made frequent offers of movie contracts.

This will be the first trip the couple has made to California since Don became a master of ceremonies of the Breakfast Club in 1939. While on the West Coast they intend to visit the Little Spanish Church on Twin Peaks in San Francisco where they were married in 1931.

Using miniature blimps
to call attention to its scrambled word contest promotion via the Douglas Laboratories, WINS, this week distributed to agencies inflated rubber blimps about 24 inches long. Silver-inked coupons and are complete with posterboard gondola, bear the legend "From WINS" in red on one side and the scrambled word "Reyes" (Crosley) on the other.

Nevis Goff ill

Illness of Norris Goff, of "Lum 'n' Abner," has caused cancellation of two-week tour of the show for the March of Dimes but Chet Lauck, a sister of Clarence Hartwell, is still maintaining the daily series over CBS. Goff is headed east for medical diagnosis and a possible operation.
(Continued from Page 1) that no stipulation was made as to how much time or how many more men. Union has also agreed that NABET (AFL affiliate) “pancake tax” to become AFM members.

When President of the discussion centered on transcribed musical rehearsals, he answered in the affirmative but said it was a matter the union has already taken up with AFM’s international executive board. A meeting had been set with negotiators and the board is scheduled for Washington next Tuesday, Jan. 20, where some of them, including Petrillo, will be testifying in House Labor Committee hearings on AFM.

Petrillo also had an optimistic note about the bargaining. He said, “We are satisfied that a deal can be made on FM and television.” He said that the networks are still very insistent on this.

Charles Denny, new general counsel for NBC, received his baptismal fire in negotiations yesterday. On the way out, Denny responded with a hearty chuckle when asked about what he had said to him. “Don’t know when you’re well off.” Another new network executive, Leigh Rush, took his place in the negotiations.

Other network representatives in attendance were Mark Woods and Joe Ream, of CBS; Frank Sullivan, of NBC; Bob Swezey, MBS; Ted Streibler, WOR, and Howard Hausman, CBS.

Heavy Promotion Set
For Air Force Programs

(Continued from Page 1) which started on 68 MBS stations and finished on 76.

Show is not part of the Air Force recruiting program and will not carry identification cards. For family entertainment, show will be “un-military” in style with “high brass” noticeably absent.

Maximum acceptance by web affiliates, except flagship WOR, is expected because of intensive promotion campaign conceived and executed by the Section. First presentation, sent to all MBS outlets, contains introductory letter, description of series, brochure on Air Force band and reply form requesting follow-up kit. Second package will be made up of posters, photos and maps, display materials and transcribed spots.

Schools and music classes throughout the country are informed of the show via 20,000 cards sent out for the Air Force by Mills Music. In addition, schools and aviation classes are recipients of a presentation similar to the first sent to stations. Other promotions include a “landing list” of national ads of aviation industry, plugs by aviation comic strips and feature stories of interest to station listener, which goes out on AP today.

Capt. Robert Reim, formerly with

(Continued from Page 1) independent dropping out. No 10 city, Cleveland, with a day of radio stations, has one BMB station—WTAM, owned by NBC. Other cities in the top 15 markets in which the BMB is being heard for the next study are Detroit, Pittsburgh, San Francisco, St. Louis and Cincinnati.

Two Reasons Cited

Question now arises as to why the make-up of BMB’s subscription list has undergone considerable change since 1946. Possibly the two foremost reasons, and this is agreed upon by high industry officials, are that some are dropping off BMB’s list and the other outlets feel they just don’t get their money’s worth out of BMB. Complaints were numerous after the bureau’s 1946 study that it was not sufficiently revealing, a matter which BMB immediately took up with its advertising manager charge of radio print survey. However, it has not yet clearly defined how far Study No. 2 in Cleveland will go in indication that many important stations are not willing to buy until they can be sure of what they are getting.

Special Committee Was Proposed

What could have been an important cog in BMB machinery never got out of the mold, unfortunately, when plans for a special liaison committee was suggested by Edgar Kobak. This committee was to be somewhat of a high powered brain trust, not made up strictly of network chiefs as some thought, and was to concentrate on selling the idea of BMB in the most important markets. To date, the committee apparently has gotten no further than the volunteered services of Rock and Frank. Several months ago, the prime concern in BMB was finances. That no longer holds true and the organization is expected to be over the financial hump. But BMB needs some very positive and promising long range plans that will automatically win support of the entire industry and it needs to be explained to certain top people in both broadcasting and advertising agencies, some of whom yet do not fully know what BMB is all about. All this is necessary before the bureau, as one close to the organization phrased it, “can get out of the woods.” BMB’s general manager board meets Jan. 26 for what could be a very important meeting.

Gillies’ New Philo Post

Joseph H. Gillies, who has been in the broadcast business since 1902, has been appointed vice-president in charge of radio and television operations of Mutual’s Washington affiliate. WOL. Ork is conducted by Maj. George S. Howard, with Warrington and Doug Kurtz directing the chorus. Music is arranged by Sergeant Fred Kepner, U.S. Army, Bill Purcell, Sergeant A. Robisky and Ivan Genuchi are soloists.

Rolling Field Origination

Program will originate from a studio on the Air Force airbase and be transmitted to Mutual’s Washington affiliate, WOL. Ork is conducted by Maj. George S. Howard, with Warrington and Doug Kurtz directing the chorus. Music is arranged by Sergeant Fred Kepner, U.S. Army, Bill Purcell, Sergeant A. Robisky and Ivan Genuchi are soloists.
On Records and Transcriptions

"I'M A LONELY LITTLE PETUNIA"
(In An Onion Patch)
Rytec, Inc.
1385 Broadway
New York 19, N. Y.

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Words and Music
By Pinky Herman

- • • • TIN PAN ALLEY OOPS.—When one would purchase bread, one goes to the bakery—or if it's the suit the one visits is his tailor—(could have said John David but free plugs are scarce these days) ... thus we say. If one were to seek confirmed optimists, the surest place to find some are where songwriters congregate in New York. The Brill or RKO Building in Radio City; in Chicago, the Woods Theater, 54th, and in Hollywood, Sunset & Vine. When tuna taxis, closed in a stuffy piano room, with the windows shut tight to keep out the snow and chill winds blasting and/or West Randolph Street, can write about the sunshine in their hearts and dreams in their pockets, what else could they be but optimists? Which is a round-about way of telling you that music publishers and songwriters, especially the latter, don't seem too worried about the current cessation of recording activities due to the Pentilla ban....we've been conducting a one-man poll of their feelings, reactions and ideas and the consensus of opinion is definitely the optimistic view that 'ban might last four or five months'.

☆ ☆ ☆

- • • • Leeds Music has revived an oldie, "Now Is The Hour," originally published back in 1913 by Boston Music Co. ... ditty, recorded by several top-flight artists, was written by Maeva Kahlau, Clement Scott and Dorothy Stewart. ... • Robbins' new plug song is "The Dickey Bird Song," written by Howard Dietz and Sammy Fain for the forthcoming MGM Musical "Three Daring Daughters." ... • Radiolite Murray Forbes' hit song, "Hollow Triumph," which was published by Ziff-Davis, has been sold to Eagle Lion Films....sicker goes into production February 1, and will star Paul Henreid. ... • Eddie Wolpin has been re-pacted for two more years as general manager for Paramount and Famous Music Company. • • Duke Ellington and Don George have a hit parader in "It's Kind of Lonesome Out Tonight," published by Javel Music. • • • Morton Downey, the Coca-Cola tenor says, "Give tenors a chance; after all, they've only been singing for 200 years."

☆ ☆ ☆

- • • • And still another revival, ... Moviestone Music, Sam Fox subsidiary, going full blast after "You Turned The Tables On Me," written by Sidney Mitchell and Louis Alter. ... • Joe Given, who in less than a year at WBT has earned a rep as one of that region's finest announcers, will be heard Monday as 'Albert Kaminer' in the Little Theater's stage production of "Dear Ruth." ... Joe will be in New York in a year. ... wanna bet? ... • WABD-Mont will launch a new series of "Rainbow House," telecasts starting Sunday. ... the hour (6-7 p.m.) program, produced and directed by Bob Enyer, will feature 150 talented products of local High School youths. ... • Two of the alley's most prolific tune scribes. Pete Wendling and Sara M. Lewis have another hit in "Who Told You?" published by Mills Music. ... • Herb Leventhal, professional manager at Lewis Music, doing a swell job on "The Things You Left In My Heart," written by Buddy Kaye, Hugo Talami and Herb Leighton. ... • Despite a heavy schedule of announcing and emceeing NBCores and narration for newscasts, Ed Herlihy will deliver a lecture Monday night to the Town Hall Drama Class. ... • Bob Lee is the new professional manager, for Marchant Music Publishers, ... working on a commercial basis titled, "Congratulations," written by Jimmy Marchant and Johnny Tucker. ... • Emmett Carls, former tenor saxophonist with Stan Kenton Band, has formed his own orchestra, managed by Dick Abels. ... • New radio series which will be on the nets within two days called, "Barrymore Theater of the Air," will have original music and orchestra conducted by John Garr.

☆ ☆ ☆

- • • • ON AND OFF THE RECORD.—Arthur Godfrey's Columbia disk of "Too Fat Polka," has already passed the million mark. ... • Helen Carroll and Satisfiers have a plenty satisfying disk in "Love Is So Terrific" backed with "A Little Consideration," on Victor. ... Russ Case Orchestra smooth in the background. ... • Vitacoustic has uncovered a singer, Jack Carroll, who shows plenty of song savvy in his initial platter, coupling "My Cousin Louella" and "On Green Dolphin Street."
TELEVISION GROWS DESPITE AFM BAN—POPPLE

TBA Proxy Asserts Public, Union Hurt Most

Washington. Despite the ban on "live" music in television imposed by the AFM, the industry has made "great strides during the past few years," Jack Poppele, president of the Television Broadcasters Association, told the House Committee on Labor and Education here yesterday. He declared that the restriction was, actually, more harmful to the musicians themselves and the viewing public rather than to the new medium.

The reason being, outstanding hardships on television broadcasters, has, in itself, detracted the growth of the industry. Poppele, declared. On the other hand, the TBA proxy said that viewers "have been deprived of the operettas, the musical comedies, symphony concerts and first-rate film entertainment... which should normally be expected by the public from this new means of mass communication."

Poppele pointed out that tele broadcasters have evolved means of providing programs with musicians through recordings, and that the public has become "educated and accustomed" to video without live music and "without types of entertainment which are naturally integrated in music." He expressed the belief, however, that there are "undoubtedly" thousands of AFM members who are "willing and anxious" to work in television, and that there are many entertainers whose work depends upon "the coordination of many facets including music."

TBA proxy also told the committee that the video industry may later find it "desirable" to make films of dramatic productions intended for telecasting, screening and editing them before use as a safeguard against possible transgressions of "taste." He made the statement in answer to a question by Rep. Samuel McConnel (R. Pa.).

N. Y. State Using Tele To Speed Vets' Bonus

Kaiser-Frazer Buys DuMont 'Amateur Hr.'

Television was added yesterday to media currently being used by the State of New York to help World War II vets collect State bonuses. An animated one-minute trailer, showing how a bonus may be claimed, was produced for video by the motion picture unit and radio bureau of the Dept. of Commerce, in co-op with the State Bonus Bureau. Trailers will be aired on WNET, WCBS-TV, WABD in New York and WGGB, Schenectady.

Kaiser-Frazer Corp., will sponsor "Amateur Hour" over WABD and the DuMont tele-network starting Sunday (7-8 p.m., EST). It was announced yesterday. Program, which is a video version of the Major Bowes Amateur Hour, and handled by the original production staff, will be sponsored on WFTV, Philadelphia, WTTG, Washington, and WMAR-TV, Baltimore.

Foster Elected Vice-Pres. Of Kans. City School

Kentropy-Theatricals: the presentation of the Poor Richard Medal of Achievement to Gen. Dwight D. Eisenhower, chief of staff of the Army, will be televised directly from the Franklin Institute tomorrow (11:15 p.m.) by WPTZ, WFFL-TV, and WBYC, via mobile pickup. Program, which will be on the Midland Broadcasting Company as television consultant.

Royall's TV Debut

Washington — Army Secretary Kenneth Royall will make his initial appearance on television over WPTG and the DuMont web next week, Jan. 21, (11:15-11:45 p.m., EST) in which he will discuss the Army's activities during the past year. The Secretary, who is a member of the Cabinet, will be interviewed by Walter Compton, news commentator for the Washington video stations.
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.

<table>
<thead>
<tr>
<th>Title</th>
<th>Publisher</th>
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<tbody>
<tr>
<td>A Fellow Needs A Girl</td>
<td>Williamson</td>
</tr>
<tr>
<td>And Mimi</td>
<td>Shapire-Bernstein</td>
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<tr>
<td>Ballerina</td>
<td>Jefferson</td>
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<td>Best Things In Life Are Free</td>
<td>Crawford</td>
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<td>Civilization</td>
<td>E. Y. Harms</td>
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<tr>
<td>Don't You Love Me Anymoore</td>
<td>Oxford</td>
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<td>Gentleman Is A Dope</td>
<td>Williamson</td>
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<tr>
<td>Golden Earrings</td>
<td>Paramount</td>
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<tr>
<td>How Lucky You Are</td>
<td>Peter Morrice</td>
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<tr>
<td>How New</td>
<td>Supreme</td>
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<tr>
<td>I Still Get Jealous</td>
<td>H. E. Harms</td>
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<td>I Wish I Didn't Love You So</td>
<td>Paramount</td>
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<tr>
<td>I'll Dance At Your Wedding</td>
<td>George Simon</td>
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<tr>
<td>I'm A Comin' A Courtin' Corrobelle</td>
<td>Dreyer</td>
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<td>Mickey</td>
<td>T. B. Harms</td>
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<tr>
<td>Near You</td>
<td>Supreme</td>
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<tr>
<td>Now Is The Hour</td>
<td>Leeds</td>
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<td>Papa Won't You Dance With Me</td>
<td>E. H. Morris</td>
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<tr>
<td>Pass The Peace Pipe</td>
<td>Crawford</td>
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<tr>
<td>Serenade of The Bells</td>
<td>Melrose</td>
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<tr>
<td>So Far</td>
<td>Williamson</td>
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<tr>
<td>They're Mine, They're Mine, They're Mine</td>
<td>Sinatra Songs</td>
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<tr>
<td>Too Fat Folk</td>
<td>Shapiro-Bernstein</td>
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<tr>
<td>The Treasure of Sierra Madre</td>
<td>Remick</td>
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<td>Two Loves Have</td>
<td>Miller</td>
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<td>Whispersong</td>
<td>Miller</td>
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<tr>
<td>Winter Wonderland</td>
<td>Bregman-Voco-Cona</td>
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<tr>
<td>With A Hey And A Hi And A Ho Ho Ho</td>
<td>Bourn</td>
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<tr>
<td>You Do</td>
<td>Bregman-Voco-Cona</td>
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<tr>
<td>What'll I Do</td>
<td>Berlin</td>
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Second Group

<table>
<thead>
<tr>
<th>Title</th>
<th>Broadcast Music</th>
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<tbody>
<tr>
<td>A Girl That I Remember</td>
<td>At The Candlelight Cafe</td>
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<tr>
<td>But Beautiful</td>
<td>Miller</td>
</tr>
<tr>
<td>Kate</td>
<td>Berlin</td>
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<tr>
<td>Let's Be Sweethearts Again</td>
<td>Campbell-Porque</td>
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<tr>
<td>The Little Old Mill</td>
<td>Shapiro-Bernstein</td>
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<tr>
<td>Lone Star Moon</td>
<td>Advanced</td>
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<tr>
<td>Love So Terrible</td>
<td>Mallin</td>
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<tr>
<td>Made For Each Other</td>
<td>E. Southern</td>
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<tr>
<td>My How Time Goes By</td>
<td>Chappell</td>
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<tr>
<td>Folliesimo</td>
<td>Smith-Joy</td>
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<tr>
<td>Say Something Nice About Me</td>
<td>Chappell</td>
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<tr>
<td>The Stars Will Remember</td>
<td>Harms</td>
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<tr>
<td>Teresa</td>
<td>Duchess</td>
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<tr>
<td>There'll Be Some Changes Made</td>
<td>E. B. Marks</td>
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<tr>
<td>Too Mournful For Words</td>
<td>Harms</td>
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<tr>
<td>True</td>
<td>Smith-Joy</td>
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<tr>
<td>Why Does It Have To Rain On Sunday</td>
<td>Johnstone</td>
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Second Group

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March Of Dimes Tie-In

Station WHWL, Nanticoke, Pa., and WYCL, Scranton, Pa., under the direction of "Audition Time" broadcast over WHVL every Saturday morning at 8:30, have worked out a new twist in the current March of Dimes drive. Their contest is non-profit to the listener, the prizes going to the March of Dimes and to further the education of the blind. Listeners are asked to send in a letter to "Audition Time" listing three tunes. Each letter, to be eligible, must be accompanied by a dime, which is turned over to the March of Dimes Foundation. From the letters selected, the tunes listed are announced on the "Audition Time" broadcast each Saturday.
AFM Talks Continue

Next stage of network-AFM negotiations is scheduled tomorrow afternoon, Tuesday. In Washington where the union's international executive board will be present in addition to James Petillo. Short session in New York last Friday without any announcement being made as to progress. Washington meeting tomorrow means heavy emphasis will be placed on AM radio contract difficulties and television since these matters have to be decided by AFM's executive board, not the locals which bargain for wages and number of staff musicians.

Drop Symphony Show Because Of AFM Rules

Detroit Symphony Orchestra, organization controlled by Henry Rechold whose "Musical Digest" also sponsors the show over ABC, will not continue on the network after Jan. 25 because of radio contract difficulties between Rechold and the AFM. A second influence which may have forced Rechold to cancel out the show is the fact that prior to P.

McCormick To Run WTAM: Will Succeed V. Pribble

John McCormick, account executive of the NBC central division, has been named general manager of WTAM, Cleveland, NBC-owned station. McCormick who will succeed Vernon H. Pribble has been identified with radio for 15 years. At one time he was manager of WKRC, Cincinnati.

SEC Releases Figures Of Industry Net Sales

Net sales, including operating revenue of 13 radio and television companies in the third quarter of last year amounted to $217,424,000, the SEC reported over the week-end. This was a considerable jump over the $173,611,000 recorded in the same period of 1946, but sales of $251,651,000 in the second quarter of 1947.

Plan Mutual Program Honoring N. Y. Birthday

First network program in connection with New York City's Golden Anniversary celebration will be aired on Mutual and WOR Monday, Jan.

Unprogrammed

On his Friday morning show over CBS Arthur Godfrey spotted a washing machine in the corner of the studio and decided to give it away. He picked a woman in the audience, asked her to spell her name, and awarded her the prize. Later Godfrey learned the washing machine belonged to another show, "Winner Take All." CBS had to buy a replacement.
HARRY WISHER, sports director for the American network, arrived from Detroit Friday night, broadcast his “Champion Roll Call” and then left for Washington, D.C. where Saturday he received the third consecutive year the Touchdown Club’s award as the nation’s outstanding sportscaster.

ANDREW JERREMA, general manager of WSEP, Madrid, ended in Birmingham, Ga., where Friday he got through to a Los Angeles office the microphone which he loaned to WSM in Nashville last week on a short business trip.

JACK CAREY, director of CBS, is spending a week in Baca Raton, N.M., as guest of Richard Porter, of Roches, Williams & Clancy, advertising agency.

LEONARD A. VEDELBUS, president of WLYM, Grand Rapids, Mich., arrived in town late last week for conferences at the headquarters of the American network, with which the station is affiliated.

M. S. NOVICK and MRS. NOVICK are spending two weeks in Havana, combining a vacation and a business trip.

SAM W. BROWNFIELD, manager of WARC outlet of ABC in Richmond, is in Gotham on station and network business.

CLIFFORD M. CHAFEE, general manager of WEYU, Reading, Pa., is in Down. Visited for a while last Friday at the headquarters of ABC.

BOYS whistled at girls on this boardwalk just before September 14th, 1947, at Ventnor, New Jersey, just outside of Atlantic City. Wheelchairs whirled along and the waves pounded out the Huxters’ “downbeat of love.”

Then wham!

The wham was a hurricane and high waves. Now look!

There are those who say that the smooth road of business will look like that boardwalk before the year is out. We don't profess to know. But we're sure if the going is rocky in Baltimore and you're using radio, your safety insurance is W-I-T-H. That's the successful independent that delivers more listeners-per-dollar-spent than any other station in this big 5-station town.

It's as easy as that. So many alert advertisers have learned. Are you next?

W-I-T-H
AM and FM
Baltimore 3, Maryland
TOM FINSLEY, President
Representative Nationally by Bedell-Keesley.
MR. TOM HARKER
National Sales Manager of
THE FORT INDUSTRY COMPANY
will be located at
527 Lexington Avenue, New York 17, N. Y.
Telephone: ELdorado 5-2455

WSPD   5,000 Watts  NBC  Toledo, Ohio
WGGS   10,000 Watts  CBS  Miami, Florida
WMMN   5,000 Watts  CBS  Fairmont, W. Va.
WAGA   5,000 Watts  Atlanta, Georgia
"Atlanta's Most Progressive Station"
WLOK   250 Watts  NBC  Lima, Ohio
WWVA   50,000 Watts  CBS  Wheeling, W. Va.

The New
WJBA   250 Watts  Detroit, Mich.
All in English . . . 24 Hours a Day

 Represented by
KATZ AGENCY, INC.

 Represented by
AVERY-KNODEL, INC.

 Represented by
EDWARD PETRY and Company

 Represented by
FORJOE and Company

www.americanradiohistory.com
**1947 Set-Production Break Every Mark**

Continued from Page 1

facturers will have 18,506,000 sets and compared with 15,000,000 in 1946—these figures all-time high.

Television sets produced in 1947 numbered 176,751, compared with 6,476 manufactured in 1946 by RMA companies.

A total of 11,715,194 FM-AM sets were produced last year, compared with only 81,485 in 1946.

Dy tional AM sets, representing and portable radios in 1947 was more than double that of 1946 and helped swell the total set output for last year. Auto radios numbered 2,280,567 in 1947 as compared with 1,153,483 in 1946, while poraries last year totaled 2,152,090 and 1,027,000 the year previously.

Approximately 72 per cent of all home receivers produced by RMA manufacturers were in the 4-stereo sets, while radio consoles amounted to about 13 per cent of the output of home type receivers. Portables accounted for the other 15 per cent.

The 1947 monthly average output of FM-AM receivers equals 91,925 sets and 29,0286 console sets were manufactured at an average rate of 14,961 receivers a month during the year.

Radio production during the month of December totaled 90,661 and receivers of all types came to 1,015,541 sets produced in November.

New York, December 11

The tremendous demand for a total of 191,914 FM-AM receivers and 29,428 console sets, represent new monthly records and increases over the monthly averages of the year of 99 and 97 per cent, respectively.

A break down of the year's total FM-AM receivers shows 268,477 table models and 11,1125 stereo model radio-phonograph combinations; 46,5202 radio-phonograph consoles. Television production included 9,500 table models, including converters; 78,000 stereo consoles, and 25,217 radio-phonograph consoles.

In addition to radio and television receivers, RMA members produced 291,410 phonographs and 292,945 record players with radio attachments.

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**Radio Daily**

**California Commentary...**

- During the period of the "Serious & Records For Hospitalized Veterans" campaign, KMPC received 5,200 contributions. Contributions, for the most part, were bedside radios, with the balance including several hundred record players and 75,000 records. Major record companies in the Los Angeles area were very cooperative in donating as many records as were available from their stocks and the remainder of the records were received from independent record companies and from personal contributions of KMPC listeners. KMPC was also given several video sets for installation in the hospitals, and the Winston Lawyer-Chancebell made hand-made boxes with a year's supply of records.
- Franklin Hauser, who is opening The School of Radio Technique in Hollywood this month, addressed the Southern California Advertising Agency Association on "The Impact Of Television On Advertising." In a discussion from the no-questions policy on her show, Judy Canova rolled out the welcome mat for Eddie Cantor on Jan. 17.
- Catherine Clark McDonald, formerly with Compass and Young & Rubicam, New York, has joined Young & Rubicam's Hollywood office.

**Hollywood**

- More than 20 stations have already contracted for "Big Lawson," 15-minute strip show produced by Soundscript Radio Productions of Hollywood. It is an adventure program, with appeal to the entire family, butnamespace for youngers. . . Marilyn Maxwell, the radio and screen singer, re-shuffled dates on her current personal appearance tour to allow her to accept a lucrative offer from the Colony Club in Hollywood, Florida. . . Jerry Devine, who has been writing and directing factual detective radio stories for a long time ("This Is Your FBI") got the tables turned on him when he appeared as a guest on "Ellery Queen" Jan. 15 and had to try to guess the correct culprit. . . Ozzie Nelson has been cutting recorded promotion programs to be aired in Canada to plug "Adventures Of Ozzie And Harriet." . . Young & Rubicam's Hollywood promotion manager, Bob McAndrews, was at Coronado Jan. 12 for the Midwinter convention of the Advertising Association of the West, of which he is president. . . Ed "Archie" Gardner has culled a series of transmitted announcements for the March of Dimes and Salvation Army campaigns.

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**Evening-Show Gains Noted In NRI Report**

Spade moved up from 37th to 38th; This Is Your FBI jumped from 40th to 37th, and Blondie went from 13th to 18th. Among the daytimers, Right To Happiness and Backstage Wife continued on top. Jack Armstrong showed a sharp upswing, 39th to 14th, and landed in the top group for the first time. On the weekend list, True Detective and The Shadow were the leaders, with Our Man's Family moving up from 4th to 3th.

Top twenty television audience titles for evening shows, in order, follow: Lux Theater, Fibber McGee & Mary, Andy, Bergen-McCarty, Red Skelton (Bob Hope); Jack Benny; Fred Allen; Truth or Consequences; Life of Riley; Flipper Bandwagon; Big Town; Sam Spade; Date with Judy; Mr. A; Godfrey's Talent Scouts; This Is Your FBI; Your Hit Parade; Blondie; and Mr. and Mrs. North.

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**Plan Mutual Program Honoring N. Y. Birthday**

(Continued from Page 1)

but said for greater support and ex- penditure for this work is needed. Currently today, he said, it spends more than three times as much as the United States on its short wave broad- casts—and has estimated that the Russians are spending "at least tw or three times as much as the British" which would mean that the "(US) is spending 10 to 15 times as much as the United States." Currey's U. S. budget for the service is 12 to 13.

Smith stressed the committee's feel- ing that it is important for the State Department to use "private American agencies to the maximum extent possible." He also told the Senate that we are "losing the war of words because our" current "traditions of America's" program, with its limited budget is "wholly inadequate."

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**SEC Releases Figures Of Industry Net Sales**

(Continued from Page 1)

quarter of 1947, compared with 8,360,633 for the same period in 1946 and 8,293,722,000 for the second quarter of 1947.

Expenditures—$38,679,000 for the third quarter of 1947, compared with $38,628,000 for the same period in 1940 and $51,958,000 for the second quarter of 1947.

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**Promotion**

**Heavy BMI Campaign**

BMI has begun a heavy campaign on behalf of a tune "Pass The Fancy," written by Bob Hilliard and Dave Mann. Included is a 16-inch paper blowup of a label and which is being sent to all disc jockeys, program directors, agency and indie producers, band leaders and other parties. In addition, BMI representatives are distributing copies at stations and other locations.

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**CBS "Talks" Mailed**

Latest edition of "Talks" magazine, quarterly digest of addresses presented over CBS in the public interest, is sent to 26,000 schools, individuals, civic groups, etc., as well as radio and television libraries and teachers. Magazine is edited by Helen J. Slousat, CBS director of talks and contains an enclosed folder listing the network's educational and cultural programs.
National Association of Disc Jockeys
New York Chapter, Inc.
545 Fifth Avenue
New York 17, N. Y.

Show Business
Everywhere,
U. S. A.

The National Association of Disc Jockeys cordially invites your participation in the Souvenir Journal of the "Big Show of 1948" taking place at the Metropolitan Opera House on January 25, 1948. We urge you to take this opportunity to greet the entire trade in print by means of your personal ad.

Already, we are extremely gratified at the tremendous response from recording artists, record companies, music publishers, song writers et al. We respectfully request you too, to act now. WRITE, PHONE or WIRE [NADJ 545-5th Avenue, New York] at your earliest convenience. The deadline is January 23rd. Gold page, $200; white page, $100; half page, $60.

With best wishes from,
National Association of Disc Jockeys
New York Chapter, Inc.

P. S.
(IMPORTANT: Proceeds will be used to set up a National system of scholarships for new, deserving talent—vocalists, arrangers and instrumentalists. In addition, a system of annual awards will be inaugurated much in the manner of the Motion Picture Academy awards, to the best recording talent of the year, to be selected by the country's disc jockeys.

Part of the proceeds will be given to: Damon Runyon Cancer fund, March of Dimes, New York Heart Association.
Leading Record-Firm Execs. Hit Petrolio At House Hearing

(Continued from Page 1)

J. W. A. Adams

JUSTIN MILLER first witness in House Labor Committee hearings on AFM, NAB press called him "economic pirate" and "symbol of bad union leadership." Bond Geddes of NAB told about the "pirates" recording ban leads to drastic employment cuts. . . . Petrolio acquitted of alleged violation of Nea Act in Chicago.

AFM and networks reached a

... settlement by the end of the year, two-thirds of its budget.

Bills gross in '47 was $2,327,711, little over three and a half million less than 1946. Biggest spender with Mutual was Ralston Purina Co. Sales of station ADK show up 27 per cent in first ten days of January over same period last year. . . . Increasing interest in records is shown by retailers at NRDGA convention.

AFM five owned and operated stations increasing Class C time rates in amount of 20 per cent. Station break time, or anywhere under a minute, will also cost same as one minute spot after Feb. 1. . . . Zenith planning evening quarter-hour on MBS, five weeks, for "Zenith Radio News Reel."

President Truman asked Congress for FCC budget of $6,035,000 for fiscal year, increase of $809,000. Federal budget estimates anticipate drop in radio receiver sales since their early 1947 peak. . . . Radio producers advertised with newspapers with cooperation of station operators, held by Gov. James Folsom of Alabama.

Time and spot sales in San Francisco are much better than expected early in the year. Several stations report increases up to 15 per cent. . . . U. S. may lose battle of ideas in Europe if it does not get more adequate program of broadcasts to the continent, said George Hamilton Combs, WHN commentator back from four months abroad.

March of Dimes radio kit mailed to all stations for 1949 campaign. Heavy industry promotion on FM and television to be discussed at RMA midwinter convention in Chicago. Clarence Merson's new station, WENT, premiered in Lake Worth, Fla. . . . Radio set production in Canada in 1947 hit new high of $50,000,000. Exports in 1947 exceed 1946. . . .

(Continued from Page 1)

man Fred Hartley and other members on both sides of the committee bench recording themselves favorately, it appears. "Asm., said daily that he is certain the committee will move to extend the Sherman and the Clayton Acts to cover unions as well as industry. "Although the future of such legislation once it leaves the committee for the full House, the Senate and finally the White House will be very much in doubt."

James Murray, Victor vice-president, told the committee he remains recordings is only a minor recording ban—but that if it is not ended, rec-

Web Execs. Today

Washington — Representatives of the four major networks are to testify before the House Committee today, offering their stories on their difficulties with the AFM. Scheduled to appear are Frank Muller, NBC; J. New Ream, CBS; Mark Woods, ABC; and Edgar Kolah, MBS.

ord makers may soon have to try recording non-union musicians.

Representative Chace Hoffman, R-Mass., said that as far as he is concerned, the AFM discriminates against FM in providing "tree" intercity network service to television. AT&T denied charge. . . .

Hoffman held that good musicians would be forced to co-operate eventually, but Murray pointed out that for most musicians their income from recordings makes up at least 50 per cent of their overall income.

Murray, flanked by Edward Wallerstein of Columbia Records, Millard Racmell, of Decca, and Jack Pearl of Hub, president of the Record Manufacturers Association, agreed that co-operation will end at certain times. The return to the use of session men, Hoffman said, would make the record makers go out and record non-union music because "the people will buy what they can get." Hoffman told the witnesses that they "might just as well accept the proposition that the Congress cannot make a man beat a drum or blow a horn. We cannot make a man work if he doesn't want to."-Rep. Carroll D. Kearns delved into figures, eliciting from Murray and the other record manufacturers an admission that the record volume—al ready the retail—runs to about $200,000,000 per year. Of this the manufacturer gets about half. Ninety-eight per cent of their records contain instrumental music. Payments to AFM members between ten and 15 million dollars.

"Pretty cheap payroll for that amount of business, isn't it?" Kearns asked. He then asked that the companies file financial statements for the past two years with the FCC as well as Representative Richard Nixon of California emphasized the importance of the Taft-Hart-ley Act's ban on royalties to unions as a basic factor in the recording ban, with Murray agreeing that that is "the real issue."

Tostuit disagreed with Murray on the question of extension of the anti-trust laws. He sees no difference, he said, between "the promotion of distribution of services and monopoly in the distribution of goods. If such making pie sound tracks—but King added, "let it be put under government regulation."

He also objected to the extreme power within the AFM wielded by Petrolio. He played a three-minute musical transcription for the committee, explaining that it was played by 31 musicians were paid at a rate of $27 per hour. In order to operate his jukebox transcription manufacturers must minimize all last time and errors by hiring only the very best musicians.

Tostuit estimated that 10,000 "career" musicians actually meet the standards of the broadcasting industry, Tostuit said, and most are of these are in New York, Chicago and Los Angeles.

Tostuit was followed to the stand by Gerald King of Standard Radio Transmission Services, Inc., Hollywood. King protested that the AFM discriminates against transcription service man, saying, "It is impossible to get good transcription manufacturers. Scale for transcription has been considerably higher than for record production service."

It was admitted that the AFM had originally the same rates when the large disc transcription service got under way.

Final witness of the day was Joseph Maddry of the International Music Foundation, explaining his special difficulties with the AFM over a long period and his recent inability to get adequate transcriptions on national networks. He attributed NBC's refusal to air his school group last year to fear of Petrolio—who has declared Maddry to be on his unfact

WBMS, Boston Indie

Sold to Friendly Group

(Continued from Page 1)

price of $175,000 for physical assets plus other adjustments and consider-

ations. The station is owned by Tem- pleton Radio Corp., and operates on 1090 kc, with power of 1,000 watts, daytime.

"The Friendly Group" operates WPII, Pittsburgh; WTV, Steubenville, Ohio; WFPG, Atlantic City, and WGBK, Kingston, N. Y.

Application for the transfer is be-

ing filed in the name of WBMS, Inc., which will have the following officers: John J. Lau, chairman of the board; Jack N. Berkman, president; Louis Berkman, Myer Silverthor, Charles C. Swaringen, John L. Meridian vice-presidents; Richard Tettelbaum, trea-

See Heavy Competition In Tele News Cover

TELE TOPICS

By TIM OWENS

That $6,000,000 building planned for 51st and W. design to house a 3,000-seat theater, will have 10 television and radio studios. Architect's plans also call for every possible application of tele to the theater. . . . Reynolds Tobacco (Cameo) said it is approaching three moves for sponsorship of the N. Y. baseball Giants over WNBW next summer. Past would round out sponsorship of major league baseball on the three N. Y. stations, General Foods, which renewed Marty Stone's, "The Author Meets The Critics" on NBC last week, will plug three products separately during the schedule . . . Chevrolet dealers in H'wood entering tele for the first time via films of the Olympic games on KTLA, Paramount outlet.

JNXL FALKENBURG will author a television column for Silver Screen, the fan mag. . . . Jack (TBA) Poppele's daughter, June, working on NBC's television photography dept. . . . Harvey Marlowe & his staff committed to help WKNR ( Hartford, Conn.) get started when it gets the nod from the FCC. . . . Dennis James' plea in behalf of the March of Dimes drew a bushel of silver the other eve following a file telecast.

DuMont Mulling a Bowling Show which would bring such top keglers as Joe Filarca and Ned Day before the kids. Gamblers' Association owns the pack. . . . Jean Hersholt, president of the Academy of Motion Pictures Arts and Sciences, has mixed video pickups of the awards presentation this year. See there's too many technical problems involved. (Or maybe the film scenes ain't video-genic.) . . . Industrial Television, Inc. (Nulty, N. J.) has expanded operations to a two-story building next door.

Hilleryard Gets BBC Post London — Pat Hilleyard, presentation director of BBC's television service, has been appointed director of light entertainment, it was announced over the weekend by Norman Collins, director of the service.

On The Spot

Washington—WNBW will move its cameras to National Airport here tomorrow to give televisioners a glimpse of activities in the control tower, featured by an interview with tower chief Stanley Stelzer. Program will also include shots of dirigibles being loaded with passengers and freight, including routine of takeoffs, etc.

Labor Hearings On Tele Web Washington Bureau, RADIO DAILY

Washington—House labor committee hearing will again be televised to audiences in New York, Philadelphia and Baltimore today via a pooled pick-up, starting at 10 a.m. EST. Today's session will feature appearance and testimony before the committee of network presidents. In addition Wednesday's session. In which AFS proxy James C. Potillo will explain his union's position, will be picked up by the eastern network.

NBC Ups Schedule Of Mid-West TV Web Chicago—NBC's television station WNBY here will be on the air by Sept. 1, 1948, four months ahead of a previously announced schedule, it was announced over the week-end by I. E. Shoversman, vice-president in charge of the west's central division.

Speeding up NBC's schedule for Chicago is keyed directly to the company's plan to provide television network program service for the mid-west. Three NBC affiliates are already on the air with television WMJTV (Milwaukee), KSD-TV (St. Louis) and WWJ-TV (Detroit). With them, and with the Chicago video outlet WNBY, NBC will establish its central regional network. Other NBC-affiliated television stations in the mid-west are expected to be in operation soon. NBC will further expand the NBC television network, according to Shoversman.

The Chicago Civic Opera Building will be the location of the NBC transmitter and antenna.

Industry Execs. Mull RMA Aid At BMB Meet

Discussions of BMB's role in aiding television broadcasters' acquisition of set distribution figures from Radio Manufacturers Association were held at the Bureau's headquarters Friday with representatives of industry, TBA and AT&T in attendance. Hugh Beville, Jr., director of research of NBC, outlined to the RMB radio ownership committee plans by which RMA may acquire and make public facts and figures regarding video sets in areas now having television service.

Theater Television Tried—Found Exceptionally Good

West Coast Bureau, RADIO DAILY

Hollywood—The big Panthages Theater at 5757 Sunset also opened on Saturday, Jack Poppele, TBA head, told the House labor committee television has managed to grow despite APM ban. Kalzer - Frater bought Dulhout's "Amateur Hour," video version of the old Major Bowes show. . . . N. Y. State using tele to aid tv collecting business.

Broadcasters to seek RMA cooperation in acquiring accurate set distribution figures in specific areas. Industry will outline the request at the RMA confab in Chicago Wednesday. . . . WBZ (Boston) started training its video staffs. . . . New United Nations headquarters will have $250,000 worth of tele equipment.

The Week in Television

TV Filing At All-Time High

The Tele applications on file with FCC hit an all-time high with 11 new stations on the airwagon the week ending Jan. 6. . . . NBC narrowed the gap between video and movie industry with a five-year pact with Jerry Fairbanks Productions . . . John M. Butler named general manager of WSB-TV, Atlanta, Ga. . . . CNNY (N.Y.) including tele coverage in its '48 spring sessions. . . . Gulf Oil renewed its weekly series on WCBB TV . . . Eastern stations had active business week as the new year got underway.

Emerson Radio & Phonograph introduced a 10-inch, table model at $250.00. . . . C. E. Hooper entered television with dairy and "phone" measurements. . . . Chicago sports promoter claimed tele was a boon to gate receipts, declared it upped attendance $200 per event at wrestling matches. . . . Jack Poppele, TBA head, told the House labor committee television has managed to grow despite APM ban. Kalzer - Frater bought Dulhout's "Amateur Hour," video version of the old Major Bowes show. . . . N. Y. State using tele to aid tv collecting business.

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No. 1 Guest

Bob Allmon, noted blind sportscaster and lawyer, will be the guest on "Sports Scrapbook" on the Friday telecast sponsored by the Guts Brewing Company tomorrow night over WPTZ. The Philco Station in Philadelphia, Allmon, who made an outstanding record both as a student and wrestler at the Univ. of Pennsylvania, will be interviewed by Bill Campbell.

Webs Expand Staffs For Wide Cover Of News Events

Increased emphasis on news coverage, particularly in network broadcasting since the start of the year, together with entry of national news services into the business, is causing a substantial increase in the number of telecasts from NBC, CBS and DuMont to the four major eastern cities. With this type of news coverage, network effort is being divided among three main networks, each choosing special fields to give wide news coverage. The NBC network, concentrating on news stories of national importance, is devoting its staff to provide daily news reports; CBS is devoting its staff to national news stories, and National is devoting its staff to stories of local importance.

Each of the three networks is devoting its staff to national news stories, and National is devoting its staff to stories of local importance. Each network is devoting its staff to news stories of national importance, and National is devoting its staff to stories of local importance. Each network is devoting its staff to news stories of national importance, and National is devoting its staff to stories of local importance.
99,000,000 TONS OF SNOW

A DISCUSSION OF RADIO RESEARCH... by Edgar Kobak
President, Mutual Broadcasting System

The snow began falling before dawn the day after Christmas. At noon it was a driving storm and by sundown it had topped the fabulous "Blizzard of '47." Saturday, the city was digging itself out and talking about nothing else.

On Sunday, Mayor O'Dwyer of New York, who had flown back from sunny California, went on the air to report on the emergency facing the city. With just one statistic (Research by the Weather Bureau) the Mayor succeeded in giving a trip-hammer wallop to his picture of the magnitude of the shoveling job. He said: "Just think—99,000,000 tons of snow fell in greater New York in twenty-four hours."

We can think of no more dramatic instance of Research and Statistics being so simple, so authoritative, so final, so completely convincing.

What about Research and Statistics in Radio? Let's take an example.

A network takes full pages and double spreads to say that "99,000,000 people gather every week at (our network)..." and what happens? Right away, questions about method, interpretation, validity and age of the statistics. Right away, an argument. Why should this be? How has it come about that broadcasting research and radio statistics need only to be published to be suspect...to be fair game for attack? Doesn't the answer lie in this fact: that there have always been so many individual and different yardsticks in radio statistics that confusion was bound to arise...and that today we have a flood tide of that same confusion?

All we have to do is look with a business-like eye at the picture today— with a quick glimpse into the past, to realize that something CONSTRUCTIVE must be done about the situation. Let's try a review.

Let's take RATINGS. First we had CAB, then a little later Hooper entered the picture. Two methods, two different sets of results, two sets of costs to achieve one purpose. Then confusion, misapplication of statistics, and a tangle. Finally, CAB bowed out.

But look, Nielsen have in sight. So again, two methods, two sets of results which don't coincide, double cost. There is but little relationship between Nielsen's top 20 and Hooper's top 15. Of course there are reasons and explanations—but the ultimate customer of all this research (the Advertiser who wants to know what audience he is reaching) finds it very bewildering.

And we have no right to perplex and baffle and badge our customers. We owe it to them to develop one method which will be easy to understand and to follow...one source which will have the authority of "99,000,000 tons of snow..." one measurement which will help them run their advertising with factual assurance and lowest possible cost for research.

Now let's look at COVERAGE. Ratings are fine as a measurement of programs. But we also need a measurement of facilities. By that I mean physical coverage of a station or a network: how many radio families can listen to a station or a network well enough and clearly enough to encourage regular listening. (How many actually tune in is a function of programming.) The coverage picture has, if anything, been more confused than the rating picture. Without going into detail, we have had "a ring around the transmitter" and half-millivolt and mail-count and post-card surveys. Each station and each network had its own method and the buyers were trying to make valid comparisons.

After considerable effort, the industry developed BMB. But many in the industry agree that BMB doesn't yet have the answer. We hope for better results from the next survey...results which will be up-to-date. Meanwhile, we were forced (because BMB only partially measured Mutual) to make public our Listenability method. And what that started!

Do I have any recommendations? I do and here they are.

1. We should have only one RATING SERVICE. I think Nielsen and Hooper should be merged.
2. We should have one industry-wide COVERAGE AUTHORITY. I think the various methods— including "Listenability"— should be used, each in its own place, under the direction of a single organization responsible to the industry.
3. Research COSTS need to be cut all along the line; WASTE should be eliminated.

Advertisers and broadcasters should be asked to pay only once for RATINGs and broadcasters should have to pay only once for COVERAGE DATA.

Let's have less research for promotion—let's have better and more integrated research which business can use quickly, accurately and with confidence that it is on the right track. We owe it to our advertisers and to ourselves to do this—and so help reduce the cost of advertising and distribution. And let's not lose any more time.

MUTUAL BROADCASTING SYSTEM • WORLD'S LARGEST NETWORK
WEB OFFICIALS REVIEW AFM PROBLEMS

'MVoice Of America' Bill Sent To White House

Washington Bureau, RADIO DAILY
Washington—The bill yesterday passed and sent to the White House the "Voice of America" bill calling for the establishment of a permanent peacetime United States information service patterned upon the wartime WJW. The measure was taken up on the consent calendar and passed by voice vote without debate. The Senate amendments were concurred in.

With White House signature assured, it is anticipated that the "Voice of America" will be reconstituted under its new authority within another two weeks, but it will be a much longer time before funds are provided for the short-wave operation.

Dunn Will Head Newsroom Of ABC Web In New York

John Dunn, for the past two years a writer in the ABC newsroom, has been named news editor, Thomas Veletto, vice-president of news and special events, announced yesterday. Dunn will supervise New York newsroom activities of the network, reporting to Veletto.

Quarter-Hour 'Newscast' Starts Feb. 2 On Mutual

A quarter-hour nightly radio news show on MBS, reported last week as being contemplated by Zenith Radio Corp., will go on Mutual as a suspendable Feb. 2. Monday through Friday at 9:15 p.m. EST, and is expected to be picked up by Zenith five weeks later. Arthur Feldman, formerly with NBC and ABC, has just been added to the show.

Observers

Among the observers at the House Labor Committee hearing in Washington yesterday who showed up on New York television were Charles R. Donner, NBC general counsel; Earl Gammons, CBS Washington v.p.; Sydney Eiges, NBC director of public relations; Art Dunagan of American network's press and a youngster who scribbled industriously all through the session.

CBC Board To Meet

In Ottawa On Jan. 22

Applications for 8 FM stations, two AM outlets and power increases will be considered by the Canadian Broadcasting Corporation's board of governors when they meet in a committee room of the house of Commons at Ottawa on Jan. 28 and 29. First day of the board meeting will be a closed session with the following two days devoted to open hearings. The cost will be the 57th meeting of the board.

Three Leaders To Speak At Thur. REC Luncheon

Next Thursday's luncheon session of the Radio Executives Club of New York has been labeled, "A Look At 1948" with three industry leaders. The speakers will be Robert Pearse, vice-president of General Electric Company, as the advertiser; Sigurd S. Larson, president of Young & Rubicam, as the agency man, and Elmo Roper as the researcher.

Mullen, Woods, Ream, Streibert Testify Before House Labor Committee On AM, FM, And Tele Music Edicts

Washington—Four network spokesmen told the story of their negotiations with James C. Petrillo and the AFM before the House Labor Committee yesterday and emphasized that in seeking a new contract with the musicians' union, they are asking for an all-inclusive pact covering AM, FM and television. Prepared statements by network spokesmen read like a carefully written documentary aimed at illuminating the history of negotiations between AFM and broadcasting. Testimony also voiced hope that new contracts can be written before the end of this month.

Network spokesmen heard yesterday were Frank Mullen, NBC; Joseph Ream, CBS; Mark Woods, ABC, and Theodore Streibert, WOR, vice chairman of MBS' board. Mullen was the Ream giving testimony, summing up what he termed AFM policies affecting network operations in general and NBC in particular.

D-F-S Tops Agencies In Total Web Billings

Dancer - Fitzgerald - Sample led all other agencies in the amount of billings placed with the combined four major networks in 1947 with a total of $21,153,652. According to figures released by the networks. This marks the 14th year that D-F-S has headed the networks' agency list in amount of billings handled. Second on the list...
COMING AND GOING

LAWRENCE LOWMAN, vice-president of CBS, and EDWARD E. MURROW, network newsmen, have been in the Capitol this week, where they helped select news for the质感 of your British Empire.

ARTHUR SCHOFIELD, advertising manager of KYW, Philadelphia, is attending the Pennsylvania Farm Show in Harrisburg.

WENDELL NOBLE, star of the Keiser-Frazer Newspaper program, left Hollywood following his brief appearance over Mutual, and now is in Washington, D.C., where he will spend 10 days recording his show on domestic and international problems.

JACK CARTER, who was heard recently on the Fred Allen show, is back in town after having completed an engagement at the Grand Theater in Baltimore. He’s now having a package show built around him by Young & Baltimore.

MANNY ESNER, director of press information for WGN, Cleveland outlet of CBS, is in town for conferences with executives of the network.

W.EAST COAST OFFICES

Ralph Wilk Manager
6423 Hollywood Blvd., Palm Beach 6607
WASHINGTON BUREAU
Andrew H. Miller Manager
1101 Pennsylvania Avenue, Suite 102
Washington 9, D.C.
Phones: Washington 6371, 6372

MATT GRAY
1417 Ashland Avenue, Suite 2,
Clark St.,
Ph. Willa 2532

West Coast Offices Established as second-class matter, April 1, 1937, at the postoffice at New York, N.Y., under the act of March 23, 1897.

FINANCIAL

New York Stock Exchange

Oct. 20, 1948

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Lena Horne On WCBS

Lena Horne, vocalist just back from Europe, will be heard tomorrow on Bill Leonard’s “This Is New York” over WCBS, 9:15-10 a.m.

10 YEARS AGO TODAY

(From the files of Radio Daily)

CBS pressed Bill Paley revealed that several evening time shows have been withdrawn from sale to provide maximum adult audience for shows proposed by web’s Adult Education Board, which is headed by Lanny Byrson... Industrial Union Council of CIO voted to boycott all General Foods products if H. J. Heinz Company joins the Carter... Ironized Yeast too over “Good Will Hour” on WMCA-Inter-City and Mutual webs... American top tuna was “Swedish Someone” (Leo Feist, Inc.)

RADIO DAILY

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Radio Bill Of Rights

Proposed In Canada

Montreal—A radio bill of rights designed to safeguard freedom of the air in line with the voices seeking freedom of the press will be presented to Parliament by the private radio stations following the annual meeting of their association this March, W. A. E. Judge, manager of Radio Represenatives, told the Optimist Club of Montreal at their meeting here.

He reviewed the fight being waged by the private stations against the Canadian Broadcasting Corporation which plays the dual role of both competitor and government arbiter.

It is unfair that the private stations should be restricted by a body that was simultaneously a competitor, he held.

Stork News

Irving Hopkins, assistant director at CBS, and his wife are the parents of a son, named Donald, born at Leroy Sanitarium, New York, Jan. 15. The Hopkins have a daughter 19 months old.

Sideways!

That’s a drydock. They launched it sideways out in Pittsburgh into the Ohio River. They had to dredge a hole in the river bottom 500 feet by 150 feet to make the launching come off.

It seems you can do almost anything if you make up your mind to it.

Take radio stations. W-I-T-H started down here in Baltimore about six years ago in a 4-station network town. Today W-I-T-H is the successful independent that delivers more listeners-per-dollar spent than any other station in town.

Smart time buyers a long time ago learned that in this great market—the way to make sales at low cost was W-I-T-H.

So many learned that. They must have. So many names in the list of smart advertisers sign off their commercials with “This is W-I-T-H!”
"A new BMI ballad, Passing Fancy, recorded for Victor by Vaughn will quickly be headed for top honors"—Radio Best Magazine

"Easy to remember...might develop into something hit-wise"—Billboard • "Top notch tones that add up to coin play galore"—Cash Box

"BMI has another click on its hands in Passing Fancy"—Radio Daily • "Billboard Picks" (most likely to achieve popularity)—Billboard

"Vaughn Monroe in top form with Passing Fancy"—Ted Lawrence, WJWH New York

"Pick it as one of the outstanding hits of the new year"—Ed Murphy, WSYR Syracuse

"Passing Fancy sounds to me like the makings of another Monroe hit"—Dick Gilbert, KRUX Phoenix

"Monroe and Ray Dorey are going to parlay Fancy into a winner"—Sherm Feller, WEAI Boston • "Denver loves it. So do I"—Dick Schmid, WMYR Denver

"It's spin-sational"—Walt Ray, WJW Cleveland • "Passing Fancy has caught the fancy of my Variety audience"—Marvin Ellin, WCAB Baltimore

"Passing Fancy deserves fancy praise"—Cliff Oliver, WHBC Canton, O. • "The listeners love it out here"—Dick Creswell, KELO Sioux Falls, S. D.

"A beautiful song"—Freddie Robbins, WOV New York • "Passing Fancy sounds like a possibility for top ratings"—Ray Perkins, KFEL Denver

"A direct hit"—Richard Livigne, WHYN Holyoke, Mass. • "A new hit to please the public fancy. A great ballad"—Bob Kennedy, WHB Kansas City

"This one should hit the top"—Toby David, WXYI Detroit • "Passing Fancy is on more lips here than a Southern accent"—Ernie Harwell, WBDE Atlanta

"A sure-fire hit is Passing Fancy by Vaughn Monroe"—Hillary Bogden, WJAS Pittsburgh • "It's great. I recommend it"—Bob Kearns, WIBW Topeka

"An appealing tune. Powerful song material!"—David Niles, WVEW New York • "A leading candidate for hit honors"—Larry Carl, WASH Washington


"Passing Fancy a coming hit. Dynamite in the disc department"—Bill Hickok, WCMA Atlanta • "Another great disc"—Ranny Weeks, WFCO Chicago

"Above the top of the heap"—Bill Dean, KRMA Muskogee, Okla. • "Monroe at his best. Definitely a pleasing platter"—Ken Kreider, WGLA Lancaster, Pa.

"Look for it to go far"—Bud Wendell, WHK Cleveland • "Will be my opinion be one of the top ten tunes before February"—Ray Moffett, WCAG Baltimore

"More than just a Passing Fancy"—Rosemary Wayne, WJJS Chicago • "Established on my Sunrise Serenade"—Claude Taylor, WHJP Jacksonville, Fl.

"Passing Fancy is a must"—Berne Enterline, WMJN Pearl, Ill. • "Definitely big time"—Al Cantwell, WDWN Durham, N. C.

"The real thing in Detroit...batting a thousand in my league"—Ross Mulholland, WJR Detroit

"Passing Fancy going strong on my three daily disc shows"—Jim Cleary, WSGN Birmingham

"Tune a natural to keep Vaughn Monroe red hot"—Ray Colonary, WNAB Bridgeport, Conn.

"Music that should take well with practically everyone"—Wilson Shelley, KXK Dallas

"Passing Fancy should be one of Vaughn Monroe's top hits"—Ned Trudeau, WABY Albany

"A sure-fire hit"—Bill Griffiths, KOL Seattle • "A must on any show"—Tom Leahy, KANS Wichita

"Tune that lingers"—Alonzo Squires, WAYS, Charlotte, N. C. • "Passing Fancy has what it takes to be a smash hit"—Sherm Boone, WGDR Minneapolis

By Bob Hilliard and Dave Mann

Recorded by

VAUGHN MONROE — Victor
RAY DOREY — Majestic
JOHNNY JOHNSTON — MGM
FRANCES LANGFORD — Mercury
RAY ANTHONY — Tune-Disk

Broadcast Music, Inc. • 580 Fifth Avenue, New York 18, N. Y.


Jimmie Cairns

Chicago

Irving Weiss

Hollywood
THE MUSIC HALL OF FAME features the nation’s biggest names in the concert and opera field. The quality of their performances and the constant publicity given them throughout the nation give local advertisers the assurance that they are sponsoring the best in radio.

Such outstanding artists as those pictured here and others of equal stature are interviewed by Walter Preston, regular host on the program. Colorful incidents in their careers are related... stories that emphasize the warm human qualities of these great performers. Then, these same artists perform several selections in their own glorious styles which have made them America’s favorites.

THE MUSIC HALL OF FAME is a 15-minute program designed for one-a-week broadcast. The present series composed of 52 programs will probably be expanded to 156 programs for 2 or 3-a-week scheduling.

This program is not suitable for every advertiser in your town. There might be only a choice few advertisers who would be "eligible". But, for the sponsor who is discriminating in his musical tastes... demanding in the type of program that represents his business... interested in the "prestige" value of this program... THE MUSIC HALL OF FAME is his show.

SEND FOR AUDITION RECORD

FORD BOND RADIO PR
810 RCA Building West, New York 20, N.Y.
No. 1 Radio Program
At Breakfast-time
FUN AT BREAKFAST

325 PROGRAMS AVAILABLE!
FIVE MINUTES DAILY OF RIOTOUS COMEDY...

WHO WAS THAT LADY I SEEN YOU WITH LAST NIGHT?

Every morning these comedy stars "sock" the advertiser's message into more homes per dollar!

Big Name COMEDY PROGRAMS AT LOW PRICE PER MARKET . . . AND AT LOW COST RADIO TIME.

ROD HENDRICKSON
The voice that has moved a million hearts...
WITH HIS FAMOUS PROGRAM
This Business of Living

A QUARTER-HOUR OF HOMEY PHILOSOPHY

FROM his book-lined library in New York Rod Hendrickson addresses your audience. His appeal is likened to that of the famous O. O. McIntyre whose newspaper column had the biggest audience in America. Rod Hendrickson’s grip on his audience goes one step farther—his listeners keep him in their hearts as well as their minds. An audition record will sell the show.

AUCTIONS, INC.
IN MANY TERRITORIES.
Phone Circle 7-2236

25% DISCOUNT FOR 3 SHOWS PER WEEK EXCEPT PRESENT CONTRACTS.
Mainly About Manhattan. !

• It may take a Petrel-s-yell to do it, but if James Caesar does
yank the musicians of the wba next month, look for CBS and NBC to share
a pool of previously waxed musical bridges, ... Understand WNBC execs
had a hectic duty Thuz because footo, Cone & Belfing, claiming exclusive
rights, tried to stop Jack Benny & Co., from appearing on Hollywood Open
House. (Show is sponsored by Schulcho through BDB&G) Program, finally
went on okay when the agency was convinced that the Benny part of
the show had been transcribed before Lucky Strike and FC&G handled it.

Big nat’s sponsor interested in picking up the tab on “American Forum of
the Air” in Feb., when Pilot Radio redraws due to reentrainment policy.
(Nick Keesey, who is handling the show, was also seen in a huddle with
the West coast agent of the other p.m. What’s up, Doc? ... Roger Bower
in New York hosp, for observation. Ted Brown, WOR staff, subbing for
him on ‘Top Man’ for the month, commented on the advantages solicited by Wall
St. firms for the asbestos-interest investment stock.

- By Mark B. Nelson, who started the nostalgic trend with ‘Rick Carter’,
and then followed it up with “Frank Merriwell,” continues along with a new series called “Horia
Alger, Jr.” (Agency researchers found tremendous interest in the name—
so Charlie is set to go ahead in a big way.) Gil and Ruth Brown will handle the
scripting and direction. ... Ken Lyons knows an actor who’s in love
again. Seems he just bought a new record.

• William Groody, formerly in charge of radio with the Sam Jaffe
agency here, now sales director with Sherman H. Dryer Prod.
... John Bradford set to do a series of video films dealing with the
history of music. ... Alun Williams, who returns to WMCA as chief
announcer, will retain his network commitments as well. ... Some
bodyought build a show around Monica Lewis and Larry Douglas,
who were merely sensuous on the Ford Hour’s presentation of “Girl
Crazy” Sunday. ... Minabess Lewis, who sparkles up the weekly
“Charade Quintet” via Du Mont, was paid a neat compliment by
coworker Herb Polk, who turned to her right on the air and
cracked: “Minabess, you’re a telev-whiz on this tele-quitz.” ... Press
agent Ade Kahn’s word describing the recorded comedy aires of his
client, Peter Donald: “Trans-quip-tions.

Name IRE-RMA Group
For Syracuse Meeting

Committee which will handle details of the joint IRE-RMA spring meeting on transmitters to be held in Syracuse, N.Y., April 26-28,
was named over the weekend.

Members of the group are Dr. W. R. G. Baker, of General Electric; E. A. LePort, RCA International; M. B. Briggs, Westinghouse; J. J.
Parcell, General Electric, and Mrs. M. E. Kinze, of GE, who will be in
charge of the ladies program.

F. S. Wilco, engineer of a RMA, and L. G. Cuningham, technical secretary of IRE, will arrange tech
ical committee sessions for both groups to be held during the confab.

Will Air Speech
Speech by David Lilienthal, chairman of the Atomic Energy Commission,
at the Radio Executives Club luncheon on Feb. 5 will be carried by WRB from 1:30-2 p.m. Speaker will be introduced by Ed Murrow.

Name Manager Of WKT

Ralph L. Atlass, head of WII, Chi
cago, announces that Marvin L. R.
sene has been appointed general man-
ger of WKT, LaCross, Wisconsin.

- By work, the new one-halfwatt full time station at
680 kc, which is expected to begin broadcasting the latter part of March,
will go to the air in the spring, possibly as early as next fall.

- Is leaving his present postic as
vice-president and commere manager of WQUA, Moline, Ill., and is assuming the directorship of WIIK on Febr
uary 2.

Wedding Bells
Kendall Foster, radio producer for
William Esty agency, and Miss J. Dar
Culbertson of Washington, D. C., was
married in the capital city Jan. 1,
and was the honeymooning in Nassau.
Miss Culbertson’s father, William, Smith Culbertson, is the form
American Ambassador to Chile and
Minister to Romania. Thomas I.
Lunkenbill, radio director for the
Esty agency, was best man at the
wedding.

Will Cover Olympics
Robert Wadsworth, ABC correspon
dent in Geneva, Switzerland, has been
assigned by news chief Thomas Ve
otta to cover the Winter Olympic
games to be held in St. Moritz in
January, 1936. His reports will be
included on Joe Hasle’s ABC sport show,
11:15 p.m. EST, across the
board.

Schacht Is Contest Subject
For listeners who started on the Al Schacht sports shot on
WOR, 8:30 p.m. Sundays, it is
likely to win the coveted prize which includes two season passes
to Dodger baseball games. Object of the contest is to pick the one wor
which correctly describes a baseball clown Schacht.
TELEVISION DAILY is a daily section of RADIO DAILY. TELEVISION DAILY is fully protected by register and copyright.

TELE TOPICS
By JIM OWENs
Associate Editor

RADE mag publisher Irvin Shone won the first round of a court battle with his

in-law, who dumped his tele antenna. Later he was found liable for prosecution and the

suit was turned over to the D. A.'s office yesterday... Two manufacturers are getting

in on the market with seven-inch receivers at prices in the $100

range. WABC-TV will air five track

events from Madison Square Garden on successive Saturdays... That tax raises its hideous head again. Fred J.

Schwartz, vice president of Century Theaters, is asking the Dept. of Licenses to license

with video sets. He contends these are bare bars with tele than movie houses in I.T.C. Kaiser-Frazer will take its "Amaze

hour" on four a la the Major Bowes show... Fred Fieleman, former

WOVO (Fort Wayne, Ind.) staffer, will head production for WSB-TV in Boston. He

was several television and film patents... Hiram Sherman, the gent who enacted the recent ANTAC benefit, is smitten with

video virus. He's reading a tale of series in women's clubs and the like for show-

saging to agency and web execs this month.

The four web VIP's, strutting their stuff, at the tele cameras yesterday (and

in House Labor hearings), gave a terrific performance in their first combined video-

opera-which looked more like... (and it's confirmed) an on-air confab at the

Cboosevelt.... NBC's Mullen, sturdy of Rice and figure, and respectfully confident... save the boy on the Hill a lesson in or-

ery... rising with the tone of Dukakis battle as he caught a hot question and tossed it

back in their laps... Woods, nimble of wit, ran the gamut of excuses with nary a

ruffle of his well-groomed head or manner.... Joe Ream, calm, articulate, carried

the CBS banner with spirit and derring do, and a kind of homespun charm as he

turned, laugishly, to face the video cam-

eras. WOR-Murv's Ted Streibert.

 Penceforth video's "man-of-distinction," he

only web topper with the videogenic leca of accumulation—striped cravat-

that revealed the spark of his testimony... No matter what happens in the caustic

Cassius Room from now on, the men who

on the tele biz are a tough act to follow.

“Hat” Point
Rep. Ellsworth Buck, R. N. Y.,

had no questions to put to the four

network representatives yesterday on

as he spoke with the House Labor

Committee, but he ordered the

microphone passed to him in order

in that he could rephrase a complaint.

"After sitting here under these

d television lights, I can un-

nderstand why the musicians want

extra money for playing..." A

sympathetic glee ensued.

First Trade Television Photos

MULLEN

WOODS

STREIBERT

WASHINGTON BUREAU, RADIO DAILY

Washington - The FCC yesterday granted construction permits to three more applicants for commercial tele-

vision stations. CP holders now total 71,17 of which are on the air, seven video stations are licensed and 81 tele appli-

cations are still pending.

New CP's were given to the following: Jack Gross Broadcasting Co., San Diego, Calif.; Stephens Broad-

casting Co., Inc., New Orleans, La., and Cicinnati Times-Star Co., Cin-

cinnati, Ohio.

Commission also listed two new applica-

tions for commercial television stations. They are: New England


Goggins Named Prog. Dir.
Of WFIL-TV, Philadelphia

Philadelphia — Richard J. Goggins, former producer-director with ABC's television staff, has been appointed

program director of WFIL-TV, it was announced yesterday by Kenneth W. Stowman, tele director for the station.

He'll assume his new duties imme-

diately.

Goggins, who recently returned to the U.S. following an extended tour of Europe, will go into charge of all video

writing for ABC and produced and directed several tele shows for the network in New York, Chicago, Phila-

delphia and Schenectedy.

Taylor Appointed Head
Of KMBC Tele Operation

Kansas City — G. L. Taylor has been re-elected vice-president of KMBC, 5,000-watt station here, in charge of

television operations. It was an-

nounced this week by Arthur B. Church, president of Midland Broad-

casting Company, and Midland Tele-

vision, Inc., a subsidiary. Announce-

ment keynotes KMBC's revitalized plans for bringing video service to

this city, probably some time next

summer.

FCC OK's Three CP's;
Holders Now Total 71

No Competition
Cincinnati — WXCT, Crosley

Broadcasting Corp.'s experimental
tele outlet of WLW, will cover the

Cincinnati Golden Gloves matches

this month in a unique coopera-

tive deal with WERK, rival AM

station here. Gloves' tourney is

sponsored by WERC, which is the

Times-Star's AM station, and a

strong competitor of the Crosley

AM outlet.

Judy Dupuy Appt'd Proxy
Of Radio-Tele Service

Judy Dupuy, editor of Tevisier, has submitted her resignation to be-

come president of Radio-Teles Inc.,
syndicated script organization. She

will be temporarily replaced by Ir-

vin A. Shone, mag's former editor and

present publisher. Miss Dupuy will

act in an advisory capacity until a

new editor is named in the near fu-

ture.

Fort Pushing TV Plans

Toledo — "Fort" Industry Co., which

operates WSFW, Toledo, is progress-

ing with the construction of its new

television studios, having obtained a

city building permit for a $500-foot

steel television tower to cost an esti-

mated $60,000. This is the site where a

new building is going up to house

television and FM transmitters.

Philco's Dealer Conclab
Opens In Fla. Today

Philadelphia — Philco Corporation

will hold its first postwar mid-winter

distributor convention at Palm Beach,

Florida, this week (January 20-22)

guided by an announcement by

James H. Carmine, vice-president in

charge of distribution of the Philco

Corporation.

Arries Web Sports Dir.

Leslie G. Arries, manager of WTTG,

DuMont Washington outlet, has been

named national director of sports for

the network, it was announced yes-

derday by Lawrence Phillips, director

of tele activities. Appointment of

Arries, who will continue to represent

the network in the Capital, reflects

prospective change of sports from lo-

to national importance in video,

according to Phillips.
WEB SPOKESMEN REVIEW AFM PROBLEM

Say All Musicians Will Be Injured By ET Ban

(Continued from Page 1)

number of stations as were employed prior to passage of the Lee Bill and the Tait-Hartry Act; jurisdiction over pancake turners in stations owned and controlled by the networks; and a substantial increase in wages.

Mullen said that Pettrillo, upon presenting this list to the networks in Chicago last December, made it clear that it contained requests, not demands of the union. Webb told Pettrillo, Mullen said, that "we can not become involved in such a matter" as local employment of musicians by affiliated stations because such a demand of the union, if it forced a penalty, would constitute an illegal secondary boycott. The NBC official said that in the opinion of the networks it was not more reasonable to forego local employment agreements than to deal withAndGet some of the members who are not needed, than it would be to compel motion picture houses to do so.

Discuss Pancake Turners

As for giving AFM jurisdiction over pancake turners, Mullen said it was not possible to do so under a present ruling by the Board of Appeals in the case of NBC, which has ruled that NABET is bargaining unit for all platter turners except Chicago.

The fact that Pettrillo has decided that co-op shows do afford and not hinder employment for musicians was also revealed by Mullen. He said that in negotiations Pettrillo has said the union would negotiate for such programs since it was convinced, after a review of the problem, that "programs of this type afforded an opportunity for additional employment of union musicians."

Emphasizing the importance of musicians to NBC, Mullen disclosed that 37 percent of NBC's network programs in 1947 consisted "entirely of music," plus another 32.7 per cent of the programs being presented in a musical manner. "The music placed an important part. Payment to staff and non-staff musicians by NBC last year was over $25,000,000, it was said, with much more being paid by clients for agency produced shows. As of the first of this year, NBC had a total of 182 staff musicians in the seven cities in which it has studios.

Speaking of Pettrillo's recording ban, Mullen said, "if the ban on re-
cordings is not removed, we will not be able to use the services of the musicians employed in our Radio Recording Division and their employment at recording musicians will cease." This group of 380 musicians was paid $268,056 in 1947 by NBC for their services.

Mullen also devoted much of his testimony to the desire of the networks to duplicate AM music on both FM and television in two new fields, it was declared, which are heavily hampered by AFM restrictions. Mullen by broadcasters, however, that "Pettrillo expressed the view that FM and television are here, and that satisfactory agreements should be made for the operation of those services."

CBS Spokesman Heard

Devoting the major portion of his testimony to the problem of FM, Joseph H. Ream, CBS network-vice-president, said that to date, Pettrillo has not "advanced any concrete programs as to how the networks on which he would agree to simultaneous AM-FM broadcasting. He continued, "It is not at this point possible at this time to say that an agreement can actually be reached upon a basis which will permit a continued, however, that "Pettrillo expressed the view that FM and television are here, and that satisfactory agreements should be made for the operation of those services."

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Ream outlined in detail the in-and-out history of music in FM duplication schemes at all the networks which have been advocated by the AFM for FM outlet in question. The ruling he added, was "not accepted in practice and was not followed up with any effort at enforcement on the part of the union."

Roads Telegrams Into Record

Reading into the record exchanges of telegrams between the AFM proxy and the four networks. Ream brought his account up to Oct. 22, 1945, when Pettrillo suggested that the American Federation of Musicians should per-empt the networks from using FM outlets in such a way that they would not be able to obtain the use of the networks if the networks did not agree to use AM-FM. Ream continued, Pettrillo "adhered to his position," and in 1947, when discussions were begun on extension of AFM local contracts Pettrillo "stated that such negotiations would be confined to changes in wages and vacations only."

The "AFM International and the local unions," Ream said, "steadfastly refused to discuss the participation of FM broadcasting in these 1947 negotiations. The only way we were able to arrive at some broad broadcast agreements was to negotiate within the framework laid down by the union."

CBS Music Figures

Before his discussion of FM, the CBS exec said his web employed "directly" at its seven owned stations about 210 staff musicians and "approximately 210 'casual' musicians for on-site services, making a total payroll of $2,000,000, including scale payments, doubling fees and overtime." Ream pointed out that this group does not include musicians employed by agencies and sponsors for CBS shows. Additional payments to musicians by CBS advertisers "has been estimated to exceed $4,000,000 per year," he added.

Woods Gives Testimony

Mark Woods, president of ABC who declared that he had spent a great deal of time during the past year negotiating labor contracts, at one point in his statement said: "It is our duty to the public for whom we engage our time and our services to see that our musicians receive fair compensation for their work."

Woods gave notice that when the networks have relayed its service to the public that the negotiations will be continued, however, that "I believe that the American Federation of Musicians should do all they can to increase the membership on television. I believe that the present system, compelling the four networks to protect certain number of musicians, should be abolished and that the number of musicians should be increased in direct relation to the need in giving audiences to the listeners. I believe that single use transcriptions should be permitted as close to the present program as possible. I believe that the American Federation of Musicians should continue to permit all channels and recorded repeat broadcasts, because under this system, the greatest number of people in the country can hear the programs at the times most convenient to them. I believe that the American Federation of Musicians should continue to permit its members to be used in cooperative programs, that network programs that are not national programs by one network but are sponsored in local community ties by local advertisers. These are the main points upon which the present negotiations are based. The American Federation of Musicians rests. These

artificial restrictions must be eliminated in order that we may render a constantly improved service to the public."

Pointing to the action of Pettrillo and the networks, which lifted the ban on live music in the networks, as a basis for his appeal to the composition of the networks, Woods said it is estimated that more than 300 additional musicians will be given additional employment as a result of this agreement.

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1948 Release

Just Completed

Program: Rip Lawson, Adventurer on land—sea—air!!
Type: Five time a week—transcribed action serial. Top acting—writing—musical scoring.

Appeal: Entire family—but beamed to the Juvenile.

Construction: Open end—15 minute episodes.

Cost: Based on population and station coverage.

Availability: 130 immediately—more in production.

Sales proof: Any episode will be shipped to you for audition purposes.

WRITE WIRE TELEPHONE
For Audition Platter Now
JAMES ALLEN
SOUNDSCRIPT RADIO PRODUCTIONS
6600 ST. FRANCIS TERRACE
HOLLYWOOD 28, CALIF.
TELEPHONE—Hollywood 8546

www.americanradiohistory.com
HOUSE GROUP HEARS FM AND AFM REPS

RMA Board To Meet
Abuses among radio repairmen will be among the subjects discussed by the board of directors of the Radio Manufacturers Association which meets today at the Hotel Stevens in Chicago. The RMA board will discuss plans for regulation of repairmen in key center cities and the results obtained at the recent clinic for radio servicemen held in Philadelphia.

ABC Network Goal
May Be 265 Outlets

Declaring that ABC "has just about reached its goal in the expansion into new markets," John H. Norton, Jr., vice-president in charge of stations, revealed yesterday that at the close of 1947 ABC had a total of 265 stations, 267 of them in operation. He forecast that in the coming years the number of ABC affiliates will stabilize at about the 265 figure.

ABC added 46 new affiliates during the year 1947. Norton said. He added that 13 are located in the top markets.

CBS Reported Dropping
Sweeney & March Show

After carrying Sweeney and March as a sustainer for about two years, CBS apparently gives up on the comedy team beginning Feb. 4, when the Wednesday 9:30-10 p.m. segment filled by Romeo, directed by Al Ward, with Charles Montele as editor. Other changes in the web's sked.

Sees Vast Evolution Imminent
For Tele, FM And Facsimile

Champaign, Ill.—Field of mass communications faces a period of evolution which will be "comparable to the combined effect of introducing the rotary press and the motion picture camera to the world simultaneously," the first confession of a leader of Communications Research was told yesterday by Hugh M. Bevillé, Jr., research director for NBC. He identified the new media of communication as television, frequency modulation and facsimile broadcasting.

This new media can be a big help in dispelling public ignorance and apathy concerning crucial issues of the day, Bevillé said, pointing out that a Gallup poll showed 60 per cent of the U. S. public has no detailed knowledge of the Marshall Plan and 30 per cent have never heard of

Testimony Concerned With Duplication
Of AM Networks' Programs; Predict
Pettrillo 'Surprise Package' Today

Coy, Sterling Queried
By Senate Committee

Washington, D.C.—Fraud entered into the removal of the AM service from "low" to the "high" band, Sen. Charles W. Tobey, New Hampshire Republican, and a sub-committee of the Interstate Commerce Committee, charged yesterday as he questioned FCC Chairman Wayne Coy and Com.

68% Net Increase
Reported By Emerson

Formation of the Radio Television Critics' Circle of New York was announced this week as an organization designed "to encourage more serious consideration, criticism and evaluation" of radio and tele. The group has planned a series of

Voice Contact

Montreal—McGill University students have gained "voice contact" with the students of the University of British Columbia with the aid of ham radio stations. The contact was made by the Dawson College Amateur Radio Club and a similar organization at the University of British Columbia. There is a ham web connecting McGill, Toronto, Alberta and Colgary.
### COMING AND GOING

**SIDNEY N. ŠTĚTOZ, vice-president of NBC in charge of the Western division, is confering at the New York office of the web.**

**HENRY STRAUS, project manager program producer of NBC in New York, is back at his desk following a business trip to New England which kept him away for about a week.**

- **BILL HENRY, Washington newsmen for CBS, to Philadelphia to attend the meeting of the International Correspondents, also for conferences with the national committees of the Republican and Democratic parties on plans for covering the coming presidential conventions.**

**EARL FLETCHER, manager of KBEL Mutual affiliate in Greenville, Texas, is in town on station and network business.**

**CHARLES BRETT is here from WLOS, Asheville, N. C., for talks with the local reps.**

**EDGAR KOBAY, president of the Mutual network, yesterday returned from a business trip to New York and the Carolinas, and found waiting for him the certificate of appointment as co-chairman of the radio division, National Foundation for Infants-Permanents.**

**J. C. KELLMAN, general manager of WBTZ in Austin, Texas, is in St. Louis for talks with the national representatives of the station.**

**ED DOUGRAY, assistant general manager of WEHT, Charlotte, N. C., paid a call yesterday at the New York headquarters of CBS.**

**CHARLES CLOUGH is in town from KFDX, Wichita Falls, Texas. Set in for a while yesterday at the offices of his national reps.**

**GORDON GRAY, newly-elected vice-president of WIP, Philadelphia, today completes a three-day stay in Gotham on business.**

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### American Network Goal May Be 265 Affiliates

(Continued from Page 1) of the United States and 25 of them are in the 200 leading market areas. During the past year 17 affiliates began operating with improved facilities or, in some cases, a betterment of facilities or both. Norton said 10 of these are in the leading 100 markets and 15 are in the top 200 markets.

Facility improvements are now under construction by 18 affiliated stations. Among them are the $50,000-watt installation of KEX, Portland, Ore.; KFBR of Sacramento, and KGA in Spokane.

**Morency Is Re-Elected NBC-SPAC Chairman**

(Continued from Page 1) WSAM, Saginaw, Mich., as secretary. Greenbaum succeeds as secretary Richard H. Mason, manager of WPTF, Raleigh, N. C.

The SPAC joined with NBC executives in discussions of the labor situation, daylight saving time, programming, the proposed NAB code and other network and industry matters. The meetings will continue throughout the week.

Also on the committee are H. Q. Couch, manager of KGK in Portland, Ore.; Wiley P. Harris, director of WJDX, Jackson, Miss.; Martin B. Campbell, general manager, WFOS, Dallas, and S. E. Fox, president and general manager, KDFL, Salt Lake.

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### 10 YEARS AGO TODAY

(From the files of Radio Daily) NBC survey revealed average expenditure per advertiser on the web for 1927 was $28,442, an increase of 24.4 per cent over the previous year. Drug and toilet goods items led the list of 134 accounts with food and food beverages second. Construction of new CBS KNX building million-dollar building in Los Angeles was set by web veep Don Thornburgh.

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### FINANCIAL

(Jan. 20)

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### On Guard

*Have you ever watched a sheet dog work? It's an amazing sight of intelligence, quickness, patience and skill. One of those dogs can keep a whole flock moving just where, when and how fast it wants them to go.*

*He's always on guard... and don't you think he's a beauty up there in that picture? Sometimes we wished there were more people riding herd on timbuck in radio.*

It takes intelligence, quickness, patience and skill. And above all knowledge of what it's all about.

If you're the kind of advertisement man who likes to give your rival clients sales at low cost... ma... we suggest that in Baltimore yo... W-L-T-H.

W-L-T-H is the successful independent that delivers more sales per-dollar-spent than any other station in this big station town - W-L-T-H is on the smart list On Yours!

---

### For Sale

**Fearless Dally—latest model. Brand new... $200. Also lights and camera equipment. Price to be negotiated. Call CI 6-9063. Miss Hartman.**

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### On Guard
Interstate Commerce Group Questions Coy and Sterling

(Continued from Page 1)

missioner George Sterling in a brief appearance of the two men before the committee.

elite committee vote on confirmation of the pair as members of the Commission is due shortly, with approval expected.

Coy repeated in detail the charges made last week by Maj. Edwin Armstrong before the House Labor Committee—that the decision to move FM to the higher frequencies was made on the basis of insufficient information and that K.A. Norton, author of the Federal Communications Commission regulations which was a major factor in the FCC decision, had so admitted. Norton denied his error, but the FCC incorrectly reported the details of his testimony in a secret session in March of 1945.

Coy pointed out that his connection with the FCC is of less than one month's duration, but said that his policy will be to open to the public any matters of this nature in the future.

Coy and Sterling were called upon by Tobey to keep public interest paramount in their conduct even with the long arm of powerful radio interests reaching out, as it has so many times in the Commission.

Sterling said it had not been a party to the secret session of March, 1945, and avoided getting into an argument with Tobey on the merits of the FM controversy. At the same time, he said flatly that he does not think the Commission's decision to move FM to the high band was as Tobey had said, "tragic."

"In the long run," Sterling said, "I am convinced that the present band will bring to the people of the United States the least interference and the highest fidelity of any broadcasting system.

Both men enthusiastically affirmed their intention to give FM a square deal in the future.

Chairmanship Discussed

Coy and Sterling disagreed on proposals for rotation of the FCC chairman. Again with Tobey questioning, Coy said he opposed the rotation principle because it would mean that each year one commissioner—the chairman—would necessarily be at a disadvantage, even though the most capable man was named. Sen. Clyde Reed of Kansas endorsed Coy's statement.

Sterling, on the other hand, said he is generally in support of the rotation principle, but to meet Coy's argument he proposed that instead of serving a term of one year as chairman, each member coming into that post should serve two years. The question of how to avoid discrimination among the commissioners was not raised.

Coy refused to answer directly when asked by Tobey how he feels about superpower. He pointed out that the question is before him now in the Senate hearings. Pressed for an answer, however, he later reminded Tobey that as an independent broadcaster he had been in the forefront in the fight for more FM channels, which he thought should provide better rural coverage.

The new chairman also proposed closer collaboration between the FCC and the Congressional committees concerned with the functioning of the Communications Act.
Let's give it

What kind of radio is Spot Radio? Seven out of ten advertising people don't know. Moreover, they believe it to be something that it isn't.

Here is one of the greatest advertising mediums ever known—one of the greatest sources of income to radio stations—and yet its name is lost in a maze of confusion.

The extent of this confusion was established by a recent survey of advertising managers. These men—and there are thousands like them—are the most logical sales prospects for Spot Radio. To buy it and use it they should first be able to name it. To seven out of ten of them Spot Radio business is "spots"—announcements, chainbreaks, jingles, "nuisance" advertising, or something that is left over and can be fitted in between "regular" program broadcasting. "Spot Radio" now means "announcement radio" to the advertising world. "National non-network"—a clumsy, awkward and negative phrase known only to insiders—is just as useless for all practical purposes.

Paul H. Rayner Comp
Radio stations have here a $100,000,000 a year business. It is their most profitable kind of business and the type of business with the greatest potential for development, and yet it is struggling under an ambiguous, misleading name. Like Topsy, this business has grown to this truly amazing size without direction, promotion or national coordination. But, at least, Topsy had her name. With a little cooperation and a correct name — how much farther and faster might this business grow! We are grateful for announcement business, but from the vast field of national and regional advertisers we should have many program advertisers on transcriptions using big name talent with big Hoopers.

With this great medium an advertiser can select his station, select his markets, select his program, select his time. One name, National Selective Radio, or just Selective, has been proposed. It has a dignity worthy of the medium; it is descriptive and appropriate. Can you propose a better one?

Let's give this business a name.
Notes From An Aisle Seat...!

- Bill (Country Fair) Germain in town from H'wood to wrap up deals on his two latest ideas—one a kiddie adventure series and the other “Further Adventures of My Man Godfrey,” starring Reginald Gardiner. — Irving (Managua Nicaragua) Fields assigned to write a Freedom song for Palestine. It will be tagged “Arise, Palestine, Arise” and will be introduced by either Jan Peerce or Rob’m. Merrill. — Frankie Laine steps up to the Jo Stafford giggle show tomorrow night to receive the Peter Potter award as “1945’s leading singer on records.” — Les Tremayne guests on “Big Story” tomorrow night on “Famous Jury Trials” Sat.—and on “Quick as a Flash” Sunday. — Large fashion mag to profile Bret Morrison’s clothes-designing talents. — Morton Downey will be host on the “Family Theater” airing which will be broadcast on Mutual Thrus. nite. — Aside to Bill Berns: Contact Tom Tinsley, of WTH, Baltimore, right away. — Ethel Colby has picked up her husband’s vacated spot on the RKO Mr. Hollywood series via WMCA.

NBC Buys Radio Rights

For Coast Serial Strips

(Continued from Page 1)
in charge of the NBC western network. NBC paid an undisclosed amount for complete rights to the two programs. Included in the deal are recordings of all past broadcasts of the two strips. The NBC Radio Division will offer these for sale to stations east of Denver, where the programs have not been heard previously.

ON THE AIR AT CHANNEL 4... WNB T

WEDNESDAY, JANUARY 21
10:00 & 2:00 Labor Hearing—Petriillo from Washington
5:00 Playtime—from Washington
7:45 News
7:30 News
7:34 Television Press Release (Holtz-Deland)
8:00 American Quiz—Deems Taylor, moderator
8:30 In the Krollinger Kitchen with Alma Krollinger (Krollinger)
8:45 Story of the Week—Richard Harkness—Washington
9:00 Kraft Television Theatre—Horton Foote’s “Only the Heart” (Kraft)
10:00 March of Dimes—Variety Show

THURSDAY, JANUARY 22
2:00 Boston, U. S. A.—from Boston
7:50 News
8:00 Eye Witness—Quiz
8:30 NBC Television News
8:40 Television Magazine
8:56 Ski News
9:00 You Are An Artist—Jon Goffy (Gulf)
9:15 NBC Newsroom
9:30 Steam Power—from Philadelphia

TODAY’S STORY... As might be expected, respondents to Television Magazine’s continuing audience survey continue to provide fairly sizable promotional statistics. One ask: 68% of all New York residents sampled prefer television whenever it’s on the air. Add other items: two of the three most frequently remembered sponsors are WNB T clients, while the most popular specific program is one viewers see on WNB T. Tonight at 9:00, by the way.

FORWARD SCANNING... Another NBC first debuts tomorrow: Boston, U. S. A. The first television show to come out of the land of the Cabots.

ANIMATED COMMERCIALS FOR TELEVISION

FLETCHER SMITH STUDIOS, INC.
1585 Broadway, New York City
Circle 6-5280-1

TVS

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TELEVISION PROPOSES TELEVISION CHANNEL CHANGES

First To Break The Ice

When James C. Petrillo, president of the American Federation of Musicians, testifies at the labor hearing this morning in the Caucus Room of the House of Representatives, he'll be the first union boss to appear on television—hereby "violating" his own edict on video.

AFM proxy, whose testimony regarding his union's position and relationship with the networks and recording industry is expected to take up a good portion of the day's proceedings, will be seen by viewers on the eastern region network, from the Capital to New York.

Screen Guild To Focus Attention On TV Films

Screen Directors Guild will focus increased attention on the rapidly-growing field of television films this year and will make a survey as to the requirements needed for top quality film fare in the medium. Gene Martel, newly-elected president of the Guild, announced this week upon taking over his new post.

Also a Paramount Pictures exec, Martel said plans of the Guild will include raising of film production standards in the entertainment, commercial, educational and documentary field in the east and these will include: Guild members who have already directed films for television, is also preparing a full list of members available for video work to producers and advertisers, etc.

First Pulse Monthly Out

First regular television survey by The Pulse, Inc., during the period Jan. 24-Feb., revealed that approximately 1.4 per cent of families in the New York metropolitan area have video sets, it was announced yesterday by Dr. Sydney Roslow, director. Based on a total of 2,000,000 families in the area, Roslow explained, the first regular survey of this kind in the Chicago Daily News building. Plans were announced by Frank P. Schreiber, manager of WGN, Inc.

WGN Pushes TV Plans

Chicago—WGN guarantees a surprise this week by announcing its television station, WGN, will go on the air with test patterns between February and will start regular programing on, or before March 1 from temporary quarters in the Chicago Daily News building. Plans were announced by Frank P. Schreiber, manager of WGN, Inc.

TELE TOPICS

By TIM OWENS

Associate Editor

BRC telectams of fights in London now banned as the result of an edict issued last week by the British Broadcasting Control Board (not a government agency). Attendance dropped off, it's claimed, but the video audience is expected to screen to "cause them to love the box-fights." And that tussle between Mike Jacobs' 20th Century Sport-

ing Club and N.Y. fight managers—regard-

ing a cut of the take—is far from settled.

Attorneys for the Boxing Managers Guild, which controls every champ except Joe Louis, will ask the N.Y. State Boxing Commission to permit current contract forms.

WCBS-TV "Missus Goes A-Shopping" getting shooed off schedule these times in as many weeks. Trum-

man family (Harry & Margaret) was responsible twice (Harry's Congress address & Mar-

garet's "March of Dimes" kickoff) and to-

day it's Petrillo, Jimmy even cancels non-

music video.

WESTINGHOUSE will begin a series of intensive tests of picture transmis-

sions via Stratovision next month. Second phase of the system is already considered to be successful by company engineers.

Chicago White Sox, currently on the tentece regarding video coverage of baseball, may fall off with a happy hour that comes next spring. Sox management, eying their city's rivals' gate receipts (the Cubs, who've well

telecasts by WBKB for two seasons) now

said to be "interested" in the medium's possibilities. Other major league owners also in the eye-brow-furrowing stage.

Maurice Dreiser, the man who can't find the perfect steak (and with all his mools) getting out a book of 100 tele program ideas which require no music, actors, or formal script. Only entertainment.

KENDALL FOSTER, William Esty Agen-

cy's video chief, homelying in New-

York following week-end nuptials in Wash-

ington. . . N. Y. execs spending more and more time out of N. Y. to impart their wisdom. NBC's Nick Koster addresses the 4:4's today in Cleveland; and WCBS-TV's Len Hole is in Boston to discuss the video situation with regional NBCs.

Stars And Dimes

Cost of top entertainers, headed by Comedian Lew Parker and Actor Walter Abel as emcees, will highlight a gala dinner show "The March of Stars for the March of Dimes" over NBC's video web tonight (10:31 p.m. EST). Program, which will include other top per-

formers, will be aired in c-e-op with the National Foundation for Infantile Paralysis.

WRGB Has New Antenna

Schneectady—Completion of installation of a new antenna on the WRGB transmitter here this week now provides video coverage by the GE station of the entire metropolitan district with greater fidelity and signal strength. Station execs said programs will now be available to areas not reached here-

before.

For The Ladies

Philadelphia—Potency of day-

time tel programs designed pri-

marily for the distaff side of the video audience was demonstrated last week when viewers of "Televi-

sion Matinee" over WFTZ re-

sponded to an offer of a free recipe book on cooking and baking. Show, which is sponsored by the Philadelphia Electric Company, drew over 500 requests for the booklet.

Press-Time Paragraphs

Tele Comes To Atlanta

Atlanta—First television demonstrations by WAGA started this week at the Downtown-Person Department store via mobile pickup—will most natively getting their initial look at the new entertainment medium at work. Station airs fashion shows, shopping activity, etc., for a full-hour each day.

http://www.americanradiohistory.com
FM, AFM Representatives Heard by House Committee

(Continued from Page 1)

Petriello 'surprise package,' however, is not expected to be an announce-
ment of agreement with the networks on duplication of weekly musical pro-
grams on FM stations. The meeting yesterday was instigated by AFM
Association officials, brought abso-
lutely no agreement. Negotia-
tions between Petriello and the net will re-
sume in New York on Jan. 20.
Except for a brief mention of tele-
vision, the three and one-half-hour
meeting yesterday was concerned en-
tirely with FM duplication.

Although all parties refused to com-
ment, there were definite indications that if a strike develops on the expir-
yation date of Feb. 20, Petriello, on
Jan. 31, it will be on the issue of FM
and television.

Petriello and members of his inter-
national executive board were said to clear now regard FM as the key to
the entire negotiations with the networks.

Up to the last few minutes of the lengthy meeting, Petriello kept silent.
However, his last statement giv-
et little doubt that he remains adamant
on his FM position. He cautioned
against the nets repeating in FM and
scared the "abuse" against musi-
cians in AM broadcasting. In blunt
words directed at net representatives,
Petriello said that "I don't want to
pull out any boys any more than you
want a strike."

He elated, however, proponents of
Universal Media, Inc, the group pro-
ducting an era of labor peace. "As con-
trasts run out," he said, "there will be
more strikes than ever before."

He was not referring to a strike
by the AFM, it was pointed out. With
the AFM contracts with the networks
expiring at the end of the month,
however, his words were underlined.

The AFM head, in his brief but
fiercely talk, also warned against moves
leading to Government control of the
radio industry.

"If we get Government control of
radio," he said, "we are all out!"

AFM Ask the Questions

Most of the questions fired at the
network reps and the FMA officials
 came from the AFM executive board.

Members of the board made it clear
that they were concerned over pros-
perspectives, with a growing sense of
eployment among musicians because of FM
television. Petriello cited figures to
show that an increasing number of
musicians were losing jobs. It was in-
dicated that if Petriello permits FM
duplication he will demand some em-
ployment parity for his union.

Despite the lengthy discussion of
FM, there was no meeting of minds
on what is now the key issue in AFM-
network contract negotiations.

The network officials were strong
in their stand that duplication of web
musical programs should be permit-
ted. They pointed out that if dupli-
cation were permitted, more sets would
be purchased and FM would expand
immediately. Petriello and his board,
however, were equally adamant in their
position.

Regarding the FMA at the meet-
ing yesterday were Everett Dillard,
president; Bill Bailey, executive di-
cutor; and Leonard Marks, general

K & E Exec. Re-Alignment

(Continued from Page 1)

manager of the radio department at
BB&O, joins K & E Feb. 1 as vice-
president and radio director.

Eriksen has been with BB&O for
the last seven years and was formerly
general sales manager for the Com-
pany.

In addition to general executive
duties, Lewis will act as account
manager for the Ford and Lincoln

Foreign Language Stations

Aid March Of Dimes Drive

(Continued from Page 1)

was produced by Ralph Constantino,
was Rosalia Maresca, winner of the
1947 rec talent contest; Giuseppe
Valdengo, of the Metropolitan Opera;
conductor Peter Novak; vocalist
Minnie Bonacasa, with music
by Giuseppe DeLuca.

The Echo Choir, directed by
Edward Severt, pianist Wladyslaw Bor-
zek and Tadeusz Maksymowicz, also
take on the Polish show, as well as
during the week, announced by
announcer Edward Wilanowski.
Tadeusz Styblki handled production.

A total of 11 programs were
produced by WEVD and sent to
some twenty outlets. Program features
Molly Picon and Yankel Kalich, with
Zelig Mermelstein and Yankel Kuchel,
by Sam Medoff. Sholem Rubinstein
is the producer.

CBC Pressed For Quarters

After Montreal Explosion

(Continued from Page 1)

sion at King's Hall building, where
the origination for their studios were
located. Dr. Augustus Frizion, general
manager, said that for the time be-
ing "our problem is to try to breathe
for a couple of months, for now we
are crowded everywhere. We cannot
goon back to King's Hall for a while,
but we may be able to do so in a
couple of months. Meanwhile, we are
done the best we can. That is one
is we have in mind, the other
is looking for a suitable site
for our new permanent headquarters."

Editor in chief, instructed the
availability of the CBC going back to its
original plan of building a "Radio
Tower" on land at engineer near
by the city for east of St. Denis,
and north of St. Catherine. Dr. Frizon
said that had not been considered.
PETRILLO TESTIFIES AT WASH. HEARING

AMA Produces Series of ETs For Radio Use

Detroit—Automobile Manufacturers Association has prepared a series of 15-minute transcribed programs, informing the public what 1948 holds for the automotive industry, which will start on 45 stations during the week of Jan. 25. Series follows a question-and-answer format with magistrate Frank Mitchell, automotive reporter for WRJ, Detroit, toasting queries at auto company presidents and other top executives.

Participants in the weekly broadcasts include George Mason and H. C. Doss, Nash-Kelvinator; James Mooney, Nash-Kelvinator.

Plan Texas Network Of Baptist FM Outlets

San Antonio—Application for an FM outlet has been made by the San Antonio Baptist Association to the FCC.

This is part of a proposed state Baptists network. Dr. Alton Reed of Dallas, has been employed by the Texas Baptist General Convention to direct network organization.

Other stations are to be at Baylor University, Hardin-Simmons, Mary Hardin-Baylor, and churches in Beaumont, Houston and Lubbock.

Bob Hope Now Leads First Fifteen Programs

Making one of the strongest gains of the season, Bob Hope climbed to the top of the first fifteen evening shows with a rating of 22.8, according to the Jan. 28 Hooperats report released yesterday. The comic was in eighth place on the previous report with 22.1.

Remainer of the first fifteen, in

Advertising Groups Join To Foster New Campaign

A major long range campaign to improve public understanding of the American economic system, in the works for 17 months by a joint ANA-AAA committee, is ready to be put in operation today by Don Belding, committee chairman and also board chairman of Ford Credit & Shell. To what extent radio can be used in this program will be determined later, one outstanding proposal being in the hopper, but such a idea is currently being aired on WJR, Detroit. A regularly scheduled show, broadcast in co-operation with the Detroit Advertisers Club, is aimed at giving an accurate economic education to listeners.

Purpose of the campaign by the joint ANA-AAA committee, composed of 10 top representatives from each group, is summed up by Belding as follows: "If the American people...

Tele Photos Made Of Petrillo Testifying At Hearing
COMING AND GOING

ROBERT D. SWEET, vice-president and general manager of the Mutual network, is in Cleveland today to address the local radio council on the subject, "Radio's Job in the Post-War World."

SOULARD JOHNSON, assistant to the manager and publicity director of KMOX, the CBS-owned station in St. Louis, is back in the Mound City after having spent a few days in New York.

JACK LACY, disk jockey and announcer on WINS, back to New York following a short stay at Miami Beach.

EARL C. PACE, general manager of WGN, American network affiliate in Chicago, is visiting friends in Los Angeles and San Francisco. He also plans to visit other West Coast cities before returning to New York.

WARREN WILLIAMSON, president of WKBW, American network affiliate in Youngstown, Ohio, is back at the station following a short trip to New York.

Leonard Hove, director of the plans division for CBS-television, is expected back today from a business trip to Boston.

Seaman Brothers Buy Second Program On ABC

(Continued from Page 1)

Cal York, movie reviews by Adele Fletcher, editor of Photoplay magazine, and a feature story on the life and career of Hollywood stars by Les Tremayne. The 52-week contract was placed through William H. Weintraub & Co. Air-Wick also sponsors "Monday Morning Headlines" over ABC every Sunday at 6:15 p.m., EST.

Ohio Broadcasters Elect New Officers

(Continued from Page 1)

Toledo, director of Toledo operations for the Port Industry Broadcasting Company, which includes Station WSPD, president; Eugene Carr of Canton, director of Stations WHBC, Canton, and WPAY, Portsmouth, vice-president, and Fred Bock of Akron, sales manager of WADC, secretary-treasurer.

CONSULT YOUR BMB CHARTS

Consult your BMB charts. Check both area audience tables and station-city index. You'll find KDKA way ahead . .. with 19 daytime counties and 24 nighttime counties in the 90-100% class! Altogether, KDKA reaches more than a million families in the rich, rewarding Pittsburgh market area. Better coverage! More listeners! Bigger area! KDKA. Pittsburgh. 50,000 watts, NBC affiliate.

W-I-T-H

AM and FM

Baltimore, Maryland

Tom Tinsley, President
Represented Nationally By Headley-Reed

It's an O polah!

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

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

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

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

To keep down the cost of doing business in this 6th largest city . . . in radio, pick W-I-T-H!
ANA And 4-A Join
In Educational Drive

(Continued from Page 1)

people are to give the correct answers to community questions, they have to know what the correct answers are, and it's up to everyone involved to see that they get them.

Committee has set a three point program, the first and most important being a plant and community program designed to show the strength of the American system and advantages of co-operation between management and labor. Second is a "Plan for Action" kit and the third is a set of economic education material which can be placed by advertisers in newspapers, magazines and house organs. Ad copy is approved by a subcommittee of the Public Advisory Committee of the Advertising Council. This three-man group consists of Boris Shiskin, AFL; Paul Hoffman, Studebaker, and Warren Clark, 20th Century Fund. No. 3 phase of the joint committee's over-all campaign will make use of all creative facilities of the industry where such aids can help in execution.

Special Director Engaged

AMA - A 4-A joint committee has hired a special director of operations, effective Jan. 2, to steer the operation. He's Kenneth D. Weit, Western manager of the National Association of Foremen, who will work from 4-A headquarters in New York.

Venuta Going On MBS

Los Angeles—Benay Venuta returned to Hollywood from two weeks at Palm Springs to begin preparations for her new radio show, "Keep Up With the Kids," which will be launched on the Mutual - Don Lee network, Jan. 24. A quiz program, in which parents vie with their own children in answering questions fired at them by Mistress of Ceremonies Venuta, the show will emphasize the "family side" of Hollywood with a star and his child appearing each week.

Foot-In-Door

Two Fuller brush men will give helpful hints on the foot-in-the-door technique to the stars of the NBC "Eddie Cantor Show" tonight (10:00 p.m., EST). Advising Cantor on salesmanship methods for use in his "Presidential" campaign will be another NBC headline, "Red" Skelton, who plays the title role in a forthcoming film, "Fuller Brush Man," and Howard Fuller, president of the Fuller Brush Company.

Radio Leaders To Appear
On Fordham "U" Courses

(Continued from Page 1)
yesterday by William A. Coleman, division chairman.

Two advanced courses will be offered evenings at the University's downtown building, 302 Broadway. Television techniques will be taught by Worthington Miner, CBS tele manager, assisted by web staffers. The second course, on the regulation of radio, will be taught by Charles Hubert, FCC regional attorney.

Late afternoon courses offered on the school's Bronx campus include station operation and management, by Arthur Hull Hayes, manager of WCBS; direction and production, by Ernest Ricci; religious broadcasting, supervised by Judson La Haye, Jr., with guest lecturers including Dwight Herrick, Eleanor Inman and Dr. Frank Dunham; radio advertising, supervised by Coleman, with Joseph A. Moran, of Young & Rubicam, Peter Hilton and Harold Day, of ABC; among lecturers. Clayton Collyer will teach acting and Tom O'Brien, NBC staffer, will teach mike technique in mid-day courses.

AMA Produces Series
Of ETs For Radio Use

(Continued from Page 1)
Willys-Overland; Paul Hoffman, Studebaker; Henry Kaiser and Joseph Frazer, Kaiser-Frazer Corp.; George Christopher, Packard; Ernest Breech and John R. Davis, Ford; E. J. Bush, Diamond T; Powill Crosby, Crosby Motors; A. E. Barit, Hudson, and George Romney, managing director of AMA.

Virginia Tatum To CBS

Virginia Tatum, former specialist for the U. S. Department of Agriculture and at one time program manager of WPTF, Raleigh, N. C., has been named "Country Journal" home editor, Don Lorch, CBS director of agricultural broadcasts, announced yesterday. Miss Tatum will make her initial appearance on "Country Journal" on Saturday, Jan. 31, 2:00-3:00 p.m. EST.

Stork News

Mr. and Mrs. Charles Roberts are the parents of a seven pound, three ounce daughter, Wendy, born Jan. 15 at the Polyclinic Hospital, New York. Roberts is advertising manager of MGM Records.
1948 Television's Year

Television becomes a widening reality in 1948. An exciting promise is now an actual service to the American home. After twenty years of preparation, NBC Network Television is open for business . . . When the Radio Corporation of America formed the National Broadcasting Company in 1926, its purpose was to broadcast better programs in the public interest—and that purpose continues to be its guiding policy.

Today, twenty-two years later, NBC has the most popular programs in radio. Outstanding in its contribution to the public welfare, the National Broadcasting Company has served the nation in war and in peace. Now, it has added a new service—Network Television—in the same spirit as that which first moved its parent company: public interest. NBC, in pioneering and developing this great new medium of information, news, entertainment, and education, is fully aware of its responsibility . . . In 1948, NBC offers to the public the greatest medium of mass communication in the world—Network Television.
IBC's TELEVISION NETWORK

In the East, four stations now make up the new NBC Television Network: WNBT, New York; WNBJ, Washington; WPTZ, Philadelphia; and WRGB, Chincoteague. WBAL-TV, Baltimore, and WJZ-TV, Boston, will be on the air shortly as NBC's fifth and sixth television affiliates.

In the Midwest, three NBC affiliates are independently engaged in telecasting operations: KSD-TV, St. Louis; WTMJ-TV, Milwaukee; and WWJ-TV, Detroit. It is anticipated that within the year these stations will be carrying network television programs originating in Chicago, where NBC will open its station. In addition, NBC will construct a station in Cleveland.

In the West Coast an NBC station is under construction in Los Angeles. It will serve as a focal point for the establishment of a western network.

The plan for 1948 and 1949: To add year-increasing numbers of affiliates to these regional networks, culminating in a coast-to-coast television network.

TELEVISION STATIONS

Today, nineteen stations are engaged in television operations throughout the country. In addition to the stations now telecasting, fifty-four have received licenses and sixty-four more have applications pending.

Total: 137 stations in actual television operation, being constructed, or waiting for official approval from the Federal Communications Commission.

We confidently expect that the same NBC-affiliated stations which pioneered sound broadcasting will take the lead in bringing this great new medium of sight and sound to their communities.

THE TELEVISION AUDIENCE

One year ago there were 8,000 television receiving sets in the country. Today there are 170,000. Estimate for December, 1948: 750,000 sets.

With multiple viewers per set, NBC Network Television programs will be available to an audience of millions.

TELEVISION PROGRAMMING

Hundreds of thousands of viewers will remember these recent NBC Television programs among many others equally outstanding.

IN DRAMA...

Kraft Television Theater is the first regularly sponsored dramatic series on NBC Television.

The Theatre Guild series brings the greatest art of the New York theatre to viewers distant from Broadway.

On the American National Theatre and Academy series, comedy, drama, farce— the whole scale of the theatre—is brought to viewers as it is played.

IN SPORTS...

NBC Network Television has pioneered in bringing major sports events to its audience—from the exclusive broadcasts of the Joe Louis championship fight against Conn and Walcott to the World Series games of 1947. Today, one-quarter of NBC's current television schedule is devoted to sports.

IN SPECIAL EVENTS...

The Presidential Conventions in Philadelphia this coming summer will be comprehensively covered by mobile units of NBC's Television Network, bringing the scenes and voices of political speakers into thousands of American homes. The campaigns that follow will receive equally emphatic coverage.

Since the televising of President Roosevelt's speech at the World's Fair in 1933, special events television has risen from the status of novelty to the position of a significant communications reality.

NBC'S PROGRAM SCHEDULE...

In addition to hours for news and special events, a wide variety of programs can now be viewed on the new television network. Here is the current breakdown of each week's programming:

7 hours for women's programs
7 hours for sports events
31/2 hours for variety shows
3 hours for dramatic presentations
3 hours for children's shows
2 hours for educational programs
11/2 hours for quiz and round-table shows

Two months from now the number of telecast hours will jump from twenty-seven to thirty-five a week. Still more hours will be added as the number of receivers increases and more stations join the network.

TELEVISION AND THE AMERICAN ECONOMY

ADVERTISING

Like standard radio broadcasting, network television will depend for the expansion of its facilities and programs on advertising. As advertising has built the wide range of radio's broadcasting schedule, so it will make possible an increasing wealth of fine programs on television.

Today, 18 of the country's large advertisers are sponsoring NBC television programs—about half of them on the entire television network. Some two hundred other advertisers are currently sponsoring programs on the twenty-five individual stations throughout the country.

ECONOMIC FORCE

It is NBC's belief that, within a few years, more than a quarter of a million people will be employed in the manufacturing and telecasting operations of the business alone. Available estimates point to television as a half-billion-dollar business by the end of this year. This new industry will grow in size and service with the years.

THE FUTURE

NBC's new eastern television network is only the beginning. But it is the beginning of a working reality. 1947 marks the end of television's interim period. 1948 signifies the appearance of television as a new force in the United States. The greatest means of mass communication in the world is with us.

NBC Television

NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK
A service of Radio Corporation of America
Windy City Wardrobe...!

- Prince Peter of Greece and Princess Irene (grand duchess of Russia). In the U.S. on a good will tour, paid a surprise visit to Michael Haisos, WSB director of Greek programs, last Thursday, and promised a return visit on February 14. Interviews with Esther Wilkins of the movies and several Chicago columnists were recorded Saturday night at the Chicago Newspaper Guild’s “Page One Ball” at the Stevens and were broadcast later in the evening by WBBM. Camel cigarettes said to be studying a video campaign prepared by the William Esty agency. Two other clips, Lucky Strike and Kool, are now using television. Don Herbert, scripter for the Community Fund, has a new tape show Mondays at 1 p.m., on WJJD in which he goes to the doors of various agencies of the Fund and interviews personali
ties to human interest stories. Iolly Joe Kelly, WBBM, reports now, Green Associates have issued a series of 15-minute platter programs titled “You Know What?” consisting of stories for children.

- Illness of Patsy Lee, “Breakfast Club” vocalist, has brought a parade of former B. C. singers as pinch-hitters. Last week Annette King, who left the program some time ago to devote her time to the duties of a wife and mother, was on for five broadcasts. This week Evelyn Lynne, wife of Ed Kozintz, Tula, Okla., announcer, is filling the spot, and for the week of January 26 Nancy Martin, who occupied the vocal spotlight on the program from 1930 to 1946, will be featured.

- First New Year baby for an NBC Chicago was a seven pound, seven ounce daughter born to the wife of Walter Lanterman, NBC engineering maintenance supervisor... George Jennings, director of the School Broadcast Conference, is in Chicago for expressions as to whether members prefer that the annual fall meeting be held October 8-9 at the Congress Hotel or November 19-22 at the Edgewater Beach Hotel... Sarah Vaughn, Chicago’s seagoing singer who has been headlining night club and theater engagements here, will guest on the CBS “Jack Smith Show” in New York on January 26. Eight Zenith Radio Corp. employees, including E. F. McDonald, Jr., president, have been presented Tri-Compan Chronicle watches in recognition of long company service and individual contributions to Zenith’s rise in the radio industry... Donald and Earl E. Hassel, a founder of the company, started service in 1920. The other six have completed 25 years with Zenith.

Radio Training On Agenda of Oklahoma ‘U’ Conclave

(Continued from Page 1) are scheduled for Feb. 26, 27 and 28. In addition to Palmer, sales instructors will include Don Davis, of WHEB; Charles C. Caley, WMEM; Lin Mason, of Springfield, Ohio; Harold Day, ABC, and J. W. Knodt, Avery-Knodt, Inc.

Will Broadcast Address By Sen. Albert Hawkins

Newark—United States Senator Albert W. Hawkins of New Jersey will address New Jersey chapters of Pro Amayses, as well as the general manager, announced yesterday. He succeeds R. C. O’Donnell, Tripp, who joined WINX last year, formally as sales and service director for WINX Philadelphia.
DuMont Web in Programming Splurge

Petrillo Viewed on Television

Sees Tele Stations "Outgrowing" Radio

3 Manufacturers Set Delivery On Consoles

Fills A Need

Morris, BBD&O Tele Exec. To Address ATS Meeting

.opens.n.y.office

 morality on tele

Drama On Tele

www.americanradiohistory.com
Petrillo Testifies at Washington Hearing

Concedes AFM Is Monopoly, But 'Is Legal'

Gators on questions relating to his obligation to the American public as well as to the radio industry.

It was evident, as the hearing proceeded, that Petrillo was not the only man in the room who was mindful of the klieg lights and full dress press and radio coverage. Several of the questioning committee members looked at the television camera "birdie" many times and furnished humorous asides for the audio portion of the proceedings.

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The AFM’s Head See No Black Market Following Ban

Washington—"I am very confident that we can reach some kind of an agreement within the next couple of weeks," James P. Petrillo, president of the AFM, told the House Labor Committee yesterday when asked about his negotiations for a new network music contract.

Petrillo told Rep. Carroll D. Kearns (R., Penna.), that he has never specifically informed the networks since passage of the Taft-Hartley Act that they could not permit duplication of their programs over FM stations.

Kearns indicated that because the Taft-Hartley Act outlaws such a move, the networks have not legally been bound to forbid their affiliates to duplicate the program.

Kearns pressed the union chief for a commitment regarding duplication and live music for tele, and got a promise from Petrillo that he would keep "an open mind and not be arbitrary.

When Kearns replied that "that is the best news we’ve heard in a long time," Petrillo replied, "Don’t grab so fast.

\[\ldots\]

No Black Market

Petrillo denied that the recording ban would lead to a black market in music. The AFM chief pointed out that during the previous ban, which last 27 months, his musicians were "up the Rock of Gibraltar" and refused to make records on the black market.

Petrillo also emphasized this fact, which appeared to be the known committee members: that AFM members will continue to draw royalties on master records made before contracts expired.

Sources estimated this may top $3,000,000.

Petrillo was questioned closely about the number of British and Mexican records allegedly pouring into this country.

Chairman Hartley said that the British flew 12 tons of records into this country last week after the AFM ban went into effect.

Another 250 to 300 are on the way. Petrillo was asked by Hartley if anything could be done to stop these large imports. Petrillo brushed off this question, saying that the American public much prefers American records, and that if the imports would not last.

Petrillo denied that he owned any stock in Decca Records or the London Gramophone Co. It is expected that this week the committee will further probe this.

Hartley also asked whether Million Diamond, AFM lawyer, is connected with the London Gramophone Co.

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RMA Acts to Clean Up Repair Abuses

AFM Hearing Closes; New ET Bill Readied

Washington Bureau, RADIO DAILY Washington—The latest series of Congressional hearings centered around James C. Petritto and the AFM came to a close yesterday with a charge by a member of the House Labor Committee that relations between powerful broadcasting interests and members of the FCC are "much too close." Rep. Carroll D. Kearsn (R., Pa.) offered the only concrete development yesterday as he reaffirmed his intention to introduce legislation, which would provide that all records be open.

Free Plugs for Clients

Washington Bureau, RADIO DAILY Free advertising in the way of station breaks totaling $970,672 was furnished by WMAQ, Chicago, to network and local clients during 1941, Hal Smith, station promotion manager revealed yesterday. A total of 18,585 station breaks were given out as client plugs. Network clients received $647,582 in free time and local accounts $213,085 computed at the station's commercial rates.

L. A. Court Dismisses Action Against CBS

Legion Sends Out Discs To 1,000 Broadcasters

Suit seeking $150,000 from CBS for alleged plagiarism of "My Sister Elfena" in preparing the script of the network radio show, "My Friend Irma," was dismissed by Judge Allen Ashburn in Superior Court of Los Angeles yesterday. The court ruled that the plaintiff, Arthur Kurlian, was not entitled to damages and that there was no evidence of plagiarism existed. "My Friend Irma" is heard on the CBS network Mondays, 10 to 10:30 p.m., EST, under the sponsorship of Lady Esther.

British Musicians Reject Overture of Settlement

London—The British Musicians Union has rejected an invitation from theater managers to discuss new proposals on fees for shows relayed by BBC. Proposed increase, which would be paid by BBC, is 100 per cent over present rates.

Managers Board Meeting In Chi. Discuss Plans For Weeding Out Incompetent Set Servicemen

Georgia Broadcasters Hold 2-Day Meetings

Augusta, Ga.—Over 90 of Georgia's 60 standard broadcast stations were represented at the Winter meeting of the Georgia Association of Broadcasters, held at the Sheraton Ben. At here in Augusta Monday and Tuesday. An all-time high in attendance for a GABA meeting was set at the Augusta session, when 137 station managers, engineers and employees attended.

Civil Service Exams For WNYC Announcers

Chicago—Two new accounts, three renewals and a flock of spots and station break sales for WMAQ were announced yesterday by Oliver Morton, national spot sales manager for the NBC Central Division.

Sust. Time Free By WPEN To Public Service Programs

Philadelphia—Effective immediately, all WPEN sustaining programs are available for free sponsorship by public service organizations. It was announced yesterday.

'48 A Good Business Year, REC Told By Advtg Execs

Advertising expenditures are expected to surpass those of last year during 1948, but advertisers themselves are concerned about cost and are "hesitating about long term commitments," Sigurd S. Larmorn, president of Young & Rubicam, told the Radio Executives Club yesterday at a meeting in the Hotel Roosevelt. One of five industry executives discussing the outlook of business for this year, Larmorn echoed predictions that business will continue good for the first half of the year, at least.

Lincoln Tribute

Springfield, Ill.—The annual pilgrimage of the American Legion to the tomb of Abraham Lincoln at Oak Ridge Cemetery here, on the occasion of the 130th anniversary of his birth, will be broadcast by the NBC network Thursday, Feb. 12, at 6:15 p.m. EST. Participants will include Gov. Dwight H. Green of Illinois, and James F. O'Neill, Legion commander.

Morency Named Director Of WTC Corporation

Paul W. Morency, vice-president of The Travelers Broadcasting Service and general manager of WTIC and WTN-CFM, was named director of the corporation at the annual meeting of its board on Wednesday afternoon.

Presidential

The address by President Harry S. Truman, at the Inaugural Day Dinner of the Democratic Party to be held in the Mayflower Hotel here, will be aired over ABC on Feb. 19, at 10 p.m., EST. The dinner each year is looked upon as a vehicle for announcing the policies and principles that the Democratic party will be guided by the Autumn elections.
WALTER EVANS, president of Westinghouse Radio Stations, Inc., and F. M. SLOAN, manager of the Chicago radio division, was in Chicago for the mid-Winter conference of the ARRA. Evans is a director of the association.

THEODORE C. STREIBER, president of WOR and member of the Mutual network directorate, attended the conference where he observed and attested to the House hearings on the Affair.

PETER DONALD, comedian, spent yesterday in Washington, D. C., where he acted as master of ceremonies at the opening of a new FM station.

ALFRED G. FLETCHER, of the engineering department at WOR, leaves tomorrow for his home in Hamilton, Ont.

MIKE JIBLON, public relations executive of Gimbels Brothers, is back in Gotham following a quick trip to Washington.

JOHNNY OLSEN is back from Atlantic City, where he spent his "Leads Day." He showed at the meeting of the National Food Brokers Assn. He was assisted by his "gig gal," PENNY.

CRAG "Procter's Quiz," Earl and the members of his ABC program company have returned from a two-week tour. Tomorrow's show will emcee new WOR announcer, New.

BOB KELLER, radio sales promotion specialist, has returned from a quick trip to Marion, Ohio, where he formulated plans for WOR, his newest client.

HARVEY STRUETHERS, of CBS Radio Sales of WCBS, has climbed the stairs of the Twin Cities following a week in Gotham.

STEVE GIBSON and his "Red Caps," vocal quartet, have left New York for Hollywood, probably will be held this Spring, with exact date to be announced.

Starting salaries range from $2,400 per annum to $3,000. Possible promotions boost pay in the $3,000-$4,200 range.

General requirements are high school diploma and two years recent, satisfactory, full-time experience in college, a college diploma and six months' experience, or a satisfactory equivalent. Candidates must be U. S. citizens and residents of New York State. Exam is being held to fill 12 vacancies.

Ranson Art Exhibited

A solo exhibition of paintings by Nancy Ranson, wife of WHN publicist Jo Ranson, opens tomorrow at the George Bixen gallery, East 97th Street. The show, which will run three weeks, is made up of 22 paintings including a portrait in oils of the artist's husband. Holder of many awards, Mrs. Ranson is listed in Who's Who in American Art and is a member of the National Association of Women Artists.

British Musicians Reject

Overture Of Settlement

rule previously paid musicians for such broadcasts.

According to F. Dambman, general secretary of the union, the offer was rejected because the ban on relaying British programs was imposed not only to obtain increased fees, but also to establish a "principle that should have been in operation the past 18 months."

A statement issued by BBC said the government-owned broadcasting system has suffered much more than an increase "but does not feel justified" in agreeing with musicians' demands.

"Our policy requires it is unable to provide listeners with relays of theater and music hall performances involving musician union players until the union is prepared to agree to a more reasonable fee for such broadcasts," the statement added.

New FM Series

Maurice C. Dreicer has been signed by FM indie WQNY for a nightly series of show biz programs titled "Candledight Cafe," 6-6:30 p.m. According to WQNY, signing heralds the "possibility that FM stations may soon be making inroads on AM talent."

Canadian Distributor Set

Kasper-Gordon, Boston ET package firm, is in town for conferences in London with representatives of several British organizations, including the "Spice of Life," "Gloria Carroll Entertainers" and "Family Album."
**RADIO DAILY**

**House Plans 'Cleanup' Of Radio Repairmen**

(Continued from Page 1)

...to be manufactured by channeling them for home or for commercial use. The Kearns bill, described earlier in this column, was carried and Juke box operators from using "for home use only" recordings; instead they would buy and use special equipment, upon which they would pay an additional royalty. He said he has not yet determined what royalty to specify, nor what penalties to propose for violation.

**Unions Fund May Benefit**

Kearns has also told Radio Daily that his bill might include a provision stipulating that a proportion of the royalties received by the performing artists will go on to the AFM for its unemployment fund. "There is nothing in the Taft-Hartley Act to prevent this," he said, "it is a copyright matter, not a labor matter."

His bill, which he hopes to have ready next week, will go to the judiciary committee, rather than the labor committee.

Lea Hits Petrillo Acquittal: Sees Ultimate Conviction

(Continued from Page 1)

was seeking to test the law, Lea remarked.

The law is much broader than the issues in this particular case. As I regard it, where coercive methods are attempted to support a demand for employment not in fact needed for actual service, a demand for such employment made in reckless disregard as to whether or not the service is needed, is a violation of the statute. Where one takes on himself to demand that another employ persons to work, he must assume some responsibility on his own part to know whether or not the demand is justified.

**Calls Decision 'Specious'**

"He who demands that another employ employees without knowing whether or not they are needed is in a weak position to claim his innocence on the ground that he did not know the employees were not needed. Otherwise, the lack of knowledge to support such a demand would be the defense for making it.

"It appears to me that the decision of the judge accords with the specious quality that characterized its original decision as to the constitutionality of the Act."

The further conclusion that conditions on similar charges are in order.

**Good ‘48 Predicted At Meeting Of REC**

(Continued from Page 11)

agency exec said some form of self-regulation seems advisable, asserting that this is better than "to be regulated."

Robert Poore, vice-president of General Electric, predicted the year would see some "interesting developments" in television, but warned the industry is not yet fully in programming. By the end of the year he predicted the video industry will arrive on its own, and that the government will simply as a medium of "expensive sight added to already profitable sound."

William S. Hodges, president of REC and vice-president of NBC, was presented with a plaque by the Boy Scouts of America in recognition for the Club's aid to Ten Mile River Camp last year. Presentation was made by Ed Herlihy and Xavier Guilloue, Scout representative.

**New 'Junior' Program Starts On WNBC Friday**

"Junior Reporter," a new weekly show produced in co-operation with the New York Board of Education, bows in over WNBC Friday, Jan. 30, 6:30-6:45 p.m. Program will feature Ed Herlihy and four junior high school students in a discussion of current topics to be chosen by student body of a different school each week. Show will be plugged in school papers and on WOYE outlet WNYE. Recordings of program will be sent to schools for use in discussion groups.

**Sonia Henie Guest On CBS**

Sonia Henie heads a list of three guests who will appear on "Radio Harris on Broadway and Vine," heard daily over CBS from 3:30-4 p.m. Miss Henie will be welcomed next Friday, Jan. 30. Lilli Palmer, film star, will appear next Monday, Jan. 26. Kirk Douglas, featured in "I Walk Alone," is scheduled Tuesday.

**Keeping Rates DOWN and Sponsor's Sales UP in the Detroit Area!**

5,000 WATTS at 800 Kc.

MUTUAL

J. E. Campen, President


Friday, January 23, 1948

**Red-Letter Day**

Bob Wood, manager of WOB's news room tried to phone Moscow yesterday to determine Soviet reaction to publication of the Stalin-Hitler peace pact. Russian operator said no calls were being taken because "it was a holy day." Wood said he called the Soviet consul in N. Y. and was informed, "Everything closed down, Holy day, Lenin's death." He said that WOB's management was more than twice the amount of the previous year.
LOS ANGELES

By RALPH WILK

ES MACHINNEY, Don Lee director of news and special events, is recuperating in Phoenix, Ariz., from a serious lung ailment.

Jim Parsons, log editor of KLJ, moves up to the job of news editor in the Los Angeles office, succeeding John Shinn, who leaves the organization to join the Aerofleet Engineering Corporation of Arvada as an editor of technical reports. Miss Sue Dohan, secretary to Mark Finley, Mutual Don Lee network public relations director, will succeed Parsons as editor of the station's log.

John Wallis, who appears on "These Websters," "Aunt Mary" and other radio shows, and Jack Edwards, Jr., who is heard on "The People Next Door," and "Little Mary and Tom's Children," have announced their engagement and will be married within a few weeks. Miss Webb was formerly active in radio in Chicago.

Jack McElroy, singer-announcer of A.H. McNichol, who has spent the winter in New York, has been appointed Hollywood agent and representative for Stinson and Aeroplane cables. McElroy is experienced in Chicago and having served as an Army flight instructor during the war, has his own pilot's license and flies the new-modified on honeymoon trips every week.

New Business, Renewals

Reported By WMAQ, Chi.

(Continued from Page 1)

M. M. Fisher Associates, begins sponsorship for 52 weeks Monday of Ripley's "Believe It or Not!" co-op stand Monday through Friday, 12-8:15 p.m., CST.

Other new order was from Ontabone, Inc., through Harold Houghton for a twice-weekly portion of the Dave Garaway show through Feb. 26. Garaway, who is a regular part of the new renewals when Hudson Ross, Inc., through Dade B. Epstein agency renewed sponsorship of the 12-12:30 a.m. portion of the 11:00 Club, Tuesdays through Saturdays. The 52-week contract is effective Feb. 17.

News shows drew the other two renewals. Charles A. Stevens & Co. signed a new 52-week contract for Clifton Ulye's Sunday evening news show, and Metropolitan Life Insurance Co., through Young & Rubicam, renewed the Norman Barry newcast across-the-board through Mar. 31. Spot bid was headed by an order from Chase Candy, through Ruthrauff & Ryan, for 106 live station breaks three weekly for 52 weeks. Kaiser-Frazer Sales Corp., through Swanev, and Drake & Breen agency, renewed its station break sale callin for 138 spots during 23-week period beginning Feb. 3.


CHICAGO

By NAT GREEN

SID DESFORS, NBC photo editor, New York, stopped off in Chicago for a day on his way to the West Coast.

"The Smiths of Hollywood," a radio telephone show, will make its debut on WGN tonight, 8 to 9 p.m.

A special dramatic show on behalf of the March of Dimes will be broadcast over WBBM on January 14, titled "There Stood an Oak Tree," it is the story of a little girl's fight against polio. It was written and produced by Clark Davis.

William Ray, manager of the NB network and special events department, has gone to hospital for treatment for a back ailment that has been troubling him for some time.

Leonard H. Mostow as emcee will make one week's appearance in Winter Haven, Florida, as feature of the annual Citrus Show to be broadcast from there the week of February 16. The following week, Mostow will return to the Civic Auditorium, Cincinnati, for a week's appearance, proceeds going to the March of Dimes.

Jacob Mezmena, vocalist and pianist, is featured in WBBM's new quarter-hour show "Pleasure Time," 10 to 10:30 a.m. He will become manager of WAGM, Cleveland, succeeding Vernon H. Frabill resigned. McCormick has been in radio since 1930, starting as a wack on New York. From there, he went to a Cincinnati station and in 1936 to WCCO, Minneapolis. He came to WB at in 1940.

KFWB Raises $35,000

For March Of Dimes Fund

Hollywood—The one-million-plus spectators that jammed Wilshire Boulevard at the dedication of Hollywood's Hollywood Action Parade last Sunday attended to KFWB's power as a public service station and to ability of Station Manager Harry Maish in putting on big show.

This year KFWB induced Macy's to loan them their six giant helium-inflated comedy character balloons which were originally concentrated on Jan. 18th parade. Photographer's celebrated his 500,000 platter-spinning day that day by picking scores of discs jockeys and recording artists to lunch and then put them in the parade. Disc jockeys heralded their appearance with weeks before and many spectators at parade were on hand to identify MJC's in person. Governor Warren, Mayor Bowron, Sheriff Baca, federal legislators departmental officials and civic leaders, such as Eddie Cantor, Judy Canova, Jane Russell and Margaret Whiting were there. The National Foundation of Infantile Paralysis was benefited by publicity by about $50,000 in dimes collected from crowd.

Mainly About Manhattan...!

- An automobile firm, which shall remain nameless, has a test driver who always returns the car in better condition than he found it. An investigation revealed that the test driver is a professional car salesman who had taken a car on a test drive, found it in such condition that he could not be satisfied with it, so he brought it back, knowing that it would be returned to the sales office, who, in turn, would return it to the manufacturer, who, in turn, would return it to the test driver. He then returned it to the sales office, who, in turn, would return it to the manufacturer, who, in turn, would return it to the test driver. He then returned it to the sales office, who, in turn, would return it to the manufacturer, who, in turn, would return it to the test driver. He then returned it to the sales office, who, in turn, would return it to the manufacturer, who, in turn, would return it to the test driver. He then returned it to the sales office, who, in turn, would return it to the manufacturer, who, in turn, would return it to the test driver. He then returned it to the sales office, who, in turn, would return it to the manufacturer, who, in turn, would return it to the test driver. He then returned it to the sales office, who, in turn, would return it to the manufacturer, who, in turn, would return it to the test driver. He then returned it to the sales office, who, in turn, would return it to the manufacturer, who, in turn, would return it to the test driver. He then returned it to the sales office, who, in turn, would return it to the manufacturer, who, in turn, would return it to the test driver.


- AROUND TOWN: "Kitty Hawk, Hostess of the Sky," exasperatedly and owned by Ezra Stone and John Harvey, highest radio serial property in town. A sale will be announced every day now. Ben MacGregor catching an Al Berle audition platter for NBC. Ted Seaborn, one of radio's 20-year-men, now narrating "Cavalcade of America." U. P. radio ed. Jack Gaver, and his wife, Jessyca (Writers Newsletter) Russell auditioning a new husband-writer for WYPR. Aside to network director directors: Catch "Conversation at 9" tomorrow night on WINS with Tom Seigle, as moderator; John Kieran, Margaret Ford and Anne Ford. Harriet Rhode, bored with life at Manhattan, blew herself to a hotel room and wound up as Gal Friday to columnist Shubert Graham. Larry Hammond's "My Favorite Kid" on Mutual Sunday offering Gov. Harold E. Stassen, Gladys Swarthout, Henry Frazan, Jube Goldberg, Joel McClure and Vic Damone as guests. Merrill E. Joels on "Dental Light" Sunday. Bert Marion lined up for "The Falcon" Monday. Father & Son Item: Sid Cassell opens Feb. 9 in a leading role in New Stages' production of "Chuch St., while on the following line, his 8-year-old boy, Arthur, opens in the Gertrude Berg show, "Molly & Me." Dorothy Blaine, sultry Wisconsin through, bows into the Embassy next week. J. Scott Smart, the Pest Man, being mistaken for Chas. Loughlin (since latter also grew a beard) by the autographs.
**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. Pattman, Director.

**Survey Week of January 9-15, 1948**

<table>
<thead>
<tr>
<th>Title</th>
<th>Publisher</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Dressed Up With A Broken Heart</td>
<td>E. R. Marks</td>
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<tr>
<td>And Mind</td>
<td>Shapero-Bernstein</td>
</tr>
<tr>
<td>Balladine</td>
<td>Jefferson</td>
</tr>
<tr>
<td>Best Things In Life Are Free</td>
<td>Crawford</td>
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<tr>
<td>But Beautiful</td>
<td>Barlow and Van Housen</td>
</tr>
<tr>
<td>Civilization</td>
<td>E. H. Morris</td>
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<tr>
<td>The Dickey-Bird Song</td>
<td>Robbins</td>
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<tr>
<td>Don't You Love Me Anymore</td>
<td>Oxford</td>
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<tr>
<td>Golden Earrings</td>
<td>Paramount</td>
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<tr>
<td>How Lucky You Are</td>
<td>Peter Maurice</td>
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<tr>
<td>How Rare</td>
<td>Supreme</td>
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<tr>
<td>I Still Get Jealous</td>
<td>E. H. Morris</td>
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<tr>
<td>I'll Dance At Your Wedding</td>
<td>George Simon</td>
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<tr>
<td>I'm Comin' A Cootin' Corabelle</td>
<td>Dreyer</td>
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<tr>
<td>Let's Be Sweethearts Again</td>
<td>Campbell-Purpie</td>
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<tr>
<td>The Little Old Mill</td>
<td>Shapero-Bernstein</td>
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<tr>
<td>My How The Time Goes By</td>
<td>Chappell</td>
</tr>
<tr>
<td>Near You</td>
<td>Supreme</td>
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<tr>
<td>Now Is The Hour</td>
<td>Leeds</td>
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<tr>
<td>Pope Won't You Dance With Me</td>
<td>E. H. Marks</td>
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<tr>
<td>Pass The Peony Pipe</td>
<td>Crawford</td>
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<tr>
<td>Serenade Of The Bells</td>
<td>Melrose</td>
</tr>
<tr>
<td>So Far</td>
<td>Williamson</td>
</tr>
<tr>
<td>The Stars Will Remember</td>
<td>Harms</td>
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<tr>
<td>The Treasure Of Sierra Madre</td>
<td>Remick</td>
</tr>
<tr>
<td>What'll I Do</td>
<td>Berlin</td>
</tr>
<tr>
<td>Whiffenpoof Song</td>
<td>Miller</td>
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<tr>
<td>With A Hey And A Hi And A Ho Ho Ho</td>
<td>Breen</td>
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<tr>
<td>You Do</td>
<td>Southern</td>
</tr>
<tr>
<td>You've Changed</td>
<td>Southern</td>
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**Second Group**

<table>
<thead>
<tr>
<th>Title</th>
<th>Publisher</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Fellow Needs A Girl</td>
<td>Williamson</td>
</tr>
<tr>
<td>Alone Like Being In Love</td>
<td>Sam Fox</td>
</tr>
<tr>
<td>An Old Sambuca</td>
<td>Thompson-Bernstein</td>
</tr>
<tr>
<td>At The Candlelight Cafe</td>
<td>Wittmark</td>
</tr>
<tr>
<td>Beg Your Pardon</td>
<td>Robbins</td>
</tr>
<tr>
<td>The First Time I Kissed You</td>
<td>Harry Warren</td>
</tr>
<tr>
<td>I Never Loved Anyone</td>
<td>Dreyer</td>
</tr>
<tr>
<td>I'm Looking Over A Four Leaf Clover</td>
<td>Remick</td>
</tr>
<tr>
<td>I've Got A Feeling I'm Falling</td>
<td>Santley-Joy</td>
</tr>
<tr>
<td>Mode For Each Other</td>
<td>Santley-Joy</td>
</tr>
<tr>
<td>My Bancho Big Grandua</td>
<td>Critchlow</td>
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<tr>
<td>One Raindrop Doesn't Make A Shower</td>
<td>Bloom</td>
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<tr>
<td>Peggy O'Neill</td>
<td>Felst</td>
</tr>
<tr>
<td>Teresa</td>
<td>Duchess</td>
</tr>
<tr>
<td>There'll Be Some Changes Made</td>
<td>E. H. Marks</td>
</tr>
<tr>
<td>They're Mine, They're Mine, They're Mine</td>
<td>Shapero-Bernstein</td>
</tr>
<tr>
<td>Too Fat Polka</td>
<td>E. H. Marks</td>
</tr>
<tr>
<td>True</td>
<td>Santley-Joy</td>
</tr>
<tr>
<td>Two Loves Have I</td>
<td>Miller</td>
</tr>
<tr>
<td>You Turned The Table On Me</td>
<td>Sam Fox</td>
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**Georgia Broadcasters Hold 2-Day Meetings**

(Continued from Page 17) All members of the Georgia Association of Broadcasters are now members of the Georgia Association of Broadcasters, and that a definite but still unspecified set of rules for operating the association will be voted on at the next meeting. Monday afternoon's session was devoted to discussions of the future of radio. The group was divided into two sections, one discussing the future of radio, and the other discussing the future of television. The discussion was lively and productive, with many ideas and suggestions being shared.

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**Still They Come**

Still another theatrical personality joins the ranks of disc jockeys, Saturday when WBZB premiers a new show featuring actor Canada Lee, 8:30 p.m. According to the director, the show will be a musical and dramatic production, with Canada Lee playing a character who will "create a mood, cast a spell, capture the musical rhythms of a local jazz quartet, and make the audience's heart "tremble" and "bloom". His deep voice will be "melodic" and the music will "flow like a stream."
WORDS AND MUSIC

By PINKY HERMAN

- • • • SONS OF THE FARMERS... The music industry has grown to maturity... though comparatively a new profession, it has attained stability in the sense that for the first time in its short history, there is quite a large list of 'second generation' songpluggers... oftentimes we can think of the following contentment truly felt because of our beloved songpluggers who follow in the footsteps of their fathers. ... Sid Kornbeiser, professional manager of Burke & Van Heusen and his brother Bob are sons of Phil Kornbeiser; Eddie Joy, son of George Joy (Sandy-Joy); Paul Diamond, son of the late Lew Diamond; Jerry and Murtle Kelt, sons of the late Joe Kelt; Jackie Conn, son of Chester (BVC) Conn; Artie McCoy, son of Jack McCoy, professional manager of the Warner Bros. Standard Catalogue: Mel Richmond, son of Jack Richmond; Herbert Marks, son of the late E. B. Marks; Marty Tenney, son of Harry Tenney; Jerry Lewin, son of the late Leo Lewin; Murray Massey, son of Irvin Massey; Mort Ascher, son of Emil Ascher; Harry Santly, son of Joe (London Music Head) Santly; Wally Schuster, son of the late Ira Schuster; and Charles Luz, Jr.

- • • • TEN PAN ALLEY OOPS: Burke & Van Heusen's new ballad, "But Beautiful" should be tabbed a quickie clickie... Sidney Mills has signed a new quartet, The Beale Street Boys, to a five year contract... this hop group record for MGM Records... • • • Gene Goodman setting a good plug pace with "Alone With A Blues" in Wilder's blues, "Trouble Is A Man," for Regent Music... • • Ted Steele's morning platter-chatter on WMCA completely sold... what else? Jadd's music savvy and organ wizardry adds up to smooth listening... • • • John Brown, former WBZ producer, in Gotham with a first-rate package... • • John Clarke, record WNSPanner wants to know if anyone has tabbed Gary Cooper the "New Length"... • • Howcome radio doesn't sign Jerry Cooper?... he's a cinch to become a super-Hoofer-Cooper... • • Watch this new ditty climb... Stuart Music's "Who Put That Dream In Your Eye," written by Nacio Porter Brown and Al Stewart... • • Last Sunday, radiolite Adelaide Klein portrayed a "stormy Mrs. Haggerty," on "Storm In A Teacup" then rushed to do a gentle-voiced Jewish Grandmother in "Exploring the Unknown"... quite a vocal transition in the space of an hour... • • Rosalie Allen recorded a novelty for Victor titled "Take It Back and Change It For A Boy"... what makes this an item, however, is that Rosalie, who is Mrs. Malcolm (Music Week Editor) McGlashan, expects a visit from Sir Stork in June.

- • • • The writers of "There, I've Said It Again," Redd Evans and Dave Mann, have another ballad which should make the Hit Parade by the Spring... titled, "I've Only Myself To Blame," published by Jefferson Music... • • Carol Lang, daughter of Charles Lang, has become engaged to Phil Hunter... • • Tops with Chicago's teen agers. is Hank Grant's "Teen's & Tunes" WGN series... another Wendy City disciple forging to the fore is Marj Hogran whose midnite platter sessions from the Hotel Sherman, is heard via WCFL... • • Mole Davis has a new package. "Adventures of Horace Jenkins," starring Edward Everett Horton, which is a honey... don't say we didn't tip you off... • • Lynne Breton, British stage and television, just arrived in Gotham... talent scouts might take a look-a-see here and thank us by sending a check to the Damon Runyon Cancer Fund... • • Jack Gold, writer of "Any Time At All" and "I'm In Love With A Character," has teamed up with script writer Phyllis Stehn and they've sold several radio ideas to agencies up in Boston.

Stork News

A baby girl, their fourth child, was born to Mr. and Mrs. Carmen (CDS) Gragg in Los Angeles on Saturday, January 17. Father is musical conductor of the net's "Old Gold Show" and "Baby Smocks Show." Daughter weighed 7 lbs.

MUSICAL Moods PRODUCED

EXCLUSIVELY FOR TELEVISION

Directed and Supervised by: STANLEY SIMONSON Produced by: Earl S. Dobash

UNITEL 1730 N. Los Palmas

Hollywood 28, Calif.

Television

A Service of Radio Corporation of America
TELEVISION PLANS FOR CONVENTION PUSHED

Stassen-Panley Battle On Tele
Washington—Edwin A. Pauley and Harold E. Stassen, an avowed candidate for the Presidency in '48, will argue before the television cameras this morning when they appear before the Senate Appropriations sub-committee investigating grain speculation. Proceedings will be picked up by WITG, DuMont Capital outlet, and will be carried by WABD, starting at 10 a.m. EST. WNBW, will cover the hearing for local viewers in Washington, and feed an interview with Stassen to WNTB tonight at 7:30 p.m.

Long-Term Pact Set For KY. Derby By CBS
CBS has acquired exclusive "long-term" rights for video coverage of the Kentucky Derby, America's premier turf classic, to be effective in 1949, it was announced yesterday. Present contract, which runs until that date, provides for coverage of this year's classic at Churchill Downs, which will be covered and televised from New York for airing the following day. The 1948 Derby, set for May 1, will be televised for the first time in the 74-year-old history of the classic.

RCA Holds Boston Meet
Boston—Nearly 1,000 representatives of Boston retail organizations participated in two meetings at the Hotel Bradford here this week preparatory to the planning of RCA Victor television receivers on sale in the Hub City, whose first television station, WBBV-TV, will open soon. Dealers were divided into two sessions, one in the afternoon and one in the evening, held under the auspices of the Eastern Company of Cambridge, RCA Victor distributor servicing the Boston area. Compton Is Gen. Mgr. Of WTTG, DuMont Sta.

Walter Compton, veteran Washington newspaper executive and commentator, has been named general manager of WTTG, DuMont Capital outlet, it was announced yesterday by Lawrence Phillips, network's director. He had previously been executive assistant to Leslie G. Arries, recently named national sports director of the web, and conducted a daily news show out of Washington.

A charter member of the Radio Correspondents Association, Compton also has the distinction of being the first fully accredited television news correspondent to the White House. Prior to his association with WTTG, he was director of news and special events for WOL, Capital outlet of Mutual.

Elgin Extends Schedule
Elgin National Watch Co., heavy user of spot television, yesterday extended its current schedule of time signals on WCCB-TV through June of next year. Schedule calls for two announcements on Sunday nights, and was handled through J. Walter Thompson.

Press-Time Paragraphs

Another Green Light
Chicago—Zoning board of the city of Chicago has granted permission to the NBC central division for erection of a television antenna on the Civic Opera Building. It was announced yesterday. Approval clears another hurdle in NBC's plans to spur video activity here in preparation for debut of operations by next September.

To Address Radio Club
Pittsburgh—B. A. McDonald, general sales manager of Westinghouse Radio Stations, will address the Pittsburgh Radio & Television Club here next Tuesday at a meeting in the Keystone Hotel. His topic will be "Radio and Television Outlook for 1948."

To Eliminate TV Interference
Montreal—Spokesman for the External Affairs Department said here yesterday the tentative agreement between Canada and the U.S. is aimed at preventing interference between tele stations within 250 miles of border that a study of a channel allocation is necessary. Agreement is similar to an existing FM arrangement, he said.

Cover Of Political Spring Meetings Speeded Up

Extensive plans for television coverage of the Republican and Democratic national conventions in Philadelphia, in addition to other political broadcasts, are being rapidly taken shape and are expected to be honed down to a smooth and efficient pattern well in advance of the first call to order.

Industry execs have been meeting with political officials with increasing regularity during the past weeks and several original hitches in the overall convention plans have already been eliminated. Trade execs are said to be happily surprised at the progress made thus far—particularly in view of the considerable job to be performed.

According to present plans, estimated television operations will approach a quarter-million dollars, approximately half of which will be borne by the broadcasters themselves. Remainder involves installation and use of terminals and other equipment necessary for operation. RCA, GE, Philco and other top manufacturers it's said, will be asked to contribute equipment needed for coverage of the two meets, and is expected to cost between $90,000.

Press plans for convention cover call for use of 8 to 10 cameras by the tele pool, with hours of operation virtually running from morning till night. Entire proceedings of both confabs will be available to stations on the cable. Other program fare, such as activity around the convention hall, color, etc., will be offered to viewers via special pickups made by stations apart from that in the pool.

Progress of various committees working on live and newsreel coverage of the political conventions will be reported today at a meeting presided over by Jack Poppele, co-ordinator of video planning, with chairman of each group submitting data on respective committees.

Team Mates Again
Philadelphia—Henry L. Dinkel, Hearst representative of The Sightsman Corporation, manufacturers of tele receivers, with John Cooper French, his assistant. Both execs are well known in this area, since they made headlines on the sports pages some years ago as an All-American football duo from Penn State.
NEW BUSINESS

WMQI, Chicago: Sponsorship of the John Hultman new show Mondays, Wednesdays and Fridays by the Shell Oil Co. is announced by the NBC national spot sales department. Contract, set through the J. Walter Thompson Co., is for 45 weeks. Other business includes the Flower of the Month Club, through McNell, Larson & McMahen, to sponsor the 5:15-5:59 p.m., segment of the Dave Garaway platser show on Mondays, Wednesdays and Fridays for two weeks; Louis P. Van Der Essen (gloves), direct, a series of 78-minute announcements to be aired on the "Early Bird" program for 13 weeks; Standard Brands, Inc., through J. Walter Thompson, renewal of a schedule of 20 participations in "Food Magician"; Lever Brother, through Falk & Fulbrook, to sponsor the Stautter, Colwell & Bayles, a schedule of eight station breaks weekly for 52 weeks; Andes Candies, Inc., through Allan Morin & Associates, four station breaks weekly for 52 weeks; Emerson Drug Co. (Bromo Seltzer), through Frank & Fosko, Inc., direct a break per week for 52 weeks; Sunshine Biscuits, Inc., through Newell-Emmott, four station breaks weekly for 13 weeks, and Procter & Gamble Co., through Benton & Bowles, 12 station breaks weekly for 52 weeks.

Sust. Time Free By WPNX
To Public Service Programs

(Continued from Page 1) announced by Edward C. Obrist, WPNX general manager.

Station has notified the 40 most prominent and influential groups of organizations in the Cleveland area (CARE, Health Foundations, foreign and local relief agencies, etc.) informing them of its free broadcast time offer.

In announcing the plan Mr. Obrist said, "I consider it a privilege to be able to make such an offer. In furtherance of this move WPNX is able to enlist more public support for these fine and necessary causes, then I believe we will have made, in our own small way, a contribution to the general welfare of our nation."

New KOMO Studios

Seattle—O. W. Fisher, president and general manager, KOMO, Seattle NBC affiliate, has announced the opening date for the station's new studio facilities in the Puget Sound city as Feb. 16th. The week will be highlighted with a star-studded weekend, including approximately 2,000 invited guests. The studios will be open for inspection by the general public on Thursday, Feb. 19th, continuing throughout the balance of the week.

Stork News

Don Witty, ABC script writer, and his wife are parents of a girl, weight six pounds, eight ounces, delivered at the French Hospital, New York, on Jan. 10. Newcomer is named Melissa and is the second for the Wittys.

COAST-TO-COAST

DENVER—Newly inaugurated series of broadcasts, aired over KLZ, titled "Rivals On the Air," with hostess Major James Quigg Newton, asks for and answers letters from his listeners. Program is aired each Sunday from 12:30-12:45 p.m.

KPEL's popular disc jockey, Ray Perkins, has been chosen to head the Lakewood Kiwanis Club's Jefferson County Amateur Show which will be held tomorrow. Club is staging the radio industry's youth activities in the Denver suburb.

FLORIDA—New additions to the WPQD staff are Dorothy Duncan, continuity, and Jim Wilson, news editor. They are replacing Margle Lemon and Steve Fisher, respectively. MIAMI—Lunchen With Josephina," audience-participation quiz program, with hostess Noreen McCarthy, known for many years in New York as "Elisa Mazon." recently premiered over WQIO. Program, heard Monday afternoons at 1:30, will be broadcast direct from the Shell Room, "House of Gongs". Master of ceremonies is Kirby Brooks. DAYTONA, FLA.—A new disc show on WMFJ is Requestly Yours, featuring Walter Strawie and Jack Robin, who keep the show spinning with favorite songs and their favorite jokes.

OREGON—KVALL—New KOAC series of broadcasts, to be presented in cooperation with the American Chemical Society, is "Headlines In Chemistry." Format calls for a narration of each week's news on chemistry by Joseph Schulein, associate professor of chemistry and chairman of the Oregon section of the American Chemical Society, who will also interview live guest experts in the field of chemistry...Programes are aired Wednesday evenings at 6:30.

PORTLAND—Leslie Scherter, formerly with KDIA in Pittsburgh, has been appointed aud. tor for KEX.

TEXAS—Tom Jemurray, formerly news editor of KFRC, takes over the du ty of news director for KLEE's new 5,000-watt outlet in this city soon slated to hit the air....SAN ANTONIO—New members of the KTSK commercial department is Bill Kelley, formerly with KFDA, Amal- lia and WROY, South Bend, Indiana. Kelley has had experience in news, entertain ment and sales promotion.

SOUTH CAROLINA—COLUMBIA—G. W. deShaford, general manager of WIN, the Surety Life Insurance Company radio interests (WSPA and WSPA-FM, Spartanburg, and WIST-FM, Cher- lotte), has been appointed a co- nstant on the staff of South Carolina's Gover nment Radio System from Thursday to Saturday. CHAR- LOTTE—New WPAF program di rector is Fred Bernsteh who has been on the station's sales staff. Bernsteh is also a former NBC affiliate, the WPA, for whom he conducts two daily sports programs on the station.

COLORADO—BUFFALO—Something unprecedented in this city's radio history will take place tonight when four Buffalo sportscasters combine their forces at the City of Dimes dinner in the Hotel Statler ballroom. Each announcer will interview different Buffalo outdoor sportsmen present at the dinner. These include owner-managers Joe McCarthy of the Boston Red Sox, Charley Trippi of the Chicago Card inals, Coachin Buddy Ross of the Pitts burgh Pirates and other home-town sports figures. Charley Bailey of WBEB will broadcast at 6:45 p.m. Jim Wells of WBNF will go on the air at 1:15: Ralph Hubbell will put on program on WGR at 6:30 p.m. and Stan Smith will have his hour with his WSBW show, starting at 6:46 p.m. SYRACUSE—Dick Cowell, who, for the past year has been doing a cabaret show, is bringing his orchestra into town and will be booked as one of this city's outstanding dance bands.

MASSACHUSETTS—BOSTON—Marking a unique step in the acceptance of commercial radio by educators, the Massachusetts commissioner of education, John J. Desmond, Jr., will receive, on behalf of educators, librarians and parent-teacher associations in the state, the 52-week series of Ronald Colman-narrated "Favorite Stories" dramatizations dur ing a special gathering of 150 Bay State educators at WBZ and WBZA this afternoon. The dramatizations will be presented to the commissioner by Richard H. Edwards, Jr., vice-president and publicity director of Jordan Marsh. Other sponsors of the Sunday evening program.

SPRINGFIELD—Albert J. Zack, news editor of WSPR and prominent city newspaper executive, has resigned from the station's news bureau to become director of public relations for the Ohio Street Bank.

WISCONSIN—APPLETON—Roger Mueller, WHBY program director, was elected president of the newly organized Wisconsin-Upper Michigan Broadcasters' association. January 10. Purpose of the association is to encourage ideas that will stimulate good audio listening in the small radio field. MILWAUKEE—Edward Reicht Sings has replaced Barbara Jacobs Sings as a 15-minute program over WTMJ. Reichelt is a boy tenor, appeared for two years at the Radio City Music Hall in New York. Program is sponsored by the Milwaukee Preserve and Flavor Company.

GEORGIA—ATT-ANTA—Weldon Shows, of the WGST, engineering staff, has been elected mayor of North Atlanta, which is located nine miles from the center of Atlanta proper and has a population of approximately 3,000. Shows has his own home, and practices law as well. Former vice-president and general manager of WGST, Allan C. Wetherell, has accepted the position of account executive at WAGA.

AGENCIES

ALTON KETCHUM and DONALD G. CALHOUN were elected vice presidents at the annual meeting of the board of directors of McCann, Erickson, Inc., according to announcement of H. K. McCann, president of the agency.

WILLIAM H. (Bill) GROODY has resigned as eastern radio head of Saffarei talent agency to become sales director of Sherman H. Dryer Productions. He is supervising the spring sales promotion on eight new Drye programs plus "Exploring the Unknown," on which reversion sponsorship is imminent.

BROOKE SMITH, FRENCH DORRANCE, INC., Detroit and New York advertising agency, announce the addition of Sanford T. Oldham to its copy staff.

JAMES R. CURTIS, president of KFRO, Longview, Texas, has signed a contract with Donald Cooke, Interstate News Services in New York, Chicago and the West Coast, to represent the agency, KFROF is an affiliate of the American network.

ROBERT Mc. GAMBLE, JR., has joined Courtland D. Ferguson, Inc., Baltimore (Raleigh, Roanoke, Indiana), as account executive after having resigned from a similar capacity with Justin Funkhouse (Balmore).

Send Birthday Greetings To—

January 23 Edward Harris Madeline Ensign Edward Phillip Lyon Earl Waldo Van Buren Smith
January 24 Oscar Bradley Leo Fitzpatrick Anne Janison Milo Koye "Kenz" Sisson Jane Hay Bill Davidson Lee Otis
January 25 Portland Holts Teddi Bly Robert Durham Bob Reayworth C. A. Snyder
January 26 Ed Ballentine Wyllis Cooper Charles E. "Green" Joseph Koehler Donald W. Thornburgh
January 27 Bernice Claire Benay Venuta B. G. DeSylva C. T. Hughes Lee Hughes
January 28 Irene Bennett Arthur Gary Frank Haely Nelson Olmsted Mort Silverman Edward F. Loomis
January 29 Joy Hodges Ted Green Alice Patton Joe Parkar Ellin Palmer

Friday, January 23, 1948
MILLER ANALYZES WHITE'S RADIO BILL

Networks And AFM To Resume Negotiations

Final week of network-AFM negotiations prior to expiration of the current contract starts today at union headquarters in New York at 3 p.m. and there's little to indicate that the two parties can reach a blanket agreement by next Saturday midnight. No strike is in sight at this point, however, and it's a pretty sound bet that after this week networks and musicians will continue normal operations while negotiators struggle to evolve a plan that will work for both parties.

While both networks and Petrollo (Continued on Page 4)

Chesterfield Buys Giants Sked On WMCA, WBN'T

Chesterfield Cigarettes will sponsor broadcasts of the entire 48 schedule of the New York Giants baseball club over WMCA, plus television coverage of the home schedule over WBN'T, it was announced over the weekend.

Frankie Frisch, eminent sports figure and one of the two announcers of the Giants' games over WMCA last summer, will call the play on both radio and television versions simultaneously, according to present promise (Continued on Page 3)

New Philco ET Deal Closed With Finley

Hollywood—An innovation in electrical transcription deals in air platter history was revealed the past week-end by Larry Finley, of Finley Transcriptions, when Philco accepted four Finley waxed shows for use by Philco dealers on a cooperative basis. The Finley shows getting Philco's blessings are "Myrt and Marge" 130 fifteen-minute shows; "Flight With Robin" 39 fifteen-minute shows; "Diary of Fate" 52 one-half-hour shows, and "Murder at Bluebird" 31 one-half-hour shows and six three-quarter-hour shows.

WBAL Petitions The FCC For Blue Book Deletion

Washington, D.C.—Heard Radio yesterday asked the FCC to delete references to WBAL, Baltimore, in the Blue Book. Hearst reiterated its demand for deletion following criticism of the Blue Book by the District Court of Appeals. The court ruled the FCC for comparing program predictions of WBAL's former owner with programming practice of Hearst. (Continued on Page 2)

200 Reservations For AWB Gathering

Advance registration for the fifth annual convention of the Association of Women Broadcasters is over the 200 mark, according to Mrs. Dorothy Lewis, vice-president of the AWB. The confab will be held at Washington's Mayflower Hotel Jan. 20-21. Included on the social agenda are a White House tea, visit to Congress, sightseeing, visit to the British Embassy, tea at the Philadelphia Embassy.

Two New Vice-Presidents At Kenyon & Eckhardt

Two new vice-presidents are announced by Kenyon & Eckhardt, including Neil Mulhern, for the last three years a network account exec with ABC in Detroit, who will be placed in charge of the agency's Detroit office. Appointment of Mulhern. (Continued on Page 2)

New Milwaukee Indie Sta. Signs 1st Com. Sponsor

Milwaukee—Staffed with well known personalities of radio, WMAW, Milwaukee's new 5,200-watt independent station, last week signed its (Continued on Page 2)

Networks Lending Support To 'March Of Dimes' Drive

Radio's joint national salute to the annual March of Dimes campaign is set for Friday night, Jan. 30, with a Hollywood originated show plus a five-minute address by President Truman from the White House. In addition to combined facilities of the four major networks, the 45-minute show will be aired by hundreds of independent outlets. Broadcast is scheduled by ABC, CBS and MBS from 11:15 p.m. to 12 midnight, EST, with NBC joining the hookup at 11:30 p.m. EST. Personalities who will be heard from Hollywood include Rita Hayworth, Bob Hope, Jerry Colonna, Beryl Davis, Tony Martin, Ralph Edwards, Henry Varnum, Sweden's Astrid, and Victor Young and his orchestra. In Washington, Basili O'Connor, president of the National Foundation for (Continued on Page 2)

NAB Proxy Likes It, But Warns Against FCC Program-Control; Suggests Five Additional Provisions


Acting on a request for analysis of the White radio bill, Judge Miller gave general approval to the proposed new measure but reiterated his opposition to leaving any program super (Continued on Page 3)

RMA Board Confirms Actions Of Committees

Chicago—Most of the suggestions adopted at the various RMA committee meetings were approved, with minor changes, at a meeting of the RMA board of directors held Thursday at the Stevens Hotel.

The board gave unanimous approval to continuation of "town meetings" such as that recently held in Philadelphia. It was agreed that the Philadelphia meeting brought out much (Continued on Page 9)

Sponsor Indianapolis Race For 3 Years On Mutual

The annual Memorial Day Indianapolis Speedweek automobile race will be sponsored on the Mutual network for the next three years by the Perfect Circle Piston Ring Co., Hagerstown, Ind. The event will be aired exclusively over MBS. Agency is Henri, Hurst & McDonald, of Chicago.

Memory Lane—s

The Smith Sisters, a quartet of singers ranging in age from 74 to 87, arrived in New York this past weekend with Johnny J. Jones, Columbus Dispatch columnist, for a guest appearance on "We The People." The "girls" Jones explored, were the toast of the Lyceum circuits 50 years ago and still are able to sing well.

Holdouts

Jack Gould, radio editor of the New York Times, and John Crosby, radio editor of the Herald-Tribune, have declined invitations to join the newly organized Radio Critics Circle in New York. Gould gave his reasons for being a holdout in yesterday's radio section of the Times and Crosby, through his column, recently indicated there were too many polls and awards.

www.americanradiohistory.com
HOACIO MEYRIALL, formerly of the Mc
Came-Eckstein office in Buenos Aires, is com-
mented to have been here yesterday on a visit to
his foreign department office in New York and will re-
tain his position as managing director of the firm.

MURRAY ARNOLD, program director at WIP, 
Philadelphia, arrived in Chicago on Friday night and
will remain until the end of the month. He will
be in charge of the station's promotion work.

DON MILLER, sales manager of WCRS, left
yesterday on a business trip to Chicago.

L. S. McCord, manager of sales training for 
the home radio division of Westinghouse, is back
at the Baltimore office after spending two weeks
addressing the Kiwanis Club of Lewistown, Pa.

DICK "Boston Blackie" KOLLAR, who has 
been featuring in New York, will return to his home
in a few days and resume the WOR broadcast
on Wednesday.

New Milwaukee Indie Sta.
Signs 1st Com. Sponsor

(Continued from Page 1)
first commercial contract with Roy E.
Johnson, president of Roundy, 
Beckham & Dexter company. The con-
tract was signed in the office of George 
E. Inghram, general manager of 
Roundy.

The first sponsor—a wholesale groc-
ery firm—will sponsor the 11:30 to 
12:30, noon, portion of "Heinnie and 
His Grandmother," "Saturday Night at 
Heinnie," well known to radio as 
Jack Bundy is vice-president of the 
station's program department. He also had his own 
shows on WTJY, Milwaukee, and WOR, New York.

Associated in the station are Woods 
O., Wood & Co., who will have the 
title of assistant general manager; James G. 
Sandison, former manager of the Boston office of Ed-
ward Petry & Co., will also act as 
management; Charles Chan, 
former New York producer, who will 
be program manager; and Hal 
Miller, formerly of WINS, as production 
director. Ralph Hermann, formerly of 
WTJY and the New York branch 
staff of NBC, is musical director, 
and Ray Host, formerly of WEMP, Mil-
waukee, is chief engineer. Paul Miles, 
formerly of KMOX, St. Louis, is prom-
motion manager.

Wbal Petitions The FCC
For Blue Book Deletions

(Continued from Page 1)
station's present owner. The company 
also asked the Commission to hear the 
case of WBAI, now scheduled to 
resume on Monday. Counsel for 
Drew Pearson and Robert Allen, who 
are seeking WBAI's facilities, said 
that the Hearst Radio petition would be 
fought.

Kiddie Hour In Night Spot

Herb Sheldon, who with Magel 
McNeil's play five times a week, 
occasionally participates in the 
lunchbox show at the Latin Quarter, 
announced that beginning last Satur-
day, Jan. 26th at 11:00 p.m., a weekly 
series for children now is being air-
eyed. Featured will be prizes, audience 
participation and party games, en-
ceed by Sheldon. The program is 
heard via WJZ.

FOR SALE

Four times daily—latest model. Brand new 
12200. All rights, license, and camera equip-
ment. Price to be negotiated. C/46-4091, Miss Horton.

10 YEARS AGO TODAY

(From the files of Radio Daily)

Report by FCC Commissioner T. A. Craven urged industry 
to continue organizing competitive 
netwics, particularly state 
cast. Among those named 
were WJW & Co., was 
top agency, spending on 
Mutui with $224,611. Brocke, 
Smith & Dunn was close 
second, with Ruthrauff & Ryan 
third.

WEBSTERN 2743

NEW YORK STOCK EXCHANGE

High Low Close Chg.
Admiral Corp. 15 15 15 0 Am. Tel. & Tel. 150 150 150 0
CBS 223 223 223 0
Defoe & Co. 135 135 135 0
Electron Corp. 435 435 435 0
Green Electric 345 345 345 0
Fulton 125 125 125 0
RCA Common 85 85 85 0
RCA First pfd. 65 65 65 0
Stewot-Werner 155 155 155 0
Westinghouse 275 275 275 0
Westinghouse pfd. 92 92 92 0
Zenith Radio 215 215 215 0
Nat. Union Radio 165 165 165 0

OVER THE COUNTRY

Big Asked

Delmont 175 15 10
Strupberger-Carbon 175 15 10
WAGC (Baltimore) 175 15 10
WJFR (Detroit) 12 125

Less for your money?

That before- and after- picture 
shows the amount of food you 
could buy for $5.00 in 1941—and 
what you get today.

In 1941, you could get 2 pounds of 
utter, 3 dozen eggs, 3 round steaks (as thick and 
15 pork chops.

Today, this has shrunk to 
2 pounds of butter, a dozen eggs, 
a thin round steak and 7 pork 
chops.

That's not the picture 
values in Baltimore radio. It's 
an independent, W-J-T-H, that 
this day as in 1941, gives you more 
for your money than ever before. 
It is W-J-T-H that continues to 
deliver more listeners-per-dollar-
spends than any other station in town.

To make your dollars count in 
the country's 6th largest city, 
shop wisely ... use W-J-T-H, 
the successful independent.

AM AND FM

Baltimore 3, Maryland

W-J-T-H

AMENSLEY, President

Represented Nationally By Headley-Reed

 Coming and Going

JOSEPH SPADEA, manager of the Detroit office of CBS network sales, left Friday for De-
troit, having spent the week in New York on business.

THEODORE KOOP, news director of the CBS station in Washington, where he'll get together with the 
program committee investigating health conditions.

WRIGHT WEBST, memee om "We the People," 
has returned safely from a week-end of skiing 
in Great Barrington, Mass.

ALLEN T. SIMMONS, owner of WADC, Colum-
bia, will be in New York called 
Friday at the station relations department 
of CBS.

Weds Lending Support To "March Of Dimes"

(Intantlie published, will introduce 
President Truman.

Immediately after singing the pooled 
broadcast, CBS has arranged a "March 
Dimes-Cavalcade of Bands" from 
2:30-3:15 a.m. EST, with pickups from 
Lexington, Vt., Cedar Grove, N. J., and 
New York City. Orchestras fea-
tured in the 50 minutes of music in 
behalf of the campaign are those of 
Elliot Lawrence, Tony Pastor and 
Frankie Carle.

Another activity in behalf of the 
March of Dimes is the "Penny Far-
ade," a special broadcast, sponsored by 
Jesse James, which featured a 
juvenile film star Margaret 
O'Brien. Local community "Penny 
Parades" are being conducted along 
with the week by MBS affiliates with young-
sters donating pennies to the drive.

Two New Vice-Presidents

At Kenyon & Eckhardt

(Continued from Page 1)
lon graphic in advertising with several 
more motor car accounts, is another 
big deal of KEB's taking over the Lin-
coln-Mercruiser account. His back-
ground in Detroit covers several years 
ago, and also Young's in Chicago. 
In KEB's New York office, E. W. 
Newson, with the agency since 1936, 
has also been named a vice-president 
and will continue his responsibilities as 
an account representative.

New WNBC Accounts

New business announced last week 
by WNBC includes twice-weekly 
sponsorship of Norman Breckenridge's 
9:45-10 a.m. seg by Duble & Co. 
for Dollar Book Club through Huber 
Hoge & Son, E. J. Pfeiffer, Inc.

makers of Devon ruins were able to 
win the 8:30-9:45 portion of Hill 
Jinx, Tuesdays and Thursdays for 13 
weeks effective Feb. 10. Wiley, Frazier 
& Davenport took the agency; Robert 
Button landed both accounts for NBC 
Spot Sales.

J. B. Conley Stricken

Philadelphia—J. B. Conley, general 
manager of Westinghouse Radio Sta-
tion WMJ, is taken ill at his home 
with an attack of Virus X.
Miller Warns Against FCC Program Control

(Continued from Page 1)

Vision in light of the Commission's action, he declared: "Entirely apart from the prohibition of network affiliation by the First Amendment, although clearly germane to its underlying philosophy—is the fact that no small group of men in Washington—charged with the enormous duties of regulating a vast communications system can possibly predicate, wisely or even intelligently, over all the individual needs of the American people in the fields of information, education and entertainment."

Makes Five Suggestions

Judge Miller also proposed:

1. That salaries of $15,000 would be appropriate for properly qualified FCC commissioners.
2. That the FCC chairman should be appointed by the President, rather than elected by commissioners or chosen by annual rotation.
3. That the Communications Act be revised to place future employment opportunities for commissioners and their staffs on a discriminatory and any legislation of this nature should be enacted with respect to all administrative agencies and should be uniform.
4. That a provision barring advocacy of "the overthrow of the Government by force of violence" be added to the bill.
5. That the provision of the original licence which gives the Commission the right to control the business of broadcasters, which has been deleted in the present version, should be reinstated.

Insurance Co. Sponsor Signs For Full ABC Web

(Continued from Page 1)

show is heard every Monday from 8-10 p.m. EST. Last month the sponsor paid $40,000 and only 80 more stations to the original 13 but then a decision was made to put the show on the full web. Agency is McCann-Erickson.

Expansion to a coast-to-coast hook-up for "Point Sublime" marks complete departure by the John Hancock company from institutional advertising into mass radio appeal. Cliff Arquette is the star of the series which also features Mel Blanc.

Dave Garroway Show Sold To National Guard On NBC

Chicago—The "Dave Garroway Show," heard on NBC from 10:30 to 11 p.m., CST, has been sold to the National Guard for 12 weeks starting February 15 and will be heard over the entire NBC network. Show appears to WGN, WBBM, and WLS. Bob Hope, who is the group the National Guard wishes to reach. Sale was made by the Gardner agency of Chicago, and Jim McEdwards was salesman for NBC. At present the show is heard sustaining on 70 stations.

The Week in Radio

* * *

AFM-Webs Before House

By VAL ADAMS

History of network-AFM negotiations told in House Labor Committee hearings. Biggest single lunk of news came from Petriello—that he could change his mind about recordings.

A stream of CBS-sided on his contentions. Petriello, however, stuck to his guns and declared his evasion on all income he'd made, public or private. He declared the refusal to license stations new networks couldn't be anticipated on FM. They might answer that they have to present agreements, however, was not made. After an exchange of heated words, Petriello was censured by the committee chairman. Time permitting, a hearing was scheduled for February 14. It is expected that the committee will take up the matter of the network's rights to FM stations.

Petriello testified that since passage of Taft-Hartley law, he has not specified how networks can't duplicate on FM. The committee should specify that in FM. They have been directed to FM to show not to present agreements, however, was not made. After an exchange of heated words, Petriello was censured by the committee chairman. Time permitting, a hearing was scheduled for February 14. It is expected that the committee will take up the matter of the network's rights to FM stations.

Committee Chairman Hartley said British had signed 123 new stations to the program since the ban was lifted. It is expected that the committee will take up the matter of the network's rights to FM stations.

Retail sales of recordings hit $200,000,000 annually. James Murray of RCA-Victor disclosed before committee. Murray says if ban continues manufacturers may have to try using un-voluntary musicians.

Tutte National Associated Program Service said recording companies are eager to get together with Petriello and "work things out.

Ad budgets in 43 pass those of last year, predicts Sig Larson of VOA, but advertisers are hesitating about long-term commitments.

Dancr-Goerlitz-Sample topped list of billings placed with four major advertising agencies in 1947. Figure was $21,150,290. Radio donated $7,500,000 in time and talent to Veterans Administration in 1945. Figures.

"Voice of America" bill, granting permanent establishment, sent to White House. For signatures. Funds still to be provided. Communications field faces evolution impacting comparable to introduction of rotary press and motion pictures at same time, said Hugh Beville, Jr., NBC research director. He said impact coming from television, FM and facsimile. 10,000,000 sets against CBS. CBS, which is in "My Friend Irma" show, dismissed in Los Angeles Superior Court. Judge said plaintiff, Arthur Kurlan, showed no evidence of plagiarism.

Emerson Radio and Phonograph Corp. had 88 per cent increase in net income for fiscal 1947 above any previous year. Holders of capital stock split net income quirky, after all taxes, of $23,002,042, making it $3.54 per share. Production of radio and television receivers broke all records in 1947, RCA announced. RCA members turned out over 17 and one-half million and other manufacturers another estimated million. Television set production was 173,371, compared with 6,746 the previous year. RCA and affiliates will use five-minute ET, based on new time "Saturday Date," to promote its block of Saturday night shows. Long expected 'Anderson Family' in half-hour show.

New Philco ET Deal Closed With Finley

(Continued from Page 1)

the 'Anderson Family' 22 one-half-hour shows.

These will be made available to more than 20,000 Philco dealers on a co-operative basis, with the dealer paying 50 per cent of the show's cost and station and time buyers paying the other half of show time and cost. Deal was announced at the annual Philco Convention at Palm Beach, Fla., to over 1,500 who represent Philco's division managers, district representatives and distributors.

Commercial copy on the shows will be handled through Hutchinson Agency, who arranged the deal between Finley and Philco.

This marks the first time that Philco has had a get-up show for its dealers and distributors.

Finley is enlarging his sales organization to 20 men, who will work with Philco's 165 distributors.

Chesterfield Buys Giants Sked On WMCA, WNBW

(Continued from Page 1)

plans. Other member of the duo has not been signed as yet. Sponsorship of both schedules will become effective April 21. Agency for Chesterfield is Newell-Emmitt.

Parrot Fever

Seems there's a chanteuse on KYW who has a parrot. Parrot moulting, dropped 12 green feathers. Chanteuse, on the air, tried to promote Community Chest by offering green feathers for red. Drove promotion department mad; had to dye hundreds of duck feathers to meet demand. If KYW can get Philadelphians that excited over feathers, think what it can do for your product KYW, 50,000 Watts NBC Affiliate.
By NAT GREEN

MUTUAL'S Saturday night feature, "Hospitality Club," visited at Chicago Saturday, broadcasting from the stage of the Regal Theater on Chicago's North Side.

Some 70 representatives of the Campbell Soup Company who will be meeting in Chicago will attend the broadcast of WBEM's "Melody Lane" next Tuesday.

When the New Year's Day storm cut off Mutual, WJZ, and stations KROS, Clinton, Iowa, and KHRM, Hannibal, Mo., broadcast Mutual Totsen, who was recording them from WGN broadcasts.

Arthur M. Holland, of the Malcolm-Howard agency, flew to Chicago last week for a ten-day vacation.

Bruce Macfarlane, son of the late W. E. Macfarlane, businessman of the Chicago Tribune, will spend January 5 on the night staff of the WGN news room.

Patsy Lee, 25-year-old Milwaukee singer, is temporarily subbing for Patsy Lee on the "Breakfast Club" while Patsy is recuperating from a cold.

Marshall Kent, new member of the WGN announcing staff, is disc jockey on the new Marshall Kent Show which made its bow on WGN Jan. 5, 4:15-4:30 p.m., Monday through Saturday. Program will be sponsored for 52 weeks by Colgate, Palmolive, Peer, Duke Ellington, whose disc jockey show is heard nightly on WSB, Chicago, has coined a new term for disc jockey. It's "equestrian of the platters."

Hal Hohensten, WGN farm director, will join Dr. R. Milton Carleton, director of the American Horticultural Council, in a new weekly garden series, "The Practical Gardener," which will be heard over WGN and Mutual, 11:15-11:30 a.m. Saturdays.

Networks And The AFM

To Resume Negotiations

(Continued from Page 1)

voiced hope in the last two weeks that a new pact could be signed by the end of this week, certainly a sign of good relations, there is just no evidence to suggest that this optimism will flower into reality. Current pact was reached by networks and Local 802 in New York several months after the previous one expired in 1947 and at the time discussions were devoted entirely to pay scale and vacations. Now FM and television are in the picture plus new legislation which knocks previous patterns out the window. In one way, negotiators find themselves almost starting from scratch again.

AFM's executive board will be present at today's session and as long as this holds true talk will be toward a blanket agreement now that AFM and television. While some points were explored in these two new factors in station bargaining, it is in Chicago on last Tuesday, negotiators are far from coming to any definite arrangements.

California Commentary...!

• Don Bernard Rehearsed Records, Inc., announces that more than 150 standard songs have been recorded by the same accompanists who play for leading singers. The Bernard organization is making these accompaniment records, originally made for professiona- and students on discs for home use, available to stations and advertising agencies in 16-inch double-face Vinylite pressings, NAB lateral standards at 33.3 RPM. * * * Dale Evans and Roy Rogers, who have been honeymooning in Texas, returned to Holly- wood Jan. 20th, and accompanied by Art Nash, Rogers' manager, imme- diately left for San Francisco. The Rogers went to Coloma, to lead the Discovery Day parade that marked the opening of the State Centennial Commission celebration of the 1848 discovery of gold at Sutter's Mill. * * * Adorning a store's lavish display of imported wines, Judy Canova over- heard another customer, a native Californian, no doubt, exclaim, "You mean they make champagne in France, too?"

• Charles Collier, managing director of the Advertising Association of the West, and Bob Melick, president of Young & Rubican, the newly elected regional president, headed the organization meeting of the new San Bernardino Ad club Jan. 22. The club is being sparked- by Russ Burroughs, sales manager of KMBT, there. * * * The switch of "The Adventures Of Ozzie And Harriet" from Sunday to Friday has enabled busy Janet Waldo to return to her original role of Em- my Lou Johnson, the girl next door. * * * Danny Thomas joined with Eddie Cantor, Margaret Whiting and Jo Stafford when KFWB disc jockey Peter Potter celebrated his $50,000th platter with a broadcast. "The Adventure Of Ozzie And Harriet" moved to Sunday, which has boosted the show's audience so much that it has been moved to the 7-9pm slot, an hour later than the 6-8 slot it had last year. * * * The "G. E. House Party" celebrated its fourth birthday Jan. 15. Al Hohn- sen, "Duffy's Tavern" scripter, is writing with one hand these days, since breaking his left arm in a fall at his home. * * * Georgia Backus, one of radio's busiest actresses, is playing an important role in "Ablig- gail, Dear Heart," at Paramount. Her first film was "Citizen Kane" with Orson Welles, and she recently worked in "Dream Girl," at Paramount.

• Marion Block announced that Mrs. Charlotte L. Brodley, 680 Ontario, St., Chicago, N. Y., was the winner of the contest he sponsored on his Mutual program plating show to find a new, more appropriate name for "disc jockey" with her suggestion of "Waxto." * * * Unable to find space in crowded Los Angeles, Jack Carson's NBC writers have come up with the most lust harshest boasts by anyscripters in Hollywood—Jack's guest house, with adjoining patio, steam bath and swimming pool. * * * Bill Lawrence, director of "Screen Guild Players" and "Take It Or Leave It," began his radio career as a part-time announcer on WCCO, Minneapolis outlet for CBS. * * * Andy Andrews of the "Club 15" Andrews Sisters, and her bridegroom Marty Melcher, have just sold their home in Brentwood and have moved into a new house in North Hollywood, which is provided with all the healthful amusement accessories such as swimming pool, badminton court and handball court.

• Chet Lauck, who plays Lum on CBS' "Lum 'n' Abner" series, journeyed to Los Angeles to arrange for shipment of 100 head of cattle from his ranch to the Los Angeles market. When the time comes for some motif decorating around his Beverly Hills home, Jean Herethot, CBS' "Dr. Christian," drops the sponge and sculptural routine, dons smock and beret, and palette in hand does his own painting. The playroom-decor, decorated Danish style, is Jean's own handwork, complete to the "good health" axioms on the oak beams.
The year 1948 will be the most critical year in world history! It will be a year of decision ... And THE GREATEST VOICE IN AMERICA TODAY IS RADIO.

RADIO must and will accept these great responsibilities in 1948.
FREEDOM is a precious privilege. It stands for the rights of every AMERICAN . . . his beliefs . . . his rights to speak, act, and above all his rights to vote as his conscience dictates.
WHO'S WHO IN RADIO

ALBERT WAYNE COY

ALTHOUGH he has been in radio less than four years, Wayne Coy already has done more for the good of the industry than some others do in a lifetime. He was one of the leaders of FM Broadcasters, Inc., a board member of that organization's successor, FM Association, a small station director of NAB, and a member of numerous NAB committees. As chairman of an industry committee working in co-operation with FCC, he helped bring about the recent clarification and simplification of application forms of broadcast licenses.

This seemingly endless supply of energy and his pleasant personality, coupled with his long, successful career in journalism and public service will stand him in good stead as he knuckles down to his difficult and interesting new task of getting his A.B. degree. Twenty years later, his alma mater awarded him the honorary degree of Doctor of Letters.

Coy began his newspaper career at the age of 16 as a copyboy on the Evening Star and in later years had charge of the editorial page for the Philadelphia Inquirer.

As editor of the paper for four years until 1930, when he became editor and publisher of the Delphi (Indiana) Citizen, a crusading weekly.

Entering politics in 1933, Coy became secretary to Paul V. McNutt, newly-elected governor of the Hoosier state. In those dreary days of the great depression, he directed the Governor's Commission on Unemployment Relief and later organized and administered the State's first Welfare Department.

He was introduced to the complexities of Federal Service in 1935 when he was appointed State and regional administrator for the Works Project Administration. Two years later, he went to the Philippines with McNutt, who had been appointed High Commissioner for the Islands. In 1939, when McNutt was named administrator of the Federal Security Agency, Coy became assistant administrator. His next step, which came two years later, was to move to New York as the White House liaison officer with the Office of Emergency Management.

In 1942 he was appointed assistant director of the budget, and in addition to other his duties, he was held until Feb. 1944, when he left Government service.

As assistant to Eugene Meyer, publisher of the Washington Post, Coy was introduced to radio in 1941 when the Post and WJW were in charge of all radio activities of the organization including WINX-FM.

From 1934 to 1940, Coy served as a second lieutenant in the Indiana National Guard. Later, he was a member of the Advisory Committee on Selective Service and the Joint Army and Navy Registration Board.

In 1928 he married Grace Elizabeth Cady. They have three children, Stephen, 16, and Albert Wayne Jr., 9. Coy is a member of the American Academy of Political and Social Science, American Society for Public Administration, Phi Delta Theta, Sigma Chi and the National Press Club.

A Baptist, a Democrat and a Mason.

Commission Grants WMC Change In FM-Tele Letters

Memphis—The Federal Communications Commission granted request of radio station WMC, Memphis, Tenn., to change the call letters of its FM station which has been in operation since May, 1947, from WMC-FM to WMCZ. The Memphis Publishing Company, licensees of WMC, also asked the commission to change its television station call letters WMCZ-TV to WMTX.

WMCZ will increase its power to 261 kW upon completion of a new 700-foot tower which will be ready for operation some time in April this year.

and director of research in child development at the University of Michigan, and the Rev. Phillip S. Moore, dean of the Graduate School of Notre Dame University.

Quiz Kids To Continue "Best Teacher" Contest

Chicago—The "Quiz Kids" program is continuing its third annual "Best Teacher" contest, which began officially with an announcement by Dr. Paul A. Witty, of the department of education at Northwestern University, on the "Quiz Kids" program Sunday, January 25. The broadcast will originate this year from Louisville, Ky., before an audience composed entirely of teachers and school administrators.

Winner of the contest will receive a cash prize of $2,500 to be used for a full year's study at any university or college. Cash prizes totaling $1,500 will be offered to elementary and high school students writing the best essays on the theme "The Teacher Who Has Helped Me Most." Teachers besides the winner will each receive a cash prize of $50.

Judges of the contest will be Dr. Witty, assisted by Dr. Willard Olsen, professor of education and psychology.

WGY Advisory Council Holding Meeting Today

Schenectady — The first post-war meeting of the WGY Advisory Council, which this year will discuss FM and television as well as standard wave broadcasting, will be held in Studio A at WGY today starting at 3 o'clock.

The session will be attended by a group of 20 women who are promotion men's wives in the respective communities in the WGY area. They will be given an opportunity to tell what they like and dislike about broadcasting and television.

"It is from such constructive criticism that we hope to improve the service we render to the public," according to G. Emerson Stearns, manager of WGY.

Principals speakers at a dinner to follow the meeting will be Easton, who will discuss FM and television; Walter J. Popp, of NBC, and R. S. Pares, vice-president of General Electric in charge of radio broadcasting, advertising and publicity.
THADDEUS (TED) KELLY, formerly radio time buyer at Batten, Barton, Durstine & Osborn, has been appointed advertising agency, effective February 11th, by the Orange-Crush Company, to handle both Orange-Crush and the Old Colony Bitters, a beverage line of soft drinks in the U. S. A. The agency will also handle the advertising of the Inter-Crush Company and the Orange-Crush Company, Ltd., (Canadas), including Orange-Crush, Kilcola, and Guder's Gingerale.

RICHARD LOUIS EDSALL, vice-president in charge of research of the James C. Burrows Company, Boston and New York advertising agencies, has been appointed to the executive committee of the American Association of Advertising Agencies, effective April 1, 1948. Edsall is a former member of the executive committee of the American Advertising Federation and has also served as secretary and member of the board of the Association's New England chapter.

CLOSING DATE for entries by Advertising Clubs in AFA's eighth annual contest is May 17. Awards were started in 1940 to encourage club participation in the Federation's program to publicize and improve the standing of advertising. Five judges this year will be Ben Dufy, BBDO; Gene Flock, Sunshine Biscuits, Inc.; Frederic Gamble, 4-A's; Robert Gray, Standard Oil Co. of New Jersey, and Edwin Thayer, Tide magazine.

RA-BEST FEATURES, INC., new radio packaging firm, has acquired the rights to the music of the major radio personalities of the world and will dramatize them as a half-hour series. Directors and James (Jim) Andrews, executive producer, will produce and oversee all production will be S. vice-president of the company.

MURRAY CARPENTER has announced that his Portland, Maine station, WPOR, has assigned its national sales representation to Adam Young, Jr., Inc.

FINDER ON ABC

General Eisenhower's statement to Leonard V. Finder, publisher of the Manchester (N. H.) Evening Leader, that he would refuse nomination for the Presidency of the United States, impressed ABC fond to look up Finder the following day and put him on the air as a guest on "Headline Edition," broadcast over the web each day from 7:15 to 7:45 P.M.

ATTENTION: Agencies, Television & Radio Producers

Executive Assistant Available

Capable young woman, experienced in radio writing and public relations, also television and fashion. Speaks French, Spanish and Portuguese fluently, widely travelled. Capable of handling all production details. At present assisting on major network show. Call Plaza 9-0914.

NOW AVAILABLE

as Film Consultant or Producer. Man with extensive motion picture experience who has produced and directed more than 700 films in the past five years mainly for television and small screen use. For full details please write Box 105, RADIO DAILY, 1501 Broadway, New York 18, N. Y.
TELEVISION DAILY

JPSURGE IN SALES OF RECEIVERS CONTINUES

AWR Confab On Tele
Washington-WMAL-TV will present a special telecast of the Association of Women Broadcasters' Convention in Washington's Mayflower ballroom at 9 p.m., Friday January 30th. Allen Prescott, of ABC, will emcee the show for AWR members.

Ruth Cramer, director of women's activities for WMAL and WMAL-TV, is acting president of AWR. Program will also be carried on the coaxial cable to Baltimore, Philadelphia and New York.

All-Film Tele Confab
To Attract 300 Execs.

Every aspect of films for television will be discussed in a full-day U. S. event today at the Hotel Commodore, including over 300 station agency and advertising execs in attendance from all phases of the industry. Chester W. Kulesza, film and television production supervisor of BBDO, is chairman of the conference, which is the first to be devoted exclusively to films for video.

Speakers include Don McClure, of N. B. A.; Charlie Dunlap, Rubber Co.; Paul Alley, NBC; Rudy Brev, WCBS-TV; Irwin Shane, publisher of TV Network, and several others.

WCBS-TV Sets Record
Of 19-Day Air Schedule

Record for consecutive-days broadcasting on WCBS-TV was set yesterday when the CBS outlet completed 19 straight days of programming, from Jan. 7 through 25. After a one-day lapse, station will air six more consecutive days of broadcasting, for a total of 25 out of 26 days through Feb. 1.

Salt Lake City—First regularly scheduled experimental telecasts to be made in the area of the Great Salt Lake Valley will get under way next month by KDLY's tele station, WEXIS, it was announced Friday by S. S. Fox, president of the Intermountain Broadcasting Corporation. Fox was expected to begin commercials video operation "before the end of 1948."

Field Tests Already Made

Extensive field tests have already been made with success and show complete coverage of the Salt Lake Valley area. Field tests were made exclusively to films for video.

NABC Sets Air Plan
For Owen Davis

He and Owen Davis played major roles in Campbell's Solid South," a logie classic several years ago... 300-b. comic Subby Kaye, the biggest thing in telev. just out... When Martin Campbell, WFWA (Dallas, Tex.) biggie was in town last week he rented a large screen film for his radio program... Ate Davis will meet with ABC's studio this week to discuss the ABC newsmagazine and NBC's studio Headie Fox will act as interviewer and then Roger Farizot will demo cooking lessons.

Walter Compton's news show out of WTTG, Washington, has logged over 40 of the nation's top legislators as guests in the six months that's been on the air... Chateau-Briand dinner will be made up for a video set for a new set now supposedly emanating from the restaurant with the Chateau-Briand menu... will interview and show Roger Farizot will demo cooking lessons.

The Week in Television

Televise Washington Hearings

Testimony of network officials in the House Labor committee, regarding difficulties with the American Federation of Miurcrics, was aired via phone network pickups from Washington. Plans for coverage of the Demo-c-atic and Republican national conventions in Philadelphia next summer were speeded up... CBS signed a long-term pact for television-radio coverage of the Kentucky Derby, America's premier turf classic.

DuMont network in heavy programming spurt, with almost a dozen new shows premiered in recent weeks. Also on increase was total hours aired each week... RCA, Westinghouse and GE announced new tele consoles, two of which are "all-purpose" sets... Dr. Allen B. DuMont predicted video stations would eventually "out-grow" radio stations... FCC pro-posed relocation of channels in the southern U. S. for easier inter-ference with Canadian outlets... Screen Directors Guild announced it would focus more attention on films for television.

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First regular program from Boston via the NBC network (and radio-relay) bowed Thursday, with Mort, Cron, Bradford officiating... Walter Compton named general manager of WTTG, Washington outlet. Home offices (the CP's) will travel to 21, as FCC and its other applications last week... Completion of telev news coverage was seen with networks expanding staffs, entry of wire services in the medium.

Guest Shot

Noted legitimate stage actor, Chandler Cowlis, will make a guest appearance Thursday January 29 on "Champagne and Orchids," a video series on WABD, key outlet of the Du Mont television network. Chandler is featured in a musical theater production of the Broadway hits "Crude Will Rock" and "Call Me Miss," he was also co-producer of the "Sand and the Telephone."
WOOING THE WOMEN...

WWJ-TV, Detroit's first and only television station, is busy these days wooing and winning the women's confidence. Pictured above is Jean McBride, Hostess Interns.

Described in The Detroit News, in her popular, Philco-sponsored household economics program. Other current, diversified WWJ-TV shows aimed specifically at women include a fashion program sponsored by the J. L. Hudson Company, Detroit's largest department store, the John Powers Charm School, featuring lessons on etiquette, make-up, etc., and the WWJ-TV Television Party, a mirthful audience participation show emanating from WWJ-TV's large studio auditorium.

Each of these sponsored programs is proof of the selling effectiveness of television, and of the programming accomplishments of WWJ-TV in its first year of operation.

FIRST IN DETROIT... Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGSBURY COMPANY

Associate FM Station WWJ-FM...
Associate AM Station WWJ
TELE-FILM CONFERENCE HELD IN N. Y.

Webs, AFM Talk FM; Hope' For Settlement

Major portion of yesterday's network-AFM contract session at the union's office in New York was devoted to FM, as no statement was issued after the two-hour meeting ended. Discussions resume today at 10 a.m.

Roverett Dillard, FMA president, and Bill Bailey, executive director, were present at yesterday's meeting. Talking in very general terms in answer to a query, Dillard said there is hope for a settlement and that some "areas are

(Continued on Page 10)

Disc Jockeys' Promotion Fills Met. Opera House

The power of radio's disc jockeys over the listening public as well as over a large segment of the nation's leading artists was forcefully brought home yesterday when the New York chapter of the National Association of Disc Jockeys filled the Metropolitan Opera House with 2,500 enthusiastic fans who shelled out $4,000 for charity to see a gala 30-set show. A smash success from the customers' viewpoint, the show ran almost five hours with nary a hitch, etc.

(Continued on Page 9)

Radio Personalities To Attend Conference

Hollywood—Jennings Pierce, director of station relations and public service for the Western Division of NBC; Bill Thompson, director of the Hollywood Boys Club heard as Walt Disney, Wimpy and the Old Timer on NBC's "Fibber McGee and Molly" program; and Bud Linn, chairman of

(Continued on Page 2)

WBAL Hearing Starts; Robert Allen Testifies

Washington Bureau, RADIO DAILY

Washington—Public Service Radio Corp. yesterday began its case for the facilities of WBAL, blue book-cited station in Baltimore, Md.

First witness for Public Service was Robert S. Allen, newspaper columnist and radio commentator. Allen and Drew Pearson are major stockholders in the corporation.

Introduced into the hearing record

(Continued on Page 9)

Benny Tops 10 In N. Y.; Fred Allen Nearest Rival

Jack Benny leads the top ten evening shows for the metropolitan New York area during January, according to Pulse, Inc. Fred Allen rated second, and Walter Winchell third. Other programs of the first 10 rated in the following order: Lux Radio Theater, etc.

(Continued on Page 2)

Stanton Makes Predictions For Next 25 Years In Radio

Frank Stanton, president of CBS, appearing on the "Family Hour" broadcast of the network Sunday, made a few predictions of things to come during the next 25 years in the radio industry.

Among other things, Stanton envisions the day when pocket receiver sets powered by sunlight will be used; facsimile newspapers printed in full color will be delivered before breakfast on home receivers and

globe-girdling color television will be a reality.

Stressing the coming of television in full color, Stanton said: "Soon you can be confident of seeing, in your own home, such sights as the Olympic Games, if they are being played in Switzerland—the President's address at the opening of Congress or the running of the Kentucky Derby at Churchill Downs—and all the rest will be seen in color from your own home.

(Continued on Page 11)

Importance Of Movies To Programming Stressed At Hotel Commodore Gathering Yesterday

Television industry, now developing at a more rapid pace than at any time in its history, is a potentially major market for films, and their use will be "unlimited" in the commercial and programming phases of the medium, broadcasters, agency execs and film representatives were told yesterday at the first

(Continued on Page 11)

Movie Stars Featured In New U. N. Series

Plans to release a series of six programs titled, "In Larger Freedom," dramatizing six specialized agencies of United Nations were announced by Mutual yesterday.

Three fifteen-minute programs will be heard weekly for two weeks on Mutual, starting Feb. 2. The network has cleared from 11:15 to 11:30 p.m. for these programs and in some in-

(Continued on Page 2)

N. Y. Practical Jokers Having Real Field Day

Practical jokers had a field day in the New York area the past weekend making anonymous telephone calls advising listeners of heavy winnings in telephone quiz and other audience participation shows.

Among those receiving such a call

(Continued on Page 10)

Who Gives A Yarn? Fred Warlay will be presented a bushel of sweet potatoes on his NBC show today, 10:15 a.m., by seven 4-H members, champion sweet potato growers at South Carolina. It's not Warlay but the kids who will be surprised, though.

The moisture will present each of the seven with an unregaled ocarina, the sweet potato of the music business.
COMING AND GOING

ROBERT SAUDEK, vice-president of the American network in charge of public affairs, leaves today for Washington D.C. Where he will attend the meetings of the NAB public relations committee to be held tomorrow and Thursday.

J. E. RODMAN, manager of KFRE, American network affiliate in Fresno, Cal., is in Gotham visiting with officials of the web.

ROBERT T. MASON, general manager of WARM, Mariemont, Ohio, is in Washington for the NAB meetings. He'll be in New York tommorow for castels with Paul Whitman and other executive liaison officers.

HARMON L. DUNCAN is in town. He's the manager of WOUL, affiliate of the American network in Durham, N. C.

WILLIAM C. GROVES, manager of KFRE, outie of ABC in Chaspeka, Va., is on route to Washington D.C., where he will file for increased AM facilities for his station and also willière in the committee meetings now being held at NAB.

IGOR GORIN, radio, concert and operatic baritone heard on NBC's "Voice of Firestone," has finished his current tour and appears in recital tomorrow at Lansing, Mich.

Movie Stars Featured
In New U. N. Series

(Continued from Page 1)
stances they will temporarily replace the current daily U. N. newscast.

Edward G. Robinson, William Bendix, Douglas Fairbanks, Jr., Sir Cedric Hardwicke, Hervey Mitchell and Ronald Reagan are starred in the stories which were produced under the supervision of Christopher Cross, U. N. News personality. The programs were made in the Don Lee studies of Mutual on the west coast last December.

Radio Personalities
To Attend Conference

(Continued from Page 1)
the Board of Managers of the North Hollywood Y. M. C. A., was a member of the King's Men heard on the same program, all have received invitations from Dr. E. V. Chamberlain, chairman of the board of the Los Angeles city, to attend the Governors Conference of Youth Welfare in Sacramento, Jan. 20 and 26. All three are planning to attend the conference.

Lomax Sports Review
Lands Two Sponsors

(Continued from Page 1)

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

Tom Lynch To WMCA

Tom Lynch has resigned as time buyer for Donahoe and Coe and will join the sales staff of WMCA on Feb. 2, it was learned yesterday. A past president of the REC, Lynch formerly was with Grant Advertising and the William Esty agency.

Benny Tops 10 In N. Y.; Fred Allen Nearest Rival

(Continued from Page 1)
Charlie McCarthy, Bob Hope, Kraft Music Hall, Fibber McGee and Amos 'n' Andy. The Pulse report noted: "Significant new arrivals to the Top Ten listening are Amos 'n' Andy for the first time and Kraft Music Hall. Truth and Crooks and Dropouts dropped from the Top Ten, accord to the Pulse report."

Gen. Bradley to Address Annual AWB Gathering

(Continued from Page 1)
The Foster Hotel in Washington on Friday. Gen. Bradley's address will be one of the highlights of the convention which opens at the Mayflower Hotel on Thursday and continues throughout Sunday. Over 200 women broadcasters are expected to attend.

HELEN J. SIOUSSAT, director of talks for CBS, has returned from a business trip to Washington and Philadelphia.

TED COTT, program director of WNEW, is spending three days in Washington.

LLOYD BROWNFIELD, director of press information for KNX, Los Angeles, was back in town after an absence of three weeks, during which he combined business and vacation in California and Honolulu.

VIC DAMON, of the "Saturday Night Serenade" heard on CBS, leaves today for Boston, where on Thursday he'll participate in a March of Dimes benefit, returning to New York Friday in time to appear on the Jack Smith show as sub for Jack that day.

MANNY EISNER, director of press information for WGR, Cleveland, who spent last week in Gotham, is back at his Ohio headquarters.

ERNEST MARTIN, director of CBS network programs on the West Coast, has left New York for a trip to Los Angeles. He had been here several weeks.

Not what you think

No, the National Capitol is not on fire. It's just firemen giving the building a good cleaning with a strong stream from a fire hose. It's been done just before the opening session of Congress. Our radio point is a chin from here on.

Some say 1948 is an unpredictable year. Business may be good. It may be bad. But one thing is sure: You who are responsible for sales by radio advertising ought to houseclean your radio lists! Are you giving the client every cent's worth of his dollar? Are you getting the kind of results that keep him happy? We can speak only for Baltimore radio. Put the nose on your radio list in this town and when you've got it all shiny and clean, one fact will stick out... It is W-J-T-H, that gives you more listeners-per-dollar-spent than any other station in town.

Get those pumps working, time is getting short!
Florsheim Handling Sale Of New Goodman Prod.

Stanley Florsheim, formerly director of co-operative programming for ABC, has joined Henry S. Goodman Radio Productions as vice-president in charge of the agency's new special features division.

First assignment of Florsheim will be to handle the exploitation and sale of the company's "Telephone Numbers Game." The half-hour program played with numbers but with the element of chance removed has already been sold to several sponsors. Among them are Stanley Shammy Cream on WOR; Per Snap on KJH, Los Angeles; Inkograph Pens on WHTT, Hartford; The Boston Store on WBBR, Wilkes Barre, Pa., and the J. N. Adams department store in Buffalo.

A person participating in the telephone numbers game plays the game in his own home and telephones the radio station when he wins. A special staff of telephone operators are used to handle incoming calls.

In addition to Florsheim, Howard Lally, former radio manager for Lawrence Golden productions, has joined the Goodman organization as a sales executive.

Taylor Going Abroad To Visit Correspondents

Davidson Taylor, CBS vice president and director of public affairs, yesterday divulged plans for a tour of Europe in late March or early April. Taylor, who was appointed public affairs director in July, 1947, said the primary purposes of his trip would be to get an overall look at Columbia's European news operations, and to visit with the network's correspondents.

On February 1, 1948

RADIO ADVERTISING COMPANY

Station Representatives becomes

ROBERT MEEKER ASSOCIATES, INC.

The name alone will be different. Personnel, station list, offices, and telephones will all be the same to continue serving you and your clients in radio.

Robert D. C. Meeker, General Manager

Louis J. F. Moore, Eastern Manager . . . . E. E. (Jim) Eshleman, Jr., Midwest Manager

Tracy Moore, West Coast Manager

Representing

WRTA Altoona, ABC • WDWS Champaign, CBS • WRDR Dubuque, ABC • WEST Eaton, NBC • WARK

Wagertown, ABC • WKBQ Harrisburg NBC • WAZL Hazleton, NBC • WKMO Kokomo, CBS • WGAL Lancaster, NBC • WMAM Marionette, NBC • WMGY Montgomery MBS • WBER Pensylva, ABC • WRAW Reading, NBC •

WHBL Sheboygan, ABC • WMBS Uniontown, CBS • WCAT Utica, ABC • WTVK Waterville, ABC • WJNO West Palm Beach, CBS • WDEL Wilmington, NBC • WORK York, NBC •

To Be At AWR Convention

Dorothy Lewis, director of listener activities for NAB, off to Washington to attend the sessions of the Association of Women Broadcasters. Miss Lewis will speak at the convention.

CKNW, New Westminster, B.C., National Drug & Chemical Company, for their products CQV Cold Tablets and Penasquake Cough Syrup, have booked two announcements per day to run Monday through Friday, January to March. Business was placed through Cookfield, Brown & Co., Ltd., Montreal; Absorption, Jr., through W. F. Young, Inc., Toronto; has contracted for five announcements per week for one year; B. C. Tree Fruits, Ltd., through Canadian Advertising Agency, Kelowna, has contracted for three spots per day to run Monday through Friday, January to June, 1948. Station is owned by International Broadcasting Co., Ltd., William Rea, Jr., is president.
Mainly About Manhattan...!

- Capitol Hill insiders say that Republican Senator Henry Cabot Lodge is quietly trying to promote a 30 million dollar budget boost for our "Voice of America" stations to Europe... Trode buzzings about the major niggle outfit which is planning to switch its entire billing to a rival agency...
  - Army Signal Corps is already at work on special television viewers so that military observers can watch various battlefields at once without leaving HQs...
  - Uncle Sam is missing no tricks, bars that stick customers extra for viewing television events will have to fork over 20 per cent amusement tax...
  - One outfit that stands to gain by Petillo's record ban is the group (Rehearsal Records) putting out those platters intended for music students—background music with room left for solos...
  - Lou Capone, who skyrocketed Vic Damone into the important money, mixed an exec post with... "Let's forget things getting worry of new program ideas. Shows there are too many producers out up with similar ideas. Video half-hour film shorts may bring back comedy a la Mack Sennett..."

- A Washington FM station contest (a la Miss Hush) drew 25,000 letters, 19,000 of which correctly named Pete Donald as Mr. FM... Connie Meade, Earl Mullin's gorgeous geecy, still laughing about a ticket request she got the other p.m. Seems a credit firm wanted ducats for "Break the Bank." (Latter show, incidentally, now boasting a sensational 14.7 rating)... Allen Hunt's "Candy Microphone" Thurl nize will offer Joe Louis rehearsing spot announce... for his soft drink, the Joe Louis Punch... Sid Ascher was in Washington over the week-end collaborating with a Congressional Committee on a forthcoming investigation of health conditions in the U.S.... Keep your eyes and ears on Lisa Kirk headed for important radio and video assignments... Since Jonny Graff, of Donahue & Coe, wrote the catchy Carolina Rile Jingle, he's being needed to come up with a tune for the Tin Pan Alley Boys. May wind up as a hickster of the Hit Parade. (Incidentally, we hear that that terrific 'honeychile' voice on the Jingle is none other than CBS' Jeanette Davis).

- Ted Dale gets the Carnation Show permanently, and heads for H'wood in March... Stanley Tannen wonders howewa Petillo doesn't ban Fibber McGee & Molly from the air. They're sponsored by Johnson's wax... One (somehow who built success as a stylist has been bitten by the I've-really-got-a-voice bug and is worrying her paws... Look for Canada to launch into the film biz on a big scale, with studio sites and production centers now being planned... Now mag called "Weekend" due to hit the stands early in Feb. published by Don Godfrey... Alan McPeake, see he's out in a most unslum restaurant the other side. No disc jockey from the joint—no wired music—no television set at the box, just food...
  - Most advertisers trying to join in on video with one-minute spots, being reluctant to experiment with new television shows... Diane Barrymore and fiancé, Robb Wilcox, seriously considering opening their own radio production offices...
  - Where will the song pluggers hang out now that the lobby on the 2nd floor of NMC has been eliminated to make room for more offices?... Considering the way she draws at the Harens, Don Fullini suggests they call her Martha Hurryman... No truth to the rumor that Petillo has an interest in London Records...
  - People not interested in writing for video? You can't get a book on television writing at the public libraries—always out.

**DISC JOCKEYS BECOME DISCOMTEDIANS?**

Whether or not you’ve had any previous comedy experience, our new service “Discomedian,” a weekly half hour Comedy program scripted by network staffers—can put you in a gig with the big money boys.

**EACH AND EVERY WEEK A COMPLETE PROGRAM**
- COMEDY MONOLOGUES, ANECDOTES, ONE-LINERS, COMEDY WORDS, ELECTRO TROS—WE EVEN SELECT THE MUSICAL NUMBERS!

We’ll accept only one application in each territory making it EXCLUSIVE FOR YOU (now being used by Ernie Simon—Station WJZ, Chicago) & George Johnston, Reading, Mass.

**DISCOMEDIAN** is now available at the phenomenally low price of $1.50 per week. Introductory offer—9 weeks for $18.

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**DISCOMEDIAN** is now available at the phenomenally low price of $1.50 per week. Introductory offer—9 weeks for $18.
Here’s a ___

FIRST!
FOR THE FIRST TIME!

A top network COMEDY star is ready for across the board sponsorship on a spot basis.

FOR THE FIRST TIME!

A big time NETWORK SHOW is now available on open end transcriptions for five-a-week spotting AT A PRICE you won't turn down.

FOR THE FIRST TIME!

A name star in radio is featured in a transcribed series suitable for DAY or NIGHT programming with an appeal for every type of audience and every type of sponsor. (except alcoholic beverages)

FOR THE FIRST TIME!

Network affiliated stations have a top notch program to spot in those VALUABLE STATION TIME STRIPS. A cinch sale for that strip following Fulton Lewis on MBS or preceding Lowell Thomas on CBS.
Tommy Riggs and Betty Lu

Millions have heard them on the network, have seen them on the screen and stage. With comedy and song, Tommy Riggs and that lovable little pixy Betty Lu is ready to go to work for you. These two have sold breakfast foods, cigarettes, soaps and affiliated products, food and dairy products of every description. They have done it for others, they will do it for you. Tommy and Betty Lu are loved by young and old, so you can spot these five-a-week fifteen minute programs any time day or night. They will do a job for every type of sponsor, and will be listened to by all ages and kinds of audiences. Here's a good bet too, arrangements can be made for Tommy and Betty Lu to transcribe personal commercials with an appeal that will ring a bell with any prospective client.
NOW READY!

A BRAND NEW SERIES
15 Minute Programs
5 Times Weekly

COMEDY!
SONG!

At a price you won't turn down

Wire or Write

ATTENTION ADVERTISING AGENCIES!

Many of you have used Tommy and Betty Lu on the networks, now you can use them for national spot campaigns, let us know now the markets you wish protected.
200 Amer. Stations To Carry French ET's

(Continued from Page 1) can audiences a true picture of French life, with emphasis on public events, musical entertainment, and everyday life as it is told by the famous Delphine Samoilovna. Most shows are aired in this country via ET's, he continued, although about 30 stations will take them live via shortwave.

Lange also outlined a sked of six new shows available to U.S. stations. These include: "Tour de France," a weekly visit to a city or province; "French Cavalcade," variety; "French in the Air," a practical course in French; "Five Centuries of French Music," "This Week in France," interviews with newsmakers; and a round-up of French opinion, and "Mr. Jones Goes to Paris," interviews with Americans in the French capital.

To carry French shows are: KFJ, KNPR, Los Angeles; KGO and KNBC; KDOO, Los Angeles; KFAB, Omaha; WHOP, Washington, D. C.; WSB, Atlanta; WBWM, WGN, WJJB, Chicago; WJWS, WJW, Cleveland; WLBN, New York City; WJNO, Boston; WJLB, Detroit; KVUM, Minneapolis; KOB, Albuquerque; KSL, Salt Lake City; WMAF, Monroe, N. C.

Takes Philco Post

Montreal—Appointment of Jack C. Cooper as sales manager, succeeding the late George Ross, has been announced by S. L. Capell, vice-president and general manager, Philco Corporation of Canada, Limited. Mr. Cooper has a background of more than 18 years in the field of electrical appliance selling and merchandising.

Sonics Heads Clinic

Berton Sonics, program director of WCHS, Charleston, West Virginia, has been selected general chairman of the WAB News Clinic for all West Virginia radio stations. Campbell Arnoux, fourth district WAB director announced yesterday. The clinic will be in Charleston February 16th.

Increase Power For WMFR

CBS affiliate in Jacksonville, Fla., WMFR increased power to 5,000 watts full time at 1,400 kc. Sunday, it was announced by Herbert V. Akerberg, station's owner. QST previously operated with 250 watts on 1,400 kc.

F O R S A L E

Recording unit. Assembled by Sonorski. Two-Speed Dual Tone Case, gives you more listening enjoyment. Sold in natural wood finish with beautiful curves. Into darkness one-third the price of others. Custom made. Will be shipped at once to any address. $15.00. New in box. Inquire for details. ROBERT NAUTTE, 469 - 7th Ave., N. Y. C.

WBAL Hearing Starts;
Robert Allen Testifies

(Continued from Page 1) was "a statement of policy" of Public Service. This statement declared that publications, movies and radio have fallen short in "producing citizens with spiritual strength, moral courage, psychological health, and integrated minds."

"The mystery thrillers both on the air and on the screen," the statement said, "undoubtedly have contributed to juvenile delinquency, while the triangle plots of the soap opera have contributed to divorce."

Allen will develop the programming plans of his company in the sessions to be held before Commissioner Rosci Hyde.

Stations Buy "Box 13"

Los Angeles—B. A. Judlin, Mayfair Transmission Co. head, announced that ten new stations have been added for "Box 13," the Alan Ladd show, pushing total count to fifty-five at this date. Added stations are KKY, Phoenix, WSG, Richmond, Va.; WOR, New York; KOPO, Tucson; KATL, Houston; WCOF, Boston; KGBM, Honolulu; KGO, San Francisco; KSL, Salt Lake City, and WMAF, Monroe, N. C.

American Radio Debut

Alida Valli, Italian film actress, makes her first American broadcast in her native tongue today when she is interviewed on WJOM, 2:15 p.m.

CATALONE

New Low-Cost Professional Portable Transmission Playback

Gives You Excellent Fidelity

and 10 Pound Portability.

Radio stations, representatives and advertising agencies find the CATALONE Portable Transmission Player indispensable for auditioning programs and soliciting new accounts. Its fidelity is excellent and it is easier to carry than a portable typewriter.

Compare these 12 Features:

- Excellent professional fidelity.
- Less than 10 lb. weight—easy to carry.
- Plays up to 17 1/2" transcriptions and standard records.
- Plays 30 RPM and 78 RPM.
- Finest quality transcription crystal pickup—Atlantic "400 Master."°
- 1/4 ounce needle pressure—replaceable, permanent needle—no needle noise—Balanced pick-up arm.
- Wide range amplifier.
- Variable Tone Control.
- Wow-free turntable—completely silent.
- Sturdy, handsome construction.
- Guaranteed 90 days—against defects in materials or workmanship—factory service available thereafter.

More than 250 Radio Stations now use CATALONE. Order yours today!

Model 6-AC $41.25
Net P. O. B. Factory Cal. to Radio Stations. Advertising Agencies and Recording Studios. (List Price $45.00)

Model 6 AC-DC $55.25 (List Price $74.95)
Promotion

U of C Roundtable Booklet
NBC’s “University of Chicago Round Table” is the subject of “Round Table Memorandum,” a booklet distributed by the University’s radio office in conjunction with program’s 17th anniversary. Printed in green on heavy buff stock, the 8½ by 11-inch booklet opens with six pages of background material and history of the show. Remaining 50-odd pages are taken up with hints for Round Table broadcasters, each illustrated with highly-effective and amusing cartoons. Center fold reproduces participant’s sample outline and notes prepared for broadcast.

Webs, AFM Talk FM: ‘Hope’ For Settlement

(Continued from Page 11 of agreement) have now been reached.
Dillard and Bailey attended a meeting last night of representatives of the Continental Broadcasters Network, subject of over 30 FM stations, held presumably to discuss possible proposals to make James Pethrus’ offer for a separate deal. The AFM president said on the stand in Washington last week that he was not for duplication of AM masters while FM stations on FM but would work out with FMA a chain network deal. He further testified on the stand that he had advised AFM locals to give FM broadcasters “a very cheap deal.”

AFM Royalty Disbursements
Despite a ban on recordings by American Federation of Musicians, the union’s welfare fund, established from royalties paid by making and transcription companies, expects to disburse approximately $200,000 this year for free concerts, dances and other musical services, AFM headquarters revealed. This is a half million dollars more than was paid out in 1947 by the fund. AFM royalties run from one-quarter of a cent on 35-cent records to two-cents on $2 records as the recording company deems a song worth above the latter figure.
More than 30,000 AFM members shared in the $1,500,000 spent by the welfare fund last year in 514 communities in the U.S. and Canada. Over 11,000 free musical programs were given throughout the year and more than half were staged for veterans. Programs were divided evenly between popular and classical music.

Wedding Bells
Hollywood—Jayne Hill, script girl on the Crosby show, married Carl Q. Riedel, medicine student at Emanuel Presbyterian Church, last Friday. Miss Hill will continue with the Crosby show.

Lumbermen Sked Cunningham
Bill Cunningham, Mutual network commercial announcer, will speak today at the convention of the Northeastern Retail Lumbermen’s Assn, which will be held at New York’s Hotel Pennsylvania.

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. Pestman, Director.

Survey Week of January 16-22, 1948

<table>
<thead>
<tr>
<th>Title</th>
<th>Publisher</th>
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<tbody>
<tr>
<td>A Fellow Needs a Girl</td>
<td>Williamson</td>
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<tr>
<td>A Few More Kisses</td>
<td>Potmar</td>
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<td>—And Mimi</td>
<td>Shapiro-Bernstein</td>
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<td>Ballerina</td>
<td>Jefferson</td>
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<td>Beat Things In Life Are Free</td>
<td>Crowcroft</td>
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<td>Civilization</td>
<td>E.H. Morris</td>
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<tr>
<td>Don’t You Love Me Anymore</td>
<td>Oxford</td>
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<tr>
<td>Gentleman Is A Dope</td>
<td>Williamson</td>
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<tr>
<td>Golden Earrings</td>
<td>Paramount</td>
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<tr>
<td>How Lucky You Are</td>
<td>Peter Maurice</td>
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<td>How Soon</td>
<td>Supreme</td>
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<tr>
<td>I Still Get Jealous</td>
<td>E.H. Morris</td>
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<tr>
<td>I’ll Dance At Your Wedding</td>
<td>George Simon</td>
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<tr>
<td>I’m A Comin’ A Courtin’</td>
<td>Dreyer</td>
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<tr>
<td>I’m Looking Over A Four Leaf Clover</td>
<td>Remick</td>
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<tr>
<td>The Little Old Mill</td>
<td>Shapiro-Bernstein</td>
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<tr>
<td>Near You</td>
<td>Supreme</td>
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<tr>
<td>Now Is The Hour</td>
<td>Leeds</td>
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<tr>
<td>Papa Won’t You Dance With Me</td>
<td>E.H. Morris</td>
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<tr>
<td>Serenade of the Bells</td>
<td>Metosse</td>
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<tr>
<td>Sherry O’Shay</td>
<td>Chappell</td>
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<tr>
<td>So Far</td>
<td>Williamson</td>
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<tr>
<td>The Stars Will Remember</td>
<td>Harms</td>
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<tr>
<td>Tell Me A Story</td>
<td>Lauret</td>
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<tr>
<td>Teresa</td>
<td>Decca</td>
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<tr>
<td>There’ll Be Some Changes Made</td>
<td>E.B. Marks</td>
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<tr>
<td>Treasure of Sierra Madre</td>
<td>Remick</td>
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<tr>
<td>Two Loves Have I</td>
<td>Miller</td>
</tr>
<tr>
<td>What’ll I Do</td>
<td>Berlin</td>
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<tr>
<td>With A Hey And A Hi And A Ho Ho Ho</td>
<td>Bourne</td>
</tr>
</tbody>
</table>

Second Group

Almost Like Being In Love | Sam Fox |
An Old Sombrero | Shapiro-Bernstein |
At The Candlelight Cafe | Wittmark |
Be My Baby | Burke & Van Heusen |
Cumann | Martin |
Don’t Call It Love | Famous |
I’m Your Old Grandpa | General |
It’s Kind Of Lonesome Out Tonight | Jewel |
I’ve Got A Feeling I’m Falling | Santly-Joy |
Lett’s Be Sweethearts Again | Campbell-Purcell |
Lone Star Moon | Robbins |
Make For Each Other | Southern |
Mickey | Harms |
Pass The Peace Pipe | Crawford |
Passing Fancy | Broadcast Music |
Saturday Night In Central Park | Morales |
They’re Mine, They’re Mine, They’re Mine | Sinatra Songs |
Tee Fat Polka | Shapiro-Bernstein |
True | Santly-Joy |
Who Put That Dream In Your Eyes | Stuart |
You Do | Bremner-Vocco-Conn |

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New Stations

Coast Outlet Adds FM
Bakersfield, Calif.—KERN-FM, first FM in lower San Joaquin Valley, goes on the air this week, from 3 to 6 p.m., with 7 kw., ERP at 94.1 mc. ComposedNH of two Class A, five-hour stations designed by McClatchy engineers, it is the 200-feet KERN tower. Programming has been lined up according to a listener survey in the area. Features named most were standard music, news, sports news, classical and western music, children’s stories, news and public affairs. Outlet is located and operated by McClatchy Broadcasting Co.

New Wisconsin Outlet
Madison, Wis.—WKOW, Wisconsin’s most powerful station, went on the air this week under guidance of general manager Ken Dillon, formerly with KFKE, program supervisor; Michael Hinn, news and special events director; Ethel Holton, director of women’s program; Vincent A. Vanderheiden, chief engineer; and Harlow Chamberlain, sales. Construction was handled by the Andrew Co., of Chicago, with Walter Kean as special consultant.

Standard Outlet Opens
Auburn, Ala.—Known as the Voice of Auburn, WAUD is on the air with 250 watts at 1230 kc. Elmer G. Saltar is general manager; Neil Lovett, program director and chief announcer; Charley Herman, chief engineer; Ann Belvin, assistant program director; Mrs. Don Oglesby, bookkeeper; Richard Keary, Carl Caddell and Carl Summier, engineers, and Bob Pattillo, Orus Holloway and Lon Hensel, announcers.

N.Y. Practical Jokers
Having Real Field Day

(Continued from Page 1 of the wife of a network program producer. The informant said they had gone into a nearby town and journey to a nearby New Jersey station; she would be the recipient of $500. Her husband, hearing the conversation, discouraged the trip. Other calls included listeners seeking station verification of the report that their name had been announced as a telephone quiz winner.

One solution to the problem was suggested by a listener. He asked that stations maintaining such type of programs make an on-the-spot announcement at the opening of each show. The announcement would clearly define the procedure used by the station in notifying a person by telephone.

Hearing Testimony Recorded
Yesterday’s testimony of Theodore Ginsberg, building materials dealer, before the Joint Committee on Housing, was recorded by ABC and will be broadcast at 11:30 on Tuesday, 12 midnight over WJZ and the web.

www.americanradiohistory.com
New Yorker To Install Tele In 100 Of Its Hotel Rooms

Hotel New Yorker becomes the second major hotel in this vicinity to install television service on a permanent, large-scale basis to patrons with the announcement yesterday that installation of 100 receivers in guest rooms will begin this week. Service is optional and will be provided on a rental basis of $3 per day.

Dimes Aid

Dennis James, sportscaster for WABD, has been named chairman of the television sports committee of the Miners of Dimes, currently in a campaign throughout the U. S. Grand Blanc Rice, head of the Dimes over-40's, says that the make of this week's games was determined by the drives, which the teams played in the last week's games.
**OKLAHOMA** — "Now Hear This" is the new all-Navy record program recently inaugurated by WLAD, Atlantic City, New Jersey. Invited to send in their requests for songs to be dedicated to someone back home. As requests were received, the recruiting station notifies the person to whom the request is dedicated of the time and date of broadcast. The record show, sponsored by the Navy Recruiting station, is heard each Saturday from 4:00-4:30 p.m.... TULSA — Gustav X. Krell, WOCM, commercial manager, has been elected president of the Tulsa Council of Churches for 1946. Brandberg is a past governor of the New York district, NAB, director for the AFA, a past president of the Tulsa Advertising Federation and past president of the KUW Club of this city.

**OHIO**

CINCINNATI — The second annual Golden Gloves Tournament sponsored by WRCB will be conducted three consecutive nights beginning Friday, March 11, at the Masonic Temple. Forty-two pairs of fighters are entered. The Golden Gloves Committee is headed by Earl Butler.... COLUMBUS — Frank J. Nolan, vice chairman, and promotion manager of WCAL has resigned and become general manager of WJCL and WJCL-FM. Springfield.

**INFORMATION**

CHARLOTTE — WSOC's president and general manager, Earle J. Gluck, has been appointed commander of the Charlotte Chapter of the Navy League of the United States. Rear Admiral L. T. Dullose, commanding officer of the Sixth Naval District in this city,.... TARBORO — "Spool," the weekly fishing contest which has been running for the past five months over WCPS, has had its grand final Sunday afternoon. The winner will be rewarded with a wrist watch.

**KANSAS**

KANSAS CITY — John Krueger, former assistant advertising manager of Western Farm Life magazine, has joined the sales department of KMBC. New member of KTRM's news room is Henry Wheet, formerly executive editor of the Pittsburgh, PA station.在家的经济专家，Lu...of the radio show...Rutgers University,....BA in Economics from 1942. WMSX, the educational FM station of Rider College.

**Illinois**

CHICAGO — The Chicago Council of the National Association of Broadcasters, has named John Lincoln, WGN's midday talk show host, the representative for the Chicago area at the upcoming NAB convention.

**INDIANA**

COLUMBUS — WCSI-FM has completed arrangements with the Indiana University journalism classes to have "Now Hear This," the station on a regular schedule.Champaign.... George Higgins has been named general manager of WISH, succeeding C. Bruce McConnell. Higgins was formerly manager of KLO, Des Moines.

**NEW YORK**

BUFFALO — Buffaloans recently enjoyed the rare privilege of hearing once again the group that put this city on the big-time radio map when Col. Lomuel Q. Stemple's (F. Chace Taylor) band joined his former partner, Bud Hulick, on the Buffalo Cable program. They entertained their Buffalo audience with the same-Jazz band on the same program as the well-known WCBS,..... WOR's "Farewell to Spring." 9:30 p.m. ...FITSTED — W. Wendell Bud...commercial manager of WHEC, has been named by Governor Robert F. Brad...and fuel certificate for Berkshire County....

**MASSACHUSETTS**

BOSTON — In an effort to help the...to the...the...of which KFRF is an affiliate. Before...the KFRF's home economist. Miss Parker was director of home service for Oklahoma Natural Gas of Oklahoma City.

**CALIFORNIA**

OAKLAND — National Travelers Cas...insurance, has included for two...and KROW. They...of the TV show, heard weekdays from 12:30-12:50 p.m. SACRAMENTO — Keith B. Collins, manager of KMJ in Fresno for more than 10 years, has been named manager of KFBI in this city. He succeeds Leo Rollins, who has accepted a position as commercial manager of KECA in Hollywood.

**NEW HAMPSHIRE**

PORTSMOUTH — New series of programs under the title "New American Way of Life," designed to show New England homemakers how the consumer's dollar is spread among production and consumption groups. Airs each Sunday, Tuesday and Wednesday at 10:10 a.m., the series, for the first five weeks, will be devoted to the production of potatoes. Other subjects to be discussed in future series include research, production, marketing, transportation, processing and retailing. Speakers include representatives of the Maine Development Commission, Boston and Maine Railroad, First National Stores, Maine Department of Agriculture and the University... LACONIA — Ross Stevens, WLNH's new manager, has just sold the 7 and one-half hours of silence from sign-off to sign-on to the Laconia Studebaker dealer, Moor Motors.

**NORTH CAROLINA**

TARBORO — New billbally singers at WCPS are Minnie and Kermit. They are given 10 minutes every morning by the station for their songs and chatter.... CHARLOTTE — The Rogers Band of Charlotte Co-Demonstrations representatives..... WTMJ-FM, the Milwaukee Journal frequency modulation station, has completed the building of a 550-foot steel tower with an 80-foot-high gain antenna near Ricefield, 20 miles northeast of this city. The new tower replaces a much lower signal tower which now...25 times higher. WTMJ-FM's signal is now radiated in all directions instead of being beamed horizontally and is due to the case with the old antenna system.

**WISCONSIN**

MILWAUKEE — New commercial manager of WMW and WMAW-FM is James G. Sandison. Prior to heading the commercial department of this city's new $4,000,000 full-time independent stations, Sandison was manager of the Boston office of Edward doubts & Co. Don Coates, representative of WTMJ-FM, the Milwaukee Journal frequency modulation station, has completed the building of a 550-foot steel tower with an 80-foot-high gain antenna near Ricefield, 20 miles northeast of this city. The new tower replaces a much lower signal tower which now...25 times higher. WTMJ-FM's signal is now radiated in all directions instead of being beamed horizontally and is due to the case with the old antenna system.

**TWO London Record salesmen have been fired after their four-month employment with Gracie Fields' "Now Is the Hour." (They knew the record was a big demand but didn't realize any one would pick it for No. 1.) Tin Pan Alleyites expect the Bob Hilliard-Carl Sigman tune, "The Big Brass Band from Brazil," to top the popularity lists by March.

WINS warbler, Christine Smith, will make recordings for three other labels.


Milton J. Kramer takes time off from his scripting chores to do a pen sketches for the Television Weekly. Bill Buckert turned in a neat act on Mollie Mystery Theatre Friday night in a crack-pol mugging. The 3 Flames getting Mutual coast-to-coast shots from the Royal Rocks.

**CBC Against Government** Says Canadian Legislators

Winnipeg — J. R. Rowe, president of the Manitoba Liberal-Progressive Assn., has charged at the association's annual meeting that the CBC is "diabolical and persistent offender in spreading disloyalty to the Government at Ottawa." He accused the news-gathering and broadcasting facilities of the CBC of "countless instances" of "slanting" news and cited the re-establishment of price controls as an example of this.

"Everyone knew the action of the Government was made to check the spiral of profiteering and it was approved by consumers from one end of Canada to another," Rowe said. The CBC was more anxious to disseminate propaganda hostile to the Government than to bring satisfaction to the consumer.

**Giggs**

James C. Douglas, formerly production manager of Colgate-Palmolive, has been appointed radio co-ordinator for the company's foreign department. In addition to his primary function in the foreign department, Douglas will also work for the domestic advertising department.
TRUMAN SIGNS 'VOICE OF AMERICA' BILL

President's Action Gives Th's Country International Information Service; State Dept. Will Plan Budget

Montreal—CBS ended the 1946-47 fiscal year with a deficit of $22,704 despite increased revenues from radio receiving set licenses and commercial programs, as disclosed in the corporation's annual report tabled in the Canadian House of Commons by Revenue Minister McCann. A financial statement for the period from April 1, 1946, to March 31, 1947, listed rev-

(Coontinued on Page 5)

New Conn. Indie Web To Be Launched Feb. 7

Connecticut's Independent Broadcasters Association, known as CIB, began operation Feb. 7, with the hiring of two state-wide programs which will be heard every Saturday morning. The first show, a half-hour high school spelling bee will be broadcast.

(Coontinued on Page 2)

Shepard Again Chairman Of Yankee Network Board

John Shepard, III, has been elected to continue as chairman of the board of Yankee Network, Inc., and Thomas F. O'Neill has been elected a vice-

(Coontinued on Page 2)

Foreign Markets Included In Dorsey-ET Expansion

Expansion of operations to include coverage of the European, Australian and South African markets for the recorded Tommy Dorsey show was announced yesterday by Louis G. Cowan, producer of the program, in New York City.

First foreign presentation of the Dorsey show will begin on Sunday, Feb. 1, when Radio Luxembourg will begin a seven day week schedule of broadcasts from 11 p.m., until midnight. Program is being launched as a supplement to the British program "Programme Report." This will deal with special efforts being made by individuals and firms in the program, to establish contact with the Foreign Office and the French and British Consuls in order to determine the exact position of the moon 100 years ago.

(Coontinued on Page 5)

Camel And 20th-Fox Sign Daily Video Newsreel

[TURN PAGE]
COMING AND GOING

EDWARD J. NOBLE, chairman of the ABC directors, Mark Woods, president; ROBERT E. KINTHOR, executive vice-president, and C. NICHOLAS PIRANDELO, treasurer and trust-
er, led the large group of web officials who
came in Washington for the Radio Correspondents
Dinner.

ALLEN T. SIMMONS, owner of WADC, Akron,
was confering last with the editors of CBS
and Mutual, has returned to his Ohio home
quarters.

ALLEN PRESCOTT has returned to his WJZ
microphone, following a three-week visit to New
Orleans, where he recuperated from his recent
illness.

BEN TUCKER, far executive, has returned from
Washington, where he spent five days discussing
a series of television programs he plans to
sponsor.

DON KYNASTON, commercial manager of
WMDO, Peoria, Ill., held a call yesterday at the
station radio department of CBS in New
York.

MILTON BACON, assistant to the manager of
WMGO from St. Louis, where he spoke at the
father-and-son banquet of the YMCA.

KEITH BERRY, sales manager of WBT, Char-
lottesville, Va., has been on vacation in several
California resorts for a few days in New York. Station is a CBS outlet.

Columbia Protestes Order Affecting William Costello

(Continued from Page 1)
ital and General Douglas MacArthur.

Taylor revealed that a recent rul-
ing denying correspondents in Japan
the issuance of round trip orders for
assignments outside Japan, in the Far
East, was overturned. In registering a
protest Taylor said: "We hope a cor-
rective can be applied at the earliest
possible moment in order to remove
the restrictions of movement and the
threat of eviction which now virtually
imprisons the heads of CBS news in the
Far East."

William Costello, CBS chief corre-
spondent in the Far East, returned to
Taylor, had applied for orders to
take a round trip from Tokyo to Ba-
vatia and return on instructions from
his home office. He was informed by
General MacArthur's public relations
officer, Colonel Francey Baker that one
of his correspondents had to leave.
Costello would have to give up living
quarters assigned to him by General
MacArthur's headquarters.

Shepard Again Chairman Of Yankee Network Board

(Continued from Page 1)
president of the web and to membership
on the board of directors, Wil-
liam F. O'Neill, president of the
Yankee network, announced yes-
day. Other officers of the company
are George Steffy, vice-president, and
Travers, executive vice-presi-
dent and general manager. Travers
is also a director of Yankee Network.

Stork News

Dr. Harold A. Strickland, who han-
dled correspondence for ABC's pub-
licity department, has become a
grandfather. His daughter, Mrs. Ar-
ley, and Dr. Strickland gave birth to a
boy, pound 11, ounce boy in Jack-
sville, Fla., Jan. 22. Dr. Strickland's
first grandson is named John Arthur.

NewConn. Indie Web To Be Launched Feb. 7

(Continued from Page 1)
at 11:30 a.m. over the combined fac-
cilities of member stations WAYV, New
Haven; WGCC, Hartford; WLQ, Torrington; WMMW, Meriden, and
WNOC, Norwich. Stations are inter-
networked via a double network, elimi-
nating the need for switching.

Second show, which follows, the
spelling bee, will be a state-wide news
roundup with each outlet report-
ning on its own area. Program
 Will run 15 minutes.

Final plans will be set Tuesday at a
meeting in the WMMW studios.

New Pakistan Network To Be Equipped By RCA

(Continued from Page 1)
50-kilowatt shortwave transmitters,
two will have 10-kilowatt medium
frequency transmitters and one will be
75-kilowatt shortwave. Meade
Brunel, vice-president of RCA, stat-
ed. Also contracted for are associated
antenna systems, power generating
plants, test and measuring apparatus
and studio equipment.

A novel feature of the installations
will be the use of high fidelity FM
equipment for re-copy programs from
the studios to the broadcasting
transmitters, Brunel reported. He
said shipment of material is under way and all installations are sched-
uled for completion by July, 1948.

Terry Plans Meeting

Plans for the 14th District NAB meet-
ing to be held at the Brown Pal-
ace Hotel, Denver, on March 22 and
23 were announced yesterday by
Hugh B. Terry, NAB district direc-
tor and manager of KLC. A delega-
tion of NAB executives including
John Miller is expected to attend. In
addition Hugh Feltz, president of
BMB, will be in attendance.

FOR SALE

Fearless Daily—latest model. Brand new
in excellent condition. Complete equip-
ment. Price to be negotiated. Call CI
6-0951, Miss Horton.

FOR SALE

W-L-T-H

AM and FM

Baltimore 3, Maryland

TOM TIMSLEY, President
Represented Nationally By Hudey-Read

W-L-T-H

Stalled

This Seattle, Washington storm can't begin to compare with the 1947 New York storm ... but it shows how things can get fouled up.

It doesn't take much to upset a smooth-running schedule in certain situations, whether it's buses or sales.

When sales stall in the City of Baltimore, smart time buyers put W-L-T-H, the big plough, to work in this 6th largest city.

These are the time specialists who have to make every dollar count. And they know that when they buy W-L-T-H, they're getting more listeners-per-dollar spent than any other station in Baltimore.

W-L-T-H, the successful independ-
dent, puts sales back on regular
schedule. A lot of smart adver-
tisers will tell you that.
Now WINS holds not one but six aces to form a winning combination any time of day!

**morning**
Here we have Johnny Clarke and Jack Lacy. Johnny’s on the spot bright and early to get listeners up and off to work on time while Jack brightens up milady’s morning chores with his recorded musical sessions.

**noon**
Noon and news mean Don Goddard and Jay Latimer to WINS listeners. Don rounds up latest world news while Jay gives New Yorkers an inside glimpse of daily events in their own town.

**afternoon**
This is reserved for Mel Allen, ace sportscaster who sets a few records of his own on his daily three hour program, “The Mel Allen Show.”

**night**
New York and nightclubs go together and so does WINS and Jack Eigen, the Broadway-Hollywood reporter who takes the all night stand as he invites listeners and celebrities to “Meet Me At The Copa.”

Thus around-the-clock WINS offers live talent—all ace personalities—who form a bloc of programs that total winning tallys every time. Now regardless of what time of day best suits your product, WINS means business! Try us and see why more and more advertisers are finding that in New York the winning combination is at 1010 on the dial.

CROSLEY BROADCASTING CORPORATION
Notes From An Aisle Seat. ! ! !

- Sheraton H. Dryer, producer of "Exploiting the Unknown," has sponsored interest in a new series said to be one of the most revolutionary dramatic shows yet brought to the air. Understand it's a daily... Jerry Daniell exiting WINS program manager spot this week to go over to CBS' video dept. ... International Silk Corp. interested in air package with Nadine Conner, of the Met. and Million Cross. ... When Gen. Eisenhower announced he wouldn't run, it wasn't anything new, according to Tom Marks. sage of Radio Row. The Nails learned that years ago. ... Juke box ops set for blasting of television in public places such as bars where juke income has been badly dented. ... Add thumbnail descriptions of WW's broadcasts. as seen by Ado Xahn: Tip-topics. ... Expect an important announcement shortly noting that television has really come of age. National sponsors, such as underwriter of Betty Coecker Mag of the Air, are now studying video formats of their network productions. ... Betty Garde back in H'wood making her 2nd film for 20th Century-Fox. ... A new twist in production of fashion shows for video will be tried this Fall. Fashions on Parade with their "Holiday in Spring" show Friday night on WABD, with Roy Nelson directing. Fashions will be highlighted by production rather than by display. ... Possible Presidential candidates are Truman, Taft, Dewey, Vandenberg, Stassen, Warren, MacArthur and Wallace—making Henry the eighth. Ouch!

☆ ☆ ☆

- The Frank Gallop Nite at the Havana-Madrid recently drew the biggest turnout in the history of the club's celebrity affairs. (All his creditors showed up, no doubt!) ... Valli, sensational new star of "Paradise Case," booked for "We the People" next week making the ninth air date Mel Straus lined up for her in 10 days. ... Jack Warwicke, weepie of Warwick & Legler, Eying to H'wood today to congratulate Jerry Devine on his Hooper jumped to 17.1 on "This Is Your FBI." ... Dr. Bernard C. Graves, Pres of Nardi Psychiatric Asn., signed for six television appearances. ... Murray Dale, re-reading his plans for a mike show on terpsichore titled "Questions 'n Dancers." ... When Prof. Backwoods dined at the Singapore recently, he ordered his meal backwards. To string along with the gag, the waiter handed him the check first. ... Herb Sheldon sez most of the concealed radioites are forever rolling their Hoopers.

☆ ☆ ☆

- Anyone who says the average radio listener has the mentality of an 11-year-old prob'ly has the mind of a 12-year-old and is just tryin' to feel superior," contends radio's newest pixie, Abe Burrows. (If you don't know who Abe is, he's the guy of whom Sinclair Lewis said: "He sounds like a bum who went to college." ... Eddie Arakelian, of the Celfi wine family, is town. Shopping for a radio show for his product? ... Louis Armstrong headed for Paris in late Feb. ... Jack Barry looking for nappers for his "Juvenile Jury." Incidentally, have you heard about the radio performer now in his 2nd childhood who asked his agent to book him on Juve Jury? ... Robert Taylor's guest shot on the Bandwagon developing into a running gag situation and will reach its climax with an appearance on the Jack Benny show. ... Political committees hiring quipsters and p.a.'s to coin the most devastating phrases and gags about opposing candidates. ... Scene of Fireside Inn: The Fire Shows have vogue books, betting each other on whose tome will outsell the other. ... Beachcomber in Fladickers for Eddie Newman as competish for Barry Gray at the Copacabana down there. ... Basch Radio Prod. have the radio rights to the "John Doowinkle Attorney" series, currently running in the Sat Eve Post. ... Pete Donald, describing a commercial announcement, said: "It seemed to go in one year and out the other."
DORSEY ET’S EXPAND TO FOREIGN MARKETS

Rudy Stolz has been named manager of the Los Angeles office of Henry von Morpurgo & Co., public relations and advertising firm. Stolz formerly was account supervisor of the Los Angeles office.

Phyllis Geeley, formerly of NBC Radio-Recording, has joined the staff of Charles Stark Productions.

Mackarness Goode has joined the executive staff at headquarters of the American Association of Advertising Agencies in New York. He will assist Richard Turnbull, assistant executive secretary, in the field of agency administration and mechanical production. Goode holds a degree in English from the University of Melbourne with German, English, and Russian literature.

Beeston-Stott-Patterson of New York have recently designed a new reception room at their offices. The new room will be the first step in the redesigning and rebuilding of the Hayt offices, a unit of which will be under the direction of Beeston-Stott-Patterson.

Patrick H. Gorman, formerly assistant advertising manager of The New York Times, has been appointed assistant advertising manager of Philip Morris and Co., Ltd., Inc.

Roy S. Durstine, Inc., on Feb. 1, will open offices in San Francisco and Los Angeles. Robert L. Nourse has been appointed Pacific Coast manager, with headquarters in Los Angeles. H. H. Hindley will be in charge of the San Francisco office. Both of these executives have been with Durstine, Inc.

Charles Sweeney has joined the New York copy staff of the Gardner Advertising Company, assigned to the Monsanto Chemical Company account. He previously was member of Monsanto’s department of industrial and public relations. Prior to joining Monsanto, he was on the staff of the United Press bureau in Boston and the Providence Journal-Evening Bulletin in Providence, R. I.

Walter S. Kline, who during the past year was manager of the Dallas office of Homer Griffith Co., station representatives, has taken over his new duties as manager of KWHN, Fort Smith, Ark.

New York Service Office of the Olan Advertising Company moved to 36 Central Park South on December 1st.

John F. Kurie, former veepee in charge of merchandising at M & M, Ltd., has joined the Association of National Advertisers, where he takes charge of media research activities. Kurie is on the board of directors of the Point of Purchase Advertising Institute and is a member of the Market Research Council.
RADIO DAILY

Wednesday, January 28, 1948

CBO’s 1946-1947 Fiscal Year Ends With Deficit Of $27,261

(Continued from Page 1)

The statement said receipts from radio license receiving fees had increased by about 30 per cent during the year while revenue from commercial broadcasting had increased by $116,276.81 on CBC broadcasts, on national service, kept separate from expenditures on services in Canada, amounted to $811,621, which under special arrangement is recoverable from the federal government. The report, which contained much information similar to that given to the radio committee of the Commons last year, said that during the year CBC broadcast $37,000 programs, taking up 17,843 hours on the Trans-Canadian, Dominion and French networks. “Non-commercial programs occupied 34 hours more than during the 1945-46 fiscal year,” said the report. “Commercial hours increased by 266 on the three CBC networks.” While operations on the Dominion network—made up of some CBC and some private stations—changed very little during the year, non-commercial service increased while sponsored programs decreased. “The corporation originated 78% of the programs on the network broadcasting,” said the report. “Private stations originated 23 per cent, and the remainder was furnished by the taking up of exchange programs from the BBC and United States networks.” Montreal again originated the greatest number of CBC program hours, 11.29 per cent of the programs coming from that point.

Much Business Refused

A “substantial volume of business was refused,” to keep a “reasonable balance between commercial and non-commercial programs.” Dealing with the CBC’s news service, the report said: “There has been a distinct change in news preference and emphasis since the end of the war.” While international developments are not neglected, there is a demand in all parts of the country for a greater interchange of Canadian domestic news, particularly news of a constructive character. “In the national interest, it is suggested that policy include a large proportion of Canadian news, it is felt that since these bulletin hours are heard by Australians in every province, they perform a particularly important function in helping keep Canadians informed of developments across the whole country. The important service of providing the listener, with strictly local news is considered to be the responsibility of the community radio station rather than the network.” School broadcasts were continued on the CBC networks. They averaged three hours a week in the maritimes and a little more than two hours in the rest of the country. On the Quebec French network—4½ hours a week were devoted to the broadcasts.

WMCA Housing Show

(Continued from Page 1)

owner of the largest and well-known housing authority, asked Leon Goldstein, special events chief, to investigate the high housing crisis, Goldstein’s staff came up with the following startling facts: (1) about 260,000 families are housed in model projects; (2) these families, for the most part, could not get into municipal housing projects because their income was over the maximum allowed for city-owned dwellings, while at the same time the high costs of private construction put these rents above the average family’s means. It was decided that self-supporting public housing was the only solution to the crisis.

On Jan. 5, the outlet began airing the series titled “A Home to Live In,” which was researched and written by the same writer. The shows pointed out the need for such housing, offered the proposed solution and asked listeners to write to the Mayor urging him to do all he could on the question. To assure maximum coverage, each of the five basic scripts in each show was aired on a different night each week.

Within the first week of the campaign, O’Dwyer’s office had received approximately 10,000 letters written in response to the shows, and an additional thousand were received by WNET Scope

ON THE AIR AT CHANNEL 4.

WENJ begins a new show, “Play It Straight,” featuring leading com- edians. For the pre- miere, Milton Berle will be heard as Romeo in excerpts from Shakespeare’s play with the help of his, including Henry Morgan, Ernie Annex, Jack Pearl, Merry Amsterdam, Minerva Pious and Peter Donald.

TO BE continued For Once

According to a legend of show business, every comedian has a desire to play Hamlet or other heavy parts. Clay will soon get his chance. On Sunday, 4 p.m., WNEW begins a new show, “Play It Straight,” featuring leading comedians. For the premiere, Milton Berle will be heard as Romeo in excerpts from Shakespeare’s play. Among the comedians to be heard include Harry Morgan, Ernie Annex, Jack Pearl, Merry Amsterdam, Minerva Pious and Peter Donald.

TODAY’S STORY . . .

With the first television broadcast from its New York newsroom, NBC adds top-flight reporting to television’s ever-increasing virtues. Fifteen of radio’s first commentators and correspondents are signed for NBC television—and the trend toward regularly programmed news coverage is established. Information presentation of the news—live, nightly, seven days a week—is the present goal for viewers. As soon as February too.

Television

A Service of Radio Corporation of America
**CAMEL-20TH FOX SET DAILY TV NEWSREEL**

**TELE TOPICS**

*By JIM OWENS
Associate Editor*

A NOTHER major advertiser poised to enter tele via the network scene is Camel Cigarettes on NBC. (If this keeps up what becomes of station video newscast slots?)... Chief engineer of the new daily TV service, will be a KSD-TV staffer who filled the post vacated at the St. Louis station by his ex-boss, Robert Cox. Newscaster, will be . . . March Babbit, the hypotist who did a few guest shots on WABD last year, will attempt to displace the few more hypnosis occasions by a recent NBC telecast. He argues that if you don't want to be put to sleep—yes, simply won't.

**NIGHT club and tavern owners in Columbus, Oh., have been warned about tele set salesmen rushing the advent of the TV set.** Better Business Bureau advises customers the city is months away from satisfactory reception... Bob Leew will launch a contest on his “Photographic Horizon’s” next week, in which the viewing audience will be asked to submit the best still photo of 16 mm. film on the subject “How Television Has Affected Our Home Life.”... William Merritt Agency preparing a video version of E. C. Segar’s “B.C.” where the life of Abe Lincoln. Plan is to air the show on Lincoln’s birthday over a N. Y. station... Ad agency preparing a more tele-therapy program than most of the the shows they’re pumping up before the icons. Jonna Waller, Abbott & Ohman, exec., will host a show on sports seg on DuMont next week.

A WRGB (Schenevus) survey of its INS-INS news sees they’re rated as high by viewers as the fights from Madison Square Garden. Du Mont Station’s “Amateur Hour” snapping a strong following among only two performances. Ted Mack does a commendable job as emcee, with his Own-law tenor, but we’d prefer to see less of the goatee type and more of the Simon pure tyro... Church services as such don’t make particularly exciting viewing but a mid-west religious group is mulling a new angle. Instead, they’ll dramatize religious themes, “love thy neighbor,” etc.

**Cross Plug**

WGNY, local FM indie, is being plugged on tele over WABD, via a curious twist which came about last week in a deal perced by Transocean Image Defender Company, manufacturers of screens to enlarge tele pictures. Company, which already has a show on WDNY, decided to plug a new schedule on WGNY during its video commercials.

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**Top Fashion Shops Set For WABD Tele Series**

New half-hour video fashion series, titled “Television Fashions on Parade,” will debut on WABD Friday night (8:30-9:30 p.m., EST) featuring first hand views of the works of outstanding designers and top manufacturers. Friday’s production, titled “Holiday in Spring,” will be the first of a series in which leading N. Y. department stores will present their wares to the tele audience. Participating in the opener are Henri Bendel, Bergdorf Goodman, Miller’s, Saks Fifth Avenue, Bonwit Teller and Jay Thorpe. Series, which is owned by Television Fashions on Parade, Inc., will offer leading stores to “host” various programs, and invite designers and manufacturers to participate in costs and presentation of their products.

**NBC Sets TV News Show From Network Newsroom**

In line with the recently announced expansion of its news coverage, NBC television will present three top newsmen in the first video program direct from the network’s New York newswroom tomorrow (9:15 p.m., EST). The 15-minute program, “The NBC Television Newsroom,” will feature W. W. Chaplin, NBC newscaster; John MacVane, chief of the network’s United Nations bureau; and Bob Trout veteran radio reporter who recently joined the NBC staff in a report on the day's news.

Scheduling of the program follows closely on the announcement that the network has expanded its video news activities by the addition of 15 top radio commentators to the tele staff.

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**Phila. Tele Audience Up 900% During ’47**

Philadelphia—WPTZ, Philco television station here, operated a total of 2,038 hours during 1947—the “year television started to roll”—and noted an audience increase during that time of 900 per cent, according to a review of statistics released this week. Total program hours last year were 1,488, while the average number of program hours was over 28.

Commercial sponsorship, which covered a large portion of tele-rail programming, increased over 600 per cent, the Philco station reported.

**Philo Set To Market Tele Model At $199.50**

Philadelphia—The Philco Corp. announced yesterday plans to market a new direct-view tele set with a seven-inch screen to retail for $199.50 plus installation and tax. At the same time it was announced the company will bring out a new 10-inch receiver to sell for $339.50. According to James H. Carmine, Phlaco is geared to produce “six times the number of sets” it turned out in 1947.

**Television And Films On ANFA Meet Agenda**

Whether or not television is “threat or promise to 16mm” film industry will be discussed at a dinner meeting of the Allied Non-Theatrical Film Association Wednesday, Feb. 4, at the Williams Clubhouse. Point will be discussed pro and con, with broadcasters represented by Ed Evans of CBS, Robert Fraser of NBC, and Edwin T. Woodruff, of DuMont.

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**Press-Time Paragraphs**

**Tele’s Long-Distance Hop**

Los Angeles—Television set owners in San Diego achieve clear reception from both stations in this city—a distance of 115 miles—according to opinions reported to Don Lee last week. Station execs explain the phenomenon as one provided by the curvature of the earth, and that San Diego receives signals which “bend” downward due to coastal “temperature inversion.”

**Selling’s Top Aid**

Pittsburgh—B. A. McDonald, general sales manager of Weshington Radio Stations, Inc., told members of the Pittsburgh and Television Club at a luncheon meeting that 1948 will be a critical year with for greater competitive selling. He was especially optimistic about television which he foresees as one of selling’s greatest media. “Outside of person-to-person selling,” he said, “nothing can beat television.”

**Beauty A-Plenty**

New York video audience got its first big glimpse of what many will wear when going to the theater... WCBS-TV aired the N. Y. Dress Institute’s fashions show for the March of Dimes at the Waldorf. Show also occasioned first appearance of many top theater stars, including Gene Krupa, Harry Belafonte, George Sanders, The DeMoss and The Harmones.
**NEW STATIONS**

**Southern FM'er Bows In**

Topeka, Ks. — Gov. M. E. Thompson was principal speaker at recent dedication ceremonies of WELET, 10 kw., FM affiliate of WRLC. Both outlets are in the station's new 28,000-square-foot engineering and construction equipment. Member of the Mutual web, the new outlet is on the air from 2 to 11 p.m. at 101.9 mc. Transmitter and 124-foot antenna are atop Currie Peak, elevation 1,700 feet. Studios are in WRLC building, 423 Prather Bridge Road. Exces of both stations include Virgilo Craig, manager; J. Carl Mocko, chief engineer; Sam Gliner, commercial manager, and Carroll Lee, program director.

**FM For Capital Area**

Bradbury Heights, Md.—Covering metropolitan Washington, and parts of Maryland and Virginia, WBUZ-FM began full time operations this week with 1 kw., at 86.7 mc. Arthur B. Cur- lis, WFLS, is WBUZ general manager, which includes A. K. Porter, vice-president and commercial manager; L. L. Alkman, general manager, and treasurer, and Gordon Shaw, program director. Studios and offices are in the WM&KA Motor Lines Building.

**Texas Outlet Adds FM**

Edinburg, Tex.—KURV-FM, operating with 1,000 watts at 104.9 mc, has gone on the air duplicating programs of KURV until sunset with local talent featured afterwards and until 5 p.m. According to general manager Louis Allen, all AM commercials will be aired as a bonus on the FM outlet “until further notice.” Jane Trim- mer is manager of station operations of the new outlet; Marylouise Gray- mount, director of women’s activities, and Dorothy Qualls, continuity editor.

**WKBW Post To Anscombe**

Buffalo—Alfred E. Anscombe, formerly of Public Relations Associates Buffalo, has been named public relations director of WKBW. Arthur Simon, executive vice-president, announced yesterday. During World War II, Anscombe held the rank of a major serving as public relations officer of the New York Wing of the Civil Air Patrol. Following the war he organized Public Relations Associates.

**Novel “Dines” Stunt**

Maurice Dreicer, heard on WGIN-FM, New York, yesterday impersonated the voice of the “March of Dimes” drive. Dreicer calls his stunt “Spin-A-Dime.” He spoke a dime in the studio to test his listeners to do likewise in their homes. Those falling to match the heads or tails of his dime are invited to send their coin to the March of Dimes drive.

**CONNECTICUT**

**DETOIT**

**MICHIGAN**

**MISSOURI**

**KANSAS CITY**—KCNO recently inaugurated a new series of 15-minute programs entitled “Time For Safety,” which will be produced in cooperation with the Kansas City Safety Council, features music by The Keystone and the Rubies, and “winnings” worth $25. United States saving bonds for the best safety slogan submitted each week. Each week three winners will be chosen.

**NEW YORK**

**BUFFALO**—As a public service, WKBW has made arrangements with the Buffalo Junior Chamber of Commerce for a weekly broadcast to be called “Your Community Spotlight.” Show is aired each Monday evening and will be dedicated weekly to a local community problem as being acted upon by various committees of the Junior Chamber of Commerce. The first show featured Dave. Malone, staff announcer, explained that this show will air on WGR, the Buffalo radio station.

**OHIO**

**AKRON**—Leo Gelster, 16-year-old Cuyahoga Falls High School student and mistress of ceremonies on the A. M. O. O. C. Company’s “Teen Age Hit” show over WHK, has been named as one of the four national winners in the “Voice of Democracy” contest. The four winners of the competition, which awarded the winners $2500 each, were the National Association of Broadcasters, the Radio Manufacturers Association and the United States Junior Chamber of Commerce. WGR, Broadcast President Grover E. Host, said, “Richard Nehe, who reigned...”

**CUBA**—Floyd L. Weinland, for- merly associated with the Assistant Secretary of State for Occupied Countries in the State Department at Washington, has been named director of operations in Cuba’s national radio network and 24 radio stations, including the Havana television station, WSNW.

**FLORIDA**

**MIAMI BEACH** —Scott Bishop, Wellbrook district manager, and Al WIOD, Miami as program director. Bishop is known to network listeners for his shows: “Dark Fantasy,” “Strange World,” “Southern Rivers,” etc.

**PROMOTION**

Comic Book Giveaway

Hal Smith, promotion manager of WMAQ, Chicago, has completed arrangements with The Fair, Chicago department store, for distribution of 10,000 “On the Air” comic books, designed to tell the story of NBC and radio for the juvenile audience. Half of the books will be distributed through the children’s shoe department and the remainder through the children’s clothing department. An imprint on the books calls attention to the news programs broadcast daily over WMAQ by The Fair and to the NBC-WMAQ Smillin’ Ed McConnell program presented on Saturdays by the Buster Brown Shoe Co.

**Calendar Of Winter Events**

Promotion by WWRL has placed the outlet’s call letters and message among the schedules of the “Year Round Winter,” a calendar of events in the city distributed free to visitors by the New York Convention and Visitors Bureau. Station plus reads: “For a full day of radio entertainment tune to WWRL, 1600 kc—the High spot on your dial.”

**Husing To Broadcast Race**

Disc jockey Ted Husing reverts to his original role of sportscaster Sat-urday night when he describes the running of the Millrose Games Wannemaker Mile over WHN, 10 p.m.
Mundt Does Broadcast To Foreign Countries

A greatly expanded information and education program, which is to make the United States and its people better known and more familiar to the people in other countries, will go into effect now that President Truman has signed into law the "Voice of America" bill, according to Rep. Earl Mundt, Republican of South Dakota, sponsor of the legislation.

Shortly after the President signed the bill, the purpose of the legislation was explained to listeners in all parts of Europe and South America by Rep. Mundt. (Continued on Page 3)

Mrs. Thackrey Not Selling KLAC, KYA—Feddersen

West Coast Bureau, RADIO DAILY

Hollywood—Don Feddersen, executive vice-president and general manager of KLAC, Los Angeles, and KYA, San Francisco, after conferring with owner Mrs. Dorothy S. Thackrey, said KLAC and KYA are not for sale and all offers that have been made to Mrs. Thackrey have been turned down. This, of course, includes telecasting.

VCC construction permit has, incidentally, been transferred to Inland Broadcasting Co., Who will own the station. (Continued on Page 2)

Seek Commission Approval For Sale Of Station KXYZ

Houston, Tex.—Approval of sale of KXYZ is being sought from the FCC by Glenn H. McCarthy, wealthy Texan, who is sole member of group, and members of his family, who will buy the station in the name of the Shamrock Broadcasting Co., for an estimated $750,000. McCarthy would move the station's studios to Galveston. (Continued on Page 3)

Last (?) Lap

Networks and AFM reps resume their "round and round" table discussions over new contract agreements at 3 p.m., today after a 48-hour recess. Odds remain heavy in favor of extension of the present pact after Saturday midday, when it expires, since more time may be needed by representatives of both sides to work out all details. Both sides are still smiling.

False Economy?

A movement is underway among members of NAB in the 2nd District area to register formal protest with the board at the February 23 meeting regarding the closing of the New York office on Feb. 1 as an economy move. It has been pointed out that NAB needs the New York office in furtherance of its public relations program and that the organization will lose prestige without Manhattan representation.

Current crop of local sponsors chipping in on ABC's growing list of co-op shows, which will number 14 on Feb. 1, now totals 714 as the network adds its first dramatic program to the lineup. "Mr. President," a sustaining serial, for the last six months, bows into the new category next Sunday, 2:30 p.m. EST, with a string of 22 local sponsors. Hudson Motor Car Dealers tops the sponsor list, having bought the show. (Continued on Page 8)

Detroit Symphony Stays Via Reichhold-ABC Pact

Last minute deal made by ABC with Henry H. Reichhold, president of the Detroit Symphony Orchestra, will keep the musical group in the Sunday 8-9 p.m. EST, period as a sustaining, it was announced by Charles C. Barry, network program vicepresident. Show originally was scheduled for 8-9 p.m. (Continued on Page 6)

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Clark And Studebaker Heard As Essay Prizes Are Given

Washington—Attorney General Tom Clark yesterday presented awards to four young girls in the nation-wide "Speak for Democracy" contest. The girls were presented $500 scholarships, engraved wrist watches and certificates listing their achievement in ceremonies at the Hotel Statler.

Clark told the assembled group of notables that "this could happen only in a land where equality of opportunity is a part of the national creed."

The contest was jointly sponsored by NAB, RMA and the U. S. Junior Chamber of Commerce. Commissioner of Education John W. Studebaker presided over the awards luncheon, climaxing a contest which began last October during National Radio Week.

The winners who received their awards from the Attorney General included (Continued on Page 8)
JOSEPH A. McDONALD, vice-president and general manager of the American network, and RICHARD A. MOORE, of the WBAJ's legal staff, were in Washington yesterday to attend the dinner of the FCC Bar Assn. McDonald is touring over for the Radio Correspondents dinner Saturday.

JACQUES LACOUR-GAYET, deputy chairman and managing director of Radio Luxembourg, and R. L. PULVEY, general manager, now are visiting in New York.

GEORGE HAMILTON COMBS, news commentator on WMY, left yesterday on a short trip to Washington, D. C.

L. C. KELLMAN, general manager and station director of KTRC, Austin, Texas, has left town on the return trip to the station. He had been here for about two weeks at conferences at CBS.

D. ROY GLANTON, transmission supervisor of WOW, Omaha, Neb., paid a call yesterday at the New York offices of NBC.

EVERETT ROSENTHAL, executive vice-president of Procter Radio Productions, leaves today on an extended trip through the Pacific Coast territory in connection with "The Big Story," produced by Procter and sponsored by Palm Marathon.

BLEVINS DAVIS, radio and stage producer, has left for Hollywood, where he'll spend two weeks preparing a new radio series.

BETSY REEVES, secretary to Don Miller, sales manager of WCBS, left yesterday for Clewiston, Fla., where she'll recuperate from a recent operation.

BLANCHE STUART LEE, of Mole-Devis, Inc., has taken a vacation in Washington, and will meet the assignment of the AWB at the Mayflower Hotel.

A. C. PARKER, formerly of Owen & Parker, has arrived from Chicago for some radio guest appearances and nightclub engagements.

Three New V-P's

(Continued from Page 1)

with Richard Barlow.

WALTER J. DAMM, vice-president and general manager of WTMJ, Milwaukee, is another WBAJ affiliate, is spending a few days in Gotham on business.

I. R. Lounsbury is in town from WGR, Buffalo. Visited yesterday at the headquarters of the Mutual network, with which the station is affiliated.

ED YOCUM, general manager of KGHL, Billings, Mont., has arrived in town. He plans to remain until the middle of the week.

AUGUST W. GREGORE, general manager of WRAX, Wilkes-Barre, Pa., conferred yesterday at the Mutual network offices.

ROGER HAMILTON, vice-president of WAKR, Akron, Ohio, and KENNETH KEEGAN, commercial manager of the station, have arrived on a short trip to town. Station is an affiliate of the American network.

AL GODWIN, general manager of WEDR, Syracuse, N. Y., and LAWRENCE BOVITZ, of the station's staff, were welcomed yesterday at the headquarters of the Mutual network.

JAMES M. GAINES, director of NBC's owned-and-operated stations, is here today for Cleveland, where he'll confer with executives of WTMF.

BENEDICT GINSEL, Jr., president and general manager of Super-Philco, is visiting in town.

TOM PAGE, farm director at WNRC, is in New York attending the Henry Ford Farmers Week convention, JINX FALKENBURG and TEX McCRARY, who also attended, returned to New York yesterday.

FRED CUSICK and SYDNEY JONES, Columbia network technicians, have left for Toledo, where they'll set up broadcasting facilities for the Josephine Monaghan show, which will be broadcast Saturday night from Dayton's Macomber High School.

Storage for TNT

That's a concrete bunker. It's a storage magazine for TNT at The Weldon Spring, Missouri, explosive plant.

These concrete huts are placed at irregular intervals over the magazine area to lessen the chance of their being seen from the air.

There are a couple of radio points to be made about these military installations.

The first one, of course, is that the business future is full of TNT. And that it should be guarded.

The second is that you've got to select and space out your protective covering.

In Baltimore radio, the smart time buyers turn to W-T-I-H, the successful independent, to guard their clients' interests. W-T-I-H is the station down there that delivers more listeners-per-dollar-spent than any other station in town.

If you're looking ahead ... put W-T-I-H on that list right now!
Mail Problem

Los Angeles—Ralph Edwards has been notified that NBC will no longer handle any "Truth or Consequence" mail or tickets addressed to network for T. Or, C. Edwards was also advised that a form letter is being sent out in answer to all ticket requests stating that because of the many requests on the no-tick-ether, he will not be on the air next fall. That's an advance sellout, with six months of the season to go.

3 New Wireless Stations For Canada Signal Corps

Montreal—Three new wireless stations have begun plans to join the existing 21 of the Northwest Territories and Yukon Radio System, operated by the Canadian Corps of Signals, Army headquarters has announced. The stations will be located at Brockton, Man., and St. John, N.B., and on the other side of the border will be another Wireless radio equipment. Supplies are already being shipped by tractor into Brockton, but construction has not yet begun on the other stations. Wrigley, the head of the Royal Canadian Corps of Signals, said the project is the beginning of a permanent service in the area. In addition to supplying communications throughout the north, the radio system is a valuable source of meteorological information.

Mundt Does Broadcast To Foreign Countries

(Continued from Page 1)

Mundt and his co-sponsor, Sen. Alexander Smith, R. of New Jersey, over U.S. wide broadcast station with transmitters located in Boston, and operated by the World Wide Broadcasting Foundation. The broadcast originated Tuesday night in the Washington studios.

Laws Private Organizations

Rep. Mundt pointed out that private enterprise organizations, such as the World Wide Broadcasting Foundation, which have proved themselves an excellent means for carrying out the international good-will-building envisaged by the "Voice of America" will probably receive financial support from funds provided in the Act as an independent agency.

In this Act, Rep. Mundt explained, it is emphasized that all the way through that as an independent, private organizations and facilities such as WRUL, existing educational foundations and others, shall be incorporated in this work. So far as the government can stimulate co-operation from these private agencies, the government itself will withdraw because we want to encourage the private initiative in the way Americans do things in this entire enterprise.

Rep. Mundt congratulated Walter S. Lemmon, president of the World Wide Broadcasting Foundation, who acted as moderator on the international broadcast, for the work which WRUL has done in the past.

Seek Commission Approval For Sale Of Station KXYZ

(Continued from Page 1)

the new 12 million dollar Shamrock Hotel he is building here. KXYZ is owned and operated by the Harris County Broadcast Co., headed by M. Tiffrord Jones and operates on 1320 kilocycles with 3,000 watts.

Stations

WEAT Lake Worth, Fla.

N.B.C. Affiliate Serving

PALM BEACH, LAKE WORTH, and WEST PALM BEACH

Announces the Appointment of

LORENZEN & THOMPSON

Incorporated

As Exclusive National Representatives

Clarence L. Mersereau President

Frank R. Knutti Manager

ON AIR JAN. 15, 1948

WNBC Public Service Plan Offered To 90 Communities

(Continued from Page 1)

of weather or other emergencies in some of the communities within its listening area.

Originated by James G. Meehan, manager of the outlet, the plan has the cooperation of school superintendents in each town, who notify the station in advance of any shutdown. The information is aired on Bob Smith's early morning show. To prevent students or unauthorized persons from phoning in erroneous information, the station has given the superintendents a code word which will identify the caller.

The NBC regional manager for the plan with ads in 103 daily newspapers and weeklies in the area. The ads, three- and-a-half inches on three columns inform readers of the plan and at the same time get across a strong plug for Smith and the station.

Ballou Joins NBC

Lance C. Ballou, Jr., formerly sales promotion and advertising manager of U.S. Television, has been appointed assistant to William E. Webb, sales promotion manager for NBC Television. A native of Lynnfield, Mass., Ballou was graduated from Dartmouth College in 1941. He served four years in the U.S. Navy, as gunnery officer aboard a light destroyer, saw action in all war theatres and was a Lieutenant, junior grade, when he was released from active duty.

Hotel Chain Buys Spots

Knot hotel chain has assumed sponsorship of WOR's 1:25 weather and news bureau. Firm plans to have its New York hotels and new plan whereby the hotel can have its own private radio service may be made by collect wire to the outlet.

Westinghouse Appointment

F. M. Sloan, manager of the Westinghouse Home Radio Division, recently announced the appointment of Gilbert C. Larrson as chief engineer.

Tag

Central New England

With

WTAG
The Music Hall of Fame
STARRING the Musical "Who's Who" of the World
NOW AVAILABLE IN FIFTEEN-MINUTE OPEN-END RECORDINGS

Distinguished Transcribed Program For Prestige Advertisers

52 SHOWS AVAILABLE

THE MUSIC HALL OF FAME features the nation's biggest names in the concert and opera field. The quality of their performances and the constant publicity given them throughout the nation assure local advertisers the assurance that they are sponsoring the best in radio.

Such outstanding artists as those pictured here and others of equal stature are interviewed by Walter Preston, regular host on the program. Colorful incidents in their careers are related ... stories that emphasize the warm human qualities of these great performers. Then, these same artists perform several selections in their own glorious styles which have made them America's favorites.

THE MUSIC HALL OF FAME is a 15-minute program designed for one-week broadcast. The present series composed of 52 programs will probably be expanded to 156 programs for 2 or 3-week scheduling.

This program is not suitable for every advertiser in your town. There might be only a few advertisers who would be "eligible." But, for the sponsor who is discriminating in his musical tastes ... demanding in the type of program that represents his business ... interested in the "prestige" value of this program ... THE MUSIC HALL OF FAME is his show.

SEND FOR AUDITION RECORD

FORD BOND RADIO P R I
810 RCA Building West, New York 20, N. Y. LOCAL REPRESENTATIVES AND SALES OFFICES
No. 1 Radio Program
At Breakfast-time
FUN AT BREAKFAST

WHO WAS THAT LADY I SEEN YOU WITH LAST NIGHT?

325 PROGRAMS AVAILABLE!

FIVE MINUTES DAILY OF RIOTOUS COMEDY...

Big Name COMEDY PROGRAMS AT LOW PRICE PER MARKET... AND AT LOW COST RADIO TIME.

THAT WAS NO LADY! THAT WAS MY WIFE!

ROD HENDRICKSON

The voice that has moved a million hearts...

WITH HIS FAMOUS PROGRAM

This Business of Living

A QUARTER-HOUR OF HOMEY PHILOSOPHY

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

VUCTIONS, INC.

Phone Circle 7-2236

10% DISCOUNT FOR 3 SHOWS PER WEEK. EXCEPT PRESENT CONTRACTS.
A G E N C I E S

RADIO ADVERTISING COMPANY effective Feb. 1, will change its name to Robert Meeker Associates, Inc. Apart from the adoption of the new corporate name, there will be no changes in personnel, addresses or list of stations represented. Robert D. C. Meeker is the general manager; Louis J. F. Moore, eastern manager; E. E. (Jim) Elshelman, midwest manager, and Tracy Moore, west coast manager.

JOHN J. VAN NOSTRAND, Jr., manager of the Hollywood office of Sullivan, Stauffer, Colwell & Bayles, Inc., has been elected vice-president of that firm.

THE WILLIAM WARREN AGENT has been appointed to handle the television advertising for Lucele, Ltd. Stevens P. Jackson is the account executive.

C B C ’ s D i r e c t o r a t e A c t s On Several Applications

(Continued from Page 1)

to making recommendations on li-
censes. The question of what licenses rests with the Transport Department. Included in applications, recommended for approval were the following:

1. C. A. Pollock, vice-president of Electrohome Industries, Ltd., of Kitchener, for a 10,000-kilocycle modula-
tion station at Kitchener.

2. Charles H. Lewellyn of Summerside, P. E. I., a builder, for a 250-watt station at Summerside.

3. T. A. McDonough of Kickland Lake, chief engineer at Wright Har-
geaves Mines, for amplitude modula-
tion and frequency modulation sta-
tions at Haileybury.

4. Canadian Forces, Department of National Defense, for a 100-watt station at Churchill, Manitoba, to serve the armed forces in the area.

Also recommended for approval were application from CFPL, London, Ont.; CHUM, Toronto; CJAD, Mon-
treal, and CFOS, Owen Sound, for FM licenses.

The board recommended denial of an application of Moncton Publishers, Ltd., Moncton, N. B., for an FM station at Moncton.

"The board is of the opinion that the area cannot support two stations, both giving good broadcasting service," said the statement.

An application of CKAC, Montreal, for a power increase was partly recom-
dended for approval. The station owned by La Presse Publishing Co., Ltd., asked for permission to go from 5,000 to 10,000 watts temporarily, with-
out directional antenna and to 50,000 watts eventually with directional an-
tenna. The board opposed the tem-
porary increase but recommended in favor of the long-term increase.

An application of CKLW, Windsor, for a power increase of 50,000 to 10,000 watts was again recommended for deprecation as no additional technical information had been supplied.

A license to Wilma Moore of Dawson Creek, B. C., for the broadcast-
ing of commercial messages over CJDC, Dawson, was recommended for approval. The board recommended, against granting CFGP, Grande Prair-
ie, Alberta, a change of hours for broadcast of commercial messages.

CJFX, Antigonish, N. S., applied for the transfer of one share in Atlantic Broadcaster, Limited; CHUM, Tor-
onto, applied for the transfer of 709 shares in York Broadcaster, Limited, and CKBW, Bridgewater, N. S., ap-
plicated for changes in share subscribers of Acadia Broadcasting Company, Ltd.

Windy City Wordage...!

- Local radio ops are mixing their drinks with lemon juice these
days, the NBC press department having thoughtfully distributed bottles of
RealMan to remind the retirees that as of January 26 the bottled juice
can sponsor the Dave Gary-Bow platner show on WMAQ.

- Chicago... Jack Bailey, ence of "Queen for a Day," which drew
thousands of women to the Sportman's Show at the Col-
suam last week, had a lot of fun during the engagement. One day he had
a good chance to relax when he was interviewing a young lady who proved
to have a natural gift for juggling. She calmly sat down. In a cigarette, and
pulled unconscientiously as the lady talked and the audience chuckled,... Ellen
White and Earl Tannor, vocalists, and the Honey Dreamers Quintet are lea-
ted on the new one-hour program of music on ABC which started last
Saturday under the tentative title of "The Hour of Music," Show, which
replaced "Tommy Bartlett Time," is produced by Hunter Raynolds.

- Alex Yellis of WIND says the station weathered 30 me-
chanical failures and 40 storm and utility failures of their transmitter in
1947 with the loss of only one one-hundredth of one percent of
air time—a remarkable record. During 79 failures the station was
off the air for only one hour, 16 minutes and 37 seconds out of a total
of 6,548 program hours on the air. Yellis credits the record to Ken-
eth C. Shirk, chief engineer.

- Jane Barrows, radio writer for seven years, has joined WIND
as assistant program director. Norman Ross is offering a glossy print
of himself to listeners who write in to his WGN "Blue Moon" platner show—
the picture a montage of six views of Ross in various stages of his checked
career,... Herbie Mintz, heard on WENR's program "But Not For-
gotten," celebrates his 25th year in radio on Lincoln's birthday. An
Marshall Kent, new announcer at WGN, has a new daughter, Mary Margaret
Kent, born January 12 at Mercy Hospital. ... Don E. Kelley, WBBM's direc-
tor of publicity relations, back at his desk after having nursed a sprained
ankle, from a fall on the ice, for a week. Hank Grant, lumbermance.
WGN's "Let's Have Fun" and "Tears and Tunes" shows, has a new name—
Metsohnah, conferred on him by Chief Needahabe of the Penobscot In-
dians in honor of Hank's work in fighting juvenile delinquency by taking
his programs to youth centers about the city. Name means "leader of
boys."

- Detroit Symphony Stays
Via Reichhold-ABC Pact

(Continued from Page 1)

ied to cancel out Jan. 25 when Mu-
sical Digest, owned by Reichhold,
dropped its sponsorship.

Trouble began a few weeks ago when friction arose between Reich-
hold and the local Detroit musicians' union over a new contract. Dues
had reportedly been settled but in the meantime Reichhold came to
ABC and offered the Detroit Sym-
phony, without any cost for musicians,
to continue on Sunday evenings,
for a one-year contract. A 12-week
agreement was signed.

Although the program now will contain no plugs for Musical Digest, circulation of which has jumped consi-
iderably since the show began, Reichhold himself will get air credits
as the president of the Detroit Sym-
phony.

G e t s C B S P r o m o t i o n

Norman C. Hadley has been named chief of the Washington office of the
World C B S Broadcasting System, under the general supervision of Assistant Com-
missioner W. H. Flynn, in which capac-
ity he will be responsible for all
operations of the general accounting department, was announced by
S. R. Dean, treasurer. Hadley, for-
nearby assistant to Dean, joined CBS
in 1933.

K W D F Deal Okayed

Wichita Falls, Tex. — Edward H.
Rowley and H. J. Griffith, southwest
broadcasters and theater operators,
recently received an FCC approval for the purchase of KWDF and KWDF-FM here for a re-
lated deal including Brown's, a man-
aging director of the station. The station was sold to Joe B. Cargan
and others.

WMBR Power Increase

WMBR, CBS affiliate in Jackson-
ville, Fla., began operating with its increased power of 500 watts on a sim-
taneous end, 200 KECs Sunday, Janu-
ary 18, it was announced by Herbert V.
Brown, the station's president. The
charge of station relations. Station previousl
operated on 250 watts.

Thursday, January 29, 1948

www.americanradiohistory.com
**TELEVISION DAILY**  
**SET PRICES DIPPING; SEE MASS MARKET NEAR**

**TELE TOPICS**  
By JIM OWENS  
Associate Editor

**JARVEY MARLOWE** has been named program director for WPIK, N. Y., daily News Station. He's a former ABC taffer and one of the most able execs in the business.  
**Columbia Pictures** became his second on-air movie outlet to use TV at an ad medium. Firm's newest release "To The Ends of the Earth," is currently plagued by trailers as KTLA (Hollywood) prior to the pic's premiere this week-end in Movie town.  
**Debut of that fashion series on ABC, tomorrow night will cost approximately $4,000—something of a new wrinkle for an OPENING show in tele. Trade execs say show as the beginning of heavy use of TV by the fashion industry.  
**Universal Television Corporation, a Chicago firm, has completed** the first of a string of TV "publics" planned for U. S. cities having video service. **Image is to display leading models in a plush atmosphere without actually writing orders.**

**CINCINNATI** will have its "I-Day" on February 15th with gala programming and promotions set by the Cruiser earlier there. Station has delayed official assumption of call letters WLWT to the 9th of the month because of technical difficulties.  
**Pennington-Merton Productions, coast outfit, readying a 30-minute package with a formal usable on both tele and radio by a single sponsor.**  
**Patent deals with careers of well-known inventors, etc., with Ken Niles as emcee.**

**RCA has sent a jeep unit to Cleveland** for that city's co-op video demonstration with WEWS. Unit will be installed in the Nige Department store and will demonstrate in-store video.  
**Walter Damm, gen'l mgr. of WTMY-TV (Milwaukee) in town to handle with industry execs this week, says video sets are selling like crazy out now. Over 1,000 sets installed in the past few weeks, and the figure is mounting daily. The "S2 Association," in honor of wounded war vets next Tuesday at the Waldorf-Astoria, will be hired by WCSS-TV with Harry Hershball and Milton Berle heading a roster of top notch funnymen. Group entertains wounded vets the year round.

**Television Will Aid Movie Biz—Fairbanks**

Television will be a terrific boon to the motion picture industry rather than impose a threat, Jerry Fairbanks, West Coast film producer, predicted yesterday. Hollywood exec, who recently signed a deal with NBC whereby he will deliver all the network's video films for the next five years, declared it is impossible to compete with the feature type production on which the film industry has based its success because of high costs.  
"Firms for television," Fairbanks said, "will be of a completely different kind, nature and in no sense vie for the favor of the type of quality medium picture audience. They will, in the main, be capsule entertainment." Fairbanks also foresees the use of trial as an invaluable means of attracting the video audience into the movie theater.

**Lilienthal's REC Talk To Be Tele'd By NBC**

David Lilienthal, chairman of the Atomic Energy Commission, will be in New York next Thursday as he addresses a luncheon meeting of the Radio Executives Club of New York Thursday, Feb. 5 (1:30 p.m., EST).  
**Dewey To Be Televised**

New York's Governor Thomas E. Dewey, Rep. Joseph W. Martin of Massachusetts, and Sen. Homer Ferguson of Michigan, will be televised by the NBC network when they address Lincoln's Birthday dinners both here and in Boston on Thursday, Feb. 12 (9:30-10:30 p.m., EST).

**Construction Starts At WENR-TV ABC Sta.**

Chicago—Construction of television facilities for WENR-TV, the American Broadcasting Company's station here, has already begun, it was announced yesterday by E. R. Borroff, vice-president in charge of the network's central division. Although the arrival of supplies and material has been delayed during the past few months, it is anticipated that television operations will commence by mid-October and a second super-turntable type will be installed on the highest ridge of the Civic Opera Building, located at 20 N. Wacker Drive.  
Complete construction plans and antenna designs are now in the final process of approval. The main television studio will be located on the 44th floor of the Opera Building and outside studio space will be rented temporarily, until such time as permanent studios can be obtained or built. **The station will operate on Channel 7, with a frequency of 171 to 180 megacycles. Video is 15 kilowatts and aural is 7.5 kilowatts.**

**Danzig Joints CBS Tele As Senior Producer**

Jerry A. Danzig, veteran radio executive, has been appointed Senior Producer for CBS Television, effecting February 1. The new assignment, made by Worthington C. Mihor, director of television, Danzig will head up the development of all entertainment programs, as distinct from news and special events for the divisions.

**Mexico Capable Of Rapid Use Of Television, Says Engineer**

Mexico City—Television could have a wider field of development and expansion in Mexico "due to special favorable conditions," in the opinion of Gomates de Television nation WIBS, who recently completed a trip to various countries including the U. S. and England to survey progress in the field. "Studies made in Mexico to the present time constitute a solid base for the immediate development of television. Adding that aid from the government would spur activity in development of the medium. At the moment research in the field has been carried out only by private enterprise, Comarren explained. He also said the industry here places its hopes in the Instituto Nacional de Bellas Artes which financed his trip, to exert influence in bringing about assistance to radio researchers "especially those interested in television problems which is the immediate future of the industry," Camarena cited as an advantage Mexico has in the development of electrical current which ranges from 50 to 60 cycles, thereby allowing a greater fidelity in the transmission of television images.

**Mtrs. Try To Sell For The Lowest Possible Cost**

Television receiver prices, slowly but steadily decreasing in several instances during the past six months, may soon reach the range of mass-market acceptance if production schedules and labor conditions continue to improve in all branches of the industry during the next 12 months, according to opinions of major manufacturers. Current trend of lowered prices—as distinguished from actual price reduction on existing models, reflects the manufacturers' earnest effort to give the public more television at the lowest possible cost," according to one industry executive. Emphasizing the attempt at lower prices is the fact that three major manufacturers are now producing models under the $200 figure, and one, other is out with a set under $300. It is expected that the lower-priced radio field, which stationed a few weeks ago at a dealer's contast the need for a low-priced model "within reach of the general public."

**Latest to announce the availability of a new-priced set was Silesia," which is offering two new models, a 7-inch screen at $199.50 and a 10-inch screen at $289.50. Later set is described as an improved model that sold for $395 six months ago. Furthermore, it's pointed out that the price set revealed this week was originally scaled well above the $200 mark, but engineering design and production facilities have made possible the current price while maintaining highest quality standards. Others in the $200 range are Halsteiders, with a 7-inch screen selling for $169, and Motorola with a 7-inch screen at $179.

**Gersten Joints Caldwell**

Stanley Gersten, formerly editor of Telecasting Publications, Inc., has joined Caldwell-Clements, Inc. as assistant editor of Tech, telecommunication magazine.
RADIO DAILY

714 Sponsors Listed On ABC Co-op Shows

(Continued from Page 1)

BIRMINGHAM—A state-wide campaign for Christian education, sponsored by the Methodist Birmingham- area colleges, and Howard College in a united drive for funds, was recently aired as a public service announcement on the half-hour program originated in this city and was picked up by other stations on transcriptions...ANONIS, TON, the others.

—OHIO—

WORTHINGTON—A feature on "The Kitchen Kettle" program, aired on WFD, is the "Good Cook of the Week" which brings the microphone, each week, a rural homemaker from this state who gives her favorite recipe. The Good Cook of the Week is selected by nominations from listeners or by Polly, keeper of the Kitchen Kettle. All of the recipes are filed and will appear in a large volume in a special WFD cook book, compiled wholly by the Kitchen Kettle's rural listeners. Frances McNerney has resigned as promotion and public relations director of WOTL to become manager of WABI, Adrian, Michigan. Replacing him is Herbert R. Lafferty, Jr., formerly with the production staff of the Broadcasting System in New York.

—OREGON—

CORVALLIS—The American Chemical Society is co-operating with KOAC in a new series of broadcasts entitled "Head Lines in Chemistry." Chemistry reporters are Joseph Schulien, associate professor of chemical engineering and chairman of the Oregon section. American Chemical Society, Eugene, Oregon. The series airs Monday from 7:00 to 7:15 p.m. The series is sponsored by the Oregon radio stations. The program is broadcast over the Oregon radio programs. They are John H. MacDonald, metropolitan manager, John Tomsaidy, assistant and continuity director; Ken Lomax, in charge of announcers, and Harry S. White, supervisor of sound effects.

—PENNSYLVANIA—

LEBANON—New member of WLBK's announcing staff is Lloyd Moss, formerly chief announcer at WPAT, Paterson, New Jersey. He replaces Al Bruce, who resigned to become chief announcer for WLNI-FM.

BUFFALO—WBNF, TV, whose schedule was revised to put its initial telecast on the air until February 1, has made the following announcements: A 1956 war-time program director of WBNF and more recently in charge of WBNF's advertising department has been named transmitter and control-room supervisor of the new tele hot station...FLATTSBURGH—New members of WMFF's engineering staff include Henry Usatii and Harry Hochberg.

—NEW YORK—

Clark And Studebaker Present Essay Prizes

(Continued from Page 1)

with the stations on which their winning "oral essay" broadcasts aired. "Speak for Democracy" were made:

Janet Geister, Cuyahoga Falls, Ohio, WHK, Akron; Laura Shatto, Hagerstown, Md., stations WARK at WARE, Hagerstown; Alice Wade T. Lawton, Oklahoma, KSWO, Lawton, and Rose Ellen Mudd, Mission, OK, KGVO, Missoula.

Can Content "Significant"—Dr. Studebaker termed the content "significant" and called upon "our schools and colleges together with the radio, the press and other instruments of free inquiry and free communication...to make clear to our fellow citizens and to all others wherever they can be reached, the dangers of democracy and its rivals."

Studebaker also congratulated broadcasters upon their "growing interest and effort" in the field of educational broadcasting. He announced that the Office of Education would encourage and support a "Voice of Democracy" contest against next year.

Dorsey's Air Tour

Tommy Dorsey and his orchestra will leave La Guardia Field tomorrow on a "Flight For Dimes" which will take him to Philadelphia, Baltimore, Washington, Charleston, W. Va, Cincinnati, and Indianapolis. The band will stage a "March of Dimes" rally at each airport. A send-off broadcast will be staged by WMCA, New York.

Nola Luxford Returns

Nola Luxford, foreign correspondent, who introduced more than 5,000 Australians to their native countrymen via short-wave broadcasts from New York City as director and founder of the famed Australian Club, has returned to New York to resume her radio career.

New "Ace" Series

"Mr. Ace and Jane," a new comedy series starring Goodman and Jane Ace, starts on CBS, Saturday, Feb. 14, 7:00-7:30 p.m., EST. New situation comedy series, with each show a complete episode, will be scripted by the Ace and will present Goodman in the role of an advertising man who narrates the proceedings.

Joins Rural Radio Web

H. Shillwell Brown has joined Rural Radio Web in Indianapolis, Ind., as controller at the station, Y. N. G., as assistant to the general manager, R. B. Brown, a broadcast veteran sales manager of Station WHCU, Indianapolis, account executive at Agricultural Advertising & Research, Inc., and noted writer and publisher, Roy H. Park, Inc., Indianapolis.

Thursday, January 29, 19
WEBS-AFM TO NEGOTIATE NEW CONTRACTS

NAB Asks FCC Study Of 540 Kc. Frequency

Washington Bureau, RADIO DAILY
Washington, D.C.: The NAB yesterday asked the FCC to probe the "most effective" use of the 540 kc. frequency in this country. In a petition filed at the Commission, the NAB said that "if the characteristics of this frequency are to be fully utilized for the benefit of the people of the United States, it is clear that studies will be necessary after execution of the agreement reached at the forthcoming NARBA conference."

The NARBA conference is scheduled for May 1.

Transit Firms In Cincy To Carry FM Programs

Bus and street car riders in Cincinnati will be entertained by FM programs originating with stations WCTS and WKRC through the installation of receiver equipment by Transit Radio, Inc. The new service expects to become effective on May 1. Through arrangements with the Cincinnati, Newport and Covington Railway Company and its affiliate, the Dixie Traction Company, the Transit Radio, Inc. is providing the FM service.

100 Special Programs For WNYC Music Festival

More than 100 special programs, including a dozen free public concerts, have been skedded by WNYC for its ninth annual American Music Festival, which will be held from Feb. 12 to 22.

Between 50 and 60 of the city's musical organizations and schools will participate in the festival. Featured will be:

Mrs. Truman To Be Hostess To AWB Members In Capital

Washington Bureau, RADIO DAILY
Washington—Jess Willard, NAB executive vice-president, will address an anticipated 225 members of the Association of Women Broadcasters this afternoon on the relationship between NAB and AWB. He will speak at length on the current and future relationship between the two organizations.

Following Willard's talk today, the members of the association will be guests of Mrs. Truman at a White House tea.

Also to be heard during the AWB's first day of the actual business of its convention are Gen. Omar Bradley, already confirmed to become Army Chief of Staff, President H. W. Fels of Bell Labs, and John L. Lewis of Associated Program Service, and Lee Hart of NAB. General Bradley will speak on universal military training, and will

Announce Extension Of Old Contracts For Sixty Days Starting February 1: AM-FM Music Duplication OK'd

Major networks and AFM agreed jointly yesterday to a 60-day period of "status quo," after contracts expire at midnight tomorrow, Saturday, and further announced that FM duplication of AM musical programs will start Sunday, Feb. 1. All webs said they would start duplication either Sunday or Monday on their owned-and-operated FM outlets and notified affiliates with FM stations that they may duplicate the entire network schedules. NBC said that its two-owned-and-operated outlets, WRC-FM, Washington, and WNBC-FM, New York, will begin duplication at 12:01 a.m. Feb. 1 in the shows on their network schedule as fast as operating conditions permit. Hereafter, WNBC-FM has been on the air only from 3 p.m. to 11:30 p.m.

ABC was another reporting its four owned-and-operated FM stations will carry the full network fare, WCBS-FM and WAB, WOR's FM outlet, had not decided last night on increased hours of operation. About 250 AM affiliates of the four major networks have FM stations on the air now. A recap shows ABC.

Chicago News Bureau May Enter Radio Field

Chicago — The News, Bureau, which furnishes local news to Chicago dailies, is conducting a survey to determine whether to enter the radio news field. Decision, which probably will not be made for a month or more, will depend upon the judgment of the bureau's board of directors as to whether such a service is needed and would be financially worth while. A check of local radio executives by Radio Daily indicates considerable interest.

Mrs. Truman To Be Hostess To AWB Members In Capital

Washington Bureau, RADIO DAILY
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“Pattern for Peace” “Pattern for Peace,” latest of a film series on the United Nations, will be shown to the New York public for the first time at the RCGA Exhibition Hall in Rockefeller Center. Starting Feb. 2 and continuing throughout the month, the film will be presented at 7:30 p.m., Mondays through Fridays, at the Paramount's Johnny Vickers Theater. There will be no admission charge.
Coming and Going

Luis G. Dillon, vice-president of McConnell-Eckerd Corp., and Walter Sauer, assistant general manager of Home Products International, Ltd., leave tomorrow on a joint trip to all the major markets of South America.

Les Atlass, vice-president of the Columbia Broadcasting System, Central division and general manager of WBBM, Chicago, is completing his tour of the West Coast and will leave Sunday on the return trip to the Windy City.

William J. Newens, general manager of KOIL, American network outlet in Omaha, Neb., is in town this week for conferences at the offices of the network.

Jack C. Butler, owner of KSTP, St. Paul, outlet of NBC, is concerning these days of the New York headquarters of the network.

Margaret Whiting, of “Clubs 15th,” heard on CBS, is expected in town by plane today from the West Coast. Tomorrow she’ll go down to Washington, where she will sing at the Radio Correspondents’ Dinner.

C. R. Jacobs, acting director of construction and building operations for CBS, is returning this week at NBC, with which the station is affiliated.

Stanley E. Hubbard, president and general manager of KSTP, St. Paul outlet of NBC, has arrived from Minneapolis on a short business trip.

Bob Novak, publicist, and Terry Tullol, the March of Dimes poster boy, meet in New Orleans, La., where they will be visited by Mrs. A. E. Tullol, mother of the child.

Bert Lown, director of station relations for the Associated Program Service, is in Washington, where today he will address the ASB of Women Broadcasters.

Ernest Martin, director of network promotion for the West Coast for CBS, who spent the past two weeks in New York, is en route back to Los Angeles.

Jack Mills, president of Mills Music, Inc., leaves tomorrow for Florida, where he’ll spend a month at the Doral Room Club. He will be accompanied by NAS, MILLS.

Eleanor Sanger, program director of WQXR and Alama Detttinger, manager of “Old-Time People’s Business” heard on the station, leave today for Washington to attend the conference.

Mike Jablokoff, of Goinsborough Ansonia, publicist, on another quick trip to Washington, is in his second in days.

Chicago News Bureau May Enter Radio Field

(Continued from Page 1)

A forest plan as suggested by the news bureau.

At present the membership in the News Bureau consists of the four stations, American, Sun and Times, the Associated Press and the Journal of Commerce. The last two named have no vote in any action taken by the bureau. The United Press and television stations of the NBC network, have recently sought membership, and it was these applications which brought about the present survey. Under the current setup no local news goes directly to the radio stations from the press bureau. However, the affiliation of WGN with the Associated Press and the Journal of Commerce, in addition to the news service, which carry news of the same kind as the local news service, is expected to bring about the affiliation. However, the affiliation of WGN with the Associated Press and the Journal of Commerce, in addition to the news service, is expected to bring about the affiliation.

Minnesota Station Wins Ford Promotion Contest

(Continued from Page 1)

network and Ford Motor company publicity and exploitation ideas as well as many original ideas for sustaining interest in the contest.

The announcement of KROC’s winning the contest came after a committee of trade paper editors reviewed the five campaigns submitted by the stations. William A. A. Chalmers, agency account executive for the Ford program, who directed the contest, was present at the judging.

Among the runners-up in the contest were WXYZ, WXYZ F, WZIE, WZIE WLW, KDKY, KYGO, WDIV, WDIV and KYW. Judges were Bruce Robertson, Broadcasting; George Rosen, Variety; Jerry Franklin, Billboard; Joe Kochler, Sponsor, and Frank Burke, Radio Daily.

Chesterfield-Giants Sked Set At $650 G’s

(Continued from Page 1)

$400,000 for broadcast and television time and salaries, it was said.

Deal also calls for complete purchase of all advertising space in the Pro Bowl, home park of the Giants, to be used for spot and Chesterfield advertisements by the video cameras.

Transit Firms In Cincy To Carry FM Programs

(Continued from Page 1)

receivers at no cost to the transportation companies. Uniform reception will be made possible by the use of four or more speakers distributed over the length of the vehicle. Control of the sets and program will be maintained by the broadcasting station, and not by the passenger or driver.

Missed the turn?

That bridge carries the tracks of the Toledo, Peoria, and Western R.R. over the Illinois River at Peoria.

That’s no place for an auto! It seemed the driver missed a turn in the road, drove over the bridge — and was finally towed out by a locomotive. The driver was lucky.

There’s a lesson in this story for time buyers: that it is so easy to miss the turn when it comes to selecting stations. Many times there’s no chance of rescue!

To get on and stay on a straight road down here in Baltimore radio, pick the station that delivers more listeners-per-dollar than any other station in town. That would be W-I-T-H, of course. W-I-T-H is the successful independent that puts curves on a sales chart ... all up!
Richards' Stations Report Record Sales

(Continued from Page 1)

The future of television played a vital role in the discussions held by the Richards. He predicted a brilliant future for the new art and disclosed plans for modern new television buildings in Detroit and Cleveland. The two million dollars has been set aside for television development, Richards said, and will be used for the exclusion of postman and operation during the next three years.

Executives of the Richards' stations in American and week's conference were: Harry Wismer, assistant to G. A. Richards; P. M. Thomas, secretary-treasurer of WJR and WGAR; George Cushing, director of WGAR; John Pati, vice-president and general manager of WGAR; Carl Geoghan, assistant manager of WGAR; R. Morris Pierce, vice-president in charge of engineering for WJR, WGAR and KMAC; and Robert O. Reynolds, vice-president and general manager of KMAC.

NAB Asks FCC Study Of 540 Kc. Frequency

(Continued from Page 1)

uled to be held in Canada in August, 1948. The preliminary meeting of the NAB Committee on Broadcasting held in Havana in November and December. It was limited to discussion of technical problems.

The 540 kc. channel was added to the standard broadcast band for American and week's Conference last summer.

The NAB petition also pointed out that the primary purpose of the channel's best use be necessary to provide a basis on which United States programs for NABP may be substituted, and in order that the United States delegation be fully instructed.

NAB, during the 1946 meetings of the Radio Technical Planning Board, advocated not only 540, but 530 kc. as well, for inclusion in the standard broadcasting band. The NAB board at its November, 1947, meeting also favored the inclusion of 530 kc.

THERE'S PLENTY OF BUSINESS IN DAYTON, OHIO

Get Your Share By Using...

DAYTON, OHIO

WEED & CO., National Representatives

WEBS-AFM Extend Contracts; Allow FM To Duplicate Music

(Continued from Page 1)

1947, the stations were among the first to the end of a four-four-now showdown. At that time Petriello ruled standby musicians will be employed for duplication and ending his message, "kindly govern yourself accordingly."

Network and AFM representatives since yesterday mentioned commitments. It was decided not to draw up their joint statement. After network officials issued out in an order of welcome relief for both sides, Petriello sat around chuckling in a relaxed with the union's executive board members.

Most Continental Next Week

Meantime, it was learned that a meeting of Petriello and representa-
tives of the union will not be held next week to talk further of a contract with the FM hookup. First meeting of these two sides was held New York City the week before no agreement was reached.

First reaction from FM spokesmen that a meeting was that FM listening will now take a considerable jump and that the FM set market will be stimulated tremendously. One spokesmen pointed out, however, that the listener will get true FM fidelity only if he is listening to a program which originates with the station to which he is listening. Much fidelity is lost in a wire transmission, it was said, and the FM will be used only in the New York City area. The 5400 cycles. The spokesman said, however, that total quality of FM will still be better than AM.

CBS Planning Revival Of "Fighting Senator"

"The Fighting Senator," a CBS half-hour package show, is slated for future airing, the exact date to be announced. The show was presented on CBS in 1946 as a Lyle Wheeler summer replacement show. Harry Ackerman, now executive producer for CBS in New York, and who pro-
duced the show for Young & Rubicam, Inc., in 1940 when he was with that agency, will produce the CBS series.

WINS Announces Winner Today

Almost 10,000 letters were received by WINS in response to its "scrambled word" contest which ended last week. Winner will be announced today and will collect prizes valued at $2,000 at a special broadcast Mon-
day night, 7:45 p.m.

Mail pull of the contest, which was termed satisfactory by the outlet, in-
cluded letters from six states and one from New Zealand. Inquiries have ap-
parently pleased with agency response to the promotion, plan additional stunts in the near future.

Olsen Returning To WIZ

Johnny Olsen's Rumpus Room, long a favorite with housewives and participation funfest of New York listeners, will return to WIZ in a new, full-time version from midnight to 1 a.m., EST, beginning Monday.

Mrs. Truman Hostless To Members Of AWB

(Continued from Page 1)

be followed by Justin Miller, president of the NAB.

Felts will talk on BMB survey activities. Loun on the Petrino transcrip-
tion and recording ban, and Miss Hart will chair a panel on retail advertis-
ing. To be heard by her are Enid Day, WSB, Atlanta; Nancy Gray, WJW, Milwaukee; Mildred Bailey, WCOP, Boston, and Dorothy Shank, WREB, Buffalo.

Welcomed At Embassies

The early arrivals were welcomed yesterday at the British and Philip-
pine embassies, and were formally recognized from the floor of the House of Representatives by Representative Frances Bolton, R., Ohio, as they gathered in the House Gallery. In the evening they were invited to a cocktail party given by the greeting card industry.

The Can Manufacturers Institute will host for the cocktails, and J. Walter Thompson advertising agencies for a buffet.

In the evening AWB members will be featured on a WMAL-TV video program to be relayed into Baltimore, Philadelphia and New York, with an address on television techniques by Alma Kitchell, one-time AWB presi-
dent.

TALK TO THE SOUTH'S ZONE

WDSU broadcasts 5000 watts from the French Quarter to the Gulf and South Louisiana listeners. From daily association with time-sponsored in New Orleans institutions WDSU has developed a high quality of integrity. WDSU delivers program time regularly and exclusively to the St. Louis Cathedral, the International House, Missouri Inter-
national Airport, Tulane University, Union Station, the Municipal Auditorium, Symphonies and Opera.

WDSU's domicile Hopp-
earing proves that ban-
ing local institutions creates higher listener loyalty.

NEW ORLEANS WDSU

AMERICAN BROADCASTING COMPANY

1280 kc

WCSU

AMERICAN BROADCASTING COMPANY

1000 kW

WCSU
Mainly About Manhattan...!

- **Sid Stiret** (who used to say he wouldn't live in N.Y. if they made him pres. of NBC) is reported to be taking over as head of television here... Bob Hope's sponsor thinking of switching products... Johnny Mercer may be added to the Usah Shell-Harry James setup... NBC bought two sweepers from C & F Radio Prod., Inc.—"Dr. Paul" and "Aunt Mary." Both have only been heard on the Coast till now... Andy Russell, Fred Pipers, Marion Hutton and Emilie Felice quartz start a 15-minute nightly session for Revere Camera Co., March 11th on Mutual... Carlo De Angelis, one of radio's top directors, turns as the lead in a new comedy show... "Mr. Potty," being produced by the Bruce Chapman Co. ... Interviewing Southern Cal's quotation coach, Jeff Gravatt, the other day, Harry Warner asked him what his phone number was. "Michigan 48-O-Coconoi!" replied the unhappy Jeffie... Radio production and writing courses at Columbia U. given in conjunction with NBC contacting five applicants for every student accepted... At Salvin's, a refugee from H'wood and a New York scripter were talking things over. "How do you find the radio market out there?" the localite wanted to know. "Very simple," was the retort. "I merely bought a train ticket back to N. Y."

- **LUFF 'n KIXXX, Milton Bertenberg's pianiosions via his own show on WOR Sundays.** (On a Winter Spinet yet—aloth his listeners swear he must be using a Grand)... Hank Sylvain's great job on the Bob Hawkinson querier. (Hawk kids with Hank and later answers him on the organ. Cute stuff)... Vic Danzone's solid sending on the Sat. Nite Serenade... Alan Courtney's gimmick of using his audiences as a gag-meter on his daily WNEW stanza... Alan McPaige Trio's rhythmman at the Warwick... Noro Morales' new MGM platters... Landt Trio's new Cable spot series—their best yet.

- **Ed Fitzgerald, of the broadcast team of Ed & Peggie, must be quite a guy.** In Vance Packard's article. "Married Life In A Goldfish Bowl." (due in the Feb. American mag.), we learn that Ed is a n o of a man who believes in inaction. Packard points out that one morning Peggie kept needing Ed about his allegedly uncouth behavior while visiting friends the night before. Suddenly, right in the middle of the broadcast Ed announced that he was fed up with her everlastong nagging. With that he stalked out of the room and went back to bed. Mrs. FitzG somehow finished out the half hour alone, convinced that they were ruined on the air. As it turned out, the sponsors were delighted, because sympathetic husbands by the hundreds wrote in congratulating Ed for his manly self-assessment. Another time Peggie, being low on cash, helped herself to several dollar bills in Ed's pants. The next morning at breakfast she noticed him, seemed unusually quiet, but thought no more about it. A few seconds after they got on the air, however, he accused her of being a pick-pocket and uncovered all of his pay-up fury on her. Yes, anything can happen when the Fitzgeralds take to the air—and usually does. Such is the charm of this couple who pioneered the whole trend.

- **SID-BITS:** "Stirke! I'm the guy who thinks he created 'kiddish' for a record with Juke appeal," writes Len Traube, "why not 'kideo' for television geared for the little people"? ... Barbara Hottchkiss, radio writer, assisting Roger White in new comedy series with Lou Holtz... Harvey Stone sez he's gonna invent some Adler elevated series so your Hooper can be taller... Sudden thaw: On his new CBS stanza, Danny Thomas shows plenty of promas... Herb Sheldon creating plenty of Harba-Herba amongst the female patrons at "Lunchtime at the Latin Quarter."... Les Tremayne adds a new ABC series to his current list tagged "Living with the Stars" featur-0

Outstanding Spot Radio Salesman . . . available

New York executive with established contacts agencies—advertisers. Has sold successfully for Networks and National Representatives. Interested in selling Television; serv-ice to Television stations or as special representative for station. Box 108

Friday, January 30, 1948

RADIO DAILY

LOS ANGELES

By RALPH WILK

KMPC bridge expert, Robert Lee Johnson, begins his 2nd ten-week period in Contract Bridge at St. Vincente Hospitals Hotel this week with a class of over 100 veterans. This class is offered every Friday through the auspices of the American Legion.

Eddie Chase has arrived from Detroit to prepare for his forthcoming KXVY show.

Lee Strathorn, footie, Con Belding radio production supervisor, is in San Francisco for program conferences.

Lathrop Mack has resigned as western manager of national spot sales for the National Broadcasting Company, effective Jan. 31. Mack joined NBC in New York in 1938, and came to Hollywood in 1946. He was a news-writer in New York as well as coant manager of spot sales there. Mack is one of the founders of the Southern California Broadcasters League.

Judy Canova, officially named the National March of Dimes Girl for 1948, has a busy week ahead. Following theismet by Basil O'Connor, national director of the National Foundation for Infanticide Prevention, Miss Canova has been scheduled to appear on many major radio shows where she will make a personal appeal on behalf of the March of Dimes. "A Few More Kisses," latest tune published by Dennis Day's Patmar Music Publishing firm, was introduced on the airlines recently by Perry Como on the Chesterfield Supper Club broadcast. Day has recorded the ball-ard for RCA-Victor.

FRED G. KINLEY

Fred G. Knell, father of WBT's news editor and director of special events, Jack Knell, died at his home in Winfield, Mass., yesterday. Jack Knell and his son, Donald, left Charlotte late yesterday afternoon for Winterberg.

Mr. Knell was born in Roxbury, Mass., in 1870. Surviving him are his wife, Mrs. Flora B. Knell, his son, Jack, of Charlotte, and three grand-sons, Dan, Donald and Derek Knell. Burial will be in Mount Auburn Cemetery at Cambridge, Mass.

Agencies

THE KALART COMPANY, INC., of Stamford, Conn., makers of Kalart Schenck, Range Finders, Kalart Speed Flash Synchronizers, and other photographic equipment have, appointed the Charles W. Hoyt Co., Inc., New York, as their advertising agency. Appointment takes effect March 1, 1948.

RICHARD E. GREEN, manager national sales and sales service at KOMO, Seattle, has been elected sec- retary of the Washington Generators, a state-wide association of manufacturers representatives, jobbers and food brokers.

GRACE GIBSON, owner of Grace Gibson Radio Productions, leaves Hol-lywood February 8th for her home in Arkansas. Her husband, internationally-known polo player, R. R. M'Parr, are in the last lap of a six-months' trip around the world. Mrs. Gibson has given ex- clusive United States sales rights to 37-year-old Berenice Eaton Lawrence, formerly sales manager for Harry Jacobs Productions, and mother of movie starlet Barbara Lawrence. Mrs. Lawrence will operate independently as B. Eaton Lawrence, producers' repre- sentative. She is co-owner of Law-son Productions in which she will re- main actively engaged.

Fuel Oil Forum

Newark—WAAT, Newark, will broadcast forum on "How Can Fuel Oil and Gasoline Shortage Be Remedied?" today, Jan. 30th, from 8:30 to 9:00 p.m. Participants include Edwin Collins, manager wholesale market- ing, Esso Standard Oil Co. of New Jersey; John Dresler, president, Gas-oline Retailers Association of New Jersey; Economists Edward J. Leonard of Rutgers University, and New Jersey State Fuel Coordinator Joseph McLaughlin.

Easy Way Out

Washington—When Charles W. Trippie took over as WDCM sales chief two weeks ago, he faced a sales blank in the 11:30 p.m. 1 0th hour, which featured a weekly radio show, "The House That Jack Built," with Harold Jackson. By yester-day, the time had been completely sold and two more had been sold, all with identity. Trippie merely upped rates on the previously hard-to-sell time to premium prices.
THANKS
from the
1948 MARCH OF DIMES
TO ALL
including:

American Federation of Musicians
American Federation of Radio Artists
Local Advertisers
National Advertisers
National Networks — ABC, CBS, MBS, NBC
Hollywood Coordinating Committee
Radio Stations (both independent and affiliated)

and all others who so generously contributed time and talent to the 1948 MARCH OF DIMES Campaign.

THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS, INC. — 120 BROADWAY — NEW YORK 5 — NEW YORK
Franklin D. Roosevelt, Founder

HOWARD J. LONDON, Radio Director

BEckman 3-0500
WORDS AND MUSIC

by PINKY HEZMAN

- TIN PAN ALLEY OOPS—Last week we listed the names of "second generation songpluggers."... evidently we didn't omit any for our net didn't contain one time-bomb, brickbat nor teary-wooby atom bomb.... so we'll press our good fortune and print slips of songwriters. It's Davis and Marvin Fisher, children of the late Fred (Dardanella) Fisher; Nacio Porter Brown, son of Nacio Herb Brown; Fred Ahlert, Jr., son of Fred (I'll Get By) Ahlert; Steve Nelson, son of Ed (Peggy O'Neill) Nelson; W. C. Handy, Jr., son of W. C. (St. Louis Blues) Handy; Jerry Gottler, son of Archele (America I Love You) Gottler; Andre Baron, son of Maurice Baron; Joan Whitney, daughter of Zoel Parenteau; Paul Mills, son of Irving Mills; if we've let out names, please send in their names.

- For the first time in tin pan alley history, a father and son combination are getting respective simultaneous plugs on songs. Stunt Music is working on "Who Put That Dream In Your Eye?" written by Nacio Porter Brown and Al Stewart; Miller Music is setting a great pace on the revived "You Were Meant For Me," written by Nacio Herb Brown and Arthur Freed.... latter ditty was a hit back in 1930.... Charles Wynne has been named Gen. Prof. Mgr. of Pat Ballard Music Co., currently boosting "The Olive Song."... Watch for some big radio news involving Johnny (Rumpus Room) Olsen.... The Frank Sinatra's will welcome the Stork for the third time in July.... Transcriptions of the Peter Donnelly Comedy shows are being sent to Vet Hospitals with producer Charles Stork footing all the bills.... nice going, Charlie.... Radiolites are discovering the Italian culinary artistry of Mrs. Sardi at Da Cinti's on W. 46th St. in Gotham.... Ed Begley and his son Tom, have written a novelty ditty titled "You're In."... Johnny Thompson will resume his Saturday morning ABCCarol for Benjamin Moore Pants, starting March 6.... series will be Produced and directed by George Weil.... Jack Costello signed to announce the new Shell-sponsored "11th Hour" news NBCasts by Ken Banghart.

- ON AND OFF THE RECORD—Columbus should do well with Frank Sinatra's latest pairing of "You're My Girl" and "Can't You Just See Yourself?" both from the "Hill Button Shoes" score.... fine musical support by Axel Stordahl's orchestra.... Igor Gorin's Red Seal Album for Victor, a standard item.... Rainbow Records has a collector's item in Ezy Morales' platter of "Jungle Fantasy," backed with "Easy Does It." Ezy's flute tricks, amusing.... Korn Kobbler's newest MGM disc coupling "The Dum Dot Song" and "I'm Acumin' Acumin' Corabelle," will zoom this musical aggregation to the top.... A MUST for jocks and jukers.... Produced by Alan Courtney, Lissen Records has a commercial platter in "Lovers Wells" flipped with "Only Lonely Me," sung by Artie Matlin with musical support by Dave Matthews' Orch.... The style and voice blend of the new Belle Street Boys Quartet should zoom this group to the top.... record for MGM.... Anne Shelton's London Plat of "My Silent Love," backed with "You've Changed" is a disk jockey delight.... orchestral support by Toots Camarota's band.

- SHARPS AND FLATS—BMI's new deal with seven Italian publishers adds over 6,000 compositions to its repertoire.... Favorite Music Co., starting on a new ballad, "Red Camellias," written by Glad R. Youse, Frank Stanton and Helmy (That's My Desire) Kresa.... Jack Robbins, who parlayed a one-room publishing house into a five million dollar musical set-up (Robbins-Feist-Miller) will write a book on the inside of the t. p. a. titled "Mister Music."... this autobiography is a cinch to be grabbed for a motion picture.... International Silk may sponsor a radio show to star Nadine Conner and Milton Cross.... Composer-arranger Ted Ralph, who pens the music for "It Pays To Be Ignorant," has compiled a functional course in music "Creative Professional Arranging" which is must for arrangers.
FCC GETS FLOOD OF TELEVISION APPLICATIONS

TELEVISION DAILY

Friday, January 30, 1948

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TELEVISION DAILY

By JIM OWENS

**TELE TOPICS**

**ERRY FAIRBANKS, Productions, which recently snagged an impressive video tie-up with NBC, has set the stage for a major Camel campaign to provide celluloid commercials on the latter's daily networked news.** Coast's film-readying three samples of the sponsor's product, as well as to follow the client's ad pattern of using top sports events, etc. WNBT will go on a 7-day schedule next week when it resumes pickups of pre-arranged spots at the St. Nicholas Plaza. NBC outlet aired the grant's noon sessions as a regular before the war, and the screen industry is reportedly convinced Petrocco will give this "big" the green light to make music for television when the network contract is linked.

**HENRY MACKEY, U. S. Rubber's director of television, will dissect video in an advertiser's point of view tonight at the Television Workshop... Ben Braker, who announces a couple of thousand network shows a year, has a few free moments next Sunday. So he'll help Mrs. James Mason defend her tome on "Around the World" (WNBT)... KSTP (St. Paul) proxy Stan Hubbard is gonna give table tennis a try out with a network ad... The story of a weekly program manager, mobile unit comprise a studio with cameras, sets, a 20-inch receiver, built in the side... Unit will visit small towns and cities through U.S. and will park in front of K-F showrooms, in which DuMont sets will be installed.

**Not Interfering, Say Hams**

Video set owners will continue to suffer "disrupted picture reception" if present receiver standards and frequency assignments are not changed, according to the engineering staff of the American Radio Relay League, organization of "ham" radio operators. Presenting its opinions at a special hearing before the FCC this week, ARL denied that video interference was caused "mainly" by amateurs, and that, actually, they were fourth among such "offenders" in this regard.

WBKB Sets Deal To Televise, Book "Own" Fight Schedules

Chicago—Ambitious step to prove tele coverage of sports events does not adversely affect gate receipts will get under way here shortly via a contract entered into yesterday by WBKB in which the outlet will "create" a new boxing center in which it will share both the profits and the losses.

Station has signed an agreement with the city council of Michigan City, Indiana its school board and two promoters to stage a battle of Tuesday night fights originating in the Isaac C. Stetson Auditorium. Fights will be seen both by the in-person audience and the tele audience in Chicago. Besides the financial tie-up WBKB will have an active voice in scheduling of events.

**Video Drive Grows In New Spurt:**

Washington—Concerted rush towards television continues yesterday, with ten more applications for new video stations received by the FCC.

Television box score now reads: Seven stations licensed; 71 construction permits awarded; 55 pending and 44 in hearing. New applications in Cleveland, Ohio, for two more outlets, Waterbury, Conn., to be operated on Channel No. 12; Indianapolis Broadcasting Co., Inc., Indianapolis, Ind., to be operated on Channel 6; Broad- casting Foundation, Inc., Buffalo, N. Y., to be operated on Channel 9; TV Inc., Columbus, Ohio, to be operated on Channel 3; New England Television Co., Inc., Springfield, Mass., to be operated on Channel No. 3; and, for St. Louis, Mo., to be operated on Channel 4; Cleveland Broad- casting Inc., to be operated on Channel 2.

Also KCIO, St. Louis, Mo., and KLO, Des Moines, Iowa, have been granted a permit to build a station here.

Tele Station For Columbus Sought By New Company

Columbus, O.—Picture Waves, Inc., recently incorporated with $317,000 authorized capital, has asked the FCC for authority to build a television station here. This is the second firm to enter the video field in Columbus, with the Crosley Corp., Cincinnati, having been granted a permit to build a station here.

No "Contempt"... Wilmington, Del.—Telecorporation, Inc., will not at this time be held in contempt of court for alleged violation of a preliminary injunction restraining the company for doing business under that name, although the rule to show cause will not be dissolved. Federal Judge Paul Leach said in a memoran- dum yesterday, Company, which distributes television and radio sets, has changed its name to Tele- corp. Original complaint was brought by Telechron, Inc., manufacturer of electronic products.
---DISTRICT OF COLUMBIA---

WASHINGTON, D.C.—New WCRC announcer Donald H. Cooper, formerly station operations supervisor in charge of broadcast activities. Replacing Cooper in his former position is Robert Trellis.

Milton Q. Ford, WDC and WWDC-FM "rise and shine" personality, recently began a high school talent hunt. Each day Ford visits a different high school and conducts auditions for the students, the most talented of which appear in person on his early morning program. This portion of the show is known as "Hi-Time."

In addition, a portion of Ford's morning program is being made available for high school request tunes, the organization playing the "Alma Mater" of one high school each day, as a signal for playing the request of any student from that school.

NEW JERSEY—

NEW BRUNSWICK—Ed Peck, formerly of WSPR, Springfield, Mass., is now a staff announcer at WCTC. He handles "Sunny Side of the Street," a two-hour daily local show and also does two hours of jockeying on WHBL, Newark.

TRENTON—The New Jersey Department of Economic Development has arranged a second scriptwriting contest for elementary schools throughout the state. The station scheduled to participate is "New Jersey," weekly dramatized feature produced by WTRY. Transcriptions for later broadcast are held by WJAT, Newark; WNSJ, Bridgeton; WDFK, Atlantic City; WPAT, Paterson; WCTC, New Brunswick, and WJSW, Asbury Park.

MICHIGAN—

DETROIT—Thrilling glimpses of backstage life, the complications of staging elaborate musical productions and interviews with some of America's foremost stars of opera, stage and screen, are being broadcast each Tuesday over WSBRY and WSBRY-AM. The series is built around the Civic Light Opera Association of Detroit and the WSBRY is technical by a sponsor of Freedom Train, is a program which invites essays on that subject, awarding the author of the winning essay a book containing articles and documents about the Train and its contents. Grand prize of $50 will be awarded the best essay of the 26 submitted up to the time the Freedom Train arrives in this city in July. Sponsor for the series is Robert H. Peterson, city realtor.

OHIO—

TOLEDO—J. Harold Ryan, vice-president of the Fort Industry Co., which operates WSPE, has been elected president of the Toledo Chamber of Commerce for 1948. . . . WORTHINGTON—New half-hour program sponsored by The New York Times. The show is heard every Tuesday and Thursday afternoon at 12:30. Format of the show includes a summary of the day's news and a series of market conditions by station market analyst, Lloyd Sill and several novel musical selections. . . . CANZELLA—Sempler's, the recently named winner of the Canton, Ohio, Women's Bowling Tournament, has been awarded the "WHBC Bowling Trophy" by sportscaster, Jim West of WHRC. This is the third consecutive year that a similar trophy has been awarded by the station.

Send Birthday Greetings To

January 30

Walter Danamore Dick Kelly
Laverne L. Lawman
Gene Norman
Reg. D. Marshall
Clarence Gillis, Coby

February 1

Edan Canor
Allon Cool
Bob Novak
Gary Moore
Robert Maxwell
Norman Nolen
Roy Porteous
Isham Jones
Leorand H. Hale
T. A. M. Craver

February 2

Hildegarde
Frank Eagle
John L. Anderson
Betsy Lawford
Arch Morton
H. M. Overstreet

February 3

Cal Timney
Vanessa Wigglesworth
Joseph E. Rundie
Benny Rubbly
Paul G. Gumblow

February 5

Martin Black
Nicholas Costee
Dick Kenny
Mary Carlisle
Charles J. Correll
Jack Woldson

February 7

Jack R. Pepple
Jane West
A. Walter Slocum
John G. Fralzen
Jim Rice

February 9

Ed Abbott
Thor Ericson
Rupe Werling
Eddie Stiles