

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

28, NO. 44

NEW YORK, N. Y., FRIDAY, SEPTEMBER 1, 1944

TEN CENTS

New NAB Board Members

Radio Musician Boon, Kaye Tells NAB Meet

Chicago—Any sensible basis for a radio musician whom it does not embrace vanishes into thin air in the official findings of the National War Labor Board since the last NAB meeting in 1943, Sydney Kaye, special NAB War Conference in the Palms, asserted at a music clinic of the NWLB Panel findings, Kaye (Continued on Page 3)

Board Hears Now Has 246 Outlets

the addition of seven new stations, MBS now consists of 246 stations. This announcement was before the network board of directors, with Alfred J. McClosker chairman, and the executive committee headed by W. E. Macfarlane, meetings of network officials at the Drake Hotel in Chicago on Friday and Saturday, August 25 and

new stations which have just (Continued on Page 7)

Australian Radio Exec. Visiting Radio Stars

Chicago—NBC stars such as Fibber and Molly, Bob Hope and Jack have made a big hit in Australia although citizens of the country always understand the gags, it revealed yesterday by R. E. C. Sydney, deputy general man- (Continued on Page 6)

In 12 Minutes!

Philadelphia—At 4:16 yesterday, broadcast an appeal for automatic or hand wringers to be used at Jefferson Hospital in connection with the application of Sister Ken's treatment for infantile paralysis. At 4:28, Ed Wallis, program manager, was phoned by the hospital to please take the appeal off air, as they had far more wringers offered than needed.

Ducky

Pierre a la Carte, made his debut on the ether via television and not via radio as the usual run of talent is apt to do. On the "Missus Goes A Shopping" program viewed and heard over WCBW, the CBS video outlet, Pierre made such a hit he is now booked weekly over the station and he has to be brought down from the Bronx Children's Zoo where he holds forth as plain duck.

Will Need \$1,000,000 For NAB Station Plan

Chicago—By voting to establish a bureau to measure station circulation, NAB authorized the board of directors to spend \$1,000,000 in the organization and development of the plan. Hugh M. Feltis, general manager of KFAB, Lincoln-Omaha, Nebr., who served as research committee chairman, declared that the entire presentation will be made to the Association of National Advertisers as soon as plans for such can be completed.

Sets-In-Use Increasing; Quiz Leads Evening Shows

Ratings for evening shows are led by "Take It Or Leave It," on CBS, according to C. E. Hooper reports for the August 15-21 period, which also shows an average rating for the evening shows of 5.8 which is 0.5 higher than the last report, but down 0.9 (Continued on Page 2)

Post-War FM-Tele Spotlights Final Session Of NAB Meet

Extensive Church Program Being Proposed For CBC

London, Ont.—A proposal for an extensive program of broadcasting which may ultimately cost \$100,000 a year is made in a report of a commission on church and radio which (Continued on Page 2)

Included in WLAW's promotional activities are personal calls on dealers and distributors. Adv.

Business Conference Passes Resolutions Calling For AFM-Disk Ban Action; Three By-Law Amendments

By FRANK BURKE, Editor, RADIO DAILY

Chicago—At a business session held Wednesday afternoon, the NAB War Conference, elected three new directors at large and re-elected three to serve during the coming year along with the 17 district directors, and one each from CBS and NBC. Resolutions were passed asking Federal action on the AFM disregard of War Labor Board orders; changes were made in the by-laws; New Orleans was again considered for the next convention and the Sales Managers Committee and BMI were commended for their work.

CBS sends a new representative to the NAB board in Dr. Frank M. Stanton, in place of Paul Kesten. Both are web vice-presidents, the latter executive vice-president of the network.

ETs For Sixth War Loan Discussed At NAB Meet

Chicago—Transcriptions will definitely be furnished all stations requesting them in the Sixth War Loan Drive, according to Robert J. Smith, chief of the radio section, War Finance Division after a meeting with about 60 representatives of the small, medium and large stations Wednesday afternoon. In attendance were Ted Gamble, national director of War

(Continued on Page 2)

Mutual Sends Gunnison To Pacific—Also Meier

Mutual will be on the scene in the Pacific with Royal Arch Gunnison, former Jap prisoner as well as an expert on the Far East, and Larry (Continued on Page 2)

From the small station field, out (Continued on Page 7)

See Canada With Tele In Post-War Period

Montreal—Television will be an important post-war industrial development in this country, and the development will be sooner, and more rapid, than most people realize in the opinion of CBC officials. According (Continued on Page 7)

Boston Symph Renewed By Chalmers On Blue

Boston Symphony program, the only symphonic series that schedules the standard and lighter compositions (Continued on Page 8)

Pigskin Bookings

With the football season fast approaching, Bill Stern, NBC director of sports hasn't lost any time in setting pigskin schedules. Bill will cover the Michigan-Iowa Pre-Flight game from Ann Arbor, Sat., Sept. 16, and the following week will do a play-by-play account of the Purdue-Great Lakes game from Great Lakes Naval Training Station Sept. 23.

Direct mail contacts with wholesalers stimulate sales of products advertised over WLAW. Adv.



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FINANCIAL

(Thursday, Aug. 31)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., CBS A, Crosley Corp., Farnsworth T. & R., Gen. Electric, Philco, RCA Common, Stewart-Warner, Westinghouse, Zenith Radio, Nat. Union Radio, Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

CBS Newsmen In Redbook

A double page picture spread of the CBS newsroom and newsmen in action on D-Day appears in the current issue of Redbook Magazine.

20 YEARS AGO TODAY

(September 1, 1924)

The international race at Belmont Park on Labor Day and at Aqueduct on the 27th, featuring the famous French race horse, Epinard, will be described over the air by the veteran of the mike, J. Andrew White. In permitting the broadcasts, the Westchester Racing Assn. is thus establishing a precedent which will do much to popularize to a greater degree the sport of kings.

CONTINUITY WRITER

Man or woman, for growing Independent regional Western Pennsylvania station. Good salary, opportunity for advancement. Send sample copy to Box 892, RADIO DAILY, 1501 Broadway, New York 16, N. Y.

Coming and Going

EDWARD J. NOBLE, chairman of the board of the Blue Network; MARK WOODS, president, and CHESTER LA ROCHE, chairman of the executive committee, returned to New York yesterday after attending the NAB convention in Chicago.

JAMES V. McCONNELL, manager of NBC national spot sales, returns today from Chicago, where he attended the NAB convention and conferred at the Windy City offices of the web's spot sales.

JACK DONOHUE, the Blue Network's district sales manager in the Detroit area, has been in New York this week and leaves tonight for his headquarters in the automobile city.

NORA STIRLING, star and writer of "Serenade to America," heard on NBC, off to Short Hills, N. J., for a week-end at the home of John Saur, vice-president of General Electric.

CAROL McCONAHA, femme commentator on "Everybody's Farm Hour" broadcast over WLW Cincinnati, arrives in New York over the week-end. She will be heard Tuesday morning as guest of Mert Emmert on his "Farm Hour" program over WEAf.

MERLE S. JONES, station manager of KMOX, St. Louis, has returned, extremely tan and virile, from his three-week vacation in the northern fishing regions of Wisconsin.

JULES ALBERTI, to Lake George for short vacash.

JOHNNY THOMPSON, radio singer, has returned from Montreal, where he filled professional engagements during the past month.

BENAY VENUTA has returned from New Brunswick, where she entertained the servicemen at Camp Kilmer under the auspices of the Army Special Services Division.

JOHN CARNEY, CBS producer, leaves over the week-end for Madison, Conn., where he will spend several weeks on vacation.

FLEETWOOD LAWTON, news commentator and war correspondent, has arrived in Port Moresby, New Guinea, and is scheduled for an interview with General MacArthur within the next week. He is recording his observations with a soundscriber.

RALPH WEIL, manager of WOV, plans to do a little casting for "Old Mose," officially known as the Muskelonge, in northern Wisconsin, as soon as the NAB confab is over.

RICHARD H. ROFFMAN, promotion and radio director of Movieland and other Hillman periodicals, is spending a four-day holiday at Grossingers.

DAVID H. HARRIS, program-production manager of WTAC, Worcester, is back at his desk following a few weeks spent at Lake Winnetoesaukee, N. H.

CONSTANCE BENNETT arrived in town from the Coast last week-end.

JACK HALEY has returned from a seven-week tour of the Italian battlefield.

MRS. ALICE FOY, assistant to Sam Harrington, manager of the Chicago office of National Concert and Artists Corp., has left for a short vacation in Mexico City.

HARRY F. McKEON, comptroller of NBC, New York; KENNETH GEMMILL, RCA attorney, and DONN TATUM, legal adviser of the network's Western division, spent last week in San Francisco.

LEWIS ALLEN WEISS, vice-president and general manager of the Don Lee Broadcasting System and executive vice-president of Mutual, was in Chicago for the two executive meetings of the network and for the NAB confab.

Extensive Church Program Being Proposed For CBC

(Continued from Page 1)

will be presented to the general council of the United Church of Canada which opens here Sept. 6.

The commission is headed by Dr. James S. Thomson, former general manager of the CBC and it recommends that \$15,000 be spent on broadcasting in the next year.

Other recommendations include the appointment of "Radio Pastors" in specified areas; establishment of a central office for supervision and direction of "an aggressive program of Evangelization and education through broadcasting," instruction on radio technique for ministers who broadcast.

The commission also asks that the CBC board of governors provide the National Religious Advisory Council with sufficient funds to appoint a permanent secretary acceptable to the churches.

Mutual Sends Gunnison To Pacific—Also Meier

(Continued from Page 1)

Meier, lately returned from France where he covered the Allied steamroller-like advance on the Nazis. Mutual plans to use every available facility, including transcriptions, to assure complete coverage of this phase of the war.

Sets-In-Use Increasing; Quiz Leads Evening Shows

(Continued from Page 1)

from a year ago. Average sets in use are up 1.3 and are now at 20.1. Average available audience is placed at 71.4, also up somewhat from the last report.

First 15 among the evening shows, in consecutive order after "Take It Or Leave It" are: "Mr. District Attorney"; "Your Hit Parade"; Gracie Fields; Phil Harris, second and first halves respectively; "Man Called X"; Gabriel Heatter; Walter Winchell substitute program; Screen Guild Players; "Mayor of the Town"; Edward Everett Horton; "Can You Top This" (NBC); Frank Sinatra and Gabriel Heatter, Mon., Wed and Fri. shows.

ETs For Sixth War Loan Discussed At NAB Meet

(Continued from Page 1)

Finance and Tom Lane, director of radio, press and advertising. It was agreed unanimously that platters have a place in the War Loan Drive. Production will be resumed shortly after Smith's return to Washington.

A committee chosen from the industry, probably to be made up of station people who attended the Wednesday meeting, will be named to assist Smith in the production and distribution of recordings for the Sixth War Loan.



Takes guess work from blind landings

Pilots admit they run into trouble and need help to get where they start out for. It seems reasonable that radio time buyers run into blind spots, too.

Down here in Baltimore you can get rid of any "blind buying" of radio time.

If you'll use the yardstick of coverage, popularity, and cost and get the common denominator that shows lowest cost—big return—you'll land your client with a bump.

We know that... because figures show that W-I-T-I, successful independent radio station... is the best buy in this, the largest market.



W-I-T-I IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-R...

Post-War Television And FM Field Subject Of Speakers At NAB Confab

Radio Musician Boon, Kaye Tells NAB Meet

(Continued from Page 1)
 available to a primary market of 72,159,000 people, 17.5 per cent of wired homes or 61.5 per cent purchasing power, T. F. Joyce, manager of the RCA-Victor Phonograph-Television Department addressed the meeting.
 "Additional 10,000,000," he said, "will have television program service available to them by secondary network developments."
 "When television is available to this area, retail sales should be at the rate of 10 units per year at an average price, based on 1940 costs, of \$200.

G. E. Post-War Plans
 Chamberlain, of General Electric, addressing the meeting told the company's post-war plans of radio and FM. "Many AM stations will be demised and others will switch to FM," Chamberlain declared. "New transmitters—which will be of higher transmission and materially lower operating costs—will make FM more attractive for many stations and high-power AM stations. Expansion of FM will bring a decrease in the number of AM stations. Low-power and some medium-power stations change to FM. Possibly in the future, 500, kilowatt and 100 kilowatt AM stations can be operated to provide long-range service. These trends will result in improved reception and an increase in the value of radio as an advertising medium."
 Regarding television, Chamberlain said there will be two major applications for television after the war. The first is industrial television—pictures and sound will be transmitted by wires or radio from one place to others for various private and public uses. The second is broadcast television which adds a new dimension to home entertainment and

provides one of the most powerful mass advertising media ever developed.

"Let us consider the probable growth of broadcast television: One major economic problem facing television is reaching larger audiences—thus increasing the circulation and reducing the programming cost-per-listener. The first step involves the construction of master television stations in larger cities. These stations would have studio facilities and staffs capable of originating programs such as musical comedies and plays.

"We anticipate that within five years after the war there will be at least one hundred television stations in the country with 67,000,000 people in their service areas. Smaller areas which can be satellite stations and network television stations are not included in this figure. We fully realize the necessity of providing the public with high quality television receivers at popular prices. And when we say 'popular prices' we do not mean four-five-or-six hundred dollar merchandise exclusively.

"Lower cost receivers will undoubtedly be of the direct-view type.

CBS Tele Views

CBS's point of view was set forth by William B. Lodge, who said: "Predictions of post-war wonders range from the conservative to the fantastic in the fields of radio and television just as they do for helicopters, futuristic automobiles, and everything but tomorrow's breakfast made from new plastic materials. In the long run all of the prophets will probably be shown wrong by future events. In my brief remarks I will attempt to avoid the conservative stand which says there will be no change, and equally to avoid the over-imaginative flights of fancy which have no basis in fact.

Sees Many Changes

"It is quite evident to all who are engaged in the broadcasting business that radio is faced with a period of many changes. The present standard band is close to saturation with more than 900 stations now on the air. The questions raised by FM and television will undoubtedly slow the expansion in this field and cause AM station operators to question the advisability of proceeding with plans for power and frequency changes which do not give a substantial increase in coverage. It must not be forgotten, however, that the backbone of the broadcasting industry today is standard band AM broadcasting and that what it offers, namely: Circulation, must also be offered by FM and television before they become effective competitors. It seems safe to predict that the standard band will remain the broadcast breadwinner and chief source of income for a considerable number of years. Furthermore, it is doubtful if the high-powered clear channel AM station will be replaced within the foreseeable future as a

means of providing widespread rural service.

"Television will have a financial load to carry many times that of radio broadcasting per unit of circulation. Television receivers will certainly be many times as expensive as the low-priced radio receivers. The cost of connecting stations for network operation—whether by coaxial cable or radio relaying—will be much greater than the present network sound circuits; program costs are much greater in television; and we do not yet know how many hours of viewing per day can reasonably be expected, compared with the present 4½ hours per day of radio listening.

Calls Tele Unique, "Miracle"

"Columbia has a huge stake in television—certainly the largest stake of any broadcaster who is not affiliated with manufacturing activities. As broadcasters we believe that the period of red ink in television will be substantially shortened to give American people the best possible picture—as quickly as possible. We know this cannot be accomplished by the low definition inherent in the 6-mc band. On the other hand. We be-

(Continued from Page 1)
 said, support the assertions which were made to the NAB in April 1943, namely that "no unemployment of musicians exists, that two out of every three members of the American Federation of Musicians are not professional musicians and do not earn their livelihood in the field of music, and that radio broadcasting has not, as was so frequently, and irrationally, contended reduced the employment of musicians."

I believe that with high definition pictures both in black and white and in color which can only be achieved in wider band transmission, television has a real chance of achieving its potentialities. Certainly television accomplishes a miracle that is offered by no other medium. I think we are wise enough to free television from the unnecessary shackle of post-war standards. If we are, we will be able to accomplish two things; first, we will avoid digging pits which we ourselves may fall into, and second, we will have done our part in making it possible for this infant industry to grow into what may be a giant, dwarfing anything we have known in radio."

"HOURS ON PARADE"

The Most Successful Radio Series Ever Produced For Furriers!

TRANSCRIBED PROGRAMS

Signed by
 W. B. GORDON, Richmond, Virginia
 PHONAS FUR SHOPPES
 (on the air in 53 other markets!)

W. B. GORDON, Inc.
 100 Boylston Street, Boston 16, Mass.

One of the Country's Largest Radio Program Producers



Meet

JACK KEASLER
 MANAGER OF OUR NEW
 NEW YORK OFFICE

and

TOM PETERSON
 MANAGER OF OUR NEW
 CHICAGO OFFICE

These men know the markets and radio in Texas and the Southwest. They are ready to give you the benefit of their knowledge of this area. Let them supply you with first-hand information about this rich market and its radio facilities. There's no obligation, of course.

TAYLOR-HOWE-SNOWDEN *Radio Sales*

NEW YORK 18, N. Y.
 19 WEST FORTY-FOURTH STREET

CHICAGO 1, ILL.
 360 NORTH MICHIGAN AVENUE

DALLAS 1, TEXAS
 805 TOWER PETROLEUM BLDG.

AUTHORITIES ON RADIO AND MARKETS OF TEXAS AND THE SOUTHWEST

“this . . . is MUTUAL”

More than a network signature . . . more than an engineer's cue . . .
“*this . . . is MUTUAL*” . . . has come to mean exciting progress in
programming for millions of listeners, profitably delivered by the
largest number of stations ever affiliated with one network.

Here is an abbreviated cross-section of Mutual programming today:

news

GABRIEL HEATTER, top-rated commentator, heard six nights a week.

WORLD'S FRONT PAGE, with 850 world correspondents on daily call.

FULTON LEWIS, JR., most widely sponsored of all news analysts.

CECIL BROWN, veteran of many years' observation of overseas action.

CEDRIC FOSTER, and other aces on the largest news roster in radio.

quiz

DOUBLE OR NOTHING, perennial favorite of listening millions.

SKYRIDERS, novelty show for military personnel and the folks at home.

QUICK AS A FLASH, fastest-paced program on the airwaves today.

STOP THAT VILLAIN, uncorking a bright, new idea in quiz shows.

WHAT'S THE NAME OF THAT SONG? hilarious and nostalgic.

drama

THE SHADOW, most popular daytime show in radio, year after year.

WALTER HAMPDEN, veteran stage star in his first radio series.

YOU CAN'T TAKE IT WITH YOU, adapted from the great hit.

FIRST NIGHTER, presenting "The Little Theater off Times Square".

SHERLOCK HOLMES, the master-detective solves new mysteries.

BULLDOG DRUMMOND, another ageless character comes to life.

SUPERMAN, super-enthraling the nation's young five nights a week.

TOM MIX, rides to new, straight-shooting conquests of all juveniles.

CHICK CARTER, protege of the immortal Nick, glues kids to the dial.

SAFETY LEGION, Colleen Moore's popular safety stories and songs.

BOXING, from ringside seats in Madison Square Garden Friday nights.

GOOD WILL HOUR, radio's oldest program of friendly counsel.

JANE COWL, intimate daytime chats with the stage's first lady.

SCREEN TEST, unprecedented talent hunt by a top Hollywood studio.

AMERICAN WOMAN'S JURY, a women's panel rules on women's problems.

MEDIATION BOARD, featuring the original A. L. Alexander as conductor.

TANGEE VARIETIES, Sammy Kaye for music, Mahoney and Winchell for fun.

WORLD'S SERIES, in its sixth annual one-network triumph for MUTUAL.

You can't compress all that Mutual offers into the space available here. So we close this tabulation with the simple statement that Mutual stations, Mutual listeners . . . and Mutual advertisers are happily in accord—they all approve our progress in programming.

We plan to perpetuate that approval.

THIS IS MUTUAL



LOS ANGELES

By RALPH WILK

CBS News Commentator Harry W. Flannery's recent air scoop from a Lisbon source that the Germans were laying plans to stop unconditional surrender by turning over German industrial stocks to U. S. and British interests was considered so important that United Press wired it to all member papers.

The Merry Macs will cut two sides for Decca next week. Tunes selected are "Singing Down the Road" and "Looking at the World." Perry Bodkin will baton the Macs' own recording ork.

June Hutton and her sister, Ina Ray, began singing and dancing through the Middle West when they were less than six years old, and they haven't stopped yet—June singing on NBC's "Chesterfield Music Shop" show with Johnny Mercer, and Ina Ray dancing as she leads her own orchestra.

With his first film story treatment practically completed, Radio-Film Producer Bill Spier is ready to start cameras rolling on "The Beast Must Die," which only a few weeks ago he presented over the air via "Suspense," with Herbert Marshall starring.

Mark Breneman sat down the other day and did some figuring. Since his early-morning KNX show started four months ago, the story-telling maestro, has answered over 2,000 fan letters—and he's still behind in his correspondence!

Australian Radio Exec. Hails Visiting Radio Stars

(Continued from Page 1)

ager of the MacQuarrie Network and a guest at the Executive War Conference of the NAB here.

Lane said that Australians had their first opportunity to hear these American radio performers through transcription sent overseas to servicemen in the Pacific area. The transcriptions were played by the regular broadcasting stations, giving everyone a chance to hear the shows.

"Our listeners liked the Yankee humor," Lane said, "even though some of it went over their heads. For example, Bob Hope once made a crack about Confederate money, which naturally meant nothing to Australians."

The visitor from Down Under predicted a continuation of worldwide trips for American radio entertainers after the war is over. "Although we can't pay your radio stars on a scale comparable to what they make in America," Lane admitted, "nevertheless, such tours would build prestige for them as well as offer a complete change."

Lane is in America for about ten weeks to study American broadcasting methods with an eye to making further improvements in his own network facilities after the war has reached its successful conclusion.



Down The Home Stretch! ! !

● ● ● KXEL of Waterloo, Iowa, had four representatives at the NAB meeting. They were Joe Du Mond, president-general manager; A. J. Du Mond, commercial manager, Program Director Owens and Don Kassner, chief engineer..... Oliver Gramling of Press Association received birthday greetings of friends at a dinner party Wednesday night.....

Chicago

Harold C. Burke of WBAL, Baltimore, who once was a Midwestern broadcaster, greeting many friends at the convention..... Martin Campbell, minus a 10-gallon hat, gave the convention Texas atmosphere..... George Jasper of WLAW, Lawrence, Mass., waited 20 minutes for an elevator yesterday..... Foster May of WOW, Omaha, representing the station at the convention and reporting that Harry Burke is convalescing from a serious illness..... Dr. Leon Levy, WCAU, Philadelphia, strolling in the Palmer House with Clark Gable and Mickey Rooney..... Arthur Hull Hayes of WABC, New York, found a steak house one flight up..... Art Stringer of NAB, one of the most accommodating execs. at the convention..... Ditto for Bill Alexander, the Chicago publicist, who handled press relations for NAB.



● ● ● Harold Hough, and Leonard Kapner lunching with Nancy Martin of the Blue Network "Breakfast Club"..... Albert Ashcroft answering to the name of "kewpie" at NAB headquarters and doing a great job distributing Radio Daily..... Bob Ward, Notre Dame alumnus new publicity director of WJJD, Chicago..... Tommy Tompkins of BMI doing a hand-out of the attractive BMI brochure while Sydney Kaye nods his approval..... L. B. Wilson holding office from a comfortable arm chair in the lobby of the Palmer House..... Raymond Jeffers of Seeds Agency off to New York this week-end on business..... Ted Gamble of Treasury, Tom Lane and other Washington execs. here to stimulate interest in the Sixth War Loan planning..... Rush for transportation started yesterday afternoon with railroads, airlines booked solid going East and West..... C. E. Arney smiled when someone called him "The Ziegfeld of conventions" for his production at the luncheon session of Wednesday.



● ● ● New show replacing "Beat the Band" on Sept. 13th will be called "Carton of Smiles"..... Doris Deane of WHIP, Hammond, Ind., chatting with Chairman James L. Fly of FCC..... Consensus of opinion that the convention was well handled in all departments of NAB and productive of constructive results..... Tele and FM crowd most active groups at the meeting..... Leading manufacturers announced the coming of television in co-operative ads in yesterday morning's papers..... Bill Hardy, WFMD, Frederick, Md., found himself doing an impromptu pianologue at the AP party at the Stevens the other night with Bob Hurlough holding a telephone line open so that Hardy might serenade the switchboard operators, seven floors below..... Ted R. Gamble of the Treasury paid flattering tribute to the radio industry at the NAB convention yesterday when he said; "But if there is one indispensable aid to the successful prosecution of the sale of War Bonds, that aid is radio"..... Presence of two movie stars gave cinema atmosphere to the NAB War Conference at the Palmer House yesterday. Clark Gable was in town en route from Hollywood to Washington and Mickey Rooney also greeted broadcaster friends in the lobby of the hotel.



— Remember Pearl Harbor —

CHICAGO

By BILL IRVIN

WLS believes it's the first radio station in the United States to receive a special citation from the M. Nelson chairman of the War Production Board for meritorious services in behalf of the National Waste Drive. The LaSalle County, Illinois waste paper campaign this year was the fifth local drive in the WLS National Barn Drive program used as a salvage promotion at the station. Admission to the barnyard presentations was so many pounds scrap per ticket. One hundred ten tons of waste paper was collected in LaSalle County bringing the nation's total scrap metal, rubber and paper collection to 3,200,000 tons. More than \$10,000 has been netted from the local county war funds from the sale of the scrap. Previous collections were made in and around Bloomington, Danville, Decatur and Morris all Illinois cities and all well populated.

The Wander Company (Ovan) Chicago has renewed for another week with the Blue Network sponsorship of the Captain Midnight program. The 15-minute series heard Monday through Friday from 4:45 to 5:00 p.m., CWT and from 5:00 to 6:00 p.m., CWT. Contract renewal is effective Sept. 25. The program is carried on 85 stations of the Blue Network. The account is handled by Hill-Blackett Company.

AS TIMELY AS YOUR DAILY NEWSPAPER
All Material Available
RYTVOC, Inc.
1585 Broadway, N. Y. 19, N. Y.

Canada With Tele Post-War Period

(Continued from Page 1)

"Financial Post," Canadian paper in television development assured. Canadian radio set manufacturers generally have tie-ups with British and American companies, after millions of dollars of expense have developed receiving sets are practical. While it would take some time to get rolling, there is no doubt of industry's ability to supply re-

big problem for Canada is expense of broadcasting facilities. Cost of equipment and program for television is much heavier than for sound broadcasting. Large companies in the United States are expected to take losses in the gambles of providing programs, so that sales of receiving sets can be developed. Deals with U. S. networks are being made. Though Canada probably will want its own programs, Government aid, to encourage development of Canadian television broadcasting, is seen in some quarters as a

present plans in the United States for broadcasting service, immediately after the war, to only the densely populated districts with a view to other sections to come later. Britain plans have been under development of widespread radio service within nine months after the war. In Britain, incidentally the price being talked of for television receiving sets LS LX-25 (costs Sterling) plus a further amount for ordinary radio reception is still as well.

Canada, the "Post" says, undoubtedly lag behind the United States development of television, at the opinion of informed quarters. But a fairly rapid development is anticipated, with early service in the populated areas of

Various technical problems will have to be ironed out, such as allotment of increased number of wave channels to television (at present only radio channels are allotted), position of governments in the field, etc. Committees have been working on these problems.

Change Theater-Trailers For NBC "Parade" Drive

Chicago—Highlights of NBC's third Parade of Stars promotion for 1944 will take the form of film shorts to be shown in almost 1,000 theaters plus a hard-hitting news-advertising campaign in station according to a preview held at the network's station representative here Tuesday. Details of this program were released at a cocktail party for NBC affiliates by Niles G. Bell, president; William S. Schreyer, vice-president in charge of sales; and Charles P. Hammond, director of advertising and promotion of NBC.

NAB Elects 3 New Directors; Sets Plans For Coming Year

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of a slate consisting of Frank King, WMBR, Jacksonville, Florida; Dietrich Dirks, KTRI, Sioux City, Iowa and J. B. Fuqua, WGAC, Augusta, Ga., the first two were elected, Dirks being the new addition.

T. A. M. Craven, WOL, Washington, D. C.; Don Elias, WWNC, Asheville, N. C. and Roger Clipp, WFIL, Philadelphia, were nominated from the medium sized station group, the first two being elected. Craven, former member of the FCC, is the new board member.

J. O. Maland, WHO, Des Moines, Iowa; Hugh M. Feltis, KFAB, Lincoln, Nebraska and James D. Shouse, WLW, Cincinnati, Ohio were nominated from the large station field. Maland and Feltis were elected to board membership. Feltis being the new addition.

Dr. Frank M. Stanton, New York, and Frank Russell, Washington, D. C. were elected as board members representing the CBS and NBC.

By-Law Amendments

Three amendments to the NAB by-laws were passed by the membership. The first of these reclassified the membership as to range of income, empowering the board to set the annual dues at each year on the basis of such classification.

The second amendment enables the board of directors to cancel any annual meeting by a two-thirds vote.

Citing the failure of the American Federation of Musicians to cooperate with the NWLB, members of NAB passed a resolution yesterday afternoon urging prompt action by government officials to compel immediate compliance by the AFM with the WLB directive ordering the musicians to resume making records and transcriptions.

The text of the resolution follows: "Whereas, the continued defiance by the American Federation of Musicians of the directive of the National War Labor Board, ordering the members of that union to resume the making of records and transcriptions for the principal recording companies is impeding the war effort in the field of broadcasting, not only within the United States, but in connection with overseas broadcasting for the Armed Forces and

"Whereas, such defiance nullifies,

to a large extent, the contribution which recorded music could make to the general morale, and, as the longest strike in war-time America, constitutes a dangerous example to all parties, whether employer or labor, whose controversies are properly subject to the orders of the National War Labor Board.

"Now therefore, be it resolved, that the National Association of Broadcasters in convention assembled earnestly urges that the proper governmental officials promptly take all appropriate steps to compel immediate compliance by the American Federation of Musicians with the order of the National War Labor Board."

Seven other resolutions were passed by the NAB members at the meeting. They were:

1—"The 22nd annual meeting of the National Association of Broadcasters hereby expresses its appreciation to those government agencies and representatives of the Armed Forces who have cooperated with the broadcasting industry during the very critical year just passed."

2—"The National Association of Broadcasters hereby takes this opportunity to thank the conference committee, the Chicago broadcasters, and the members of the NAB staff for the very effective manner in which this conference has been handled."

3—"The National Association of Broadcasters wishes to express its appreciation to the Chicago Association of Commerce and the Palmer House for their very efficient handling of the conference under the most difficult conditions."

4—"The 22nd annual meeting of the National Association of Broadcasters hereby approves the acts of its directors and officers for the year just concluded."

5—"Whereas the NAB Sales Managers Executive Committee has investigated the advantages and disadvantages of the so-called continuing discount clause and believes that its inclusion in the NAB-AAAA standard contract for station facilities would be advantageous alike to broadcasters and advertisers, and

"Whereas the provision of a continuing discount is believed to be the

Mutual Board Hears Web Has 246 Outlets

(Continued from Page 1)

joined Mutual include the following: KGKB, Tyler, Texas, 250 watts, 1,490 kilocycles, and KSWO, Lawton, Oklahoma, 250 watts, 1,150 kilocycles, both of which will join as soon as line facilities are established; KUJ, Walla Walla, Washington, 1,000 watts, 1,420 kilocycles, and KRLC, Lewiston, Idaho, 250 watts, 1,400 kilocycles, both of which will join September 1; WATN, Watertown, New York, 250 watts, 1,240 kilocycles, and WSLB, Ogdensburg, New York, 250 watts, 1,400 kilocycles, both of which join on September 15; and KPND, Pampa, Texas, which operates on 100 watts, 1,340 kilocycles, which came to the network on August 18.

practice of a majority of broadcasting stations,

"Now, therefore, be it resolved by the NAB board of directors that the following continuing discount clause be submitted to the NAB membership at its next annual meeting for approval or rejection, and, if approved, be incorporated in the NAB-AAAA standard contract for station facilities as a new paragraph (D) under Section 5.

"If this contract is renewed for identical service, without interruption, beyond a fifty-two (52) week period, the same earned rate will be allowed for the duration of such extended, continuous services as the rate earned for the original fifty-two (52) week term. This provision shall not apply, however for more than fifty-two (52) weeks from the effective date of any revisions of rates or discounts.

"In which event, present paragraph (D) will become (1) etc."

6—"Whereas, New Orleans, Louisiana, has heretofore been selected as the location for holding the annual convention of the National Association of Broadcasters, which was not accomplished due to wartime transportation difficulties, and

"Whereas, it is the sense and expressed wish of a large majority of the members of the National Association of Broadcasters that a convention be held in New Orleans, La.

"Now, therefore, be it resolved that this convention instruct its board to give due consideration to the selection of New Orleans, as the site for the 1945 convention of NAB, transportation and housing facilities being favorable."

7—"Resolved that the Music Committee express its gratification at the action of the BMI board in increasing its station relations staff and further recommends that in view of the great value to the stations from the activities of such station relations staff, that the station relations staff be further increased as soon as competent men can be obtained and if necessary to finance such increase in staff that percentages of reduction in station fees be discontinued or decreased."

NAB Directors-At-Large

NAB board members elected in Chicago at the Executive War Conference are:

Small Stations

Frank King (WMBR) Dietrich Dirks (KTRI)

Medium Stations

T. A. M. Craven (WOL) Don Elias (WWNC)

Large Stations

J. O. Maland (WHO) Hugh Feltis (KFAB)

Networks

Frank M. Stanton (CBS) N. Y. Frank Russell (NBC) Wash., D. C.

★ ★ ★ COAST-TO-COAST ★ ★

—NEW YORK—

NEW YORK CITY—Based on the familiar saying "history always repeats itself" WEVD has created an unusual program in which some current happening is dramatized with its counterpart drawn from biblical times . . . The new Paul Whiteman series, featuring vest-pocket symphonies by leading composers, and heard over the Blue web, will also have a symphony in three movements, each of which features a different instrument, but all played by the same man . . . WNEW will dramatize OPA's role in a new series titled "Soldiers With Coupons," which started Wednesday, August 30 . . . The ingenue lead in "They Live in Brooklyn" heard over WMCA is filled by Evelyn Juster . . . WINS announces that they will air a series of baseball games from September 4 to September 10th, with Lefty Gomez and Ethan Allan doing the casting.

—UTAH—

SALT LAKE CITY—Recent additions to the staff of KUTA are Ed McCleary and John Sinclair . . . KDYL technicians Nephi Sorensen and Jim McGraw have launched their own Radio and Television Engineering Co. with a view to alleviating the congested radio service situation in Salt Lake City.

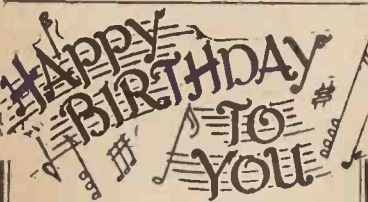
—CALIFORNIA—

LOS ANGELES—Not at all premature was Frances Scully's program "Take a Look at Christmas Gifts from Overseas" last Tuesday, over KECA . . . Newest addition to the rank of NBC commentators is Graeme Fletcher former news editor of KFJ. He'll start a 52-week series over the Pacific Coast web September 18 . . . KFVB hung up something of a record Wednesday with the 875th weekly broadcast of the Los Angeles Break-

PICTURE OF THE WEEK



Edgar Bergen's "Charlie McCarthy" listened to the heart beats of Pfc. Paul J. Hogan of Lowell, Mass., at the Cushing General Hospital in Framingham, the other day as Hogan, wounded veteran of the Normandy invasion, concentrated on Powers model Frances Westerman. Later Bergen and McCarthy appeared on the WAC's "Everything for the Girls" show over WBZ, Boston.



- September 1
 - John J. Anthony Fred Jeske
 - William N. Daly Clyde Lucas
 - Claude Horton Jack Martin
 - Robert K. Chase Don Wilson
 - William Anthony Farren
- September 2
 - Barbara Jo Allen Fred von Ammon
 - Bill Bacher Noah L. Braunstein
 - Raymond R. Morgan
- September 3
 - Nicholas Agneta Annie Canova
 - Betty Arnold Dale Cross
 - Dave Rubinoff Bill Waters
- September 4
 - Owen Jordan Tom Gellatly
 - Alan Ward Lee Little

fast Club, making this the longest established public service program in radio . . . Hal Berger, production manager for KHJ, is a little more at ease these days, since he received a postcard from his son who is in a Japanese prison camp . . . SAN DIEGO—New program director for KFMB-Blue is Hal Moon, former news analyst and commentator for KQW.

—VIRGINIA—

RICHMOND—In the way of extra-curricular activity, Harvey Hudson WRVA's "Juke Box" emcee will act as promotion man for the Allbrook-Pumphrey Orchestra Agency . . . PORTSMOUTH—WSAP announces that Bill Humbert was named program director and that Tommy Searles

and Jack Quigley have joined their announcing staff.

—DISTRICT OF COLUMBIA—

WASHINGTON—Newcomers to the WTOP announcing staff are Bill Jeffrey and Ted Lingo . . . The reappointment of WOL's Russ Hodges to position of sportscaster for the entire Mutual web, was recently confirmed. Hodges joined WOL in 1940 and since that time has aired his local "Sportspage" and "Sports Resume" daily . . . As sponsors of the "Miss Washington" contest for the third consecutive year, WWDC announced that nineteen-year-old Venus Ramey came out the winner, and will go to Atlantic City to participate for "Miss America."

—CONNECTICUT—

HARTFORD—Because of the imminence of "V-Day," WDRB its daily sked 15 minutes earlier, starting a quarter-hour newscast. This sked will be effective September 1 when the station will take the cut instead of 7:00.

—IOWA—

DES MOINES—With the KSO to the Kingsley-Murphree interests of Minneapolis, a situation in the history of radio here opened. Now KSO, an avowed proprietor of KRNT a Cowles-owned station is forced to use the same status transmitter as KRNT. Due to time restrictions the new KSO and tower will not be built until the war . . . OTTUMWA—extensive revamping of its schedule the appointment of Ivan L. as head of the station's farm department, KBIZ is making a bid to capture the rural and rural audience.

—KENTUCKY—

LOUISVILLE—Newcomer to nouncing staff of WHAS is Pat who was formerly with KARK . . . in radio is Nancy Hudspeth, who joined the continuity department of

Boston Symp Renewed By Chalmers On

(Continued from Page 1) to suit the various seasons of the will continue to do so with the coming season of 1944-45. Hooper-Crossley ratings indicate program's greater popularity, been announced by F. Austin, supervisor of the Compton Advertising, Inc.

The 40-week contract signed by Allis Chalmers Company will feature Serge Koussevitzky as the conductor, with guest conductors later-in-the-season programs include George Szell, Leonard Stein, Richard Bergman. The season will include Artur Fiedler, the Boston "Pops" orchestra.

Soloists will include Luboshuz Nemenoff, duo pianists; Francis violinist; William Primrose, Jesus Maria Sanroma, pianist.

Premieres of new works by Diamond and Howard Hanson, pian composers, will be also featured on this series. While major portion of the broadcasts emanate from Boston, five programs will originate from the Blue station in New York, WJZ on Nov. Jan. 13, Feb. 17, March 17, and 14, with the concerts to be held at Hunter College.

The program series will be carried on 199 Blue affiliates, and conducted by institutional advertising. Austin has closed that one of the concerts will originate from WEMP, Milwaukee, Wisconsin, for the first time in the city. The agency is Compton Advertising, Inc.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

28, NO. 45

NEW YORK, N. Y., TUESDAY, SEPTEMBER 5, 1944

TEN CENTS

WAC Ads On 791 Outlets

NAB Sets Committees Final Board Meet

Chicago—Approval of the NAB Technical Committee plan was voted by the NAB directors at a late night session of the board last Thursday during final adjournment of the War-Time Conference at the Palmer House. President J. Harold Harbo appointed a sub-committee composed of Hugh Feltis, KFAB, Omaha; Hugh Terry, KLZ, Denver; King, WMBR, Jacksonville, and Dr. Frank Stanton, vice-president of CBS, to further the plan;

(Continued on Page 3)

New Fall Programs By NBC-Recording Div.

For 15-minute recorded programs, "Come And Get It," "Destiny," "The Christmas Window," and "The Humbug," scheduled for fall were added to the syndicated programs already available to NBC. This, it was announced by Willis Parsons, assistant sales manager, William R. Seth, promotion director of NBC's Radio-Recording Division last week.

"Come And Get It," with Bob Rus-

(Continued on Page 2)

Rickenbacher To KCMO As General Manager

Chicago—Resignation of E. K. Harbo as sales manager of Blue Book Central Division and his appointment as general manager of KCMO, Kansas City, was announced today in a joint statement by E. R.

(Continued on Page 2)

Servicemen Only

Mercedes McCambridge, Forrest Lewis, John McIntire and Frank Puglia, the principals in CBS' "I Was A Mystery," have formed a club all their own. The four, seeing many servicemen at CBS, decided to make four each day. Invite them to the show and later take them for a sandwich. And now servicemen are flocking to see the mystery show.

Oh!

Emerson Evans, former professor of Ohio State U and production assistant to Orson Welles, was kept in BBD&O's audition room five hours recently until Jo Lyons, casting director, finally called upon him to "do his stuff." All that time, Evans had tried to approach Miss Lyons to explain his presence, but she was too busy. "I'm not here to act; I'm the new script editor of 'Armstrong Theater,'" he said.

Station Coverage Plan Patterned After CBS'

Chicago—Standard station coverage measurement plan, with complete approval of the NAB and the Four A's for the advertising field, contains the elements of the plan held to be 100 per cent CBS pioneer research, and tested by the network by actual operations during the past four years. This is according to CBS affiliate

(Continued on Page 5)

Joseloff Heads Y & R's Radio Talent Department

Stanley Joseloff has been appointed head of the radio talent department of Young & Rubicam, replacing Paul Rickenbacher, who has resigned, it was announced Friday by Hubbell Robinson, Jr., vice-president and associate radio director. Joseloff was formerly assistant to Rickenbacher in the same department.

Regular Paid Basis Accepted By 712 And 79 Will Carry As War Service; Others Still Negotiating

Dept. Stores Indicate Strong Tele Interest

Schenectady—Widespread interest in television as an advertising medium is indicated in the countrywide response of General Electric's invitation extended to the stores to be present at a program to be staged here in the studios of WRGB, on Friday, Sept. 29.

This program, being arranged in co-operation with the Associated Merchandising Corp., will attempt to

(Continued on Page 7)

Ayer Elects McClinton To Board Of Directors

Harold L. McClinton, vice-president in charge of radio for N. W. Ayer & Son, Inc., has been elected a director, it was announced over the weekend. His election fills a vacancy

(Continued on Page 5)

Revised WOR Schedule Set For Afternoon Shows

Revised afternoon program schedule will go into effect Sept. 11th at WOR.

Scheduled for p.m., EWT is as follows:

(Continued on Page 2)

Total of 791 stations have accepted the WAC advertising schedule for a four-week period effective yesterday, according to Young & Rubicam, Inc., agency handling the account for the War Department. Of these 712 accepted on a regular paid basis and 79 will carry the program as a "war service because it is against their policy" to accept paid government advertising.

Some 866 stations received the Young & Rubicam wire signed by Carlos Franco, offering the schedule,

(Continued on Page 5)

Political-Talk Time Set On Army's 'G.I.' Web

Washington Bureau, RADIO DAILY
Washington—The Army revealed last week that the "G. I. Network" will reserve special weekly periods for political broadcast. Under the Federal soldier voting law, the Army may rebroadcast "political addresses" over government-controlled radio stations, provided equal time, if requested, is

(Continued on Page 7)

Playlets By Servicemen On NBC Starting Sept. 14

Three winning one-act plays, selected from the 220 scripts submitted by enlisted men of the Navy, Coast Guard and Marine Corps

(Continued on Page 2)

★ THE WEEK IN RADIO ★

NAB To Survey Programs

By CHARLES MANN

UNANIMOUS acceptance of a plan whereby a standard method of measuring radio station circulation be applied for the purpose of balloting radio families of the urban, rural non-farm and rural farm areas was announced at the close of the NAB War Conference held at the Palmer House, Chicago. The researchers involved in this venture have pointed

out that a complete coverage sample requirement will necessitate mailing 1,000,000 ballots, with the research cost of each ballot amounting to \$1.

Ease: James Lawrence Fly, chairman of the FCC, declared that as soon as the military restrictions on the development of television were raised, which he predicts will be soon,

(Continued on Page 7)

There's a great day coming! . . . And WLAW is prepared to help you make the most of it! Adv.

When civilian goods reappear, WLAW is ready to help sell them to Northern New England! Adv.

First-Hand Info

Max Hill, NBC correspondent stationed in Rome, was on the air Friday with a special broadcast, after he had flown to Bucharest and returned in company with some of the 1,100 American airmen liberated in Romania. Hill gave a graphic description of the reactions of the airmen and manner in which they lived while they were prisoners.



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

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

Four New Fall Programs By NBC-Recording Div.

(Continued from Page 1)
sell as emcee, will be radio's first recorded audience participation show. "Destiny Trails" will dramatize the writings of James Fenimore Cooper. The stories, adapted for radio by Jack Kelsey, will be produced by Bert Wood, staff director of NBC Radio-Recording. The third and fourth shows are directed at children's audiences. The characters created in "Happy the Humbug" were wrought by scripter Steve Carlin.

Hartenbower To KCMO As General Manager

(Continued from Page 1)
Boroff, vice-president of the Blue Network Central Division and T. L. Evans, president of the KCMO Broadcasting Co. Hartenbower will begin his new duties on Oct. 1. His successor has not been named.

20 YEARS AGO TODAY

(September 5, 1924)

Since May of this year when WBZ, the Westinghouse station in Springfield, Massachusetts, was assigned a frequency of 890 kilocycles, the station has not deviated a fraction of a per cent from this figure . . . Word is heard of an agitation to permit radio sets in prison cells.

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED!

Blue's **KGO** is THE Bay Area Buy!

Coming and Going

AL BOND, in charge of field radio service for the U. S. Department of Agriculture, arrives in town from Washington today to make experimental field broadcasts using a wire recorder in co-operation with Mert Emmert, farm program director of WEAF.

PARKS JOHNSON and WARREN HULL were in Yanktown, S. D., yesterday for the broadcasting of their CBS "Vox Pop" program as a feature of the annual Midwest Farmer Day.

CHARLES GODWIN, assistant director of station relations for the Mutual network, left Chicago following the close of the NAB meeting last week and now is visiting with affiliates in Arkansas and Mississippi.

A. D. WILLARD, JR., general manager of WBT, Charlotte, N. C., has returned from his vacation, which he spent in Asheville. ROYAL E. PENNY, sales manager of the station, spent his annual holiday at Blowing Rock, N. C.

AL DURANTY, right hand man to Wick Crider, publicity chief of J. Walter Thompson agency, is back on the job following a two-week vacation.

LES BROWN and the members of his band are in New Cumberland, Pa., for the broadcasting of tonight's "Spotlight Bands" show over the Blue Network from the reservation of the Third Service Command.

CARL BRISSON was in St. Louis last week for a hotel singing engagement. Incidentally, he guested on the Ben Feld show over KMOG.

EDGAR KOBAK, executive vice-president of the Blue Network, left following the close of the NAB meeting for a trip through the South and Southwest to confer with Blue affiliates and their clients.

ARTHUR PRYOR, JR., vice-president and radio director of Batten, Barton, Durstine & Osborn, Inc., has left for the West Coast, where he'll spend a couple of weeks putting some of the agency's new programs in shape.

LAURA BALL HUDLER and ELEANOR ROYSTER, receptionists at WPTF, Raleigh, N. C., are back from their vacations, the former from Pittsburgh, the latter from Virginia Beach.

RUSS JOHNSTON, radio producer for McCann-Erickson, Inc., off to the West Coast on agency business. He'll be out there about 10 days.

SAM HARTFORD, in charge of Rexall's one-cent sales for United Drug, and ARTHUR WHITE, account representative of N. W. Ayer & Son, Inc., are spending 10 days in Hollywood on transcription business.

SAMUEL CHOTZINOFF, director of NBC's music division, conferred in San Francisco last week with executives of KPO. It was his first visit to the Bay City in six years.

EVELYN PIERCE, program supervisor of "The Goldbergs" and Canadian shows for Compton Advertising, Inc., has returned to her post following a two-week vacation at Martha's Vineyard.

Playlets By Servicemen On NBC Starting Sept. 14

(Continued from Page 1)
throughout the world in a contest sponsored jointly by the Third Naval District and theatrical producer John Golden, will be broadcast over the NBC network on consecutive Thursdays starting Sept. 14 (8:30-9:00 p.m., EWT).

Rear Admiral William R. Munroe, district commandant, will speak on the first broadcast.

Original Plan Expanded
The contest was initiated by Golden last August when he offered \$1,000 in prize money to encourage sailors and marines to write plays for production at Navy posts. Although originally planned for the personnel of the Third Naval District only, the contest was expanded later to include men and women of the three services wherever attached.

Judges of the contest were Golden,

Revised WOR Schedule Set For Afternoon Shows

(Continued from Page 1)
1:00-1:15, Consumer Quiz; 1:15-1:30, Jack Berch; 1:30-1:45, Luncheon With Lopez; 1:45-2:00, American Women's Jury; 2:00-2:15, Cedric Foster; 2:15-2:30, Jane Cowl; 2:30-2:45, WOR News (Prescott Robinson); 2:45-3:00, Real Stories From Real Life; 3:00-3:30, Martha Deane; 3:30-4:00, Rambling with Gambling; 4:00-4:15, Gambling and the News; 4:15-4:30, Songs by Sunny Skylar; 4:30-5:00, Food and Home Forum.

Moss Hart, Russel Crouse, Philip Dunning, Frederick Lonsdale, Kenyon Nicholson, Rachel Crothers, Austin Strong and Perriton Maxwell. The winners will be announced later, as will the names of prominent actors to appear on the programs. Herbert Rice, of NBC, will direct production of the series.



WALTER COMPTON BACKGROUND FOR NEWS

add **KOL** to his sponsor list

WATCH THIS LIST GROW
WSIX WSAV
KALE WJHO
WMOB WOMI
CKCL KYOE
KOCY KOL
WGOV

Available for cooperative sponsorship on MUTUAL. Call, wire or write WM. B. DOLPH, WOL. WASH., D. C.



Gets what he goes after

That's the Army's first fight, falcon. He can dive at speeds up to 300 miles an hour. He can spot a mouse a quarter of a mile away. Gets what he goes after.

That last phrase is the one you want to hang this ad on. "He gets what he goes after."

Down here in Baltimore, radio advertisers get what they go after. IF they buy W-I-T-H, the independent station. Facts from outside sources prove that W-I-T-H produces more results per dollar spent than any other station in this 6 largest market.

If you have something to sell, W-I-T-H can sell it better.



W-I-T-H

IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REE

Annual NAB Board Session Names Research Committee

(Continued from Page 1)

was also chairman of the research committee. The directors also voted to file a report, through some individual, on allocation hearings of the FCC to be held in Washington on Sept. 15, suggesting that sufficient frequencies be allocated to all types of broadcast to insure the service of mass communication for the public. President Ryan appointed a sub-committee consisting of T. A. M. Craven, president of the Iowa Broadcasting System, as chairman; Kolin WGY, Schenectady and John WKZO, Kalamazoo, Mich., to handle the matter in connection with the executive engineering committee of the NAB.

Other action taken by the directors at their cleanup session included the adoption of an idea embodying a re-twist on servicemen's programs. The board approved a plan calling for cooperative efforts of radio sta-

tions in 182 areas and communities throughout the country in transcribing a series of half-hour programs of music and home town news. The plan will be handled through the 17 NAB districts, under the supervision of Arthur Stringer, director of promotion, and in cooperation with Lt. Col. Jack Harris of the radio branch, Bureau of Public Relations, War Department. The recordings will be distributed overseas by the Army. The plan was presented to the board by Majors Austin Peterson and Albert Warfield.

The board took under consideration several ideas for types of programs for V-Day in keeping with the importance of the occasion. Two stations were admitted to active membership. They are WKRC, Cincinnati, and WROL, Knoxville, Tenn. Harry S. Goodman, radio productions of New York, was admitted to associate membership.

Bill Roux To Talk

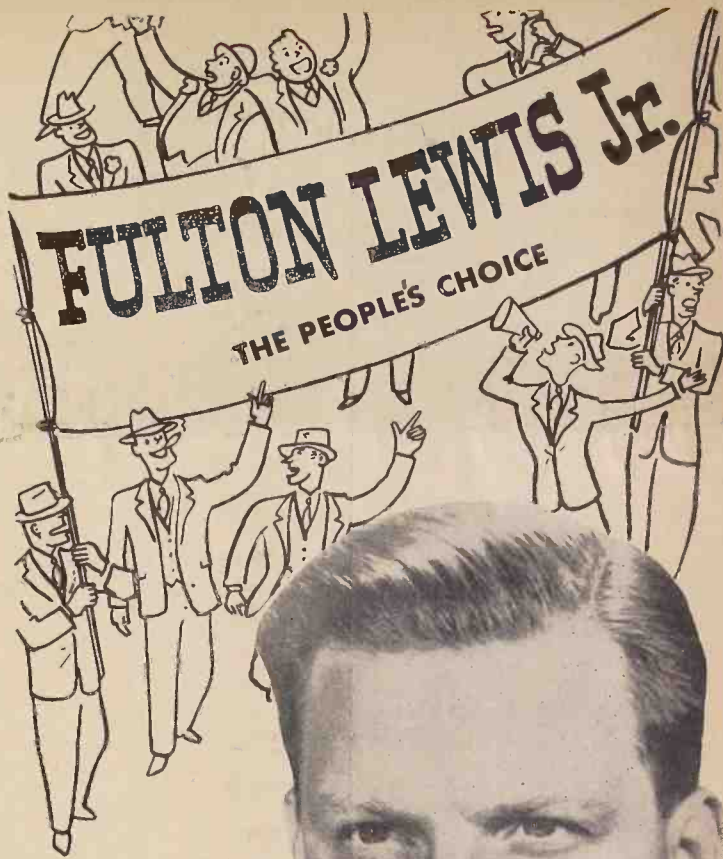
William C. Roux, assistant manager of National Spot Sales in charge of promotion and development, will talk "Commercial Radio and You" at Hempstead Rotary Club, Sept. 7. John T. Williams, of NBC's Division Department, will address the Hempstead Kiwanis Club on "Television" the same day, both in Hempstead, L. I.

E. Brown Renewed

E. Brown's option has been picked up by McKesson & Robbins, sponsors of the weekly radio quiz "Stop or Go," heard Thursday from coast-to-coast over the Network (10:30-11:00 p.m.). The quiz program of the very mouthed comedian is broadcast on 175 stations of the network.

Wedding Bells

Doris Kreusi, on the secretarial staff of Blue sales, will be married Sept. 23 to Corporal David R. Stevenson, USA, now stationed at Normoyle Field, Army Air Forces post at San Antonio, Texas.



**LET'S LOOK AT
THE RECORD:**

It was Lewis who helped ease the sugar situation 2 years ago.

It was Lewis who investigated the synthetic rubber problems. 12 pages of the Congressional Record were devoted to his discoveries.

It was Lewis who got the farmers gasoline, tires and essential equipment in furtherance of war production.

It was . . . and is . . . Lewis who speaks for the people . . . works for the people . . . champions the people.

Listen to Mutual's famous News Reporter, now heard on over 210 Mutual stations, sponsored by over 130 different sponsors. A few cities still available . . . call, wire or write WM. B. DOLPH, WOL, WASHINGTON, D. C.

to
reach
Durham
you
need
station

WDNC



COLUMBIA NETWORK

★ NORTH CAROLINA

Represented by Howard H. Wilson Co.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

ONE STOP or 26?

You can make 26 separate trips to cover the 26 towns in the Hartford Trading Area. Or you can eliminate non-essential traveling! WDRC covers the entire area at one low cost!

USE WDRC TO
CONNECT IN CONNECTICUT

ORIGINATING FROM **WOL** WASHINGTON, D. C.
Affiliated with the **MUTUAL BROADCASTING SYSTEM**

LOS ANGELES

By RALPH WILK

LES TREMAYNE'S return to New York with his Old Gold show marks first appearance he has made there since he flew specially from Chicago to play the lead in "A Star is Born" opposite Helen Hayes.

Many have been the instances in which royalty has designed to hobnob with commoners, but the story that Marvin Mueller will relate today on the Blue Network broadcast of the "Coronet Storyteller," about the Duke of Windsor proves that royalty more than hobnobs at times. Titled, "A Culinary Catastrophe," the true tale will reveal interesting details of an amusing incident in the exciting life of the former Prince of Wales.

Art Baker is one man who never has to worry about what to do in his leisure time for the simple reason he never has any leisure time. Week-days find Art doing a daily NBC newscast heard on KFI each morning, a Monday through Friday feature on KFI called Art Baker's "Notebook"; and a community-sing show each Monday night at NBC-KFI titled "A Song is Born." As though this weren't enough, on week-ends Art gets around plenty. Last Sunday he entertained the employees at Lockheed, and later that day did his weekly stint at the Hollywood Canteen. That's a portrait of a busy man... Art Baker.

NBC Pacific Changes

NBC is making major changes in its Pacific war theater staff. Among the "changees" is manager of operation Francis C. McCall who is transferred to Honolulu, Wm. F. Brooks, director of news and special events for the web said Friday.

Other moves include Owen Flaherty to the Southwest Pacific staff, Elmer Peterson to San Francisco and the transfer of many facilities from New York to the West Coast to expedite the handling of Pacific news.

The SCHOOL of RADIO TECHNIQUE

(America's Oldest School Devoted Exclusively to Radio Broadcasting)

8 Weeks' Evening Course

SEPTEMBER 19

6 Weeks' Day Course

OCTOBER 2

Taught by Network Professionals, for Beginner & Advanced students, include:

- ANNOUNCING
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- ACTING
- CONTINUITY WRITING
- DICTION
- COMMENTATING
- VOICE

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Circle 7-0193



Memos of an Innocent Bystander...!

- • • MBSStarting Sunday, the rapidly-climbing Prockter-Lewis program for Helbros Watches, "Quick As A Flash," will have an increase to 112 stations. . . • Fred Allen will be one of the three producers (other two are Jack Skirball and Walter Batchelor) of the forthcoming flicker, "Allen's Alley," which goes into production next week. . . . United Artists will release the vehicle which will star the sombre-visaged comedian. . . • A nice tribute to his musicianship. . . . we mean the fact that Jon Gart was selected to provide the music for the one and only appearance in the East of the "Charlotte Greenwood Program" tomorrow at 10 via NBC. . . • Something should be done about it. . . . Ilene Woods, who has been doing such wonderful work, visiting hospitals, canteens, War Bond rallies etc., can't get a telephone installed in her apartment. • The Fitzgeralds, Ed and Pegeen, currently heard six mornings weekly via WOR, will go on the air seven days a week starting Sunday. . . • All programs scheduled for later than 10 p.m. via CBS on September 18, have been cancelled to make way for Republican Campaign speeches. • Bob Ballin who resigned as director of the "Vox Pop" CBS show to direct the Jack Benny show for Young & Rubicam, will be succeeded by Dave Grant. . . • Jean Geiger of Tune-In Magazine and Eddie Thompson of Gutlohn Films will merge shortly. . . • "Johnny Presents Ginny Simms" NBCCommences its third year tomorrow. . . . Servicemen, in their letters to the songstress address her as "GI"anny.



- • • On September 16, the NCAC package, "On Stage Everybody," moves from the Saturday morning at 11 spot to 7:30-8 p.m. via the Blue. . . Lou Goldberg continues as producer with George Weist, directing and Joe Rines' orchestra. . . • Eric Sagerquist famous violinist-composer is seriously ill at his home in Chicago. . . . long a favorite with songwriters and publishers, Eric has all Tin Pan Alley and Radio Row rooting for him. . . • Two sponsors are bidding for Ed Sullivan. . . . his third guest appearance on the "Vox Pop" CBS show recently, stamps him a "natural." • The song, "Headlines From the Frontlines" which Kenny Baker CBSang Saturday was written by Dick Mack in honor of the late war correspondent Tom Treanor, who was killed while covering the battle front. . . • Arthur Henley who used to write gags, comedy and patter for Sammy Kaye, has again been signed to supply the laughs for the MBSammy Kaye "Tangee" program. . . • We recall now that it was three years ago that Wick Crider, publicity head of J. Walter Thompson, spotted Jackie Gleason, the current hit comedian of stage and radio. . . . but the biggies wouldn't listen them.



- • • Frank CBSinatra's songests for Vimm's will originate in New York beginning September 27. . . . retake on the film, "Anchors Aweigh," postponed his return East scheduled for the week before. . . • Ruby Hunter seems interested in a new radio show, "Kopy Kat Korner," brain-child of Betty Lee Hunt of MCA and Mort Gottlieb. . . • We like the way Lyle Van is handling the chores on his "Eleven O'Clock Newscast" via WEA. . . • Nat Brandwynne and his Orchestra, currently featured at the Waldorf-Astoria's Starlight Roof, has been signed by Lucius Boomer to open that hostelry's famed Wedgewood Room next month. . . • Howard Richman, currently in the Army, has been named 'post-war Head' of the Richman-Sandford Television Productions. . . • Dunninger will guest on Bill Stern's "NBCColgate Newsreel," Friday. . . . seems Mel Ott, originally scheduled for this time, is having his hands full trying to land his Giants in the first division.



Remember Pearl Harbor

first

WITH A WOMAN
PROGRAM THAT HAS
GENERAL APPEAL



Nancy Osgood

Good cook or sportswoman
young mother or spinster
Nancy's daily program holds
them all. And even men!

**BUT, THIS IS THE USUAL
STORY FOR WR
FIRST CONTINUOUS
SINCE 1923**

WRC



REPRESENTED BY NBC SPOT SALES

Washington

WAC Ads Taken Over 700 Outlets

(Continued from Page 1)
 which have not yet accepted some with which negotiations are still in progress. Some, according to Y&R will not accept paid advertising, but others have offered the schedule as a war service. Others have no time available at the hours (evening) required. Still other outlets had minor breaks or station-breaks and vice versa. Some stations are seeking to shift their commitments to make room schedule and others have not wavered.

Of the stations not accepting WAC advertising on a paid basis, a key outlet for the Blue in New York, whose manager John [Name] pointed out that the outlet was anxious of cooperating with the network but not on a paid basis. In New Jersey City advised RADIO that the station does not accept government paid advertising and the current program for WAC represents, among other recruiting methods.

Independent and network stations have already gone on as not accepting paid government advertising.

Elects McClinton To Board Of Directors

(Continued from Page 1)
 by the death of Adam Kess- June.
 new director joined N. W. Ayer in December 1929, as a member of the publicity Department. Previously he had been a newspaper man for many years, including six years on Philadelphia "Public Ledger."
 McClinton spent four and one half years in the Ayer publicity department working on various accounts as then transferred to radio where he handled the Ford Sunday Morning Hour, Fred Waring, Al Jolson, Jose Manzanera, the World and other radio programs.
 In 1937, he was transferred to the New York office and a year later, was vice-president in charge of all

JOB WANTED
 ... the job of **SELLING KANSAS** for YOU - at low cost • Just hire:
 Mrs. Ludy, N.L. MGR.
WIBW
 The Voice of Kansas
TOPEKA

☆ PROMOTION ☆

Selling The Program

KMBC, of Kansas City, Mo., has forwarded a beautiful portfolio to its friends in which is stressed the importance of signing contracts as the first step to selling and the reasons for "The Texas Rangers" program having become very popular in the Middle West.

These two facts are stated in the sample of a letter from KMBC to its clients which is reproduced on the cover page. The inside double-page spread emphasizes through pictures the necessity of planned meetings between executives, research findings, field research, direct mail and radio plug copy in persuading business and industry to purchase time on KMBC.

"Voluntary Listening"

Westinghouse Radio Stations, Inc., in a full page advertisement in the August issue of "Fortune" magazine, has stated that the programs aired over their stations are heard by more than 18,000,000 listeners in their primary area because they want to hear them. Consequently, "voluntary, regular listening" by many thousands of people is proof of the sound principles of commercial radio.

Also, the soundness and efficiency of the Westinghouse Response Ability is indicated through the many advertisers who take sales-problems and their "copy" to the various stations of Westinghouse.

'Mystery' Replacement

John McIntyre replaces James Novello in the male lead of "I Love A Mystery" heard over CBS for Procter & Gamble's Ivory Bar. Compton is the agency. Novello dropped out of the cast to appear in motion pictures on the Coast.

When my cousin's name is mentioned on **WBYN (1430)** as a Belmont winner my horse-flesh quivers with excitement . . . Minute results from all tracks daily 12 to 6:30 . . . exclusively on

WBYN

For Availabilities:
WILLIAM NORINS, Gen. Mgr.
 Station WBYN, Brooklyn, N. Y.

"Radio Market"

Through a very clever and artistic booklet titled "How to Be a Success in the South," WBT of Charlotte, N. C., has extolled the advantages of business firms and industries sponsoring programs over its stations.

Also of importance is the theme that the primary area covered by WBT maintains an economic balance between industry and agriculture; the result of friendly, intelligent and loyal dealings between the people within these two fields of living. These thoughts have been expressed in easy, readable type brightened by the addition of good cuts.

"Flash Card" Promotion

WIP, of Philadelphia, is announcing special programs that should interest selected groups through the mailing to them of a colorful "Flash Card." In this particular case, clever cartoons typifying the programs of news, comedy, music and drama are centered around the announcement that Sammy Kaye and His "Swing & Sway" Orchestra is being featured on WIP since Saturday, Aug. 26 at 8:30 p.m., printed in red lettering. Copies of this "Flash Card" were forwarded to dancing schools and fraternities.

Station Coverage Plan Patterned After CBS'

(Continued from Page 1)

representatives here who were in attendance at the broadcasters' trade association conference.

CBS affiliates point out that the NAB probably omitted this credit because everybody wanted unbiased consideration. Thus it is revealed that CBS ballots exactly similar to those at the NAB Chicago Exhibit, were used by the network with minor changes, in five operations in the U. S. and Canada from 1940 to 1944 inclusive.

Samples of the CBS ballots as sent out during this period were shown by one of the affiliates who states his own station's actual experience found the method absolutely fool-proof and highly satisfactory for the purpose of station measurement.

Reporter To Lecture

Dr. Sol Balsam, former foreign correspondent for the Philadelphia Record, former news analyst for WLIB, Brooklyn, and radio writer of several coast-to-coast radio programs, will lecture in radio writing and the short story technique at the Exclusive Sadie Brown Collegiate Institute for the fall session beginning Sept. 12.

Olive Kachley
 HER FRIENDLY ADVICE,
 WIT AND HUMOR, KEEP
 WOMEN TUNED TO . . .
W C K Y

50,000 WATTS C B S

THE L. B. Wilson STATION

PROGRAM REVIEWS

"YOU CAN'T TAKE IT WITH YOU"

Emerson Radio Co.
WOR-Mutual, Sun., 5-5:30 p.m., EWT
Writer: Nathaniel Curtis
Director: Herb Moss
Agency: William H. Weisartaub

While it has all the ingredients that would seem to make it a "natural," "You Can't Take It With You" has been given some unnatural touches in its transition from the stage to the ether version presented over MBS last week. No doubt, the "professional attitude" (as recently pointed out by one of our most prominent Radio Rowers) was lacking when the producers got their hands on the format.

For those who aren't familiar with the George S. Kaufman-Moss Hart classic, YCTIWY is about a Bronx family consisting of the following characters: a mother who writes plays because somebody delivered a typewriter to the house by mistake many years ago; a daughter who takes her singing seriously, to the point of singing her conversation with anybody present; Mr. DePinna, who once came to supper and has remained with them ever since; Mr. Kolenkov, the proverbial mad Russian and his philosophical epigrams; Essie, who purchases Rembrandts for \$80,000, while she and the rest of the family depend on Grandpa Vanderhof's government pension. That should suffice. However, Nathaniel Curtis has taken the show out of the realm that made it one of Broadway's most delightful comedies and has given it the run-of-the-mill gag-situation format.

We were a little distracted by some of the bad timing for which we assume Herb Moss is responsible. Perhaps subsequent programs will iron out this very, very small matter. We were also disappointed in the unshowmanlike manner in which the commercials were written.

A word about the actors: Everett Sloane plays with tenderness and understanding the only intelligent member capable of presiding over the aforementioned menagerie. Don Ocko's Kolenkov is too Mischa Auer-ish. He should rest on his own laurels. Betty Breckenridge and Ethel Wilson feed their dull-witted feminine characterizations with as much punch as their critically rationed lines allow.

"You Can't Take It With You" can be the most mirth-provoking show on the air, second to none. While the first stanza indicates a dearth of good judgment, we trust this experience will be put to practice for future episodes with the Vanderhofs.

JOHN TILLMAN

CBS Announcer

Now serving in the Army of the United States

**WOMEN IN RADIO**

By MILDRED O'NEILL

From Me To You!

AFTER the menfolk are off to work and the children have left for school comes a pause for the mistress of the house when she likes to sit close by the radio, a cup of coffee in hand, before starting the daily routine. It is at this time that Maxine Keith, "your tell it all friend," speaks into a Mutual microphone in New York and lady listener is transported into a stimulating world of the theater, literature, current events, fashion and beauty. Last week, three of Maxine's broadcasts came from Chicago, for the reason that the Caples Company for which she is radio director, and Mutual, felt presence at the NAB Convention was essential. Thus it happened that lady listener was taken behind the scenes of an NAB Convention through the eyes and mind of a gal who thinks it is high time the radio audience knew a few of the problems and plans of the industry.

★ ★ ★

But Maxine Keith's "From Me to You" feature over the Mutual network, Monday through Friday, is always an entertaining and helpful event for her listeners. Many of them, too, are men, which isn't surprising for she builds much of her program around important people, the newest books, Broadway happenings and the entertainment world, with the idea that, though many let her guide their pleasurable activity, her word pictures must suffice for some who are out of reach of the theater. Among those who have sat across the microphone from her are Joseph Schildkraut, Roland Young, Fannie Hurst, Emile Gauvreau, Frederick Lonsdale, Lily Dache, Elizabeth Hawes, Col. Romulo, General De Voe and Carole Landis. Little do her listeners know the effort that produces their quarter-hour of diversion—the leg work, lining up her own guests writing script when necessary—(she uses none for herself). But hard work, and lots of it, is an old story with Maxine Keith.

★ ★ ★

Hers has been a varied background which started with acting, then on to directing, teaching, creating her own syndicated column and programs; and her one-woman crusade against ugly commercials (incidentally, unrewarded) created a lively stir along Radio Row. When announcement was made that Maxine Keith had joined the Caples agency to head up radio and television activities she probably became the first femme to assume such a post in conjunction with her own air program. About Television, she says: "As any new medium, it must be regarded as an allied and complementary art to radio, rather than competitive." Then, still crusading: "Its challenge and stimulating effect will involve the poor commercial."

★ ★ ★

Just Chatter.... Even though she's now Mrs. William F. Duckworth, to all and sundry within WHBC's (Canton) listening area she'll still be just "Pat" when she returns after friend husband (he's Ensign Duckworth) gets his sailing orders.... The WTAG (Worcester) soft ball team has a new manager. She is Margaret McArdle and is she proud of that team with its record of 11 successive victories.... Peggy Lloyd, emcee of WOV's "Wake Up, New York" eye-opener program, claims the prize boner of the month. Commenting on the news, Peggy said: "The Army claims a slackening in the output of musicians." What she intended to say was "munitions." Yes, we all felt that August heat.... They say that Adelaide Hawley, well-known news commentator of the National Broadcasting Company, does 75 per cent of the women's voices heard in newsreel films.... Well over 3,000 broadcasts is the record of Zella Drake Harper, heard daily over WIBG (Philadelphia) and 2,500 odd of them have been given right over the Quaker City station.

AGENCIES

GOODYEAR TIRE & RUBBER COMPANY, INC., has announced the advertising for the Goodyear Products Division. John P. Lester act as account executive for (Mutual)

ADVERTISING AND SALES COURSE COMMITTEE announced the new curriculum of the A & S Course of the Advertising of New York, to cover every phase of Advertising and Selling in the following four groups: Advertising Media, Advertising Techniques, Publicity and Relationships, Advertising and Selling and in general.

AD FRIED ADVERTISING COMPANY has been organized in California. Owner and president, Ad Fried, recently resigned manager of KLX, and former editor and newspaper man.

DOHERTY, CLIFFORD & FIELD, INC., announce the resignation of Robert Leary and appointment of Miss Murphy as copywriters. Miss Murphy has been associated with Pedlar & Lusk for 19 years. Leary's appointment was with Y. Rubicam. Before that he was newspaper reporter and a free lance writer.

JOHN HIRAM MCKEE has been appointed to the radio department at Warner-Legler, Inc., as producer.

Manila Victory Concert Set By Gen. MacArthur

Eugene Ormandy, conductor and music director of the Philadelphia Orchestra, has returned to this country from a three-month tour of Australia, sponsored by the Australian Broadcasting Commission and OWI, during which trip he accompanied Gen. Douglas MacArthur's invitation to lead the Manila Symphony Orchestra in a Victory Concert when the Philippines are liberated.

Ormandy said that "General MacArthur set a tentative date for the concert, but I don't believe I shall repeat it."

AVAILABLE

NEWS EDITOR, and **NEWSCAST** currently employed seeks position with radio station in the East. Wide professional association experience. Over draft of \$10,000. Willing, industrious and able to produce results. Recommendations. Write to: Box 893, Radio Daily, 1501 Broadway, New York 18, N. Y.

Stores Indicate Long Tele Interest

Continued from Page 1)
 Merchants might use an television system to project display into their store window on large screen receivers on the various floors and desks.
 Thompson, manager of the research Association of the wired from Chicago, where the owners Executive Committee meeting a meeting, that the AMC-tlevision show had been given enthusiastic endorsement.

Stores Listed

Stores which have accepted and plan to send executives attend include: Abraham & Inc., Brooklyn; L. S. Ayres Indianapolis, Indiana; Bloom Brothers, Inc., New York Milwaukee Boston Store, Inc., Wis., Waukegan, Wis.; Burdine's, Miami, Fla.; H. Co., Oakland, Cal.; The Co., Minneapolis, Minn.; Em-San Francisco, Cal.; William Sons Co., Boston, Mass.; B. Rochester, N. Y.; Joseph o., Pittsburgh, Pa.; J. L. Hud-Detroit, Mich.; Hutzler Broth-Baltimore, Md.; F. & R. and Co., Columbus, Ohio; inc., Atlanta, Ga.; The Rike-Co., Dayton, Ohio; The John Co., Cincinnati, Ohio; Stix, d Fuller Co., St. Louis, Mo.; ridge & Clothier, Philadelphia, William Taylor Son and Co., d, Ohio; Thalheimer Brothers, hmond, Va.; R. H. White Co., Mass.

Associated Service Issues New Catalog

New catalog of Associated Pro-service has recently been com-ound is now in the process of ilitation to their subscribers. The tion, specifically designed as arcal programming aid, has an eng innovation in the form of at of both the performing unit type of music at the bottom age, which reduces annoy-umping."



mind what WFDF, Flint, said the cost of the war—start fring!"

THE WEEK IN RADIO

NAB To Survey Programs

(Continued from Page 1)

the FCC will not interfere with post-war electronic developments by instituting new regulations.

Election: NAB-ers elected three new directors at large and re-elected three to serve during the coming year along with the 17 district directors, and one each from CBS and NBC. They passed resolutions urging Federal action on the AFM disregard of War Labor Board orders; changes were made in the by-laws; commendations made to various industrial committees. Attendance at the NAB meet was a record-breaking 1,500.

Prediction: Five years after commercial television has been resumed, it was estimated that transmitters serving 157 key cities will provide tele service to a primary market of 72,159,000 people, 17,252,000 wired homes, or 61.5 per cent of U. S. purchasing power, it was predicted at one of the NAB sessions.

Rating: The Pulse, Inc., released its first report on the radio listening survey of the Philadelphia Trading Area. Stations that have subscribed are: WFIL, WCAU, WIP, WDAS, WPMN, WIBG; area surveyed are: counties of Philadelphia, Bucks, Montgomery, Chester, Delaware, Pa., and Camden, Burlington, Gloucester, N. J.

Critique: Clarence L. Menser, vice-president in charge of programming

for the National Broadcasting Company, criticized network programming departments for producing radio programs without a "professional attitude," adding that such an attitude does not exist at the present time.

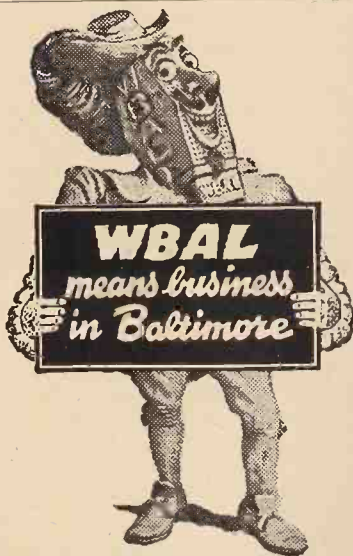
Tele Tales: Television Broadcasters Association, Inc., adopted a resolution establishing principles to guide its representative on the Radio Technical Planning Board in establishing allocations for post-war television. Word from Montreal reveals that television will be an important post-war industrial development there, with strides being made "sooner and more rapidly than people realize."

People: Ed Yocum has been appointed to direct CBS' new office in Washington. Attorney Harry S. Barger has resigned from the Lea committee. Royal Arch Gunnison, former Jap prisoner, and Larry Meier, recently from the European theater of war, will both cover the Pacific scene for Mutual. Benedict Gimbel, Jr., president and manager of WIP, Philadelphia, was appointed to the Mutual network board.

Suggestion: This weekly news digest may interest someone from radio now in the armed forces. Clip and mail it along.

Walton, WHN, Sponsored

Sidney Walton, WHN news analyst, has signed to be sponsored by the Purepac Corporation for a 26-week period beginning in October. The Kent Agency handled the account. In addition to Walton's six evening 15-minute commentaries a week, the Purepac contract calls for five five-minute newscasts to be broadcast daily six days (Monday through Saturday) a week.



Edward Petry & Co., National Representative

Political-Talk Time Set On Army's 'G.I.' Web

(Continued from Page 1)

given each political party having a candidate for President in at least six states, the War Department announced yesterday.

The Democratic, Prohibition, Republican, Socialist and Socialist-Labor Parties now have Presidential candidates in at least six states.

The Army rebroadcasts to the armed forces overseas over approximately 17 different shortwave beams. In order to inform servicemen on the coming election, the Armed Forces Radio Service will make available from its allotted overseas rebroadcasting time a period each week for each political party, qualified under the statute, between early September and November 1. Overseas voting should be completed by this date.

AFRS to Set Schedule

The Armed Forces Radio Service will establish a schedule of rebroadcasting times, in conformity with the law and within the practical limitations of its facilities and will notify each qualified party of the arrangements made. A party failing to use its scheduled time in any week will be deemed not to have requested time for such week but such failure will not affect the right of the other parties to use their scheduled times for that week.



Nothing like it in Recorded Radio!

"COME AND GET IT"

A BANQUET OF INFORMATION
 A FEAST OF FACT AND FABLE
 —on the timeless subject of food

● Radio's newest audience-participation quiz . . . mixing food facts and fun . . . is the first of its kind ever to be recorded. Bob Russell, MC, questions contestants selected from studio audience representing all sections of the country, then tosses subject to "Board of Experts": Alma Kitchell, well-known for her Woman's Exchange program . . . and Gaynor Maddox whose syndicated food articles are read by millions! Experts uncover unusual facts about food in question. 78 quarter-hour 3-a-week shows . . . all set to go for some lucky food sponsor. COME AND GET IT . . . or send for audition records now.



NBC RADIO-RECORDING DIVISION
 AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, N. Y. . . Merchandise Mart, Chicago, Ill.
 Trans-Lux Bldg., Washington, D. C. . . Sunset and Vine, Hollywood, Cal.

COAST-TO-COAST

— NORTH CAROLINA —
A **SHEVILLE**—It's old home week today at WWNC with Major Andre Baruch renewing old friendship with production manager Bill Melia. They have known each other since the early days of radio in New York. **CHARLOTTE**—Pfc. Bill Acker, USMC, formerly on the WBT general staff and son of Reginald Acker, WBT traffic manager, was married recently to Emily Champion, a nurse at a Charlotte hospital. **GREENSBORO**—Plans for the new studio building for WBIG include a model kitchen, where produce from the WBIG farm will be canned as a special brand under expert supervision.

— COLORADO —
DENVER—KFEL News commentator Sheelah Carter, whose "My Views of the News" was recently placed under the sponsorship of Republic Drug Co. utilizes what little leisure she has by giving talks on the situation in the Far East to various local clubs and civic groups. . . . Broadcasting nightly over KLZ from the El Patio Ballroom is Glenn Gray and his Casa Loma Orch. . . . The ceremonies marking the change of Denver's Municipal Airport and the presentation of the National Security Award were the subject of a special broadcast from KOA recently.

— CONNECTICUT —
NEW HAVEN—Christmas music ranging from Ave Maria to White Christmas is being waxed by the Training Command of the Army Air Forces for overseas distribution. Jan Peerce and Eileen Farrell, opera stars, provided some of the vocals. **HARTFORD**—Starting September 4 over WDRC will be "Pappy Howard and his Connecticut Kernels" who will create their ad-libbed chaos for a half-hour daily on the early a.m. sked.

— FLORIDA —
ST. AUGUSTINE—A recent and proud pappy is Carl B. Delay, chief engineer

of WFOY, whose wife gave birth to a husky boy August 29th. The newcomer will be christened Ralph Curtis Delay.

— MICHIGAN —
DETROIT—Catering to the hepcats, WJLB announced that their "Strictly Jive" is not only the first show of this kind in the Detroit area, but that it is a very broad and comprehensive one as well, featuring local jive expert Bill Randle, platters, prizes of "hot" albums and interviews with famous jazzmen.

— MONTANA —
MISSOULA—Delegates to the Montana Press Association convention which met in Missoula recently were visitors to the KGVO studios and to the Western Montana Press Radio Club, of which KGVO is a sponsor.

— MASSACHUSETTS —
BOSTON—New musical program featuring Vince Ladell, WBZ and WBZA singer, will be heard twice weekly under the sponsorship of M-G-M studios. . . . E. Power Biggs, organist, celebrated his 100th broadcast with CBS over WEEI recently with the airing of a musical program.

WORCESTER—WTAG will inaugurate what is believed to be the first radio series of its type today, with the dramatization of the famous Worcester Music Festival, the oldest music festival in the nation.

HOLYOKE—WHYN was saluted on Mutual's "Hawaii Calls" recently. Every week the program selects a station in a different part of the country and gives it an aerial salute, complete with local members of the armed forces stationed there broadcasting to their listening families.

— MISSISSIPPI —
COLUMBUS—WCBI, of the mid-south web announces that the web has recently acquired a new mobile unit to carry the mobile transmitter WJWA, a PA system and recording equipment. They expect to give it a work-out this Fall at the Mississippi-Alabama Fair and the annual Columbus Fair and Livestock Show.



WHAT 1,253,600 HOUSEWIVES CAN DO

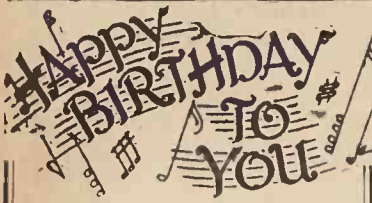
... In a Cooking Month They can TEST by TASTE the food products you make and choose BEST by TEST. Remember, they can BUY \$437,925,000 worth of FOOD at the 21,750 food stores in WTAM's Primary Area. But they won't buy a product they don't know and they can't buy a product the retailers don't stock. Keep reminding them of your brand name on WTAM. The cost is only \$.000073 per Housewife.

WTAM CLEVELAND

REPRESENTED BY NBC SPOT SALES

Millions stay tuned to the **National Broadcasting Company**

It's a National Habit



September 5

Guy Biddick R. C. Morenus
 Robert A. Bories Harold Sanford
 Jerry Law Norman Sichel
 Dr. Earl Craig (Prof. Quiz)
 John Henry

W M BLUE NETWORK
 Plattsburg, N. Y.

FF
 CONSISTENTLY SELLING THE NORTH COUNTRY'S RICHEST MARKET
 Thomas F. Clark Co., Inc., Rep.

"FURS ON PARADE"

The Most Comprehensive Radio Series for Furriers Ever Produced!

26 TRANSCRIBED PROGRAMS

Signed by

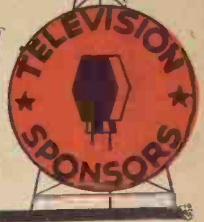
WHIO, Dayton, Ohio for THRIFT FURS (and on the air in 54 other markets!)

KASPER-GORDON, Inc.
 140 Boylston Street, Boston 16, Mass.

One of the Country's Largest Radio Program Producers

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



NO. 46

NEW YORK, N. Y., WEDNESDAY, SEPTEMBER 6, 1944

TEN CENTS

CBS Asks Four Tele CPs

Local Biz Strong Pie O&O Stations

Business signed during the weeks on WJZ, New York; Chicago; KGO, San Francisco; Washington, D. C., and Los Angeles, all represented at sales department of the work, has been announced by B. Grabhorn, manager of Sales.

is sold on WJZ to: Grove Sales, Inc., for 4-Way cold through Donahue & Coe, New continued on Page 7)

Buy Kennedy Minute News Stanza

Kade, Inc., New York, its full campaign for Per-WJZ yesterday when it bringing John B. Kennedy in minute period at 6:05 p.m., news commentator will be WJZ in behalf of Pertussin Wednesday and Friday from 5 p.m., EWT, for 26 weeks. sey & Co., New York, is

Fallen On WOR New Show Sept. 10

of Broadway," WOR's new program, starring Dorothy newspaper columnist, and Apert, WOR's pianist, will er WOR on Sunday after- t. 10, at 2.45, and will be after each Sunday at that . The series, sponsored by and Johnes Inc., for Bien- continued on Page 6)

the Family

ll schedule of interesting material is certainly avail- Sundays to entertain the of Tom. Bill and Sam Slater. ater is convalescing from ss at Harpersburg (West, pital. Tom is on Mutual this is Fort Dix." Bill has eball broadcasts on WINS a airs a news program over Pittsburgh.

Beau Geste

John McKay, manager of NBC's press department will be host at a luncheon for Jim O'Bryon, newly appointed head of MBS Press, and Lester Gottlieb, head of Young & Rubicam's radio press department, at the Rainbow Room. Radio City on Friday. Invited guests will include the directors of press departments of other networks and stations.

Small Hotel Bill Of Fly Lea Committee Subject

Washington Bureau, RADIO DAILY
Washington—Yesterday saw the resumption of the investigation of the FCC by the Special House Committee chaired by Rep. Clarence F. Lea. A study of the Commission's alleged abuse of its licensing power was announced, whereupon several hours were spent on trying to determine whether FCC Chairman James Lawrence Fly or Lt. Comm. George (Continued on Page 8)

WJLS Asks Power Boost To Build Miner-Audience

Washington Bureau, RADIO DAILY
Washington—There will be a hearing at the FCC today on the request of WJLS, Beckley, W. Va., for a power boost to enable it to tap an audience of an estimated 110,000 miners some miles south of Beckley. This has been turned down once by the Com- (Continued on Page 8)

See Radio Columns Returning Soon As Newsprint Eases Up

Crosby Stopped Traffic In London, Says Haaker

It could have been the corner of Hollywood and Vine or 42nd Street and Broadway as far as Bing Crosby is concerned, but NBC's Ed Haaker insisted in a broadcast from London (Continued on Page 2)

Teamwork is the reason for WLAW's merchandising success . . . North of Boston! Advt.

Major Policy Decision Concentrates All Video Effort In High Channels On Maximum Stations Allowed

Celanese Spots Set In 30 Large Cities

Celanese Corp. has purchased time on 33 participating programs in 30 large cities, in keeping with its plan of increased advertising and promotion, as well as a campaign educational in nature, to acquaint the consumer with various types of yarns and fabrics. Time is being purchased through Young & Rubicam agency and is mostly on larger stations in (Continued on Page 7)

Talent-Products Lined Up For Gen. Foods' Shows

Talent and products for the new fall sked of CBS evening shows was announced yesterday by General Foods Corp. "The Kate Smith Hour" which returns to the Columbia web (Continued on Page 2)

'Cowtown U.S.A.' Disks Going To 180 Outlets

Los Angeles—Deal has been closed whereby 180 stations will use new transcribed 15-minute show, "Cowtown, U. S. A.," built around the (Continued on Page 2)

CBS yesterday filed applications with the FCC for licenses to operate television stations in St. Louis, Los Angeles, Boston and Chicago, which, added to its New York application, makes the maximum number of five video stations permitted by the Commission to a single broadcaster.

All of the applications ask (Continued on Page 7)

60,000 Farmers Attend Midwest 'Farmers Day'

Yankton, S. D.—The second annual "WNAX Midwest Farmers Day" was celebrated Labor Day by over 60,000 farmers, their families and many radio executives and entertainers from New York City and Chicago. The program contained a military flavor with the "old" West in telling the farmer's role in the second World War.

The champion farmers of the mid- (Continued on Page 8)

Dept. Store Anniversary Sets Time On Tele Station

A 45-minute tele history of Me-Creery's Department Store will mark the store's 107th anniversary celebration. The show, using both marion- (Continued on Page 6)

No Sale

After a telephone conversation with H. R. Ekins, news analyst of WSYR, Syracuse, a newspaper columnist mentioned the following in his column the next day: "It's nice to talk over the phone with a radio artist like Mr. Ekins. Or, rather, to listen. They talk so clearly and so fluently. And besides, in a phone conversation there are no commercials!"

WLAW's sales, programming and publicity departments work together to get results! Advt.



Vol. 28, No. 46 Wed., Sept. 6, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Tuesday, Sept. 5)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel & Tel.	163 ³ / ₈	163 ³ / ₈	163 ³ / ₈	— 1/8
CBS A	32 ¹ / ₂	32 ¹ / ₂	32 ¹ / ₂	— 7/8
Crosley Corp.	22 ³ / ₈	21 ³ / ₈	21 ³ / ₈	— 3/8
Farnsworth T. & R.	13 ³ / ₈	12 ³ / ₈	12 ³ / ₈	— 3/8
Gen. Electric	38 ³ / ₈	38 ¹ / ₈	38 ¹ / ₈	— 1/2
Philco	34 ⁷ / ₈	34 ¹ / ₈	31 ¹ / ₄	— 1/4
RCA Common	11	10 ³ / ₈	10 ³ / ₈	— 3/4
RCA First Pfd	76 ¹ / ₄	76 ¹ / ₄	76 ¹ / ₄	— 1/8
Stewart-Warner	16 ³ / ₈	16 ¹ / ₄	16 ¹ / ₄	— 3/4
Westinghouse	104 ¹ / ₂	104 ¹ / ₄	104 ¹ / ₂	— 3/4
Zenith Radio	43	42 ¹ / ₂	42 ¹ / ₂	— 1/8
NEW YORK CURB EXCHANGE				
Nat. Union Radio	6	5 ⁷ / ₈	6	+ 1/8
OVER THE COUNTER				
		Bid	Asked	
Stromberg-Carlson		16 ⁵ / ₈	17 ⁵ / ₈	
WCAO (Baltimore)		22	22	
WJR (Detroit)		36 ¹ / ₂	38 ¹ / ₂	

Crosby Stopped Traffic In London, Says Haaker

(Continued from Page 1)

that it happened in city of the Blitz. Crosby, star of NBC's "Kraft Music Hall," (Thursdays, 9:00-9:30 p.m., EWT) stopped traffic in London's Soho District recently when he sang "Pennies from Heaven" from the upper window of a restaurant. He had taken refuge there from a crowd of hundreds of his admirers.

WHAT DO YOU HAVE TO OFFER?

I have been secretary to radio star. Five years' experience in various fields. Seeking opportunity for advancement in radio. Considered efficient, tactful, attractive. Enjoy hard but interesting work. Phone CHelsea 3-0661.

STAFF WRITER WANTED

Experienced, dramatic writer for commercial network show. Full background first letter. Box 895, Radio Daily, 1501 Broadway, New York 18, N. Y.

Coming and Going

DAVID E. SMILEY, owner of the Tampa Times Company and WDAE, CBS affiliate in the Florida city, is spending several days in New York. He is accompanied by L. S. MITCHELL, station manager.

CLYDE COOMBS, general manager of KARM, CBS affiliate in Fresno, Calif., is visiting briefly in New York.

SAMUEL WOODWORTH vice-president and general manager of WFBL, Syracuse, and CHARLES F. PHILLIPS, commercial manager of the station, back from Chicago, where they attended the NAB Meet and conferred with national reps. in the Windy City

RALPH R. BRUNTON, president of KQW, Columbia network affiliate in San Francisco, is visiting at the network's offices in New York.

T. FRANK SMITH, manager of KXYZ, Houston, Tex., is here for a few days of conferences at the headquarters of the Blue Network.

JOHN K. HAMMANN, of the Blue Network's sales staff, back at his desk after recovering from a tonsillectomy.

VAL LAWRENCE is in New York. He's the station manager of KROD, El Paso, Tex., an affiliate of CBS.

WALLACE BEAVER, program director of WCOL, Blue Network outlet in Columbus, Ohio, a caller yesterday at the Rockefeller Center offices of the web.

JONES EVANS, sales manager of WBAX, Wilkes-Barre, Pa., who spent last week in Gotham, has returned to the station, which is an outlet of the Mutual network.

JOHN W. ELWOOD, general manager of KPO, San Francisco outlet of NBC who has just completed a trip to the NAB War Conference in Chicago, is planning to go to Hot Springs for the network's management committee meetings Sept. 15-17.

W. T. KNIGHT, JR., president and station manager of WTOG, Savannah, is here from Georgia on station and network business. WTOG is an affiliate of CBS.

DORIS FUNDERBURK, pianist heard on WPTF Raleigh, is visiting with her family in Madison, N. C.

EDWIN MARSHALL, director of the CBS program "Let's Pretend" for B B D & O, is spending his vacation at his Summer home in Danbury, Conn. Jo Lyons, casting director and producer, takes over for him in the interim.

Blue Network Adds Three To Publicity Department

Earl Mullin's publicity department at the Blue Network has been augmented by the addition of Ralph J. Gleason, as staff writer; Harold Strickland, as music editor, and Nat Herz, as picture editor.

Gleason, formerly trade news editor at CBS, returned recently from OWI overseas service as picture editor in London and Portugal. Strickland, a well known organist, comes to the Blue from the "Musical Courier," while Herz formerly was on the staff of the magazine "Life."

Talent-Products Lined Up For Gen. Foods' Shows

(Continued from Page 1)

September 17, at 7 p.m., will plug Jell-O. On the same evening "Toasties Time," with Fanny Brice as "Baby Snooks" will take the air. Show is sked for 6:30-7 p.m. Already back on the air is "The Aldrich Family" pushing Postum. On the 15th, "The Adventures of the Thin Man" will again remind listeners that General Foods is the maker of such items as Grape-Nuts and Maxwell House Coffee.

Top advertiser on CBS during 1943, General Foods also sponsors four day time shows: "Joyce Jordan, M.D."; "Kate Smith Speaks"; "Young Dr. Malone," and "Portia Faces Life."

'Cowtown U.S.A.' Disks Going To 180 Outlets

(Continued from Page 1)

singing and comedy of Jimmy Wakely, star of Monogram Picture Co. new Saddle Pals western series. Coast to-coast line-up for three-times-weekly show was engineered by WBS' Decca affiliate.

First starring film of the radio star is "Saddle Pals", which producer Philip N. Krasne has scheduled for Sept. 18 start.

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED!
Blues KGO is THE Bay Area Buy!

Only Philadelphia Station Featuring 3 HOURS of Classical Music EVERY DAY

No wonder WDAS audiences say "Thank you!" In addition to other musical programs, WDAS features classical music for two hours every morning from 10 to 12 A.M. and again for another hour from 11 to 12 P.M.



MacFarlane knew him w

In 1933 Ian Ross MacFarlane was the official guest of the regime in Germany. He lived in "little Brown House," headquarters of the National Socialist Party interviewed members of all classes on the record . . . off the record sifted their propaganda, to

That's just another way of explaining why Ian Ross MacFarlane is a new kind of news analyst lived on the spot . . . through in the making! He knows what he talks about.

It is with great satisfaction W-I-T-H presents his views exclusively.

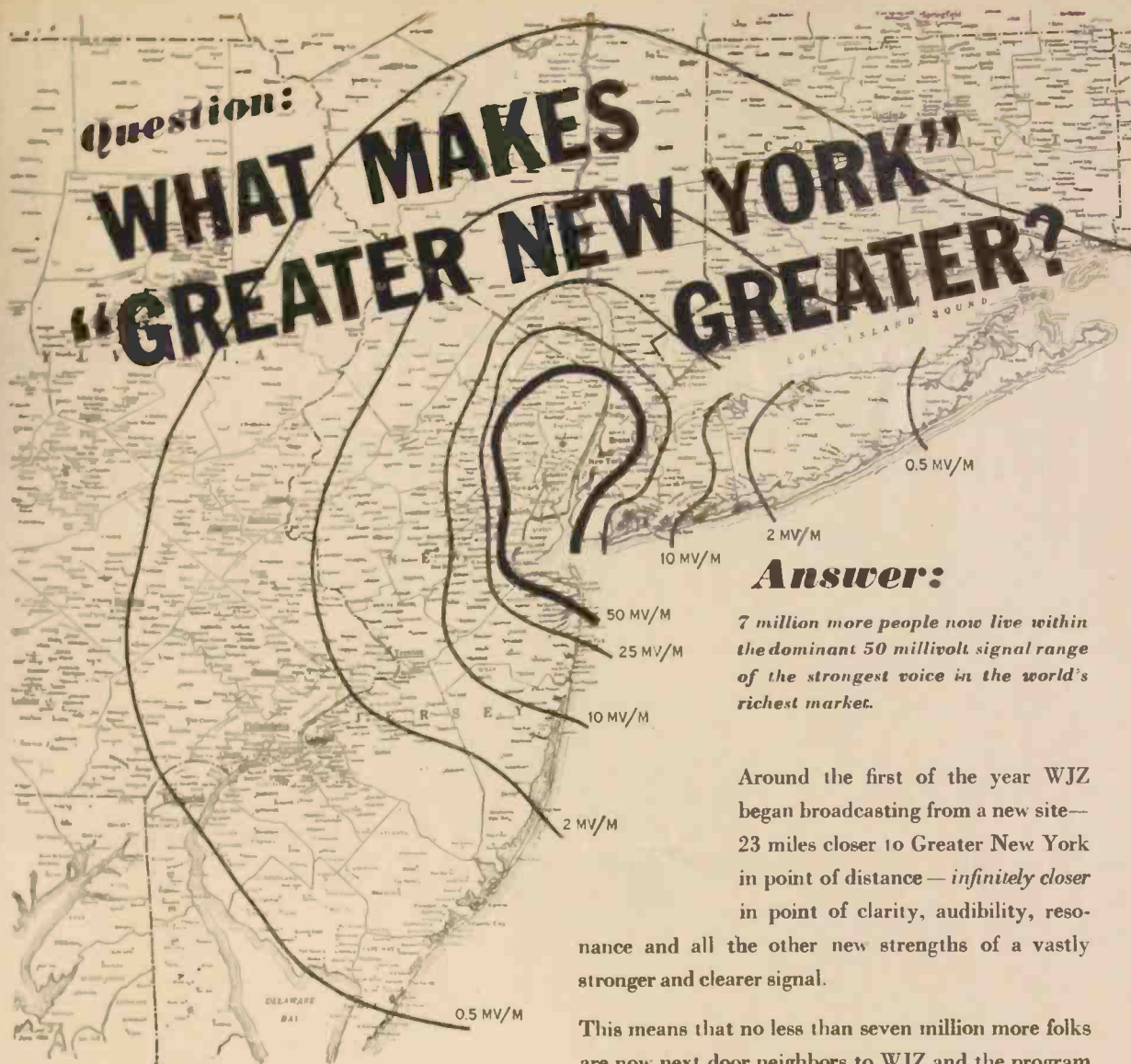


W-I-T-H IN BALTIMORE

TOM TINSLEY, President
 REPRESENTED BY HEADLINE

Question:

WHAT MAKES "GREATER NEW YORK" GREATER?



Answer:

7 million more people now live within the dominant 50 millivolt signal range of the strongest voice in the world's richest market.

Around the first of the year WJZ began broadcasting from a new site—23 miles closer to Greater New York in point of distance—*infinitely* closer in point of clarity, audibility, resonance and all the other new strengths of a vastly stronger and clearer signal.

This means that no less than seven million more folks are now next door neighbors to WJZ and the program and sales messages you want to bring to their ears.

This increased audience is all included within the 50 millivolt signal of WJZ. There are millions more—11 millions more—within the range of WJZ's now-lusty voice—daytime and nighttime alike.

In terms of Hooper ratings, this adds up to a nice round, healthy increase for the first six months of 1944 compared to the first six months of 1943.

WJZ

Your strongest voice in the World's Richest Market

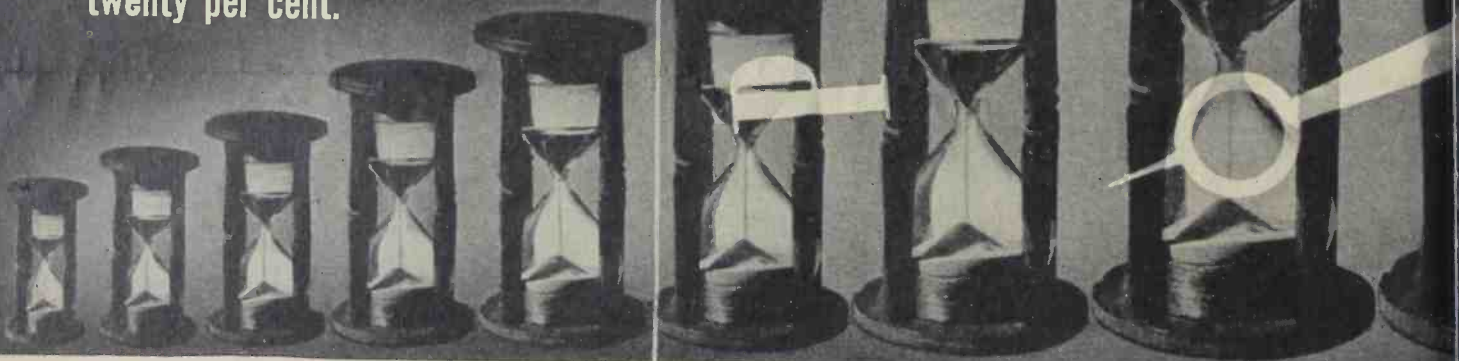
770 ON YOUR DIAL

KEY STATION OF THE BLUE NETWORK



NOT WITHOUT REASON

For eleven years steady,
consistent annual increase
is never less than
twenty per cent.



1933 1934 1935 1936 1937 1938 1939 1940

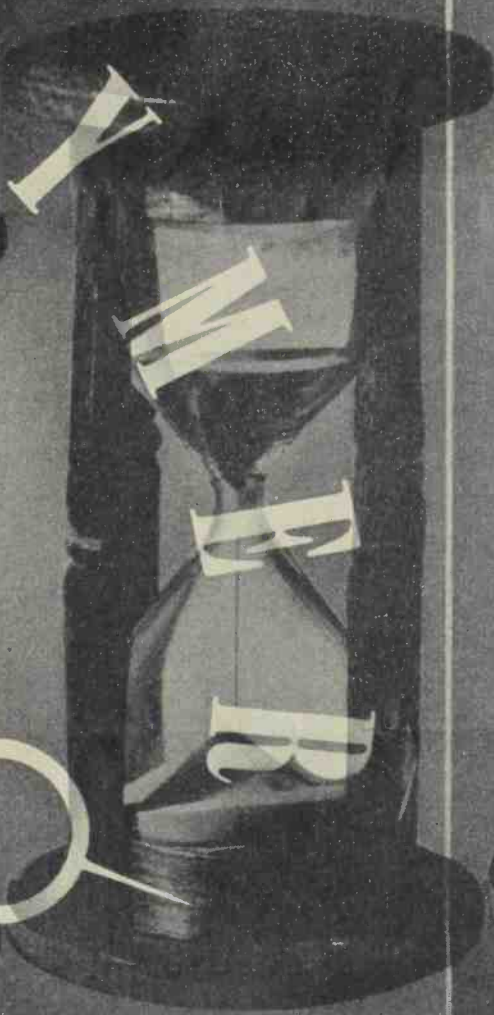
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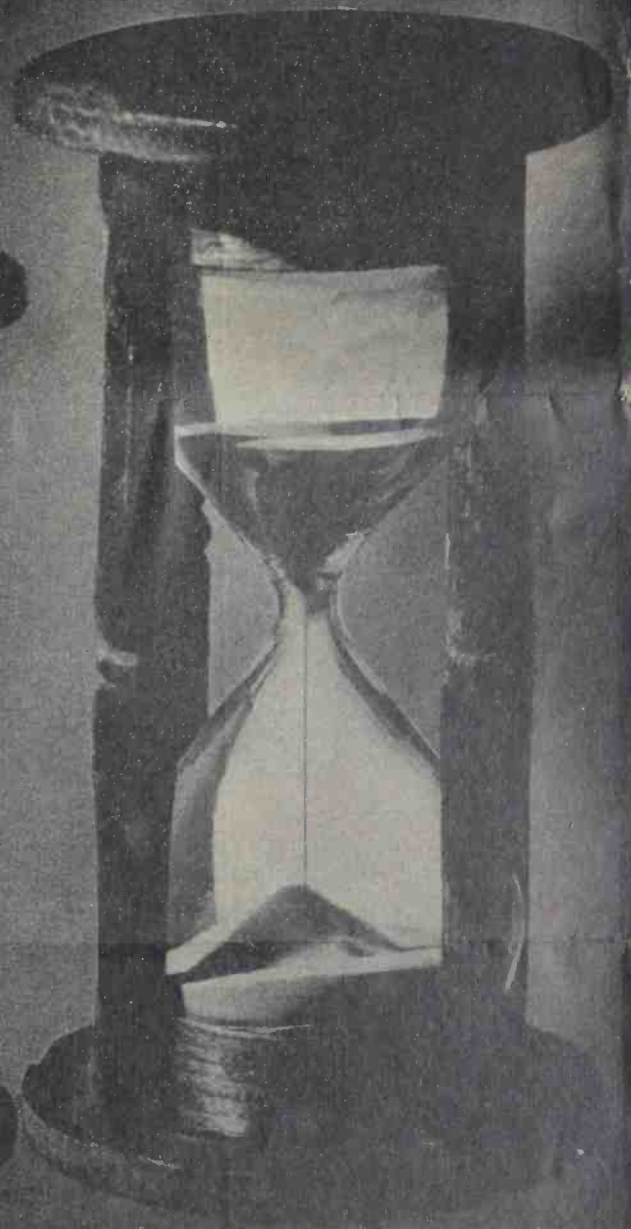
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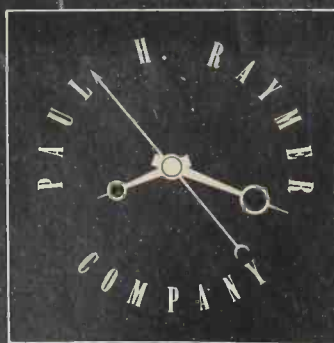


1943



1944

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Y



PAUL H. RAYMER COMPANY • RADIO STATION REPRESENTATIVES
NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO • LOS ANGELES

CHICAGO

By BILL IRVIN

PURITY Bakery Corporation will sponsor 15 minutes of the "Record Reveille" program on WGN Monday through Saturday beginning with the broadcast of Monday Sept. 11, 7:45 to 8:00 a.m., CWT. Contract was placed by Campbell-Mithun, Inc. of Minneapolis and is for 13 weeks.

WBBM briefs: J. Kelly Smith, WBMM commercial manager is sojourning with his family at their summer home in Ishpeming, Michigan. Bill Fligel and Ray Norene, WBMM engineers left for three week vacations August 20. Florence Warner, WBMM educational director departed Tuesday with her son Bobby for a week's visit at Glendalough, Minn. summer home of Mr. and Mrs. Gardner Cowles, Jr. Frank Barton, has joined the WBMM news writing staff, replacing Robert Schwartz, who joined the New York "Times" Sunday department.

Moulton Kelsey will be heard in a new series of five-minute news programs over station WMAQ, Mondays through Fridays, 5:00 to 5:05 p.m., CWT beginning Monday, Sept. 11 under sponsorship of the Fair Store, Chicago.

Dept. Store Anniversary Sets Time On Tele Outlet

(Continued from Page 1)

ettes and actors, is being produced by the Television Workshop, and will appear over WABD-Dumont Sunday, September 17th.


The McCreery show is the first of a series being produced by the Workshop for several New York department stores. Most are sked for the middle of October and shortly after.

Dot Kilgallen On WOR With New Show Sept. 10

(Continued from Page 1)

jolie Garments, will be produced by Keyes Perrin and announced by Rosalyne Greene for 52 weeks.

The contract was handled by Alfred Tokar Advertising Agency with Otis William the WOR Account Executive.



WOL
 WASHINGTON WORKS 24 HRS A DAY - AND
 REACHES THEM EVERY MINUTE OF THE DAY -
 * WOL *
 WASHINGTON'S ONLY 24 HOUR STATION

... Sell Them on
WOL
 Affiliated with Mutual Nat'l Reps. SPOT SALES, INC. New York, Chicago, San Francisco



California Culls! !!

● ● ● Art Linick, formerly co-owner of WJJD, Chicago, which was recently sold to Marshall Field, is in Hollywood for a month of combined business and pleasure and is visiting Ben Paley, West Coast production supervisor for CBS. Linick created the role of "Mr. Schlagenhauer," at KYW, Chicago, in 1923 and his characterization was very popular with listeners on Chicago stations for 12 years. He plans to return to the Windy City shortly and open offices in the Wrigley Bldg., for the handling of radio accounts and the creation of new programs. Lloyd Brownfield, Columbia Pacific Boswell, is all smiles these days, having caught a six-pound trout while on his outing at Grant Lake. Speaking of Coast Boswells, Milt Samuel, drummer for the Blue, is an authority on casts of old, important films. T'other night he was dining with two so-called movie experts when a question arose regarding the leads in "Under Two Flags," made in 1936, and Milt was the only one who came up with the correct answers. Auditions are being held for a new "Uncle" on "The Life Of Riley," with Charles Cantor, who has been playing the role, being given other parts on the show.

☆ ☆ ☆

● ● ● Olga Andre, NBC's International division, who, for the past eight years, has been waxing programs that are beamed short-wave to South America to improve our "Good Neighbor" policy, is looking for "good neighbors" in Hollywood. In other words, she is looking for living quarters. All her programs are in Spanish, and her Sept. 5th "Hollywood And Its Stars" show will be highlighted by the appearance of Joan Crawford. Elated by his station's Hooper ratings, Lee Little, manager of KTUC, Tucson, coined the following slogan, which he has been plugging, "More Tucson people listen to KTUC than to any other station in the world."

☆ ☆ ☆

● ● ● Lowell Smith, KFVB announcer, and Nancy Deshon, former screen actress, now assistant to Bill Ray, KFVB's production manager, surprised their friends at the station by dashing down to San Bernardino, where they were married by Lowell's father, who is a retired clergyman. Mrs. Marion Miller, owner and manager of KROY, Sacramento, has been receiving congratulations, because her station, which is a former 100-watter, is now a 250-watts outlet. On his tour of CBS Western division stations, Edwin A. Buckalew, station relations manager, stopped at Portland, where he addressed a weekly KOIN staff dinner gathering. Without knowing that Host Tom Breneman is any authority on baseball, 15 newsboys of the Seattle "Post-Intelligencer" here to play the newsboys' softball team of the L. A. Examiner, attended "Breakfast At Sardi's" recently. Their attendance at the broadcast was in accordance with their expressed desire that the program be the highlight of their trip.

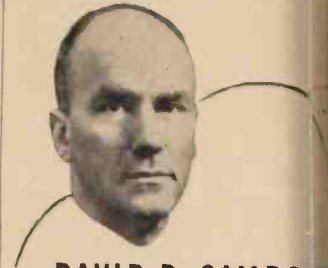
☆ ☆ ☆

● ● ● Glenn Hardy, KHJ-Don Lee newscaster, is a radio personality who started the hard way and rose fast. Beginning on a local L. A. station as a mailroom clerk, he was its chief announcer exactly a year later. Before he came to California, he was the master of ceremonies on hillbilly and barn dance shows. The assignment was not by choice—he was residing in the Ozark Mountains of Missouri. The latest member of the San Francisco radio colony to make the trek to Hollywood is Bob Bence, who was KFRC's chief announcer. Bob, who will free-lance here, spent 17 years in radio work in the northern city and one of his chores was emceeing the San Francisco end of the "Quiz Of Two Cities" show.

☆ ☆ ☆

— Remember Pearl Harbor —

WHY PORTLAND, OREGON PEOPLE PREFER KGW



DAVID B. SIMPSON
 PRESIDENT OF THE PORTLAND CHAMBER OF COMMERCE

SAYS... "The interesting flashes broadcast direct to meetings, by station KGW are always welcomed by members. This special service in these fast-changing w time days, is a timely addition to our programs. The cooperative spirit of the KGW station speaks highly for the station and its progressive public service policies."



GORDON BAMBRICK, ONE OF KGW'S NEWS ANNOUNCERS

THE STATION WITH EAR APPEAL
KGW PORTLAND OREGON

Affiliated with the National Broadcasting Co. Represented nationally by Edward Petry & Co., Inc.

Asks 4 Tele CPs Higher Channels

(Continued from Page 1)
 ocation of a 16-megacycle band
 using the frequencies between
 d 476 megacycles. A similar
 ation for a television station to
 erated in New York on the
 channel was filed with the FCC
 e 29.
 e applications for wide-band
 frequency television channels
 keeping with the recently an-
 d recommendations of the In-
 arliamental Radio Advisory Com-
 of the United States Govern-
 . This proposal recommended 16-
 ycle bands and the allocation of
 ncies between 460 and 1,000
 ycles for post-war television.
 bia's own post-war television
 gal, announced in April of this
 e recommended much wider tele-
 channels (14 to 16 megacycles
 d of six as currently used) and
 ncies above 200 megacycles in-
 of present-standard frequencies
 to 100 megacycles.
 e applications represent a
 policy decision by CBS, in-
 trating its television efforts on
 gh-frequency channels, which,
 pointed out in April, offer the
 unity for high-definition black-
 hite television, as well as tele-
 pictures of high definition in
 nd natural color.

Bryson Abroad For Blue

an Bryson, special features re-
 and announcer of the Blue
 rk's Central Division, has been
 oted a war correspondent for
 Blue Network, accredited by
 ar and Navy Departments to
 ropean theater of operations, it
 nounced yesterday by G. W.
 one, director of news and spe-
 eatures. Bryson, now in New
 for two weeks of coaching ex-
 to leave for the Blue's London
 about Sept. 15.

w stations in the nation
 n equal KOA's Dominance:

- 1.8% Dealer Preference
- % Listener Loyalty
- out of 10 Top Programs
- ,000 Watt Power
- State Coverage

KOA FIRST IN DENVER
 50,000 WATTS
 850 KC

ED NATIONALLY BY SPOT SALES

Seasonal Biz On Blue Web Reported By O & O Stations

(Continued from Page 1)

York, will sponsor the 8:55-9 a.m.,
 EWT, news period, Monday through
 Friday for 26 weeks, starting Sept.
 18; Lever Brothers Company, through
 Ruthrauff & Ryan, New York, three
 additional one-minute announcements
 weekly beginning Sept. 6 to end of
 fiscal year; International Salt Com-
 pany, Scranton, Pa., through J. M.
 Mathes, New York, three one-minute
 participations weekly in "Breakfast in
 Bedlam" for 13 weeks starting Sept.
 18; Penick & Ford Company, for My-
 T-Fine desserts, through BBD&O, two
 additional chain breaks weekly start-
 ing Aug. 31 for balance of schedule;
 Reader's Digest Association, Pleasant-
 ville, N. Y., through BBD&O, one
 chain break weekly for 13 weeks
 starting Sept. 7.

WENR Business Listed

New business on WENR, comprises:
 J. C. Eno Company, Ltd., for Eno
 effervescent salts, through Atherton
 & Currier, New York, 13-week re-
 newal of half-hour program, "Holly-
 wood Academy Award Theater,"
 starting Sept. 13; Miss Swank, Inc.,
 New York, for Miss Swank slips,
 through Hirshon-Garfield, New York,
 will sponsor "Relaxation in Music,"
 Sunday, from 2:15 to 2:30 p.m., EWT,
 for 13 weeks starting Sept. 17; Smith
 Brothers, Poughkeepsie, N. Y., for
 cough drops, through J. D. Tarcher &
 Co., New York, three chain breaks
 weekly for 25 weeks starting Sept. 25.
 New accounts on KGO include:
 Berkshire Knitting Mills, Reading,
 Pa., through Geare-Marston, Philadel-
 phia, three participations weekly in
 Ann Holden's "Home Forum" for 13
 weeks; Celanese Corporation of
 America, New York, for yarns and
 fabrics, through Young & Rubicam,
 New York, five participations weekly
 in "Home Forum" for 16 weeks; Hills

Bros. Company, New York, for
 Dromedary Mix, through Biow Com-
 pany, New York, three participations
 weekly in "Home Forum" for 13
 weeks; Ex-Lax Company, Brooklyn,
 N. Y., for Jests, through Joseph Katz
 Company, New York, three one-minute
 announcements weekly for 17
 weeks; Pond's Extract Company, New
 York, for Pond's cold cream, through
 J. Walter Thompson Company, New
 York, 11 station breaks weekly for 13
 weeks; Reader's Digest, one chain
 break weekly for 13 weeks; Park &
 Tilford, New York, for Tintex,
 through Charles M. Storm Company,
 New York, two participations weekly
 in "Home Forum" for 10 weeks.

New business on WMAL is: Pierce's
 Proprietaries, Inc., New York, for Dr.
 Pierce's Gold Medical Discovery,
 through Duane Jones Company, six
 participations weekly in "Town
 Clock" program for 35 weeks; Read-
 er's Digest, one chain break weekly
 for 13 weeks; Vogue Foundations,
 Inc., Newark, N. J., through Williams
 Advertising Agency, New York, three
 participations weekly in Ruth Crane
 program for eight weeks.

New business on KECA is listed as
 Colgate - Palmolive - Peet Company,
 Jersey City, N. J., for Supersuds,

Celanese Spots Set In 30 Large Cities

(Continued from Page 1)

the key cities. Prospect of the further
 manufacture of consumer goods in
 the near future, also influenced the
 spot buy.

Programs being used are women's
 shows and musical broadcasts, all in
 the daytime. The list includes the
 following: Margaret Arlen (WABC,
 New York); "Make Believe Ballroom"
 (WNEW, New York); Housewives'
 Protective League (WBBM, Chicago);
 "Lady of Charm" (WXYZ, Detroit);
 "Sunrise Salute" (KNX, Los Ange-
 les); "Friendly Open House"
 (WGAR, Cleveland), Arthur God-
 frey's "Sun Dial" (WTOP, Washing-
 ton); "Woman's Page of the Air"
 (WKBW Buffalo); Olive Kackley
 (WCKY Cincinnati), and "Home
 Forum" (KOA, Denver).

June Parker

Los Angeles—June Parker, 46, one
 of the original singers on KHJ, died
 August 31. She is survived by her
 mother Mrs. Helen Parker. The body
 was taken to San Francisco for burial.

through William Esty Company, New
 York, five one-minute announcements
 weekly in Ruth Wentworth program
 for balance of year.



**I'M NOT
MISSING
A THING**

When my dial is
 turned to 1430.
 War News—Lo-
 cal News—Rac-
 ing and Sports
 . . . at any
 time . . . WBYN
 alone has min-
 ute service!

For Availabilities:

WILLIAM NORINS, Gen. Mgr.
 Station WBYN, Brooklyn, N. Y.

ALL RECORDS IN THIS ALBUM MAY BE
 PERFORMED UNDER BMI LICENSE

COLUMBIA presents



Gypsy
Ensemble

music
 V. Selinescu and his
 Gypsy Ensemble

ALBUM C-64

BMI

NEW YORK CHICAGO HOLLYWOOD

60,000 Farmers Attend Midwest Farmers Day

(Continued from Page 1)

west, Mr. and Mrs. Anton M. Ettesvold of Morris, Minn., were named by a jury of distinguished guests including Maj. Gen. James A. Ulio, Adjutant General of the U. S.; Maj. Gen. C. H. Danielson, Commander of the Seventh Service Command; Senator Chan Gurney of the Military Affairs Committee; Parks Johnson and Warren Hull of Vox Pop; Brace Beemer, star of the Lone Ranger series; J. Norman Lodge, Associated Press war correspondent; Gardner Cowles, Jr., president of the Iowa Broadcasting Company; John Cowles, publisher of the Minneapolis "Star Journal," the governors or their representatives from Iowa, Nebraska, Minnesota and North and South Dakota, and Captain Ralph Ilmanen, Berkley, Calif., recently returned from China after 96 trips over the "Hump." The latter is a much decorated war hero.

Others Present

Radio representatives and other radio officials present were: Morris Kellener and Mike Flynn of the Katz Agency, New York; Ted Enns, national sales manager of Iowa Broadcasting Company, New York; Dave Decker and Roy Miller of the Katz Agency, Chicago office; William Bailey of the Katz Agency of Kansas City; Orville Lawson, promotion manager of KRNT, Des Moines; Charles Miller, program director of KRNT; Leo Cote, promotion manager of WMT, Cedar Rapids, Fred Little, vice-president of the Iowa Broadcasting Company, Des Moines, Iowa; Mrs. Florence Warner, educational director of WBBM-CBS, and Shep Chartock, special events director for the Western leg of CBS, Chicago and Phil Hoffman, vice-president of the Iowa Broadcasting Company and station manager of KRNT Des Moines. It was during Hoffman's regime that the "WNAX Midwest Farmers' Day" had its beginning. This year's show

Fly, At Lea Comm. Hearing, Explains Hotel Bill Of \$17.30

(Continued from Page 1)

B. Storer, president of Fort Industries, Inc., had paid Fly's \$17.30 hotel bill at the Atlanta Biltmore in April, 1942.

Committee Counsel John J. Sirica promised that he would produce evidence of civil conspiracy against Fly, intimating that he will show favoritism by the FCC toward broadcasters Walter J. Damm, John Shepard, Gordon Gray, John Fetzer, John Kennedy, Frank M. (Scoop) Russell, Harold Lafount, Storer and Eugene Pulliam. Fly termed the whole thing ridiculous.

The subject of yesterday's examination was announced as the sale last year of WFTL, Fort Lauderdale, Fla., by Ralph T. Horton to Fort Industries. It was in order to prove the close friendship of Fly and Storer that Sirica and Rep. Louis E. Miller, acting like soap-opera district attorneys, kept ignoring Fly's replies and shouting additional questions at him to find out if he had permitted Storer to pay his bill.

Storer on the Stand

Storer, too, was brought to the stand, with Sirica pointing out that Storer's appearance was not called for in the subpoena until this morning. Sirica apparently thought that his presence at the public hearing yesterday was significant, making an issue of it at least twice. He never explained the significance.

The strangest part of the whole proceeding was that both Storer and Fly had readily admitted that they were good friends and played a lot of golf and bridge together. As for the hotel check, Storer believed that Fly had given him the money and asked him to settle the bill. Fly had had only a short time to make his train, he recalled. Storer said Fly has never been willing to have Storer

was handled by Jack Paige, station relations director for WNAX, James Allen, promotion manager and Don Inman, station manager of WNAX. This will be Paige's last "WNAX Midwest Farmer Day." He leaves soon for New York City, where he will become promotion manager of WHOM.

pay his way in all the times they have been together.

Discussing the fact that only last Sunday night Fly had insisted upon paying for his own meal at Storer's hotel here in Washington, he said "Mr. Fly is so meticulous about paying checks that it's been embarrassing to me—his resources are not as great as mine."

Fly made it plain that if he had decided to permit Storer to purchase his aid in gaining approval for the WFTL deal, it would have cost a good deal more than \$17.30.

Miller seemed convinced that Fly was responsible for the organization of the short-lived National Independent Broadcasters, a rival organization to NAB which existed briefly in 1941. He seemed convinced also that Fly fathered the Broadcasters Victory Council, and that although NAB was represented on BVC it was Fly's purpose to provide a means whereby Neville Miller, as head of NAB, could be overruled in a trade group.

Harold Lafount, said Miller, was rewarded for organizing the NIB by Fly's permission to control WORL, Boston, without reporting his control to the FCC. Pulliam, Damm, Shepard, Gray, Fetzer, Kennedy, Russell and Storer were likewise rewarded in various ways by Fly for their opposition to Neville Miller, according to Rep. Miller. The St. Louis Republican put all these charges as questions, but ignored Fly's negative replies.

The questioning will be resumed today.

WJLS Asks Power Boost To Build Miner-Audience

(Continued from Page 1)

mission, with another request received from the station. WCHS, Charleston, owned by John Kennedy, has intervened on the grounds that increased power for WJLS will mean a loss of 16,000 listeners to WCHS.

WJLS is owned by Maj. Joseph L. Smith, Jr., now in France. Active manager is Smith's father, who is also a member of Congress from the West Virginia district.

See More Air Columns When Newsprint E

(Continued from Page 1)

exists, radio columns will be. Additional space is expected in newspapers which in the past pay much attention to radio regarded it as competition. This is expected to apply particularly to publications which frowned upon a competitor of news and their advertising.

Apart from the reader's angle, the moves planned by the newspaper publishers are 10 per cent altruistic in planning to turn to or expand space devoted to radio and tele news. It is pointed out that a strong surge of advertising from the coffers of radio and other equipment manufacturers who have a sure market for millions of AM, FM, television and combination phonograph sets in the post-war period.

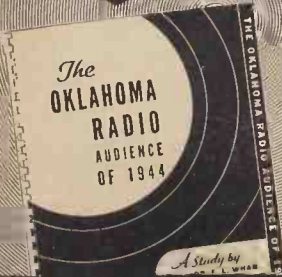
For this reason, business departments of newspapers and magazines as well as are anxious that their publication "take up radio socially" in order not to hurt their chances riding in on the crest of the war advertising by receiver manufacturers. However, not all newspapers are strictly planning on this type of advertising to return radio columns but were forced to cut down on them by lack of paper or personnel.

Cuthbert On Committee Of New York War Fund

Margaret Cuthbert, NBC director of Women's and Children's Program has been appointed to the Executive Committee of the Women's Division of the New York War Fund Campaign. The Fund drive begins Sept. 20 and continues until November and is conducted for 31 national local war service member agencies. Miss Cuthbert served in a similar capacity during the Fund's 1943 campaign.

WKY IS THE DECISIVE FAVORITE OF FARM LISTENERS OF OKLAHOMA

says



The OKLAHOMA RADIO AUDIENCE OF 1944

A Study by

WKY—Oklahoma City

Here's Real Opportunity For RADIO COPY WRITER

If you're an ambitious commercial writer (man or woman), here's your opportunity to become associated with a highly regarded, financially strong New York advertising agency handling four coast-to-coast programs (as well as many "spot" shows). Salary commensurate with ability. Write fully. Box 894, Radio Daily, 1501 Broadway, New York 18, N. Y.

CHATTANOOGA

High In Scenic Grandeur

WDOD

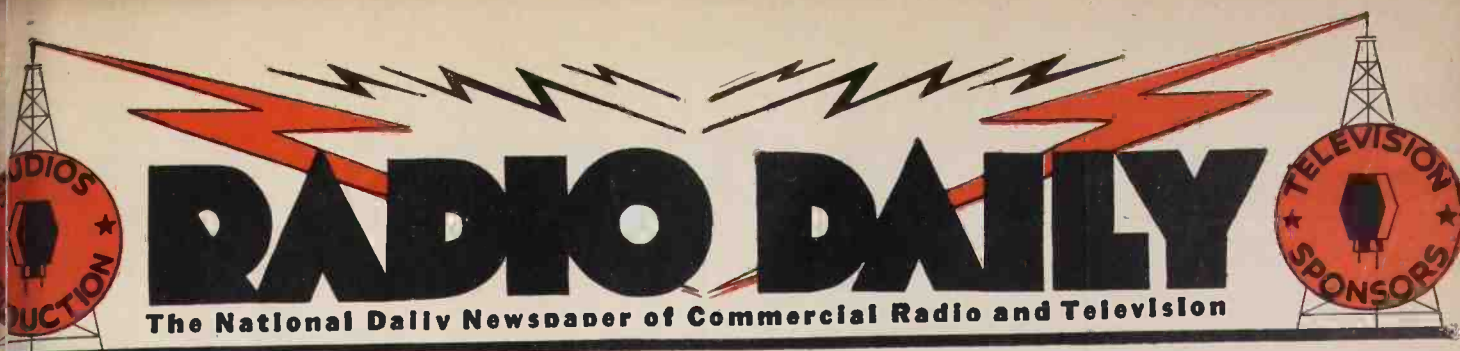
HIGH IN FAVOR WITH TIME BUYERS

CBS

5,000 WATTS

DAY AND NIGHT

PAUL H. RAYMER CO.



The National Daily Newspaper of Commercial Radio and Television

L. 28, NO. 47

NEW YORK, N. Y., THURSDAY, SEPTEMBER 7, 1944

TEN CENTS

Horton In Rebuttal For Fly

Four Blue Sponsors Get Audience Tieups

Four sponsored programs on the Network will shortly inaugurate tieups, ranging from a \$10,000 contest by the O'Ceard Corp. down to box-tops and free map offer on the Ethel Moresome show which debuts Sunday, Sept. 17. All are regarded as in the nature of direct "audience tieups." The first announcement of a \$10,000 contest to be underwritten by the O'Ceard Corp., Chicago, sponsor of "Copy," will be made on the

(Continued on Page 6)

Press Wireless Staff Moved Here From Chi.

In line with constant expansion and the need for more direct centralized control over the organization, Press Wireless Inc. has moved its headquarters from Chicago to its New York office. Warren Norton, president, said yesterday Mr. Norton, who became president July 1st of this year, went to New York to say that while they already occupy five floors of their building, they

(Continued on Page 6)

Three Accounts On CBS Renew Current Campaigns

Three CBS clients have renewed current campaigns on the network, two of them effective Sept. 30 and the other two early in October. Accounts are, Pet Milk Co. through the General Advertising Co. renews "Saturday Night Serenade," at 9:45-10:15 p.m. EWT over 68 outlets and featuring Jessica Dragonette and Gus

(Continued on Page 2)

Lucky 13

Sidney Moseley, whose commentaries and war analyses are a feature on WOR from 6-6:15 p.m. under the sponsorship of Grove Laboratories, Inc., has reason to be thankful to the number 13. He got his start on the air Sept. 13, 1943, and his sponsor has just asked him to begin a new year under their banner starting Sept. 13, 1944.

Thrilled
In a broadcast from France, NBC's James Cassidy yesterday revealed himself to be the first radio reporter to look into Germany and get back to a transmitter to tell about it. "At the very moment I was looking across the border," Cassidy stated, "I realized that it was the final one to be crossed before the end of this war . . . I felt a chill running up and down my spine."

Farmers To Make ETs For Demo. Campaign

Rural personalities in the agricultural sections of the nation are being lined up by the Democratic National Committee for a series of 15-minute transcribed shows which will be heard on a "Farm network" of 35 stations. J. Leonard Reinsch, radio director of the Democratic committee, announced in New York yesterday.

The transcribed shows, featuring the voices of farmers who live in the localities where the broadcasts

(Continued on Page 5)

Kaltenborn Entertains New Cuban President

Dr. Grau San Martin, recently elected President of Cuba, was honored at a dinner Tuesday evening, Sept. 5 as the guest of H. V. Kaltenborn at the Harvard Club in New York

(Continued on Page 5)

KXEL Moves Staff, Studios To Cover Iowa Cattle Confab

Bob Hope Troupe Back; Resume Program On Tues.

Bob Hope, returned over the weekend to the Coast with all members of his troupe intact, and armed with a sizeable arsenal of Japanese armaments

(Continued on Page 7)

Says WFTL Sale Had Been Arranged Before Conversation With Fly; "No FCC Pressure"

Additional Radio Time Set By GOP Committee

Additional commitments for time by the Republican National Committee beyond those previously announced in these columns include 11 full network programs starting this Saturday when Governor John W. Bricker of Ohio, Republican vice-presidential nominee speaks from French Lick Springs, Indiana. Tomorrow Gov. Dewey is scheduled to speak

(Continued on Page 6)

Seeks Tele Licenses For New England Spots

Boston—E. Anthony & Sons, Inc., publishers of the Cape Cod "Standard-Times" and operators of WNBH and WOCB have applied to the FCC for authority to erect two commercial tele-stations. The one, if granted, will

(Continued on Page 2)

Augments Coverage Of Pacific Theater Of War

In anticipation of Germany's collapse and the subsequent increase in the tempo of operations against Japan, CBS is increasing its staff in the

(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—Rep. Louis E. Miller, pressing too hard in his anxiety to prove that FCC Chairman James Lawrence Fly pressured Ralph T. Horton to sell WFTL to Fort Industries last year, stepped into a reply from Horton yesterday which sent Miller's case tumbling. Miller had been trying to show that Fly aided the Fort Industries head, George B. Storer to obtain the station at small cost. He questioned Horton concern-

(Continued on Page 6)

New NBC Ciggie Show Debuts On Sept. 13

Plans for Raleigh cigarettes new "Carton of Smiles" radio show starring Henny Youngman, comedian, Carol Bruce, singer, and Eddy Howard's orchestra, got under way this week with the arrival of Russel Seeds agency executives from Chicago. New show will debut on NBC on Wednesday, Sept. 13, 8:30 p.m., EWT. Raymond Jeffers, publicity director

(Continued on Page 5)

New Sked Of Programs Sold By WMAQ, Chicago

Chicago—Scheduling of a new series of commentaries by NBC analyst Alex Dreier was among three new programs placed with WMAQ,

(Continued on Page 2)

Debunking Japs

"Lies From Tokyo" is title of new Mondays through Fridays program on WNEW, New York, which features actual propaganda broadcasts from Japan and debunking analysis in New York by Bruno Shaw. Material comes from Radio Tokyo as picked up by shortwave station of KYA, San Francisco. Show is heard in New York from 7:45 to 8 p.m.

Sales are up in Northern New England . . . especially of those products advertised over WLAW!

Top "salesman" North of Boston . . . WLAW works from 6:00 a.m. to 2:00 a.m. daily! Adv.



Vol. 28, No. 47 Thurs., Sept. 7, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone Wt-1503. Chicago, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545. Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(Wednesday, Sept. 6)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163 3/4	163	163	- 3/8
CBS A	32 1/2	32 1/8	32 1/8	- 3/8
CBS B	32	32	32	+ 1/2
Crosley Corp.	21 1/2	20 7/8	20 7/8	- 1/2
Farnsworth T. & R.	135 1/8	123 1/4	123 1/4	- 1 1/4
Gen. Electric	38 1/4	37 3/8	37 3/8	- 3/8
Philco	34 5/8	32 3/4	32 3/4	- 1 1/2
RCA Common	10 7/8	10 1/4	10 1/4	- 1/2
RCA First Pfd	76 3/4	76 3/4	76 3/4	+ 1 1/2
Stewart-Warner	16 1/8	15 3/8	15 3/8	- 7/8
Westinghouse	105	102 3/4	103 1/4	- 1 1/4
Zenith Radio	42 1/4	41 1/4	41 1/4	- 1 1/4

OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	22	22
WJR (Detroit)	36	36

20 YEARS AGO TODAY

(September 7, 1924)

Not generally agreed with by radio people was Mayor Hylan's opinion, expressed at the opening ceremonies of New York City's own station, WNYC, that "radio would retrench rather than expand." A call put in to the Police Dept. Missing Persons Bureau was completely effective in locating a WNYC announcer needed to replace a fellow worker suddenly taken ill.

DRUG SALES

Colorado ranked 3rd in the U. S. in per capita drug sales last year and 37 1/2% above the national average.

Denver Delivers

560 Kc
5 KW



DENVER

REPRESENTED BY THE KATZ AGENCY

New Sked Of Programs Sold By WMAQ, Chicago

(Continued from Page 1)

Chicago, the past week, according to Oliver Morton, manager of NBC central division local and spot sales department. Dreier will be sponsored by the Atlantic Brewing Company (Tavern Pale Beer), through Campbell-Mithun, Inc., Mondays through Fridays from 5:05-5:15 p.m., CWT, effective Sept. 11.

Schoenhofen Edelweiss Co. (Edelweiss Bee), through Olian Advertising Company, has ordered a 10-minute program to run Mondays through Fridays, from 5:30-5:40 p.m., CWT for 52 weeks, beginning Sept. 11. Following the World Series, the show will be expanded from 10 to 15 minutes, running from 5:30-5:45 p.m., CWT. Format of the program will be announced later.

Also on the WMAQ new business list is a five-minute football scoreboard to be aired immediately after football games this fall, starting Sept. 16. Sponsor is Standard Brands, Inc., for Stan-B Vitamins, through H. W. Kastor and Sons Advertising Company.

Continuation of broadcasts of Chicago horse races, under sponsorship of Schoenhofen Edelweiss Company also was reported. The broadcasts will continue for an additional six weeks to carry the feature race from the Hawthorne Race Track on Saturdays, from 5:00-5:15 p.m., CWT, beginning Sept. 9. Dave King will describe the races and Don Elder will do the color.

Seeks Tele Licenses For New England Spots

(Continued from Page 1)

be built in Providence, R. I. and the other in Boston. The Boston station promises to be one of the most powerful in the New England area. Equipment for both stations is reserved for early post-war delivery under the Du Mont Equipment Reservation Plan.

FM News Service

In order to increase WOR's news services, WBAM, WOR's FM outlet will extend their broadcasting schedule to seven days per week, Alfred J. McCosker, president, announced yesterday. The extension of time will become effective Sunday, Sept. 3rd.

Parsons To Guest

Louella Parsons, will guest on the George Bruns-Gracie Allen show over the CBS web Tuesday, Sept. 11th. Swapping anecdotes from her long experience with Gracie, a tyro at the art of column writing, will be the order of the day.

OFF-THE-AIR RECORDINGS any day any time
MIRACOUSTIC RECORDINGS by
CARL FISCHER, Inc.
119 WEST 57th STREET, N. Y., N. Y.

Three Accounts On CBS Renew Current Campaigns

(Continued from Page 1)

Haenschen orchestra and chorus and Bill Perry, tenor.

Minneapolis-Honeywell Co. renews Oct. 8, and for the first time over the complete CBS network with "Blue Jacket Choir with Danny O'Neil," Sunday mornings 11:05-11:30 a.m., EWT. Addison Lewis & Associates, of Minneapolis, handle the account.

For Tums, Lewis-Howe Co. renews "Correction Please," quiz show with Jay Flippen as emcee, Saturday nights 10:15-10:45 p.m. over 55 CBS stations. Agency is Roche, Williams & Cleary, Inc.

Augments Coverage Of Pacific Theater Of War

(Continued from Page 1)

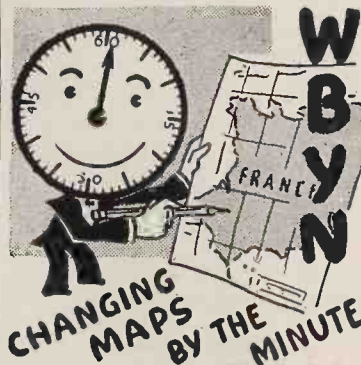
Pacific and on the West Coast. James Fleming, lately returned from Moscow, and Eugene Rider back from France have been assigned to the Pacific. Philip Woodyatt, CBS news manager in New York has been shifted to San Francisco, where he will head the news bureau.

Dr. Levy Presides

In the absence of Paul W. Kesten, executive vice-president of Columbia Broadcasting System, Dr. Leon Levy, president and general manager of WCAU, Philadelphia, presided at yesterday's meeting of the CBS board of directors.

Goodwin Joins Greenberg

Michael Goodwin, RADIO DAILY staffer for the past six years has resigned to join the Greenberg Book Publishing Company as executive assistant to Jae Greenberg, president of the company.



On your radio advance with our armed forces mile by mile (that's minute by minute on "1430") via news dispatches (A.P.), (I.N.S.) as quickly as they come in! Minute-Service-Station WBYN

For Availabilities:

WILLIAM NORINS, Gen. Mgr.
Station WBYN, Brooklyn, N. Y.



MacFarlane Traveller with Monty

The British garrison had been driven out of Tobruk. Beaten and battered back to El Alamein, MacFarlane waited with the 8th Army for Rommel's drive for Sue. The world waited for the news that the British had lost Egypt.

MacFarlane saw the miracle—the 8th Army's response to Montgomery's order, "attack."

It is this background of living and fighting with Monty and his men that gives MacFarlane's broadcast about the British on the invasion front so much force, so much truth!

It is this once living where new is made that helps MacFarlane catch the news that is to come, with such uncanny accuracy.

Ian Ross MacFarlane is another W-I-T-H exclusive.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

Music that goes
everywhere comes to
Chicago's millions..



...via **WMAQ**

Music, the finest obtainable—broadcast from coast-to-coast and around the world by short wave over the National Broadcasting Company network—comes to Chicago's millions via WMAQ.

Music of every variety . . . classical, semi-classical, light music and dance music . . . it's all heard over WMAQ. Every American is a lover of some form of music. It's an important ingredient for a happy, well-balanced life. That's why WMAQ devotes over 34% of its broadcast hours to this entertaining, pleasing type of radio show.

To music belongs much of the credit for making WMAQ the CHICAGO STATION MOST PEOPLE LISTEN TO MOST.

This fact is yet another reason why WMAQ is the logical choice for local and spot campaigns. Astute advertisers know that their campaigns on this station do reach and influence Chicago's millions and that increased sales and profits are the result.

In Chicago it's WMAQ.

WMAQ
CHICAGO

NBC's key midwest station
670 on your dial—50,000 watts

America's No. 1 Network



A Service of Radio
Corporation of America

LOS ANGELES

By RALPH WILK

JIM DOYLE, CBS "Hollywood Mystery Time" and NBC "Musical Round-Up" splicing, is also a geology hobbyist, which avocation earned him a bid this week from a group of scientists who want Jim to accompany them on a new expedition into the unexplored regions of Carlsbad Caverns and broadcast the programs of the trip over a national network.

Along with the bill of sale for Lou Costello's 677-acre hog-raising ranch, Bill Goodwin, who announces and takes part in the Burns and Allen CBS-KNX show, received an offer from Bob Burns to instruct him in the fine art of hog-calling. Bill, who intends to concentrate on alfalfa on the ranch, has regretfully declined.

Nat Winecoff has been appointed general manager of all Peer music enterprises on the West Coast, including Southern, Melody Lane, Charles K. Harris and Peer International. Sig Bosley is the new West Coast professional manager for the firms.

Jack Kenney, popular song writer, has opened his own music firm, The Jack Kenney Music Co. His first two plug songs are his own two numbers, "You And Your Ways" and "Whistle a Tune in the Morning."

Dinah Shore this week became the entertainment world's first top performer to go into France, heading a USO troupe into camps behind the front lines. Dinah was in England only a few days before sent into the invasion area. She was one of the performers specifically asked for by General Eisenhower.

Paul Cruger is writing "The Phantom Indian," a transcribed series being produced by Jack Carrington for Universal Radio Productions.

Because of his exceptional televisionary features and his experience on the legitimate stage, Jack Edwards, Jr., is being paged by Paramount for a new series of television mystery plays soon to be produced.

"FURS ON PARADE"

The Most Complete Radio Promotion Ever Produced for Fur Retailers!

26 TRANSCRIBED PROGRAMS

Signed by

WCOA, Pensacola, Florida for SAM'S FUR SHOPPE (and on the air in 60 other markets!)

KASPER-GORDON, Inc. 140 Boylston Street, Boston 16, Mass.

One of the Country's Largest Program Producers



Radio Is My Beat. . . !

● ● ● Sitting in our li'l cubby hole, daydreaming, we found ourselves thinking of the amazing career of Rudy Vallee. . . . of his early days in Radio (Herbert's Blue-White Diamond Entertainers via WMCA back in 1929) when Rudy, not trusting the public address systems then in vogue, harkened back to his college days at Yale, reached for a megaphone and sang his way to fame and fortune. . . . yet all the while, studying this art called show business until two years ago, when he answered his Country's call, acclaimed Radio's outstanding showman. . . . thus we dreamed and a song that he made famous, namely, "There's A Tavern In A Town," idled between our lips just when a note from NBC's press department reached this desk, advising that Rudy Vallee would appear as guestar Sept. 15 on "Duffy's Tavern." . . ● Frances Scott, Femcee of many programs, including "Let's Play Reporter," "Meet Frances Scott" and others, has sold her first literary effort, titled, "You Are GI Joe's Problem" The swell bit of prose will appear in the December issue of "She" Magazine. . . ● We inadvertently credited the "Jack Benny Show" to Young & Rubicam. . . . we should have said, Ruthrauff & Ryan. . . . sorry. . . ● Maestro Enoch Light has been named Musical Director for the newly-formed Avalon Record Co., which will press four sides every three months for the duration.



● ● ● When Henny Youngman takes over the "Beat The Band," program Wednesday, the program will be renamed, NB"Carton For Smiles". . . Lee Segall will supervise with Eddy Howard's orchestra providing the rhythms. . . ● They never met when both attended classes at the University of Kentucky. . . . but their chance meeting at Fifth Avenue and 43rd St., one day last year will culminate early in November when Chester (B B D & O Producer) Gierlach weds actress Barbara Rehm. . . ● Dick Hubbell is the author of a fine Television article in the current issue of "Life" Magazine. . . ● Lou (Leeds Music) Levy, on arriving from Hollywood, gave his employes gifts. . . . music publishers would do well to emulate Lou's ideas of fair play, generosity and ability to pick hits. . . ● Starting Sept. 18, Basil Loughrane will resume directing the CBSerial, "Light of the World." . . ● The first of Radio's "names" to be listed as "Judges" in Magazine Digest's Humor Contest, are Joan Davis and Burns & Allen. . . ● CBSerenader, Elaine Howard will again give with the vocals on the "Fun With Dunn" program, starting Sept. 18. . . . Elaine is beginning to get the recognition we always claimed she rates. . . ● Moe Gale Office is setting several guest shots for John (One Touch of Venus) Boles.



● ● ● Lois Lorraine, hard-working little praise agent, up and about after a three-month siege with "Kid Strepp". . . . nice punching, Lois. . . ● Bill Bivens will again handle the announcing chores for the Fred Waring Blue Net programs which start tonite at 7:00 for Owens-Illinois Glass. . . ● Bill Hoffman, WOR Sound Effects Chief has volunteered as an American Field Service Ambulance Driver and leaves in a fortnight. . . ● A RADIOKAY to Fred Waring for his unpublicized hosting to 250 servicemen and women with entertainment and refreshments each week at his offices. . . . EVER SINCE PEARL HARBOR. . . ● Brightest little morning show on the networks (that's what we said about NBC's "Finders' Keepers" a few weeks ago). . . . the rating of this Marjorie Fischer Production is climbing steadily. . . ● Sidney Reznick, former gag writer for Al Jolson, Milton Berle, Jimmy Durante and Garry Moore, has been signed for a major writing berth on the new Ed Wynn Show. . . ● Lanny Ginger will MBSstart a new series of Mon.-Wed.-Fri. songfests October 2, to be aired via 186 stations, sponsored by Four-way Cold Tablets.

— Remember Pearl Harbor —

CHICAGO

By BILL IRVIN

ANNE-MARIE GAYER, Chicago actress, has been assigned to Jennifer Burton in Chicago's new 15-minute NBC serial, "Woman in White." Miss Gayer, a native of Detroit, is a graduate of the Northwestern University School of Speech and is a student at the NBC-Northwestern Radio Institute in 1943. . . . Walter Jacques, president of the Jaques Manufacturing Company, was host of a cocktail party in the M and M Club in the Merchandise Mart recently following the premiere of the company's new Saturday morning BO variety show, "KC Jamboree." Also at the agency and network executives were Leo Burnett, Frank Ferrer, Jack W. Shaw and F. Slater of the Leo Burnett Company . . . and Liam Weddell, John McCormick, Herbubeaux, John F. Ryan and Morgan Perron representing the network. Jerry Saxon, formerly of WAIT, Fran Weigle, from WLAJ, G. Rapids, Mich., are the new members of the WJJD announcing staff.

The second new program, a five-minute news period, placed by the Fair Store, through Ivan Hill, will be airing Mondays through Fridays from 5:00 to 5:05 p.m., for 52 weeks, beginning Sept. 11.

Any town is a spot town tonight

ASK A JOHN BLAIR MAN

JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS

rs To Make ETs Demo. Campaign

(Continued from Page 1)
will be heard in the early hours, five days a week. Merryfield of WHAS, Louisville, will leave from the station, will be series. Merryfield as agr expert of the Louisville sta- versant with farm prob-

Five-Minute Speeches
feature of the Democratic gain which is shaping up -minute idea of participa- gularly scheduled sponsored plan, already presented to rks with the approval of sors, calls for name o deliver five-minute poli- ches during the last five regularly scheduled half ercial shows. It is pointed e speakers will have the of appearing on shows ve excellent ratings and as ence will get good listening Details of this plan will ced later.

Victor Record Artist
d Romberg, composer, cond pianist, and president of rriters Protective Associa- other artist signed by RCA exclusive recording activi- last several weeks, accord- nouncement this week by ay, general manager of RCA vision.

Pop
(SEND YOUR GUIDE BOOK TO ME)



**A New
Novelty
Song**
in
Fox Trot Time

**STIMELY AS YOUR
LY NEWSPAPER**

Material Available

TYTVOC, Inc.

Broadway, N. Y. 19, N. Y.

★ AGENCY NEWSCAST ★

ROBERT KUHN, formerly with Ruthrauff & Ryan, has joined the Hollywood office of Compton Advertising, Inc., as head of the radio commercial copy department.

LAWRENCE I. EVERLING-ADVERTISING, Philadelphia, has been elected to membership in the American Association of Advertising Agencies.

RUTH BROOKS, formerly with the NBC script department, has joined the copy writing department of the Compton Agency. Also, **MILDRED KEARNEY**, formerly of H. B. Humphrey, Boston, has joined the radio department of Compton.

DOHERTY, CLIFFORD & SHEN-FIELD, INC., announce the appointment of W. Kenneth Frederick and Loyal E. Faunce as members of the art department. Frederick was formerly with Pedlar Ryan and Lusk for 16 years. Faunce will act as sketch-

man in the art department. He formerly was with Pedlar Ryan & Lusk.

DOHERTY, CLIFFORD & SHEN-FIELD, INC., also appointed D. Peter Bowles and E. Blaney Harris to the radio department. Bowles will be radio commercial writer. Prior to his appointment he was overseas with the 9th Air Force and before that was associated with William Esty and Benton & Bowles. Harris will be in the radio production department. He was formerly with Pedlar, Ryan and Lusk and before that was associated with Blue Network and NBC.

DON RIVERS, formerly a copy-writer at the Knox Reeves Agency, has joined the radio copy department of Compton Advertising, Inc.

THOMAS W. JONES, Acme Mail Service, a member of the Advertising and Selling Course Committee of the Advertising Club of New York, will again have charge of the student activities.

Kaltenborn Entertains New Cuban President

(Continued from Page 1)

York and attended by many distinguished representatives of the networks, press and political delegations of Cuba and this country.

Those in attendance included: official Cuban party, Francisco Grau Alsina, Ramon Grau Alsina, Dr. Guillermo Belt, Dr. G. Belt, Dr. C. A. Fuentes, Sen. Gustavo Moreno, Gustavo Moreno, Jr.; Cuban Ambassador to U. S. Dr. Aurelio F. Concheso; U. S. Ambassador to Cuba Spruille Braden; Minister Counselor of Cuba Dr. Joaquin E. Meyer; Niles Trammell, president of NBC; Clarence E. Menser, vice-president of NBC; Paul White, CBS news director; G. W. Johnstone, Blue director of news; and Lawrence Haas, CBS director of shortwave news broadcasts.

Also, the following air commentators, H. R. Baukhage, Blue; Maj. George Fielding Eliot, CBS; Quincy Howe, CBS; John W. Vandercook, NBC; radio officials, Edward J. Noble, chairman of Blue; and Sterling Fisher, NBC; and press, C. Edmonds Allen, UP; Edwin Mass Williams, UP vice-president; Lloyd Stratten, assistant to AP president; and Roy W. Howard, Scripps-Howard Newspapers. Publication editors were Dr. Vidal Morales, "Siempre"; Bruce Bliven, "New Republic"; and J. P. McAvoy, "Reader's Digest" representative in Latin-America.

Fitzgerald's In New WOR Show

Heeding the requests of their listeners, WOR will air a second edition of "Brunch with the Fitzgeralds" beginning Sunday, Sept. 10 from 11:30 to 12 noon. Ed and Pegee present their regular program six mornings a week at 8:30. In the "later morning" program, guests will appear, with Martha Deane and Dr. Walter H. Eddy of WOR being the first.

New NBC Ciggie Show Debuts On Sept. 13

(Continued from Page 1)

Director for the Seeds agency, is in New York preparing a special promotional campaign in collaboration with the NBC publicity department.



KXEL Moves Station To Report Dairy Meet

(Continued from Page 1)

programs there for the next three days.

Located in the heart of the agricultural midwest this Blue outlet puts emphasis on agriculture in all of its broadcasting with the "homey" personality of Joe Du Mont—"Josh Higgins" of network fame—dominating the broadcasting scene.

Originated in Barn

In staging their three day coverage at the Cattle Congress, KXEL operated from Barn 4 with live shows and audiences during the day. Programming included H. R. Gross, dean of the Iowa news broadcasters; W. A. Reed, former Waterloo publisher, who appears as "The Country Editor"; Ava Johnson in "Let's Talk About Women" and several periods of market news.

Personalities of KXEL who participated in the several Cattle Congress coverage included Joe Du Mond, president and general manager; Jack Du Mond, sales manager; Em Owen, program director, Don Kassner, technical director; Elizabeth M. Gahre, promotion manager; Hugh Muncy, farm editor; Isabelle Loar, continuity editor, George Timm, musical director; Lazy Jim Day, "The Higgins Boys," "Jubilee Singers," and Judy Perkins, personality songstress.

Nothing like it in
Recorded Radio!

"COME AND GET IT"

A BANQUET OF INFORMATION
A FEAST OF FACT AND FABLE
—on the timeless subject of food

● Radio's newest audience-participation quiz . . . mixing food facts and fun . . . is the first of its kind ever to be recorded. Bob Russell, MC, questions contestants selected from studio audience representing all sections of the country, then tosses subject to "Board of Experts": Alma Kitchell, well-known for her Woman's Exchange program . . . and Gaynor Maddox whose syndicated food articles are read by millions! Experts uncover unusual facts about food in question. 78 quarter-hour 3-a-week shows . . . all set to go for some lucky food sponsor. COME AND GET IT . . . or send for audition records now.

National Broadcasting Co.



A Service of Radio
Corporation of America

NBC RADIO-RECORDING DIVISION
AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, N. Y. . . Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D. C. . . Sunset and Vine, Hollywood, Cal.

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Quaker Oats Company, sponsor of "Terry and the Topper," will offer color pictures of Caniff's famous characters on Oct. 16 and continuing until Nov. 1. Listeners to the program, heard day through Friday from 7:30 to 8 p. m., EWT, on the complete program, may obtain pictures by a box copy from a package of Wheat Sparkies cereals. Marquette, Chicago, is the sponsor. Aluminum Company of America, presenting Ethel Barrymore "Hattie," will offer listeners effective with the first broadcast Sept. 17. Listeners will be able to write to the Alcoa map department for care of their local station. The program will continue for an indefinite period. "Miss Hattie" will be heard from 3:30 to 4 p. m., EWT, on stations. Fuller & Smith & Richardson, New York, is the agency.

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Phila. Scrapple Renew Marion Loveridge On

Marion Loveridge, NBC's "Betsy Ross Girl," will continue to sing the hit tunes favored by her and old on Sundays at 11:45 a. m., EWT, as the result of the renewal of the program by F. G. Vogt & Co., Inc., for 52 weeks on six National Broadcasting stations, beginning Sept. 10. Columbia Co., Inc. placed the account to renew Vogt's Philadelphia Scrapple

PROMOTION

leigh Overseas Plan
 The most timely, broad and effective promotion-good will campaign is the Brown & Williamson's Raleigh Overseas Plan, as developed by the public relations department of that organization. This plan is a type of co-operative campaign with the union locals of both the CIO and the I. L. all over the country. The union members pay for quantities of cigarettes to be distributed, and the men serving overseas. The plan is both a sticker and a coupon. The recipients of the cigarettes are the union members. The plan is expanded to take in lodges, clubs and industrial groups. Over 523,320,000 Raleigh cigarettes have been shipped overseas, and cards of thanks in numbers bear testimony to the amount of good-will that has been created both for the unions and for the smokes and cigarettes. Local newspaper contests, such as the Gary, Ind. contest to elect "Gary Cigarette," whose photo was used with all shipments paid for by the group, were held and were successful in arousing interest and securing funds for the

present time five campaigns are being conducted, with the sixth about to start. This campaign will be on sending Raleighs to the South Pacific, and it is that it will meet with as much success as any of the other campaigns.

Lincoln Land
 Chicago, has put out a small informative brochure entitled "New Pencils Are Being Sharp—Tomorrow's Competition." The brochure discusses "some of the differences in buying and what the people of 'Lincoln Land' like, and why the pioneer and of 'Lincoln Land' will be one of the fastest peace time sellers. This compact seller should be a cue for their next

Hope Troupe Back: The Program On Tues.

Continued from page 1)
 While his two children comforted Prof. Colonna's son in a room for the souvenirs, the weary actor discussed plans for the future. The beauty shop for Langford, a steak for musing Colonna and "the hay" stay in Hollywood will be of great value as they are asked to appear on the new Hope show on NBC Sept. 12, from Muroc Dry to Los Angeles, then to Topeka. "After that," says Hope, "we'll just travel a bit."

PROGRAM REVIEWS

TANGEE PROGRAM

George W. Luff Co. (Tangee Cosmetics)
 WOR-MBS, Tues., 8:30-9 p.m., EWT
 Warwick & Legler, Inc.

SECOND WEEKLY HALF-HOUR FOR TANGEE, IS MOSTLY LIVED BY VENTRILOQUIST COMEDY.

On the Blue Sundays and on Mutual Tuesdays until a change is made later on as to MBS time, Sammy Kaye and orchestra, plus singers and Paul Winchell, whose dummy Jerry Mahoney, doesn't sound too far removed as to voice and some material to one young McCarthy, hold forth for the cosmetic buyers. Kaye's same old theme crescendos and falls and the band and singers generally are good, but nothing to go crazy about. Winchell has been sustaining on Mutual or at least WOR for some months and there is no questioning his ability, much less the right to do a ventriloquist act on the air. In fact he does a very credible job and fault is that Jerry sounds too much like Charlie McCarthy. For all that Winchell might have been doing the character before Bergen, but after all Bergen got started on the ether first. It therefore would be a good idea to change the voice a little. Studio audience at least seems to get just as big a kick out of Jerry as any other little rascal of his ilk. Material might also steer away a little from those little characteristics associated with Bergen's type of material.

Show on the whole is fairly entertaining and Winchell himself is improved considerably as far as the listener is concerned, over his earlier appearances.

Cosmetic commercials are frequent, but if the gals want to listen as to how to become beautiful and more attractive, that's their business.

EDGAR BERGEN

Chase & Sanborn
 WFAF-NBC Sunday, 8-8:30 p.m., EWT
 J. Walter Thompson Co.

CHARLIE MCCARTHY STILL THE WORKS AS BERGEN RETURNS WITH MORE LAUGHS.

With Ray Noble's orchestra, Bill Goodwin as announcer, King Sisters for the vocals, plus Judy Garland as guest, Edgar Bergen resumed his niche in the line-up of Sunday night regulars, the format being pretty much the same as in the past. Program was smoothly paced and of course the listeners were on edge to get the new Bergen character, Aunt Effie Klinker. However the show had progressed so nicely until the entrance of the giddy maiden aunt, her appearance was somewhat anticlimactic. Not that Effie won't be a welcome feature as the programs go along. More of a feminine throw to her voice would help to avoid a clash with Charlie's well established style of gabbing. Good old Mortimer Snerd got in a few good licks himself, and Effie will have to step on it.

Material was unusually good for the most part and the credits as in the past are for Chase & Sanborn coffee

"MUSIC AMERICA LOVES BEST"

RCA Victor Division
 WFAF-NBC Sunday 4:40-5 p.m., EWT
 J. Walter Thompson Co.

MUSICAL PROGRAM STARTS SEASON WITH HIGH-CLASS PRESENTATION.

Having moved from the Blue to NBC and added Louis Calhern as permanent emcee, this pleasing assortment of classical and musical comedy tunes is easy to listen to of a Sunday afternoon, particularly since guests are there for good measure. Last Sunday Sigmund Romberg was on hand and most of the selections were from his various scores. Romberg was at the piano at times. Jay Blackton wields the baton and Jan Peerce and Martha Stewart, both in fine voice handled the vocals. Peerce, who usually sticks to operate stuff, came through with an old time pop tune for additional divertisement in the format.

Calhern, veteran legit actor gave dignity and good diction to the emcee portion and he was a find for the role. Blackton, formerly musical conductor for the stage version of "Oklahoma" is naturally at home with the musical comedy scores. RCA commercials dealt with the post-war models of receivers including FM and AM sets, television etc. Which follows the line heard when the program was on the Blue last season.

"PAUSE THAT REFRESHES"

Coca-Cola Bottlers
 WABC-CBS Sunday 4:30-5 p.m., EWT
 D'Arcy Agency

KOSTELANETZ IS THE SAME WIZARD WITH THE STRINGS AND LILY PONS THE SAME COLORATURA DE LUXE.

Back from an extended tour of entertaining servicemen in the Mediterranean and Near East theaters of war, Andre Kostelanetz and the better half Lily Pons, combined for the opening Coca-Cola show which had been in the hands of a replacement cast during the summer. Miss Pons of course appeared as guest and next week Gladys Swarthout will be on hand again. Miss Pons obliged with "Estrellita," as one of the favorite request numbers from the boys while overseas; "Caro Nome," a little more than sure-fire in her hands and Gounod's "Ave Maria."

As to be expected, Kostelanetz had a pleasing list of selections for his recently augmented orchestra and the way those strings give out never seems to tire the dial twister who feels he could stand another half hour with no trouble whatsoever. Coca-Cola credits are fairly easy on the ears, and let's hope Miss Pons doesn't stay away from the mike too long a time between appearances.

until the close when Stamms, combination mineral and vitamin pill, takes over. Writers on the show are, Dick McLeod, Royal Foster and Bergen. Earl Ebi directs.

NEW BUSINESS

WMAL, Washington, D. C.: Great Atlantic & Pacific Tea Company, New York, for A & P peaches, through Paris & Peart, New York—eight announcements; Olive Tablet Company—five chain breaks weekly, for 26 weeks, starting Sept. 4; Penick & Ford, Ltd.—six chain breaks weekly for 52 weeks; Seeck & Kade, Inc., New York, for Pertussin, through Erwin, Wasey & Co., New York—five chain breaks weekly for 26 weeks.

KGO, San Francisco: Musterole Company—five chain breaks weekly for 30 weeks, starting Sept. 4; Seeck & Kade, Inc.—five chain breaks weekly for 26 weeks, starting Sept. 5; Prest-O-Lite Battery Company—18 additional chain breaks, between Aug. 15 and Nov. 6; Triangle Publications, Inc., New York, for "Seventeen" magazine, through Al Paul Lefton Company, New York—four one-minute announcements.

KECA, Los Angeles: Carter Products, Inc., New York, for Arrid, through Small & Seiffer, New York—two chain breaks weekly for 52 weeks starting Aug. 28; Kellogg Company, Battle Creek, Mich., through Kenyon & Eckhardt, New York—renewal of participation in Ruth Wentworth program four times weekly for 13 weeks.

WOV Light-Music Stress In Nite-Sked Realignment

Realignment of its night-time broadcasting schedule, with emphasis on music in a lighter vein, has been made by WOV for the season of 1944-45, according to Arnold B. Hartley, program director of the station. The revised lineup covers the time segment from 10 to 11:30 p.m. and will highlight two types of music—popular and hillbilly. Peggy Lloyd, who conducts the early morning "Wake Up, New York" program, will be introduced to WOV's evening audience for the first time.

"We are shaping our new night-time musical programs with an eye toward the broadest possible appeal," explained Hartley. "The audience response to our 6:30 p.m. hillbilly show has given us our cue in devoting more time to this form of entertainment, as we are doing in the 'Prairie Stars' feature at 11:30 p.m."

"The Opera Hour" which has been a classical music feature of WOV for the past year, is being discontinued to make way for the new programs. When the recorded repertoire of operas is expanded after the war, through new recordings, WOV hopes to resume the programs.

AVAILABLE

Young man with B.A. in radio and theatrical background, desires position with progressive station—announcing, writing, production, acting and promotion. Has unusual program ideas. Write—

RADIO DAILY, Box 896
 1501 BROADWAY, NEW YORK 18, N. Y.

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 The most timely, broad and active promotion-good will date is the Brown & Wilkerson Overseas Plan, as developed by Jeffers, public relations director of that organization. This plan is as a type of co-operative program with locals of both the CIO and AF of L all over the country. Unions pay for quantities of cigarettes to be distributed, the men serving overseas. The package is both a sticker and informing the recipients of the organization responsible. The plan is tied with labor unions, has been expanded to take in lodges, clubs and industrial groups. Over 523,320,000 Raleigh cigarettes have been shipped overseas, and cards of thanks in members bear testimony to the amount of good-will that has been created both for the unions and for buying the smokes and for Williamson's Raleigh. Local newspaper contests, like the Gary, Ind. contest to elect "Gary Cigarette," whose photo dated with all shipments paid for that group, were held and were successful in arousing interest in securing funds for the present time five campaigns are being conducted, with the sixth soon. This campaign will be on sending Raleighs to the South Pacific, and it is that it will meet with as much success as previous ones.

Lincoln Land
 Chicago, has put out a small informative brochure on "New Pencils Are Being Sharp—Tomorrow's Competition." The brochure discusses "some results" of the 50,000-watter differences in buying and what the people of "Lincoln Land" like, and why the pioneer and of "Lincoln Land" will be one of the fastest peace time sellers. This compact seller should be a cue for their next

Hope Troupe Back: New Program On Tues.

Continued from page 1)
 While his two children com- mended Prof. Colonna's son in a for the souvenirs, the weary discussed plans for the im- future. The beauty shop for Langford, a steak for mus- ing Colonna and "the hay" may in Hollywood will be of ration as they are sked to for new Hope show on NBC Sept. 12, from Muroc Dry from there to Chicago, then to, then Topeka. "After that," Hope, "we'll just travel bit."

PROGRAM REVIEWS

TANGEE PROGRAM

George W. Luff Co. (Tangee Cosmetics)
 WOR-MBS, Tues., 8:30-9 p.m., EWT
 Warwick & Legler, Inc.

SECOND WEEKLY HALF-HOUR FOR TANGEE, IS MOSTLY LIVED BY VENTRILOQUIST COMEDY.

On the Blue Sundays and on Mutual Tuesdays until a change is made later on as to MBS time, Sammy Kaye and orchestra, plus singers and Paul Winchell, whose dummy Jerry Mahoney, doesn't sound too far removed as to voice and some material to one young McCarthy, hold forth for the cosmetic buyers. Kaye's same old theme crescendos and falls and the band and singers generally are good, but nothing to go crazy about. Winchell has been sustaining on Mutual or at least WOR for some months and there is no questioning his ability, much less the right to do a ventriloquist act on the air. In fact he does a very credible job and fault is that Jerry sounds too much like Charlie McCarthy. For all that Winchell might have been doing the character before Bergen, but after all Bergen got started on the other first. It therefore would be a good idea to change the voice a little. Studio audience at least seems to get just as big a kick out of Jerry as any other little rascal of his ilk. Material might also steer away a little from those little characteristics associated with Bergen's type of material.

Show on the whole is fairly entertaining and Winchell himself is improved considerably as far as the listener is concerned, over his earlier appearances.

Cosmetic commercials are frequent, but if the gals want to listen as to how to become beautiful and more attractive, that's their business.

EDGAR BERGEN

Chase & Sanborn
 WFAF-NBC Sunday 8-8:30 p.m., EWT
 J. Walter Thompson Co.

CHARLIE MCCARTHY STILL THE WORKS AS BERGEN RETURNS WITH MORE LAUGHS.

With Ray Noble's orchestra, Bill Goodwin as announcer, King Sisters for the vocals, plus Judy Garland as guest, Edgar Bergen resumed his niche in the line-up of Sunday night regulars, the format being pretty much the same as in the past. Program was smoothly paced and of course the listeners were on edge to get the new Bergen character, Aunt Effie Klinker. However the show had progressed so nicely until the entrance of the giddy maiden aunt, her appearance was somewhat anti-climactic. Not that Effie won't be a welcome feature as the programs go along. More of a feminine throw to her voice would help to avoid a clash with Charlie's well established style of gabbling. Good old Mortimer Snerd got in a few good licks himself, and Effie will have to step on it.

Material was unusually good for the most part and the credits as in the past are for Chase & Sanborn coffee

"MUSIC AMERICA LOVES BEST"

RCA Victor Division
 WFAF-NBC Sunday 4:40-5 p.m., EWT
 J. Walter Thompson Co.

MUSICAL PROGRAM STARTS SEASON WITH HIGH-CLASS PRESENTATION.

Having moved from the Blue to NBC and added Louis Calhern as permanent emcee, this pleasing assortment of classical and musical comedy tunes is easy to listen to of a Sunday afternoon, particularly since guests are there for good measure. Last Sunday Sigmund Romberg was on hand and most of the selections were from his various scores. Romberg was at the piano at times. Jay Blackton wields the baton and Jan Peerce and Martha Stewart, both in fine voice handled the vocals. Peerce, who usually sticks to operate stuff, came through with an old time pop tune for additional divertisement in the format.

Calhern, veteran legit actor gave dignity and good diction to the emcee portion and he was a find for the role. Blackton, formerly musical conductor for the stage version of "Oklahoma" is naturally at home with the musical comedy scores. RCA commercials dealt with the post-war models of receivers including FM and AM sets, television etc. Which follows the line heard when the program was on the Blue last season.

"PAUSE THAT REFRESHES"

Coca-Cola Bottlers
 WABC-CBS Sunday 4:30-5 p.m., EWT
 D'Arcy Agency

KOSTELANETZ IS THE SAME WIZARD WITH THE STRINGS AND LILY PONS THE SAME COLORATURA DE LUXE.

Back from an extended tour of entertaining servicemen in the Mediterranean and Near East theaters of war, Andre Kostelanetz and the better half Lily Pons, combined for the opening Coca-Cola show which had been in the hands of a replacement cast during the summer. Miss Pons of course appeared as guest and next week Gladys Swarthout will be on hand again. Miss Pons obliged with "Estrellita," as one of the favorite request numbers from the boys while overseas; "Caro Nome," a little more than sure-fire in her hands and Gounod's "Ave Maria."

As to be expected, Kostelanetz had a pleasing list of selections for his recently augmented orchestra and the way those strings give out never seems to tire the dial twister who feels he could stand another half hour with no trouble whatsoever. Coca-Cola credits are fairly easy on the ears, and let's hope Miss Pons doesn't stay away from the mike too long a time between appearances.

until the close when Stamms, combination mineral and vitamin pill, takes over. Writers on the show are, Dick McLeod, Royal Foster and Bergen. Earl Ebi directs.

NEW BUSINESS

WMAL, Washington, D. C.: Great Atlantic & Pacific Tea Company, New York, for A & P peaches, through Paris & Peart, New York—eight announcements; Olive Tablet Company—five chain breaks weekly, for 26 weeks, starting Sept. 4; Penick & Ford, Ltd.—six chain breaks weekly for 52 weeks; Seeck & Kade, Inc., New York, for Pertussin, through Erwin, Wasey & Co., New York—five chain breaks weekly for 26 weeks.

KGO, San Francisco: Musterole Company—five chain breaks weekly for 30 weeks, starting Sept. 4; Seeck & Kade, Inc.—five chain breaks weekly for 26 weeks, starting Sept. 5; Prest-O-Lite Battery Company—18 additional chain breaks, between Aug. 15 and Nov. 6; Triangle Publications, Inc., New York, for "Seventeen" magazine, through Al Paul Lefton Company, New York—four one-minute announcements.

KECA, Los Angeles: Carter Products, Inc., New York, for Arrid, through Small & Seiffer, New York—two chain breaks weekly for 52 weeks starting Aug. 28; Kellogg Company, Battle Creek, Mich., through Kenyon & Eckhardt, New York—renewal of participation in Ruth Wentworth program four times weekly for 13 weeks.

WOV Light-Music Stress In Nite-Sked Realignment

Realignment of its night-time broadcasting schedule, with emphasis on music in a lighter vein, has been made by WOV for the season of 1944-45, according to Arnold B. Hartley, program director of the station. The revised lineup covers the time segment from 10 to 11:30 p.m. and will highlight two types of music—popular and hillbilly. Peggy Lloyd, who conducts the early morning "Wake Up, New York" program, will be introduced to WOV's evening audience for the first time.

"We are shaping our new night-time musical programs with an eye toward the broadest possible appeal," explained Hartley. "The audience response to our 6:30 p.m. hillbilly show has given us our cue in devoting more time to this form of entertainment, as we are doing in the 'Prairie Stars' feature at 11:30 p.m."

"The Opera Hour" which has been a classical music feature of WOV for the past year, is being discontinued to make way for the new programs. When the recorded repertoire of operas is expanded after the war, through new recordings, WOV hopes to resume the programs.

AVAILABLE

Young man with B.A. in radio and theatrical background, desires position with progressive station—announcing, writing, production, acting and promotion. Has unusual program ideas. Write—

RADIO DAILY, Box 896
 1501 BROADWAY, NEW YORK 18, N. Y.

★ ★ ★ COAST - TO - COAST ★ ★

— TEXAS —

SAN ANTONIO—It was recently announced that William P. Stringer former WOAI newsroom staff member and war correspondent for Reuters was killed while covering the U. S. 1st Army's advance in France . . . Charles C. Shaw, former news editor of KTSA was injured recently while riding in a jeep that was run over by a tank . . . **MARSHALL**—Application with the FCC for permission to build a 250 watt standard station to operate on 1,450 kilocycles, was filed recently by the Marshall Broadcasting Co. Riley Cross heads both the new company and the Marshall Publishing Co., publishers of the News-Messenger.

— TENNESSEE —

MEMPHIS—Speaking of "over the transom" sales, Bob Alburty, manager of WHBQ, states that no less than 15 advertisers have already asked for the spots just before and after the World Series broadcasts. The adjacency of St. Louis, where the games will probably be played, accounts in part for the heavy demand so long before the games are sked to start.

— INDIANA —

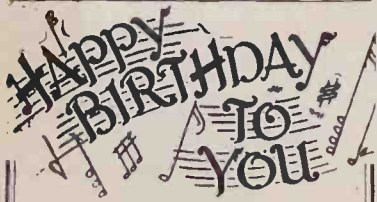
FORT WAYNE—The 1944-45 premiere of the "Famous Hoosier Hop" will be staged at the Shrine Theater in Fort Wayne, September 9th. The last of the two nightly shows is used as the regular 55 minute Blue web program. With elaborate new sets and costumes, the cast of the "Hop" is very optimistic as to the chances of breaking last year's attendance records.

— MARYLAND —

FREDERICK—The scheduling of the "Family Hour" Sundays has made necessary a change in WFMD's schedule. Sister Anna Edwards' popular "Old Familiar Hymns," previously sked for 5 p.m. will now be heard at 2:00 p.m.

— MINNESOTA —

MINNEAPOLIS—The new magnetic wire recorder developed by the Armour Research Foundation was used on a commercial station for the first time in the U. S. recently when Larry Haeg, WCCO radio farm director recorded a series of programs at the Minnesota State Fair. The recorder is a small compact machine which records sound magnetically on a steel wire finer than the human hair.



September 7

E. K. Cohan Alan Devitt
John A. Stewart Birdie Marks
 Dan Russel

— OKLAHOMA —

OKLAHOMA CITY—Latest additions at KOMA are Glenn S. Collins, Jr. in the engineering staff, and the return of Roger King to announcing staff for part time chores; while Minnie Jo Curtis, continuity writer at KOMA, doubles in her entertaining role of a soubrette in furnishing pleasant moments vocally and dramatically for many military installations in this area.

— PENNSYLVANIA —

PITTSBURGH—With Bill Hands as emcee and Betty Smiley as vocalist, KDKA's new show titled "Brunch with Bill" has become popular through elaborate buildups given to levity for straight commercials around which are woven a gay and spirited continuity that is big-time commercial . . . Pfc. Walter E. Sickles, former WWSW program director, is assistant to the Chaplain at 117th General Hospital in England, where he has excellent use for the deeper understanding of all nationalities acquired as conductor of "You Are an American" series over WWSW . . . WCAE gals Kitty Thiemman and Irene Gaydos are proudly wearing the clever "Barker pins which the local USO-Variety Club Canteen awarded its Junior Hostesses.

— WASHINGTON —

YAKIMA—In addition to his other manifold duties, Harrison A. Miller, KIT sales manager, is now conducting the Capitol Theater orch.

— DISTRICT OF COLUMBIA —

WASHINGTON—A slightly different approach to the usual newscast and subsequent rehash and analysis is the "Today in History" program recently inaugurated by WTOP. Elmer Louis Kayser, dean of George Washington University, as well as head of the history department there, follows Joe McCaffray's quarter-hour newscast with a 15-minute analysis from a historical approach.

— VIRGINIA —

RICHMOND—"Waterloo Bridge" was the title of one of WRVA's recently transcribed and broadcast programs. Harvey Hudson, staff announcer, stationed himself in Loew's Theater lobby, and quizzed passersby as to when they thought Hitler would meet his Waterloo. Most of the answers were very evasive, in spite of the fact that WRVA offered a \$25 war bond to the person who came the closest.

— MONTANA —

MISSOULA—New series to be heard over KGVO for the next six weeks is "Listen—and Live," dramatic safety programs issued by the Department of Labor.

— TENNESSEE —

NASHVILLE—When the \$10,000 Nashville Invitational Golf Tournament, was played on Saturday, radio listeners were able to follow it over WSM-NBC, and portions of this southern sports classic was waxed for rebroadcasting to service men abroad. Irving Waugh handled the mike, with the assistance of several staff announcers.

— WEST VIRGINIA —

WHEELING—A recent newcomer to the sales department of WWVA is Joe Smock who boasts a long and varied career in advertising on several Ohio newspapers . . . **CHARLESTON**—Complete coverage of all West Virginia University football games will be given by the W. V. web. Bill Orum WCHS sportscaster, will do the honors . . . Huntington—Latest addition to WSAA's announcing staff is Don Yeaker, a local boy, who recently returned after five years on the West Coast.

— CALIFORNIA —

SAN FRANCISCO—Negotiations have been completed for the Fall airing of Pacific coast football. Associated Oil announced. The most important college and service games will be carried, with KFRC-Don Lee the local outlet . . . In celebration of the 31st anniversary of Naval aviation, KGO-Blue ran a special program, "Women in Blue," with Lt. Commander Joy Bright Hancock, USNR, and chief of all the WAVES in the Bureau of Aeronautics, guesting last week . . . When Henry Schacht, KPO's director of agriculture takes this annual vacation the next two weeks, his "Farmers Digest" program will be taken over by ten agricultural leaders of northern California . . . Joline Westbrook, CBS junior sound effects engineer has never been in the 882nd Airborne Glider Pilots, now in New Guinea, but she is the proud possessor of both their wings and insignia. They voted her their favorite pin-up girl.

— CANADA —

TORONTO—As of September 1st, CJBC increased its power from 1,000 to 5,000 watts. The new signal, originating from their new transmitter in Dixie, Ontario, will reach an additional 100,000 radio homes . . . **PRINCE ALBERT**—When a cyclone almost demolished the town of Kamsack, CKBI put on a special series of appeals to raise \$500,000 to aid the homeless victims. The total was almost entirely raised within one week . . . **WINDSOR**—CKLW recently started something new in the way of station breaks. They call it "Tune Diary," and it is a sort of vest-pocket musical quiz. Several times during the day they play a few bars of some melody. The listeners are asked to list the titles and send them in at the end of the week. The winner each week will get a \$50 war bond, and the listeners have to keep on their toes, as only a few bars are played, and the time is unannounced.

— KENTUCKY —

LOUISVILLE—Newest master of WHAS's \$30,000 console organ is Danny Daniel, formerly of KOMA, who succeeds Herbert Koch.

— IOWA —

DAVENPORT—New program director for WOC will be Marshall Dane, formerly of New York where he did freelance work, handling such programs as Boake Carter and Gabriel Heatter.

— MISSISSIPPI —

VICKSBURG—Acquisition of AP radio wire was made through WQBC, through Press Assn. Mrs. Frank P. Cashman, station announced.

— MISSOURI —

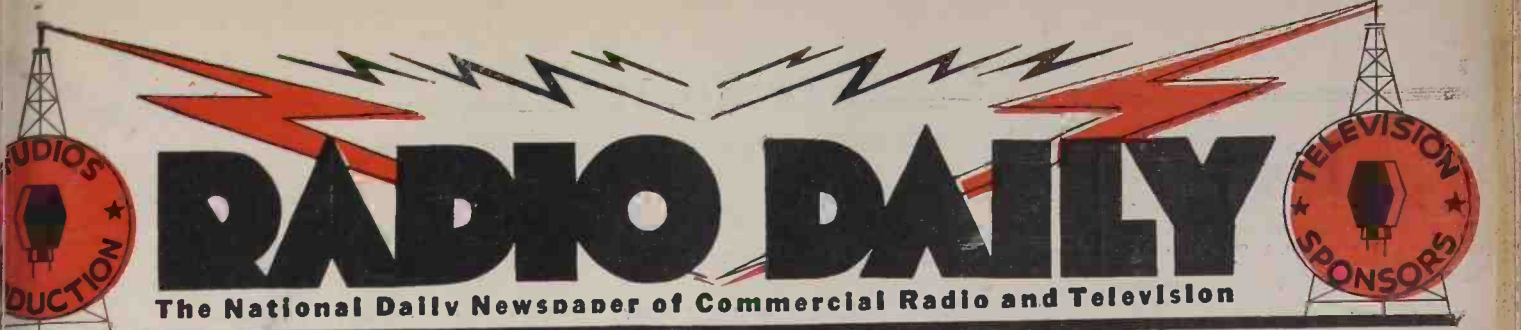
ST. LOUIS—Two new additions to the staff of KMOX are Tiff and Virginia Woods, vocalists. Tiff was heard over KNX on a recent broadcast. In five months alone a party of men have appeared on "St. Louis Heroes." Even afternoons from four to six and women who have worked in the armed forces are invited for the benefit of their families, the local audience . . . Two new additions to the staff set-up of WILM are announced, effective September 1st. They are Mel Kampe, web program director, and K who moves to commercial.

**Underground Figures
On WJR Program**

Detroit—Helen Scott, the old American woman who has been broadcasting to peoples of Europe over the ground Free-French radio from Equatorville in French Equatorial Africa will be the featured speaker in "In Our Opinion" program Sept. 10 at 12:30 p.m. EWT on George Cushing, WJR news editor said last Friday that Miss Scott will discuss how the 40 inexperienced volunteers of the station's service in the deep jungle. Helen Scott, a fluent French linguist sent to Africa at the request of Jacques Soustelle, Free-French of information at London. She returned to this country about a year ago and will come to Detroit and New York especially to participate in "In Our Opinion" broadcast.

**Coast Guard Citation
To Advt. Agency**

United States Coast Guard Third Naval District awarded a merit citation to Baker of H. M. Kiesewetter Advertising Agency for outstanding aid in connection with the recruiting campaign. The Certificate of Appreciation was presented by modore Robert Wessman. Baker's radio and publicity work for the campaign resulted in the recruitment of more than 1,500 men as members of the Reserve who are needed to release personnel for duty overseas. Civilian volunteers for one week service have military status, wear the Coast Guard uniform on duty, and learn many points of seamanship. More volunteers are wanted; recruiting office is located on Fulton Street in New York City.



The National Daily Newspaper of Commercial Radio and Television

28, NO. 48

NEW YORK, N. Y., FRIDAY, SEPTEMBER 8, 1944

TEN CENT

Radio Plans For "V-Day"

Horton, Storer Resume a Comm. Testimony

Washington Bureau, RADIO DAILY
 Washington—The Lea Committee yesterday returned to its lengthy investigation of the circumstances surrounding the sale last winter of WFLA, Fort Lauderdale, Fla., for \$1,000,000 to Fort Industries, Inc., with former owner, Ralph Horton, and Fort Industries president, Lt. Col. George B. Storer, on the stand for the day. The testimony was only concerned with Horton's early...
 (Continued on Page 7)

Radio And FM Panels Met In New York Yesterday

Washington Bureau, RADIO DAILY
 Washington—A meeting of the television and FM panels of the Radio Technical Planning Board was held yesterday at the Commodore in New York to discuss allocations preliminary to hearings which will be conducted in Washington on Sept. 28. It is reported that these panels are endeavoring to settle differences in opinion with the view of avoiding conflict at the Washington hearings.

Lead Of NAM Questioned In Political-Newscasts

Washington Bureau, RADIO DAILY
 Washington—Propriety of hiring of news analysts for network spots during the election campaign was questioned last week by NAM President M. Gaylord, who appeared for questioning by the House Campaigns Investigating Committee. Gaylord was given a thorough going-over by the committee, being called upon...
 (Continued on Page 6)

Brussels On NBC

First word from the radio station of liberated Brussels was carried by NBC Thursday at 7:30 a.m. EWT, at the beginning of the regular morning newscast by Don Goddard. The signals picked up originally by the BBC in London, reached America via transoceanic phone relay. Listeners heard a French speaker paying tribute to local heroes.

Doggy

Kate Smith has been named National Woman's Chairman of National Dog Week. to be observed throughout the nation, September 17-23. Kate's mascot for this year's observance will be her own pet, "Freckles," a cocker spaniel.

MBS Coast Sustainer Gets Network Sponsor

Sale of "What's The Name of That Song?" Mutual sustainer which has originated on the Don Lee network since last May, to the Knox Company, makers of Cystex, was announced yesterday in New York. The program will be heard on a network of 80 MBS stations from 4:30 to 5 p.m., EWT, starting Sunday, Oct. 1. Dud Williamson will conduct the musical quiz. Six studio guests will be asked to try to identify one of a group of three songs sent in by radio...
 (Continued on Page 6)

Godfrey Will Stage N. Y. Blood Donor Drive

An intensive one-man campaign to stimulate interest among blood donors for the American Red Cross will be launched next Monday by Arthur Godfrey when he will make 47 WABC and CBS network programs in five days. The drive will be climaxed by two broadcasts by Godfrey from the Red Cross Manhattan blood bank on...
 (Continued on Page 2)

Directors Vote On Future Of American (FM) Network

Radio Rivalry Intense In Political Campaign

Keen rivalry between the radio departments of the Democratic and Republican national committees has resulted in spokesmen advising the...
 (Continued on Page 4)

WLAW . . . CBS's Voice North of Boston . . . delivers a complete merchandising and promotional follow-through!

Networks Give Thought To Scheduling Of Serious Programs To Mark Capitulation Of Germany

CBC Appoints Frigon As General Manager

Montreal—Dr. Augustin Frigon acting manager of the Canadian Broadcasting Corp. has been appointed general manager to succeed Major Gladstone Murray who retired over a year ago. Donald Manson, secretary of the Board of Governors becomes assistant manager, reports in radio circles state. An official announcement is impending. The board of governors at a meeting...
 (Continued on Page 6)

Named Vice-President Of KOIN, Portland, Ore.

Portland—Harry H. Buckendahl, director of commercial relations for KOIN, Portland, Ore., has been elected vice-president, it was announced by C. W. (Chuck) Myers, (Continued on Page 4)

Coast Program Director Joins Republic Pictures

San Francisco—Ray Buffum has resigned as KPO-NBC program director to join Republic Pictures in Hollywood as a writer, effective October...
 (Continued on Page 2)

Acknowledged to be a much more delicate situation than that of D-Day, networks and clients are considering plans of procedure for special programs on V-Day, when official announcement is made of Germany's unconditional surrender. Networks in particular are desirous of no advance publicity on their proposed plans, some of which are not yet completed. This is on the ground of good-taste and realization that many families have suffered casualties and more...
 (Continued on Page 6)

WAC Radio Campaign Will End This Month

Indications that radio's participation in the WAC spot campaign will be of only four weeks duration, were given yesterday by Carlos Franco, of Young & Rubicam. From all information available at this time there will be no subsequent continuation of this particular campaign. As of last Friday, 791 stations throughout the country had accepted...
 (Continued on Page 7)

CBC Appoints Heads For Shortwave Programs

Montreal—James Crandall and Major Rene Garneau have been appointed by the Canadian Broadcasting Corp. as head of the English and...
 (Continued on Page 2)

Three Star Show

Lieut. General Mark W. Clark, Commander of the 5th Army, will be heard in an overseas interview on Saturday night, at 9:30 EWT, over the Blue Network on "The Victory Parade of Spotlight Bands." His talk will be given on Salerno Day, the 1st Anniversary of the invasion of Italy, as a dedication to the officers and men of the 5th Army.

A signed contract is the beginning . . . of merchandising assistance at the end . . . of merchandising assistance at WLAW!



Vol. 28, No. 48 Fri., Sept. 8, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : : : Business Manager

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Coming and Going

CLETE ROBERTS and ARTHUR FELDMAN, Blue Network war reporters, have arrived at General MacArthur's headquarters in the Southwest Pacific and will resume broadcasting in the near future.

HARRY H. HOESSLY, commercial manager and sales promotion director of WHKC, Columbus, Ohio, is leaving for the home offices after having spent this week in Gotham on station and network business.

DICK COOK, brother of Alton Cook, columnist of the "World-Telegram," is in New York on 10 days leave from the Coast Guard station in New Orleans.

RT. REV. AUSTIN PARDUE, Bishop of Pittsburgh, who as MBS Morale Speaker is heard Mondays at 10:15 p.m., is visiting in New York.

TED HUSING and JIMMY DOLAN, Columbia network sportscasters, go down to Camden, N. J. tomorrow, where they will report the running of the Vineland Handicap from Garden State Park.

KINGSLEY HORTON, assistant manager-director of programs and sales at WEEI, CBS-owned station in Boston, is spending several days in New York.

MAURICE LYNCH, executive secretary of WCFL, Chicago, and HOWARD KEEGAN, program production director of the station, are in New York for conferences with the outlet's national representatives.

MARTIN D. WICKETT, program director of WTOP, CBS-owned outlet in Washington, D. C., is visiting at network headquarters here.

DAVE CROSIER, of the Howard Wilson office, has left for Martha's Vineyard, where he will spend a vacation of two weeks.

JAN GARBER and the members of his band are in Monterey, Calif., for the broadcasting of tonight's "Spotlight Bands" program on the Blue Network from Fort Ord.

CHARLES W. GODWIN, Mutual's assistant director of station relations, is vacationing in New Orleans, where he'll remain until Sept. 25.



TRICK STUFF

That kind of picture stuff is okay in a circus . . . but we don't think tricks have a part in radio time buying.

That's why radio station W-I-T-H sells only on facts. And maybe that's why advertisers get their biggest results per dollar spent when they use W-I-T-H.

If you'll take the big factors most stations use in selling time, you'll come up with *power, popularity, and cost*. Don't take them one at a time. But look at all three. Using a common denominator gives you the answer advertisers look for: the most for their money.

In Baltimore there is only one answer . . . if you want the biggest results per dollar spent . . . you'll buy W-I-T-H, the successful independent station.



W-I-T-H

IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

FINANCIAL

(Thursday, Sept. 7)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163	162 1/2	162 3/4	- 1/4
CBS A	31 3/4	31 1/2	31 1/2	- 3/8
CBS B	31	31	31	-
Crosley Corp.	21	20 5/8	21	+ 1/8
Farnsworth T. & R.	14	13	13 3/4	+ 1/4
Gen. Electric	37 5/8	37 1/4	37 3/8	- 3/8
Philco	33 3/4	32 1/2	33 3/4	+ 1/4
RCA Common	10 3/4	10 1/2	10 1/2	+ 3/8
Stewart-Warner	15 3/4	15 1/2	15 3/4	+ 3/8
Westinghouse	102 1/2	101 5/8	102 1/2	- 3/4
Zenith Radio	41 1/4	40 5/8	40 5/8	- 3/8

NEW YORK CURB EXCHANGE

	High	Low	Close	Net Chg.
Nat. Unon Radio	5 3/8	5 1/4	5 3/8	- 1/8

OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	16	17 5/8
WCAO (Baltimore)	20	20
WR (Detroit)	35 1/2	35 1/2

Coast Program Director Joins Republic Pictures

(Continued from Page 1)
15. His successor will not be announced for several weeks. Buffum joined KPO in 1942.

20 YEARS AGO TODAY

(September 8, 1924)
Station WLS, Chicago, this month will pioneer in radio coverage of State Fairs. The entire staff and station will move to Springfield for the Illinois State Fair. Exact replica of the WLS Sherman Hotel studio is being set up on the second floor of a fair ground building.

Two Networks!
Three City Market!!

CBS • **WENT** • MUTUAL

Gloversville • Johnstown • Amsterdam
• THOMAS OLARK, Nat. Rep. •

CBC Appoints Heads For Shortwave Programs

(Continued from Page 1)
French sections, respectively, for programs to be broadcast over the new corporation shortwave stations at Saskville, New Brunswick. Their headquarters will be in Montreal. Work on the new station is proceeding according to schedule and the station will be on the air, for testing purposes, late in October, with the formal inauguration of the station being set for around Jan. 1 next. Broadcasting to European countries will begin first and later on broadcasting will be undertaken to South American countries in Spanish and Brazilian languages.

Luncheon For Manning

WOR and the Sperry Corp. will dine Paul Manning today in the Yacht Room of the Hotel Astor at 12:30 p.m. Luncheon will be informal and of buffet variety to avoid keeping guests away from their desks too long. Manning has just arrived back from France where he was correspondent for the station. He is the first combat reporter to return since the liberation of Paris, which he witnessed.

Wartime Economy

Auckland, N. Z.—As a wartime economy measure, all New Zealand radio stations are now shut down for a total of one and one half hours during the morning and evening. It is officially stated that 25,000 kilowatts of electric power is being conserved by this step.

CORRESPONDENCE COURSES

In
Television Program writing—Television Production—Scripts and Ideas appraised—by mail only.

THE TELEVISION GUILD
11 West 45th St. New York, N. Y.

Godfrey Will Stage N. Y. Blood Donor Drive

(Continued from Page 1)
Friday morning, Sept. 15, from 6:30 to 7:45 and from 9:30 to 9:45 a.m. During the same day he will visit Red Cross mobile units functioning at Jamaica and Bronxville, N. Y.; Bloomfield and Hillside, N. J. In the evening he will donate a pint of blood before the television cameras of the CBS station WCBW in New York City.

Originating In Chi.

Wounded Navy, Marine and Coast Guard personnel from every theater of conflict will be informally interviewed Mon. Sept. 11th, when Parks Johnson and Warreh Hull take their CBS "Vox Pop" show to visit the Great Lakes Naval Hospital near Chicago.

CKLW

BEST RADIO BUY in the DETROIT AREA

5,000 WATTS DAY and NIGHT 800 Kc.

MUTUAL SYSTEM



Haystack for needles

Yes, NBC looks for needles in haystacks—and, what's more, *finds them*. Not easily, not often—but the search is never ended.

Week after week, NBC audition men, with ears trained to spot the gifted, listen to those who believe they have talents which qualify them for radio.

Thousands are heard yearly . . . bank clerks, charwomen, soldiers, debutantes and professionals . . . "Pop-Singers," baritones and coloraturas. Regardless of who they are or where they come from, NBC gives every applicant a try-out.

And not only does NBC give a hearing to all who apply; its talent scouts go out and deliberately hear many more—in theatres and opera, in cabarets and cathe-

drals . . . and any other place where talent, style and individuality might be discovered. The more promising are sometimes recommended to instructors or coaches, re-checked from time to time for signs of development, and given air-opportunities to display their talent. The result: more than one NBC star has "arrived" in just this way. * * *

Scouting talent and maintaining an open-door policy toward the hopeful are important side lights in the operation of this network . . . demonstrating how NBC does a thorough job in every phase of radio. And it is the grand total of these things which helps NBC maintain its leadership, helps make NBC "*The Network Most People Listen to Most.*"

A Service of Radio
Corporation of America

National Broadcasting Company

America's No. 1 Network



LOS ANGELES

By RALPH WILK

JACK BENNY, who left for overseas tour following completion of his starring role in "The Horn Blows at Midnight," at Warner Bros., will return from his USO trek in time to resume his NBC radio program Sunday, October 1.

NBC's Tom Hargis has come up with the season's hottest scoop. He's penning and will produce a high-budget audience participation show which will emanate from Tommy Dorsey's Casino Gardens Ballroom in Ocean Park (Calif.) Chances are that Ella Mae Morse will be featured songstress.

The Hoffman Transmitter, monthly employee journal of the Hoffman Radio Corp., observed its first anniversary with a 24-page, well illustrated, September number. Dr. Ralph L. Power, radio counselor, edits the magazine.

Clarence B. Goshorn, president of Benton & Bowles, New York, and J. K. Evans, vice-president of General Foods, were in town for the launching of the new Frank Morgan-Maxwell House Coffee Time program.

Swing pianist, Gene Rodgers, was allowed more performing time on a recent Erskine Johnson interview than anyone has received in the history of the KECA show. Gene played for seven of the 15 minutes.

Named Vice-President Of KOIN, Portland, Ore.

(Continued from Page 1)

president of the station. Buckendahl succeeded Simeon R. Winch, who served in this post until The Oregon Journal acquired KALE, while releasing its interest in KOIN. Mr. Winch is business manager of the Journal.

Radio Rivalry Intense In Political Campaign

(Continued from Page 1)

networks not to give out any information on their time commitments. Both parties have intensified their radio exploitation in New York state, Pennsylvania, Ohio and in some of the midwest agricultural states.

AVAILABLE

NEWS EDITOR and NEWSCASTER, currently employed seeks position with radio station in the East. Wide press association experience. Over draft age. Willing, industrious and able to get results. Recommendations. Write or wire Box 893, Radio Daily, 1501 Broadway, New York 18, N. Y.



Radio Vitamins for Friday !!

● ● ● Tonight sees the return to the airwaves of Ed Wynn via the Blue at 7 p.m. EWT. . . . which may seem unusually early for a week-day big-time comedy program. . . . but the sponsor sells milk and other dairy products. . . . so there is an angle well taken. . . . Wynn's only worry appears to be that listeners will expect too much of him, and he figures he is only one man trying to be funny and also that some might he may have a toothache or something, but no one will know about that. . . . they'll just judge him on the merits of his show. . . . and these things, worry him in advance. . . . typical of the old-school trouper, he never figures on sure things but goes on worrying about each program individually and working just as hard on the second show as the first. . . . so Crossley or Hooper ever satisfies these showmen. . . . whatever it might be, they strive to make it higher. . . . you'll never see an Ed Wynn type of guy look at a satisfactory rating and then decide to coast on his laurels. . . . Wynn, incidentally, will have real stage scenery and costumes for audience edification at the studio and to retain the feel and illusion of the theater, for himself.

★ ★ ★ Paul Manning, WOR's foreign correspondent is back from the ETO and may have a luncheon in his honor today. . . . if time isn't too short. . . . Stivers (Dayton, Ohio) High School, lists among its graduates, Dr. James F. Bender, author of the "NBC Handbook of Pronunciations"; Dr. Frank Stanton, CBS vice-president, and Milton Caniff, author of the cartoon and Blue net series, "Terry and the Pirates." ● Columbia Record Corp. is going to re-press hot jazz albums and single disks for hot jazz collectors. . . . Bix Beiderbecke will be well represented also some of the exponents who came into prominence a little later. . . . "Ma Johnson's Family," each program of which is dedicated to some shut-in, young or old, steps into the 5:45-6 p.m. slot Monday through Friday on WBT, Charlotte.

● Lee Parsons, of NBC Radio Recording Division, wants to correct the inference in a recent story to the effect that the organization is primarily engaged in marketing disks to NBC stations only. . . . product is available to every station in the U. S. and any other place that wants the service. . . . Sgt. Alvin M. Josephy, Jr. Marine Corps combat correspondent grabbed himself a box in the official "Marine Corps Battle News". . . . former WOR-MBS staffer wrote about a Jap phonograph on Guam which contained a cracked disk entitled, "Everything Is Hotsy-Totsy Now."

★ ★ ★ Social angles: Jay Jostyn's neighbors at Manhasset, Long Island, threw a party for him the other day to celebrate his program's rise on the Hooper. . . . many of the neighbors are theatrical and radio folk, who watch the figures themselves. . . . Ralph Edwards hosted Herb Moss at his New Canaan establishment to celebrate Moss' marriage to Molla Archer of California and the fact that he is being renewed as director of "Truth or Consequences". . . . which returns for the season tomorrow night. . . . Moss is getting "busy" what with also handling the Hildegard show and the radio version of "You Can't Take It With You." ● The Jackie Gleason-Les Tremaine show switching to situation comedy from straight gags. . . . Mae West being groomed for a possible radio series. . . . Ted Cott, WNEW program chief is beckoning to Burns Mantle for a 15-minute weekly series of theater commentaries. . . . WCKY's plan to aid Pietro Mascagni, composer of the opera "Cavalleria Rusticana," now destitute in Rome, is meeting with wholehearted approval of the station's listeners. . . . They say Beatrice Kay will return to the ether in the near future. . . . her versions of the Gay Ninety tunes were tops. . . . when not over-done.

★ ★ ★ Remember Pearl Harbor

"A radio station, like a newspaper must be a cooperative institution and its value will be established by its success in understanding and meeting the interests and the needs of its constituency."

The above is an excerpt from an announcement by Eugene Meyer, Publisher of the Washington Post, which appeared in the Post upon completion of the transfer which gave the control of this station to the Washington Post.

The Best Test Market at MINIMUM COST



WINX
The Washington Post Station
Washington 1, D. C.

Represented Nationally by
FORJOE & COMPANY

PROMOTION ☆

"The Fourth Chime"

role in obtaining and dis- news reports from world and war theaters as the bulletins passed through news room from 1931 to the of the Normandy coast on 1944, is the theme of "The Chime," a bound volume of published this week in a edition by the NBC promo- department under the supervi- Charles P. Hammond, direc- advertising and promotion. ek takes its title from the al "alert," a fourth note the familiar three-chime NBC which NBC sounds on the mon to their posts all news, and executive personnel for broadcasting news. concludes with deserved each of the NBC news in New York and the two reporters who have been trained and spotted through- hemispheres to observe ents and report them. lecting material for "The Chime," NBC's promotion and the photographic files of and foreign news photo ser- Army, Signal Corps, Navy, representative groups of sev- United Nations. In some NBC found it desirable to

BMI Booklet

In a brochure released yesterday BMI "looks at the record" of the past few years and traces its course from the standpoint of service and cost to the present. Pointing with obvious pride to the steady decrease in operational costs, at the same time they make the assertion that service and value to the industry has been greatly increased.

With more than 600,000 titles listed in their catalog, and with a consistent average of six or seven out of the 25 most popular compositions as listed weekly by the trade papers, they predict even greater ranges for the future.

Omitting Middle Commercials

KMYR, of Denver, Colo., has in- formed its agencies, local accounts and national advertisers in a brochure of its banning the middle commercial from all newscasts, which number 18 daily from 7 a.m. until 12 midnight. The adjustment, arranged August 8, proved acceptable to all the sponsors. The new set-up is working smoothly on a large scale.

cable orders for special scenes unob- tainable in this country. As a con- sequence, readers will find a con- siderable number of illustrations pub- lished here for the first time.

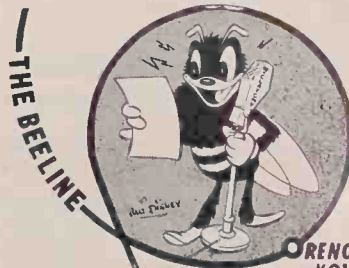
*New Fashion
Trend
for Feminine
Time Buyers*



It's a smart woman who knows her trends . . . and the trend is definitely toward buying the Beeline this fall. This group of long-established stations covers 41 primary counties in southern California and western Nevada —ranking in population with Los Angeles and greatly exceeding San Francisco in retail sales.

Dramatic contrast in a softly fitted jacket dress. The dress in black, the jacket in aqua, shocking or beige wool to match dress trim.

NO. 2 IN A SERIES
OF FASHIONS FOR
FEMININE TIME BUYERS



- RENO - KOH
- SACRAMENTO - KFBK
- STOCKTON - KWG
- FRESNO - KMJ
- BAKERSFIELD - KERN

Beeline's Irish Rose

AMERICA'S WONDER PLAY

THE PLAY THAT . . .

LAUGH-ROCKED BROADWAY AUDIENCES FOR A RECORD 5½ YEARS . . .

SOLD TO THE MOVIES FOR OVER THREE HUNDRED THOUSAND IN THE SILENT DAYS . . .

WAS TRANSLATED INTO EVERY LANGUAGE INCLUDING THE CHINESE . . .

PUT MORE THAN 10 MILLION DOLLARS (AMERICAN) INTO ITS AUTHOR'S PURSE AND . . .

ON THE AIR

MAINTAINED AN AVERAGE OF 14 HOOPER POINTS FOR THREE CONSECUTIVE YEARS . . .

Written and Produced by

ANNE NICHOLS

... AVAILABLE ...

NEW YORK
Irish Rose
50th Street
Radio 5-0637

CHICAGO:
James Parks Company
333 N. Michigan
Central 7980

Robert A. STREET
National Sales Manager

Paul H. RAYMER CO.
National Representative

**McClatchy
Broadcasting
Company**
Sacramento, California

MBS Coast Sustainer Gets Network Sponsor

(Continued from Page 1)

listeners. Cash awards will be made. Agency for the show is Raymond R. Morgan Company of Hollywood. The show will originate from the studios, of KHJ, Hollywood.

Two other Mutual programs have increased the number of stations. Conte Products, through Birmingham, Castleman & Pierce, Inc., have added 11 outlets effective Oct. 5, and the Helbros Watch Company, Inc., sponsors of "Quick as a Flash," will increase its number of outlets on Sept. 10 from 26 to 112. William H. Weintraub Co. is the agency controlling the Helbros account.

Head Of NAM Questioned Anent Political-Newscasts

(Continued from Page 1)

to detail all aspects of NAM collections and expenditures.

He was questioned by Rep. John W. Murphy of Pennsylvania concerning the NAM radio series, which has made available on discs to all stations. This was mentioned as an arm of the NAM's "educational" program—a program which many Congressmen believe to be plainly a political matter.

Murphy asked also about the hiring of radio commentators by manufacturers who are members of the NAB, stating that although ostensibly the time is bought to advertise products, it is actually used for the spreading of political opinion in an effort to influence voters. He told RADIO DAILY later he had in mind Fulton Lewis Jr., and Upton Close, particularly.

Gaylord said he did not approve of this practice, believing that there should be "no subterfuge." He meant, apparently, that such broadcasts should be labelled frankly as for political purpose.

Rep. Clarence Brown of Ohio, a Republican, then referred to Walter Winchell as an example of the same practice, with the emphasis upon the other side of the fence.

Swedish University Cites GE's Consulting Engineer

Schenectady—Dr. Ernst F. W. Alexanderson, consulting engineer and radio expert for General Electric, received a radiogram last week night, advising him that the Royal Technical University at Stockholm had conferred on him the Cedergren gold medal, an award made but once every five years.

Ragnar Woxen in his radiogram to Dr. Alexanderson said he had been selected for this honor in recognition of his prominence as an author in electro technics and that the medal would be delivered to him by the Swedish legation in the United States at a later date.

Webs Plan Serious Programs For Day Germany Capitulates

(Continued from Page 1)

will be faced in the Pacific and on the mainland of Asia.

General trend seems to be away from the celebration type of shows, even though it is pointed out there will be cause for such excitement. Along this line, sponsors with comedy shows are reported as having given the green light for their comings to give the show the works and be as cheerful as possible.

Unofficially, CBS is reported as setting a full-hour program by Norman Corwin, and possibly as much time to a special events roundup by Bill Slocum, Jr. NBC plans are in the making but it is believed to be planned along subdued lines, comparatively speaking, and will make it as dignified as possible. WOR-Mutual is planning some religious angles, plus special events and will wind up with the sober note of a Pacific coverage, to temper the program.

Contrary to the situation prior to D-Day when the European invasion was expected, sales departments of

networks and stations have not been queried by agencies and clients as to how to handle various types of programs. However, numerous independent outlets and their accounts are working out ideas to commemorate the occasion and virtually every outlet which does not take a network program covering the D-Day news will program the station in suitable manner. Some stations are already set to cancel all commercials on D-Day.

The industry is well aware however of certain breaks and ramifications that may entail German capitulation and is seeking to be prepared and avoid undue hysterics and possibly censure later on from various sources.

It is expected that all networks and stations will cut in with special bulletins if the news and developments warrant. NBC will definitely cut in on all programs during and after D-Day if the developments are of transcendent importance.

UAWA Sponsors Ickes In Talk On Blue Net

Harold L. Ickes, Secretary of the Interior, will speak on "The Real Issues of the 1944 Campaign" Tuesday, Sept. 12, in an exclusive broadcast on the Blue Network. The broadcast, from 10 to 10:30 p.m., EWT, on 137 stations, will be sponsored by the United Automobile Workers of America.

Ickes will speak from Convention Hall, Grand Rapids, Mich., where the three-day convention of the UAWA will be in progress.

The Ickes broadcast will cancel "Raymond Gram Swing," who is regularly heard Monday through Thursday from 10 to 10:15 p.m., EWT, under the sponsorship of Socony Vacuum Oil Company, and "George Hicks Reports," a sustaining program.

Furman, Feiner & Co., New York, is the UAWA agency.

Wants Radio Equipment For Canadian Educators

Montreal—At a recent meeting of the Canadian National Federation of Home and School Association, R. S. Lambert, supervisor of educational broadcasts for the CBC urged that radio equipment be released for educational purposes in the schools. He advised the federation to seek priorities on surplus radio equipment for schools at the end of the war. Pointing out that the U. S. had reserved about half of the FM range for educational purposes, and that the Canadian government had taken similar steps, he said that FM stations suitable for school use could be built at a relatively low cost and would have an operational range of from 20 to 50 miles.

CBC Appoints Rowlands As General Mgr

(Continued from Page 1)

ing last week made ready for the appointment which stood to have been confirmed by the Government.

No appointment has yet been made to the full time salaries. Chairman of the CBC board, Dr. Frigon, the new general manager, has been with the corporation since its reorganization. He was a member of the original board, headed by Sir John Air, and reported the broadcasting business based.

Rowlands, NBC Pele Wins Coast Guan

Washington Bureau, RADIO

Washington — Coast radio's Hugh O. Rowlands, son of Mrs. Hugh G. Rowlands, Wisc., and a former radio Chicago, received recent promotion, that of Photographer, first class, aboard a Coast Guard training station in the North Pacific.

Figuring in numerous relations, Rowlands participated in a promotion which warranted a letter of commendation from Vice-Admiral R. Waesche, Coast Guard Commandant. He left radio in 1942 to join the service. Rowlands, a photographer, resided in Chicago where he presented character trays on that city's outdoor

WBBM Skeds Football

In an eleven week series Sept. 23, WBBM will air play accounts of the biggest midball games. Sportscaster Dellington will handle the midball games as well as a 15-minute view before each clash. They are sponsored by Hart, Schaffner & Marx, while the game itself is under the sponsorship of Oil Co.

Will Cover Iowa Football

The kickoff for the 1944 ball season is sked for Saturday, Sept. 16, when Ted Husing and Dolan will give a play-by-play account of the Iowa Pre-Flight vs. Michigan clash. The game will be heard over WABC-CBS at 7 p.m. Other top games will be on succeeding Saturdays, in accordance with the CBS policy of years.

Joan Brooks To "Do" Musical

A bit of double-header game take place Sunday, Sept. 17, when Joan Brooks, CBS thrush will be on both "The Eddie Carr Show" and the "Jack Pepper Show" resumes her five-nights-a-week Monday evening, Sept. 11, being the featured vocalist of the summer on CBS' "Viva America" and "The Eddie Carr Revue."

"Serenade To America" Shortwaved To So. Am.

Nora Stirling's "Serenade To America," broadcast over WEA-F-NBC daily 6:15 to 6:40 p.m., EWT is now being shortwaved with Spanish narration to South America over 10 stations Sundays 10:30-11 p.m., EWT. The stations are: WNBI, WCRC, and WCBN, New York; WRUL, WRUS, WBOS, and WRUW, Boston; WLWO and WLWK, Cincinnati, and WGEO, Schenectady.

Goes To West Coast

Chicago—Leland Gillette, musical director of WJJD for the past year and a half, has left to join the Capital Recording Company in Hollywood. Gillette took over the duties of musical director in October, 1943, replacing Ken Nelson, when the latter joined the armed forces. Nelson since has received a medical discharge, has returned to the station and will again assume duties as musical director.

Three New Shows

Three new daytime Monday through Friday shows have been announced by Mutual. The programs, sked for Sept. 1st, were: "Do You Need Advice?" with Joan Porterfield; "The Voice of Movieland," with Gerry Larson doing the "voicing"; and "The Handyman," played by Jack Creamer.

Return On 15th

Back again with their sophisticated sleuthing as Nick and Nora Charles, Claudia Morgan and David Gothard and their "Adventures of the Thin Man" will take the air via the CBS web Friday, Sept. 15. Their first escapade as they return to the CBS fold is a tricky bit of vocal daubing titled "The Case of the Pesty Painter."

Radio Campaign End This Month

(Continued from Page 1)
...for a four week period
September 4. Of these 712
...sked on a straight
basis, while the remain-
...air them as a public
...to station policies against
...paid government adver-

...calls for five live station
...and five one-minute discs, to
...one of each daily from 6
...Monday through Friday.
...ered it to 866 stations, and
...at negotiations are still on
...of the remaining 75.

Participant Today At Columbia U. Conference

...Bryson, CBS director of
...will participate in today's
...the Conference on Science,
...and Religion being held
...at Columbia's Faculty Club at Colum-
...University. The overall topic of
...conference, which opens today
...through the 11th, is "Unity
...in the Modern World."
...is secretary of the con-
...a participant in the ses-
...problems of Inter-communi-
...among different fields of

Law Of Radio Urged In New Bill

...on Bureau, RADIO DAILY
...tion—Calling for complete
...unhindered world-wide free-
...press and radio, Representa-
...Fulbright, Arkansas fresh-
...to be Senator from that
...yesterday introduced into the
...resolution calling for free-
...government interference
...esmen and the right of all
...to enjoy uniform communi-
...ties.
...tion of free speech and
...is basic to the preserva-
...democratic government, Ful-
...—a requisite to the choos-
...their own form of government
...people. "If truthful news is
...suppressed at the source of
...or distorted in transmission,
...eventually stifle the evils
...duce," said Fulbright.
...and for a resolution in favor
...of the news freedom through-
...world.

Time and Temperature WHOM Station Breaks

...New York, recently ac-
...Gardner Cowles, Jr. has
...as of today public service
...ments which have been used
...time at KOIN, Des Moines
...MAX, Yankton. WHOM will
...the time and temperature
...ation-break. About 65 will
...on the outlet each broad-
...ty.

Horton And Storer Continue Testimony For Lea Committee

(Continued from Page 1)

ier contract for financing of his sta-
tion, under which he had agreed to
surrender policy control to a board of
three men—including himself—even
though he retained actual financial
control of the station.

This contract, drawn up in Decem-
ber of 1942 when Horton needed
money to continue the construction
work attendant upon his construction
permit for a power boost, was held
by his attorney, Andrew Bennett, and
by Storer, to require Commission ap-
proval. Rep. Louis E. Miller and Com-
mittee Counsel John J. Sirica were
determined to prove that Horton had
been frightened into selling his sta-
tion to Storer because he was told
that the Commission would take him
off the air because this contract had
not been filed there and actually
raised a question of transfer of con-
trol.

Denny on Stand

The discussion led at one point to
the calling to the witness seat of FCC
General Counsel Charles R. Denny
for questioning by Miller as to what
constitutes transfer of control. Dur-
ing a session of questioning, during
which both Miller and Denny lost
their tempers largely because of the
complicated nature of the problem
and Denny's difficulty in giving flat
replies to Miller's hypothetical but
inconclusive questions, Rep. Warren
Magnuson was finally moved to open
the whole question of Commission
authority to pass on stock transfers.
Denny urged that the law be amended
to permit the FCC the right to ap-
prove transfer of less than majority
stock blocs.

Yesterday's was the 90th public ses-
sion of the committee—and the first
in which there has been any ap-
proach to constructive discussion of
the Commission's legislative prob-
lems. Denny offered to file with the
committee, after Magnuson had raised
the point, a Commission recommenda-
tion for revision of Section 310B of
the Communications Act, but Miller
immediately attempted to lead away
from the subject and objected to
Denny's offer. Finally Miller told
Denny to give his statement to the
committee staff and let them decide
whether to put it in the record,
whereupon Magnuson offered to in-
sert the matter himself.

Questioned by Magnuson

Miller did lead Horton into a tell-
ing admission, however, when he
asked Horton if it were not true that
he would not have sold the station
unless he had been convinced by
Bennett, Storer and FCC Chairman
Fly that his earlier contract with the
Miami lawyer, Carl Hoffman, and
Stephen A. Vetter had been invalid.
Horton agreed to Miller's phrasing of
the question, although he had earlier
denied that Fly had influenced him
toward the sale. He later admitted
that he had agreed verbally to the
sale before talking to Fly.

Magnuson asked here if Horton was

in any way obligated to sell to Storer
alone—if he would not have felt free
to sell to any one else who might
have offered more money. Horton said
this was the case. (Miller has been
trying to prove that Fly pressured
Horton to sell to Storer, who is a
close friend of the FCC chairman).

It was noticeable throughout Hort-
on's testimony that although he ap-
pears unfriendly toward Vetter and
Storer, he has given no indication of
feeling resentment toward Fly.

There was some discussion of the
price paid for the station, too, with
Horton stating that his investment
had reached about \$175,000 when he
sold, without considering the obliga-
tions upon him from the contract
with Vetter and Hoffman. Magnuson
then pointed out that simply by clos-
ing the station upon completion and
letting it stand, he could have made
a profit of \$100,000. Miller promised a
full session on the matter of station
prices soon.

Storer later said that when he
learned of the obligations contracted
by Horton and the unpaid debts of
the station, he "got cold feet" on buy-
ing the station. He denied pressuring
Horton in any way. At one point he
said that Fly had questioned him as
to whether he should go into the

Amer. Web's Future Mulled By Officers

(Continued from Page 1)

have been asked to vote on whether
to disband the network entirely or
assume a status quo operation until
production of FM sets and station
equipment gets in full post-war
stride.

John Shepard, 3rd of Boston is
president of the American network.
Other officers are William B. Lewis,
executive vice-president, Walter J.
Damm of WTMJ, Milwaukee, treas-
urer and Robert Ide, secretary.

Becomes U. S. Citizen

Lisa Sergio, formerly on the broad-
casting staff of the Italian Ministry
of Propaganda, until her arrival in the
U. S. in 1937 and more lately WQXR
commentator and severe critic of
fascism, became a citizen Tuesday.

deal, Storer finally declaring that a
major consideration was that "I have
a home in Florida and wanted an ex-
cuse to go down there in the winter."

As for the activities of Attorney
Andrew Bennett, who originally
represented Horton but eventually
represented both Horton and Storer
in this deal, Storer said Bennett was
careful to remain completely out of
the picture in any discussion of price
for the station.

The session will be resumed today.

K T B S

SHREVEPORT LOUISIANA

NBC AFFILIATE

ANNOUNCES

The appointment of

EDWARD PETRY AND COMPANY, INCORPORATED

AS EXCLUSIVE

NATIONAL REPRESENTATIVES

K T B S

★ ★ ★ COAST-TO-COAST ★ ★

— NEW JERSEY —

NEWARK—George W. Yemm, safety director for local Clark Thread Co., was guest speaker over WAAT on initial broadcast of "Listen and Live," a series of six transcribed musical dramatizations sponsored by the U. S. Department of Labor in co-operation with the War Activities Division of WAAT.

PATERSON—Betty Cornell, 17-year-old Conover model and cover-girl of the current issue of "Look" magazine, was a guest recently on WPAT's feature feminine program called "Luncheon with Helen," on which she was interviewed by Helen Taylor, WPAT's director of women's activities and conductress of the show.

— NEW YORK —

SYRACUSE—Three former WFBL'ers help the CBS "Lucky Strike" show click each Saturday night. They are Betty Mulliner, Tom Hicks, and George Perkins . . . Newest addition to WSYR announcing staff is Al Larr, formerly with local station and WISH, of Indianapolis.

GLOVERSVILLE—Changes in personnel at WENT were: George Bissell, president of the Sacandaga Broadcasting Corp., owner of WENT, has assumed post of general manager; Art McCracken, sales manager, appointed assistant manager; Bill Carpenter has joined as program director; Bob Mooney is announcer and production supervisor; and Bob Robinson enters radio as assistant in engineering staff.

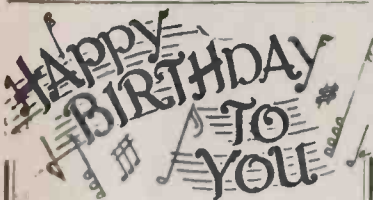
— OHIO —

CINCINNATI—Miss Carrol McConaha, of the WLW farm department, was invited by Mert Emmert, WEA program director, to be his guest on the "Modern Farmer" broadcast last night, while she is in town for short visit . . . "GI Breakfast," WKRC's warm reception in the Hotel Alms, had its premiere broadcast last Tuesday morning at 11:30 when 55 newly recruited WACs from here

PICTURE OF THE WEEK



Tom Slater, director of special features and sports for Mutual Broadcasting System, was spending a vacation recently at Spray Beach and had his Radio Daily issues forwarded to him. Coming out of the Atlantic from a morning dip, Tom found that his year old son Stephen had grabbed the mail and the better half forthwith grabbed the camera. P. S. Looks like Steve is reading his favorite—Coast-to-Coast page.



September 8

Joe Bolton Ben Kaufman
Al Hoffman George Mannina
A. Bernard Clapper Nora Sidney
John Harold Ryan Jack R. Overall

September 9

S. James Andrews Ed Prentiss
J. F. Burke Arthur Henley
Betty Howard Henry Sholly

September 10

Ira Herbert Jess Pugh
Emery Deutsch Lyle Van
Dorothy Lowell Charles Mann
J. D. Van Amburgh Emily Vass
Samuel Woodworth

were entertained and interviewed by emcee Paul Hodges of WKRC's staff, at a going-away breakfast . . . **TOLEDO**—Johnny Lynn, formerly of Cleveland, has joined WSPD as announcer . . . **DAYTON**—Program coverage of county fairs in Ohio over WHIO was started Aug. 10th and will continue until Sept. 22.

— IDAHO —

BOISE—The liberation of Paris was the cause of many special programs, but one of the most unusual was the celebration of "Paris Day" by KIDO. Ralph Herbert of that station utilized every minute of air time that was available to promote the sale of special "Paris Day" war bonds. The Boise Minute Maids were on

the spot, and as the telephone in they were taken to the hospital by the police department was made the sale. From 7:00 a.m. until midnight the station sold more than \$100,000 worth of war bonds, each bearing Paris Day insignia.

— FLORIDA —

JACKSONVILLE—When prisoners disarmed their jailers over the Duval County Jail, the special events staff provided adequate to the situation. Tall mobile equipment, including a steno-typic wire recorder they rushed to jail, where the prisoners were held. For four hours the siege. For four hours the held the minions of law at bay during which time Ed Thorpe made three 15-minute broadcasts as well as recorded the battle in fury.

— CONNECTICUT —

HARTFORD—Latest addition to announcing staff is Laverne Lewis, of Lewiston, Me.

— NORTH CAROLINA —

CHARLOTTE—When doctors at the Emergency Polio Hospital in Charlotte discovered that playing had exercised the throat muscles as speech did, they made an appeal to WBT for as many instruments as possible, to aid in their fight against the disease. Several special programs were made that day, and long before the day had ended they began to receive calls from all over North and South Carolina. Of all shapes, sizes and conditions, they were a mute testimony to the power of radio as a means of enlisting public co-operation in a worthy cause.

— VIRGINIA —

RICHMOND—The armless war hero, hill-billy band guitarist publicized by the news, has joined WRVA's "Happy Cowboy" group. Myers drove his car down from Pennsylvania, using his toes, which caused quite a stir in this city.

"T. Or C." Hires Steamer For Honeymoon Of Groomsman

The latest of Ralph Edwards' programs heard Saturdays on NBC is certainly one of the most unusual shows' entire audience on Saturday will be made up either of new or those planning to be married. The studio immediately followed broadcast.

With the necessary nuptials completed, the entire entourage of newly marrieds then will repair to a steamer dock, there to embark on the old Hudson River night chartered for the occasion by the bridegroom. Wedding dinners will be served and music furnished.

Edwards has been advertising for newlywed participants. A guest list is said to be overflowing.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

28, NO. 49

NEW YORK, N. Y., MONDAY, SEPTEMBER 11, 1944

TEN CENTS

Reinstate Copy Of WAC

'Impeachment' Of Fly Hinted At By Miller

Washington Bureau, *RADIO DAILY*—Rep. Louis E. Miller, Democrat, and a member of the House of Representatives, Friday hinted at impeachment proceedings against Lawrence Fly, FCC chairman, because of the fact that there is general opinion here that the case of controversy Miller is trying to pin on Fly has not been established after eight committee sessions on the matter. Questioning Attorney James Dixon of Miami, who represented Fort Int'l in its purchase of WFTL, (Continued on Page 6)

Televise Fall Fashions On WABD Commercial

The first televised preview of this year's Fall and Winter fashions will be presented over WABD, New York, tomorrow at 8 p.m., by Fashion Shows, Inc. of Cincinnati. This type of program is a "natural" for after-schools once tele-broadcasting operations are rounded out beyond present assignments to attract the eyes and (Continued on Page 2)

Top Named Radio Head Of Sherman & Marquette

Walter Alston, former producer of the "Irish Rose" and last season's director of the "Judy Canova Show," has been named radio director of Sherman & Marquette, Inc., effective immediately. Morgan Ryan, formerly director of the agency, becomes account executive with offices in New York.

Out Of A Hat

Donald Buka, of "The Right To Happiness," heard on NBC got his act with the Lunts. Deciding that Buka should have a more pronounceable stage name, Lynn Fontanne listed several names, including Buka's and threw them into a hat. Then she drew the winner . . . Donald Buka, of the twenty-seven names that were in the hat. Buka decided the monicker is lucky.

Newcomer

Philadelphia—John Ballantyne, president of Philco who has been manufacturing radio receivers and buying air time these many years, made his air debut over WIP the other night. Benedict Gimbel, Jr., president of WIP, disclosed last week. Ballantyne's one-minute air speech was a part of the Gimbel Victory caravan's salute to Philco as a wartime industry.

Correspondent Tells Moving Story Of Paris

Story of the Allied fighting in France and the liberation of Paris, proved to be one of the most frank and forthright reports ever brought back by a returned radio correspondent when Paul Manning spoke at a luncheon in his honor at the Hotel Astor Friday, tendered him by WOR and the Sperry Corp.

Manning who was one of several correspondents temporarily suspended by the Allied Command, is the first (Continued on Page 6)

Healy Leaves OWI Staff; Dalton Named Successor

Washington Bureau, *RADIO DAILY*—Washington—Departure of George W. Healy, Jr., as director of the OWI Domestic Branch was announced last week by Elmer Davis. Healy will return to the New Orleans Times Picayune, after coming here nearly (Continued on Page 5)

OWI Action Receives Industry Approval As Battle Over Budget Terminates; Radio Men Laud Hymes Stand

Heavy Program Sales Reported In Chicago

Chicago—Two early morning NBC programs—"Reveille Roundup" and Alex Dreier's Skelly News commentary have been renewed for 52 weeks, it was announced by Paul McCluer, sales manager for the NBC central division. Reveille Roundup, featuring baritone Curt Massey and the Westerners, vocal instrumental group, is heard Mondays, Wednesdays (Continued on Page 3)

Special Tele Movies Ready For Showing

The completion of 20 shorts, of three minutes in length, for television was announced last Friday, by the Television Motion Pictures Co., an affiliate of Hollywood Pictures Corp.; (Continued on Page 2)

Ryan Back In Capital. Pleased With NAB Meet

Washington Bureau, *RADIO DAILY*—Washington—Complete satisfaction with the NAB Executives War Conference, despite the widespread feeling among radio executives—including (Continued on Page 5)

Washington Bureau, *RADIO DAILY*—Washington—Discontinuing its frown on WAC recruitment advertising, the OWI Radio Bureau last week notified all stations WAC spots will hereafter be cleared for time and content, and may be included in OWI allocation sheets hereafter. The bureau had decided in June to leave recruitment copy out because of the discrimination against radio by the War Department in its plans for the \$5,000,000 recruitment campaign.

OWI's action touched off the battle (Continued on Page 5)

FM Station For FCC Close To Completion

Washington Bureau, *RADIO DAILY*—Washington—The FCC announced Friday that it is preparing its own FM station—a portable affair with a 50-watt output to operate in and around Washington from a laboratory trailer. It will be completed late next week, it is hoped, and will be used to gather information for use in the (Continued on Page 5)

Conrad Given New Post In Blue Western Division

Francis "Frank" Conrad who since April of this year has been station contact representative for the Blue Network, has been appointed to the (Continued on Page 2)

★ THE WEEK IN RADIO ★

Lea Committee Resumes

By CHARLES MANN

INVESTIGATION of the FCC by the Special House Committee of which Rep. Clarence F. Lea is chairman, suddenly came to life again on Tuesday seeking to bring out alleged abuse of the Commission's licensing power. Comdr. George B. Storer of the Fort Industries chain of stations came in for mention also some of stations purchased by his interests, with WFTL coming in for particular ques-

tioning . . . The Committee probing the FCC passed its 90th public session on Thursday.

Coincidental with the station figures given out by Young & Rubicam on the WAC advertising acceptances on a paid basis, it appeared likely that the agency and War Department were not contemplating extending the radio WAC budget beyond the (Continued on Page 3)

Included in WIAW's promotional activities are personal calls on dealers and distributors. Advt.

Direct mail contacts with wholesalers stimulate sales of products advertised over WIAW. Advt.

Hizzoner-able Debut

Now that Mayor LaGuardia is wholeheartedly in favor of the waste paper collections, he has decided that the recording of the official waste paper drive march, "Paper Troopers," composed by Mutual network conductor Henry Sylvern and Sunny Skylar, will be given its world-premiere airing on the Mayor's broadcast over WNYC on Sunday, Sept. 17.



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

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FINANCIAL (September 8)

Table with columns: High, Low, Close, Net Chg. Includes sections for NEW YORK STOCK EXCHANGE and NEW YORK CURB EXCHANGE.

Stork News

Bob O'Hara, staff pianist of WFBL, Syracuse, is the father of a boy, Robert Burton.

20 YEARS AGO TODAY

(September 11, 1924)

Quoted from N. Y. paper... "WJZ has time to insert its call letters between numbers by the piano soloist of the New York University Summer School concerts. This would be a consideration to those who tune in late to enable them to hear the name of the artist and the station call letters."

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED! Blues KINGO is THE Bay Area Buy!

Coming and Going

J. L. VAN VOLKENBURG, assistant general manager of WBBM, CBS-owned station in Chicago, arrived in New York late last week for conferences at the headquarters of the network.

JACK KELLY, manager of WCOL, Blue Network affiliate in Columbus, has arrived from Ohio on station and network business. He plans to remain most of this week.

MARTIN WICKETT, program director at WTOP, CBS-owned station in Washington, D. C., is back at the Nation's Capital after having visited briefly in New York.

DOLPHE MARTIN, director of "Youth on Parade," feature CBS program originating at WEEI, network-owned station in Boston, is back at the home offices following a short trip to New York.

CHARLES J. TRUITT, general manager of WBOC, Salisbury outlet of the Mutual network, up from Maryland for confabs at the offices of the web.

LILLIAN KIRK, publicity director of WGR, Buffalo, is in Gotham, on a combined business-and-pleasure trip. She plans to meet her son, who is a member of the armed forces.

BEN GRAUER has returned from a session spent in the hospital. He took over his announcing chores on yesterday's stanza of the NBC Symphony program.

CHARLES ZURHORST, publicity director of WOL, Washington, D. C., visited Friday at the home offices of the Mutual network. He was en route to Schenectady, where he will observe the television processes and activities at the G. E. plant.

SAMUEL CHOTZINOFF, manager of NBC's music division, is back at his Rockefeller Center offices following several weeks in Hollywood and San Francisco.

JACK ROURKE, producer of "Heidt Time for Hires," is in Rochester for the broadcasting of tonight's program over the Blue Network.

HILDEGARDE and ANNA SOSENKO, her manager, are expected in town today.

TOM BENNETT, assistant production manager in the production department of NBC, and PAUL MARTIN, a member of the production staff, have returned from their vacations.

GEORGE ENSINGER, vice-president of Buchanan & Co., in charge of the agency's Chicago office, is back in the Windy City following a short trip to New York.

G. PEARSON WARD, station manager of KTTS, CBS affiliate in Springfield, Mo., a visitor late last week at the offices of the network.

HARRY CONOVER is expected back today from Atlantic City.

Special Tele Movies Ready For Showing

(Continued from Page 1)

Jack Goldberg, president of the Hollywood Pictures Corp., stated that the reels, featuring film stars and musical entertainers, will be for general tele release, and on a straight rental basis. Also, the executive announced the appointment of Ed Hurley as ad and publicity representative of Hollywood Pictures Corp., Trans Canada Pictures, Ltd., and Television Motion Pictures Co.

Conrad Given New Post In Blue Western Division

(Continued from Page 1)

newly-created post of station relations manager of the network's western division, it was announced yesterday by John H. Norton, Jr., station relations manager of the Blue. Conrad will make his headquarters in Hollywood. He will leave for the West Coast shortly and will assume his new duties Oct. 1.

WABC Promotes Walker

William Walker has been named sales service manager of WABC, New York, succeeding William James Brown who has resigned to become director of the "Missus Goes A-Shopping" program. Walker has been assistant to the supervisor of CBS network operations. His post is being filled by Homer Lane who recently received an honorable discharge from the Army.

Will Teleise Fall Fashions On WABD Commercial

(Continued from Page 1)

ears of the feminine audience, 15 of Fashion Frocks latest creations will be displayed by a bevy of Powers models. Helen Lewis will do the commentary, while Alice Reinheart plays the part of the company rep to Peggy Conway as the average American housewife. A special musical background has been arranged by Richard Leibert.

"NEWS ON THE HOUR EVERY HOUR" logo with a clock face.

That's why... ALL PHILADELPHIA has formed the habit of dialing 1400 regularly. THAT'S WHY SPONSORS BUY TIME ON WDAS



The work boat

The harbor tug is a tiny ves. But what she lacks in glamour a size, she makes up with her power hard-working, slugging power.

Some radio stations are like the tug. You take W-I-T-H in Baltimore. W-I-T-H is the successful independent station. It has no glamour call letters. No network affiliation.

Yet when advertisers want the job done in Baltimore, the shrewd time buyer buys the W-I-T-H audience. Because W-I-T-H produces more sales results per dollar spent than any other station in town.

There are a lot of facts about the station for you to see. Clean, cold facts. Glad to show them to you any time.

W-I-T-H IN BALTIMORE TOM TINSLEY, President REPRESENTED BY HEADLEY-REED logo with a stylized face.

Every Program Sales Reported In Chicago

(Continued from Page 1)

... days, 6:45 to 7 a.m., CWT. ... broadcasts at 7:45 and ... for the Midwest and Pacific ... The contract for 86 stations, ... through Russel M. Seeds Com- ... Inc., for Grove Laboratories, ... effective Oct. 2. Products ad- ... are Grove's cold tablets and ... The Skelly renewal, placed ... Oil Company through ... Harst & McDonald, Inc., is ... Sept. 11 on 24 NBC midwest ... The program is heard Mon- ... through Saturdays, 7:00 to 7:15 ... WT.

"Sunrise Salute" Bought ... new contracts and one re- ... for participating sponsorship ... BM's "Sunrise Salute" (Mon- ... through Saturdays, 6:00 to 6:55 ... WT) and "Housewives Protec- ... tive League" (Mondays through Fri- ... 6:00 to 4:30 p.m., CWT) have ... announced by the WBBM sales ... ment. Celanese Corporation of ... has signed a 16-week con- ... participation in the full ... of both programs, effective ... 1, through Young & Rubicam, ... New York. Bernard Ulmann Co., ... Silla Yarns, is participating in ... schedule for 13 weeks, effec- ... 28, through Grey Adver- ... Agency, New York. Beatrice ... ery Co., Chicago, in addition ... current contracts, is partici- ... "Sunrise Salute" for 52 weeks, ... Sept. 4, through Foote, Cone ... ding, Chicago. The Chicago ... Club has signed a 52-week con- ... participation in "Sunrise ... six days weekly and "House- ... Protective League" thrice ... Effective Sept. 11, through ... Service Corporation. Both ... programs are conducted by ... lison. It was also announced ... wel Tea Company, Barrington, ... is renewed its sponsorship of ... Gibson (WBBM, 8:30 to 8:45 ... WT) Monday, Wednesday and ... through Goodkind, Joice & ... n, Chicago.

... for two new 15-minute pro- ... and renewal of another headed ... nness week at station WMAQ.



... been listening to rationing news ... FDF, Flint, and he goes home on ... ough tomorrow."

THE WEEK IN RADIO

Lea Committee Resumes

(Continued from Page 1)

current four-week series of spots ... according to Y & R statistics, 712 ... stations have already taken the ads ... on a paid basis with 79 taking the ... ads as a public service ... other sta- ... tions were still clearing time, or ... unable to make up their minds.

Tele on the high frequency band ... is still the thought of CBS and toward ... this the network filed application ... with the FCC for video outlets in ... Boston, Chicago, St. Louis and Los ... Angeles ... CP for New York was ... filed last June ... and makes the ... five tele licenses permitted as the ... maximum to any one broadcaster ... General Electric was authority for ... the statement that department stores ... throughout the country were very ... much interested in television as an ... advertising medium ... as indicated ... by the response to its invitation to ... witness special programs designed ... for this type advertising.

NAB board meeting set several ... committees including the most im- ... portant one on tap, that of adminis- ... tering the newly adopted plan of ... measurement of station coverage, ... which will cost the broadcasters ap- ... proximately \$1,000,000 ... the trade ... association board also took measures ... to be represented at the forthcoming ... FCC allocation hearings to be held ... in Washington later this month.

Spot business was holding its own

Chicago, last week, according to Oliver ... Morton, local and spot sales man- ... ager for the NBC central division. The ... Little Crow Milling Company. (Coco- ... Wheats) starts melody time, a 15- ... minute weekly program starring bar- ... itone Skip Sarrell, Sunday, Sept. 10, ... 10:15 p.m., CWT. Contract, for 29 ... weeks, was placed through Rogers & ... Smith. The other new order was ... placed by Peter Fox Brewing Com- ... pany (Fox De Luxe Beer) through ... Schwimmer & Scott, for a 15-minute ... program of transcribed music to be ... heard Mondays through Fridays at ... 12:15 p.m., CWT, effective Sept. 11. ... Contract is for four weeks. The re- ... newal was placed by Richman Broth- ... ers (Clothing) through McCann- ... Erickson, Inc., for the Monday-Wed- ... nesday-Friday newscast by Klevé ... Kirby from 10:15 to 10:30 p.m., CWT. ... The new contract, effective Sept. 11, ... is for 52 weeks.

"Beulah" Winner Named

Pralrie Farmer—WLS—has selected ... Robert Lindquest, Superior 4-H Club ... member of Lynn Center, Henry Coun- ... ty, Illinois, as the winner of "Beulah," ... the "Million Dollars" Borden Com- ... pany calf, daughter of the famous ... "Elsie." The presentation is sched- ... uled for Sept. 14, which has been des- ... ignated as "Beulah Day" by the Cham- ... ber of Commerce and Farm Advisor's ... Office of Kewanee, Ill. The award ... will be made on the WLS "Dinner- ... bell Time" program following a pa- ... rade through the business district ... of Kewanee. WLS National Barn Dance ... stars will stage a special performance ... after the broadcast.

and then some as Celanese Corp. ... bought time on 33 outlets in 30 ... large cities, all of the time bought ... being on participating programs ... "Cowtown U. S. A." transcriptions ... were going to 180 stations, the comedy ... being released through WBS ... Blue ... network revealed that spot business ... sold over its O & O outlets was par- ... ticularly solid in the past few weeks.

Newspapers which had cut down or ... entirely eliminated their radio col- ... umns, were planning to put them ... back as soon as the shortage in news- ... print paper eased up ... another ... angle was the potential advertising ... being readied now by the manufac- ... turers of AM, FM and television re- ... ceivers as well as the phonograph ... combinations ... KXEL moved an ... entire staff to cover the Iowa cattle ... confab ... Both GOP and Demo- ... cratic network skeds showed exten- ... sive coast-to-coast hookups to be ... used, but at the same time, many ... commercials would be cancelled as a ... result.

V-Day preparations are being con- ... sidered by networks and stations, ... with the celebration angle somewhat ... in the background compared to the ... special events, special religious and ... other programs being readied ... "Hay" McClinton, vice-president in ... charge of radio for N. W. Ayer & ... Son, was elected to the board of ... directors and Stanley Joseloff, was ... appointed head of the radio talent ... department of Young & Rubicam ... WOR revised its afternoon sked ... WOV went in for light music for the ... evening and WHOM followed the ... example of other Cowles stations by ... inaugurating time signals and the ... weather temperature on all station ... breaks.

Suggestion: This weekly news ... digest may interest someone ... from radio now in the armed ... forces. Clip and mail it along.

WDRC

HARTFORD 4 CONNECTICUT
WDRC - FM

A Million For Your Spots

WDRC gives your advertising ... message wings—to reach a ... million people in the sta- ... tion's Primary Listening Area. ... WDRC, Hartford, is the Basic ... Columbia Station for Con- ... necticut.



USE WDRC TO ... CONNECT IN CONNECTICUT

WJZ, Skouras Join In Waste Paper Drive

Mobilizing hundreds of thousands ... of school children living in the Metro- ... politan New York area, the Skouras ... Theaters War Effort Department with ... the joint sponsorship of WJZ, the ... New York Journal American, and the ... AWVS, is launching a Record Waste ... Paper Salvage Drive for the dura- ... tion of two weeks, starting today. In ... recognition of the youngster's efforts ... in the collection of waste paper, the ... Skouras Theaters will give free a ... ticket to every youngster who brings ... in 50 pounds of waste paper and ... deposits it at the local neighborhood ... AWVS Salvage Waste Paper Depot.

As an added incentive, in the form ... of a bonus, the Skouras Theaters will ... award to the school children collect- ... ing 100 pounds of waste paper, an ... additional free ticket to a gigantic ... stage, screen, and radio star show to ... be staged at the Skouras Academy of ... Music, 126 East 14th St., on Satur- ... day morning, Sept. 23rd at 10 a.m. At ... this special children's show will be ... shown two features consisting of ... 20th Century-Fox's Technicolor Pro- ... duction of "Home in Indiana," and ... the film "The Invisible Man's Ren- ... venge." From the radio world, the ... "WJZ Victory Troupe," managed and ... Promotion Manager of WJZ, will ... emceed by Joe Seifferth, Audience ... headline the stage show which will ... include stars of radio, stage and ... screen. Public officials interested in ... the paper salvage campaign will at- ... tend and speak.

Cornell Wilde To Guest

Cornell Wilde, Columbia Pictures ... star, will be guest today on the "Fun ... with Dunn" program over WABC- ... CBS at 5-5:30 p.m., EWT.



For Availability:
WILLIAM NORINS, Gen. Mgr.
Station WBYN, Brooklyn, N. Y.

LOS ANGELES

By RALPH WILK

A RECORD for mail response was made locally by KFWB when Bill Pennell, writer, producer and announcer on the "Dispatch From Reuters" program, made one 50-word announcement that a booklet would be sent to any listener requesting it. The sponsor, the station and Pennell were swamped with more than a thousand letters from listeners.

Louise Boose, formerly associated with Mutual-Don Lee station WHJ of Cleveland, Ohio, has joined the publicity department of the Don Lee Broadcasting System. Miss Boose replaces Helene Himburg, who left the department Sept. 1st.

Frank Bull, ace sports commentator, received word this week that he has been selected for the Harvard University English Department's award for promotion of better speech. Award was made because of Bull's "distinct enunciation and ready choice of words."

Jeannette MacDonald, who appeared on the Lux broadcast Sept. 4th, and who is scheduled as guest of the Pabst Blue Ribbon Show, Sept. 9th, has been signed by Mike Todd to star in an unpublished Victor Herbert operetta, scheduled to go into rehearsal in January.

Lois Austin, radio actress, has been signed to play the role of a young mother in the RKO picture, "Mom and Dad," which will be produced by Barney Sarecky who discovered Miss Austin while she was playing the lead in "The Silver Cord" at the Pasadena Playhouse. She will, of course, continue with her radio work.

Dialers will find a new format on the Bob Burns program when it resumes the air in October via NBC. Plans are being worked out, but Bob will be in there with his Arkansas yarns as usual.

Jo Stafford, vocalist on the Johnny Mercer-Chesterfield program, is doing another series of Personal Albums for release to the armed forces overseas.

Ralph S. Peer is completing arrangements to re-open the branch of the Southern Music Company in Paris within the next 30 days. Peer has been advised that the music building remains intact.

The Merry Macs and Harry Norwood left Sept. 5th for the East. The Macs are heading for Louisville, Ky., where they will launch a p.a. tour on Sept. 15. Norwood goes on to New York. Mac's tour will take in Chicago, week of Sept. 22; Milwaukee, Sept. 29; Norfolk, Va., Oct. 12; Washington, D. C., Oct. 19 and New York City, Oct. 25.



Memos of an Innocent Bystander..!

● ● ● Harry Savoy has been re-signed for another 13 weeks on the Kate CBSmith program when it returns to the airwaves Sunday Sept. 17. . . ● The Land Trio's "Singalong" program will replace "Fun With Dunn" on CBS starting sometime in October. . . ● The newly-formed Murray-Alexander Associates, (Lynn Murray and Jeff Alexander) will build packages for sponsors. . . ● That extra sparkle in the tones of Soprano Dorothy Kirsten, last night on the "Keepsakes" program via the Blue Network, was the reflection of her feelings on entering her second year on this show. . . ● Enoch Light and his Orchestra, who have been on the road and therefore off the airwaves for much too long, will open at the Biltmore Hotel in Gotham, September 20 with plenty of NBC time. . . ● Al Borde, co-producer of the smash Broadway Musical, "Something for the Girls" and the forthcoming "Holiday for Girls," has given an option on his half-hour radio program, "Junior Geniuses," to Young & Rubicam. . . the talented kids are three boys and a girl, each 13 years of age. . . Maurice Clifford is the program's emcee. . . ● Samuel Chotzinoff, manager of the NBC music division, is en route to Gotham, via San Francisco, Denver and Chicago.



● ● ● Ever since he first introduced Edgar Bergen to radio listeners via his program, Rudy Vallee has been interested in the art of ventriloquism. . . the "vagabond lover" is now almost as good as "Charlie McCarthy's stooge" Bergen and has surrounded himself with a "family" including Sally Ann, Linoleum and Ezra Snerd (Mortimer's brother). . . ● Did you know that Bruce Foote, NBCarnation Contented baritone once worked with another lad named Hand? . . . yep, the act was called Hand & Foote. . .

● Charlie Barnett, currently leading his band at the Gotham Strand Theater, celebrates his first decade as a maestro, Oct. 5. . . ● Radio-lites will be glad to learn that Sgt. Billy Walters, whose plane was shot down last March 26 over India, is currently recuperating at the Gardiner Hospital in Chicago. . . drop him a note. . .

● (Hill-Billy) Bob Miller has formed a new recording company, "Main Street Records". . . Bob got his platter experience back in the late twenties when he was recording manager for Columbia Discs. . .

● This item, sent in by our Hollywood correspondent, Ralph Wilk is too good to be left in the "over-matter". . . so we'll use it. . . Lee Shippey, Los Angeles Times columnist extended the following bit of praise to one of Radio Row's most popular emcees and commentators. . . quote:—I wish we all had the slant Art Baker has. Baker seems to approach everything and everybody with kindly generosity and broad-minded tolerance and his sympathy for persons handicapped but who heroically "make the best of it," expresses itself in a restrained and native eloquence which seems to spring directly from the heart. . . unquote.



● ● ● We don't know if Ted Collins thought of it when he selected the colors Green and Gold for the uniforms of his Boston Yanks Gridiron team. . . but to us these colors can very well represent the "green" that La Smith's voice of "Gold" has earned. . . ● Baritone Earl Wrightson, protege of Robert Weede, will sing "Someday When Shadows Fall," when he guetrills tonight on the CBSquibb program. . . the classic composition is from the pen of Pvt. Vance Campbell, currently stationed at Camp Lee, Va., who himself is a protege of Weede. . .

● Central Booking Offices has signed the Bascomb Brothers to an exclusive contract. . . formerly with Erskine Hawkins' band, the two boys will lead their own swing combination.



Remember Pearl Harbor

PROMOTION

Ed Murrow From London

In the article titled "This Is London" . . . Ed Murrow Ready" written by Lee Miller for the August 1st issue of the "Vogue" magazine, the background of Ed Murrow is given that accounts for his being one of the hardest working correspondents in London and thus one of the most respected newscasters on the air among the listeners both overseas and at home. Born on a North Carolina farm and educated through his own finances at Washington College and University of California, Murrow was sent by CBS during '30s to Europe in order to organize a bureau for better news coverage of the events that were destined to shock the world.

While in Vienna to arrange airing of these news happenings caused by Adolf Hitler, Murrow found himself without any announcement against CBS' rule of a boss broadcasting himself, he took to the lanes, and has been talking ever since—conducting his news program. In these broadcasts, CBS' European chief aims to state the facts without creating any confusion through dramatization or other methods, and he quotes those parts of speeches to reveal background material.

WPAT's Bakers

Thirty-five hundred bakers throughout the New England states, New York, New Jersey and Delaware, were customers of the New Jersey Flour Mills Company of Clifton, New Jersey, were mailed compact six-page folders announcing the company's sponsorship of the popular WPAT full-hour musical program called "Music A La Mood," on Sundays. The sponsor is preparing to mail 10,000 more of these same folders to bakery trade associations in this area.

Newscasts

It seems to be spreading like wildfire. The most recent station to echo the fact that it has uninterrupted newscasts is KMYR, Denver, in two-page brochure of black and white. "On the Hour—Every Hour" is the caption, and the seller goes on show infectiously, via the cartoon that everybody, no matter what the situation, takes time out to listen to the on-the-hour newscasts.

AVAILABLE

NEWS EDITOR and NEWSCASTER, currently employed seeks position with radio station in the East. Wide press association experience. Over draft age. Willing, industrious and able to get results. Recommendations. Write or wire Box 893, Radio Daily, 1501 Broadway, New York 18, N. Y.

Gale Associates

SPECIALISTS

IN RADIO PACKAGES AND TALENT

48 West 48th St. • New York City LO. 3-0350

Training Post Groups For Peabody Duty

... Ga.—Listening post com-
... have been set up in cities and
... throughout the United States
... ary to selection of the 1944
... Foster Peabody awards.
... imately 2,000 persons in
... states evaluated programs in
... communities last year, ac-
... to Mrs. Dorothy Lewis, co-
... or of listener activity of the
... Mrs. Lewis is organizing the
... gain this year and Saturday
... ed the chairman of the listen-
... committees. The committee
... follow:

Chairmen Listed

P. Duncan, Political Security
ent, University of Akron,
Ohio; Theodore R. Wright,
of Education, Birmingham,
; Mrs. Dorothy Kraus, Hyde
achusetts; Mrs. Edwin W.
Buffalo, New York; George
Chicago, Illinois; Mrs.
Christian, Lakewood, Ohio;
Lawton, Stephens College
a, Missouri; Paul M. Munro,
endent, Columbus Public
Columbus, Georgia; Mrs.
llis, Des Moines, Iowa; Mrs.
binson, Wallace, North Caro-
T. Anderson, assistant prin-
eat Falls High School, Great
ontana; Miss Blanche Young,
on, Illinois; Mrs. R. O. Baker,
City, Missouri; Mrs. R. H.
Anahelm, California; Mrs. F.
nberg, Louisville, Kentucky;
Ford Weiden, State Normal
Machias, Maine; Mrs. C. C.
hampaign, Illinois; Mrs. G. B.
Minneapolis, Minnesota; Mrs.
otkin, Muncie, Indiana; Mrs.
awick, Nashville, Tennessee;
arguerlte Clifford, Franklin,
mpshire; Mrs. Robert Corneli-
ermerville, New Jersey; Mrs.
Williams, Oklahoma City, Okla-
Mrs. W. F. Ottman, Omaha,
; Professor Herbert Olander,
erty of Pittsburgh, Pittsburgh,
sylvania.

Additional Members

Mrs. George Howard, Roches-
ter, New York; Mrs. George Struve,
rto, California; Mrs. Mar-
rdner, San Francisco Public
San Francisco, California;
elaide Navias, Schenectady,
k; Mrs. A. V. Overman, Spo-
ashington; Miss Margaret A.
national president, Business
essional Women's Clubs, St.
Missouri; Kenneth Bartlett,
University, Syracuse, New
ohn Gunstream, director, Rati-
onal Education, State Depart-
Education, Austin, Texas;
amb, Radio Division, Toledo
chools, Toledo, Ohio; Mrs. A.

OWI Reinstates WAC Copy As Battle Over Budget Ends

(Continued from Page 1)

that had been preparing for several weeks after the NAB stepped into the picture to seek recognition for radio as a medium to put the campaign across. Careful not to put itself in the position of battling the Army, OWI none the less decided to exclude WAC copy so long as the campaign discriminated against radio in favor of other media. At the time newspapers, billboards and magazines were lined up for paid advertisement, with radio alone expected to provide free facilities.

The notice sent last week by OWI informed broadcasters that "since the War Department has now announced its complete plans for the present phase of the WAC recruitment campaign, including the use of commercial radio, and since it has clarified its relationship with the radio industry, we wish to advise you that the OWI domestic radio bureau is now prepared to issue radio clearances on WAC recruiting, both for policy and time priority on any and all OWI facilities whenever such action is jus-

Approve Action

Broadcasters in New York are thoroughly in accord with the action of John Hymes of OWI in restoring the WAC copy to the government agency's allocation packet. Consensus of opinion here is that the industry won a prestige victory in being included in the WAC budget and that the industry will co-operate wholeheartedly in the continuance of the WAC campaign. Many broadcasters commended John Hymes and OWI associates for their courageous action in supporting radio at the beginning of the budget controversy.

tified by existing conditions and comparative urgencies.

Station Relations Chief John Hymes said he hopes to provide WAC spots for all stations—those accepting the paid spots and those refusing to sell time for the campaign. He hopes those participating in the paid campaign will not exclude the announcements they receive from OWI.

FM Station For FCC Close To Completion

(Continued from Page 1)

forthcoming frequency allocation conference to be held here the end of this month.

Call letters for the station will be W3XFC, and it will operate variously on from 42 to 50 megacycles, both wide and narrow bands.

E. Calaway, Anderson Printing Company, Tulsa, Oklahoma; Mrs. M. T. Large, Salt Lake City, Utah; Mrs. D. J. Marble, Seattle, Washington; Mrs. Gertrude Broderick, secretary, FREC, U. S. Office of Education, Washington, D. C., and Mrs. Herman Warren, Winston Salem, North Carolina.

Members of the Peabody Advisory Board are: Edward Weeks, editor, Atlantic Monthly, Boston, chairman; John H. Benson, past president, American Association of Advertising Agencies, New York City; Dr. Ralph Casey, director, School of Journalism, University of Minnesota, Minneapolis; Jonathan Daniels, editor, Raleigh (N. C.) News and Observer; Mark Ethridge, publisher, Louisville (Ky.) Courier-Journal and Times; Earl J. Glade, mayor of Salt Lake City, Utah; Joseph Henry Jackson, literary editor, San Francisco (Calif.) Chronicle; Waldemar Kaempfert, science editor, New York Times; Alfred A. Knopf, publisher, New York City; Dr. I. Keith Tyler, director of radio education, Ohio State University, Columbus, Ohio; Mrs. Marjorie Peabody Waite, president, "Yaddo," Saratoga Springs, New York, and daughter of George Foster Peabody whose name the awards bear; Dr. S. V. Sanford, chancellor, University System of Georgia, and John E. Drewry, dean, Henry W. Grady School of Journalism, University of Georgia.

Ryan Back in Capital, Pleased By NAB Meet

(Continued from Page 1)

ing some who attended the Chicago meet—that in view of wartime transportation difficulties the convention should have been called off, NAB President J. Harold Ryan issued the following statement concerning the meet upon his return:

"The twenty-second annual meeting of the National Association of Broadcasters was a working conference. Although sufficient time was given for the social side, the main work at hand was the meetings of the committees and the conference sessions. The sessions were packed with almost every subject of immediate or post-war significance to broadcasters and the delegates exhibited the greatest interest in all of them. Our luncheon speakers gave us an insight into three of the most important phases of development after the war.

"There was a spirit of understanding and harmony abroad that made this meeting stand out and was largely responsible for the success of the undertaking. The association is very grateful to all of its members for their contribution in making the twenty-second meeting an outstanding occasion."

Wedding Bells

John Becker, director of the CBS-BBC exchange series "Trans-Atlantic Call: People to People" will be married today to Lucile Russell of NBC.

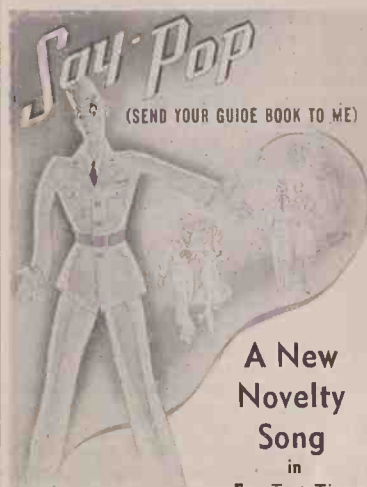
Healy Leaves OWI Staff; Dalton Named Successor

(Continued from Page 1)

a year ago to replace Palmer Hoyt, publisher of the Portland Oregonian and radio executive in portland.

Healy will be replaced by Neil Dalton, assistant chief of the news bureau, who came to OWI in April to work under Dowsley Clark, news bureau head. Dalton is on leave as assistant to the president of the Louisville Courier-Journal and the Louisville Times—Licensee Corporation of WHAS, Louisville. He has been on the Louisville papers since 1917.

Dalton's appointment is in line with the OWI policy of appointing to this position men whose prior connections include both radio and newspapers.



"FURS ON PARADE"

The Most Resultful Radio Campaign for Furriers Ever Produced!

26 TRANSCRIBED PROGRAMS

Signed by

KVEC, San Luis Obispo, Cal. for LACTERMAN'S FURRIERS (and on the air in 64 other markets!)

KASPER-GORDON, Inc.

140 Boylston Street, Boston 16, Mass.

One of the Country's Largest Program Producers

A New Novelty Song in Fox Trot Time

AS TIMELY AS YOUR DAILY NEWSPAPER

All Material Available

RYTVOC, Inc.

1585 Broadway, N. Y. 19, N. Y.

CORRESPONDENCE COURSES

Program writing—Television Producers and Ideas appraised—by mail

THE TELEVISION GUILD
45th St. New York, N. Y.

Correspondent Tells Moving Story Of Paris

(Continued from Page 1)

correspondent to return from liberated Paris to the United States. Manning's suspension came as a result of broadcasting from Paris direct to the U. S. and held to be a violation at the time of army ruling but not necessarily anything that impaired the security of the Allies nor sending anything over the air that would have been censored. As Manning explained, the censors were 16 hours behind in their work and merely bundled up all dispatches at the time and forwarded them to London. As a matter of fact, they were not to be found when the opportunity was available to broadcast to America and give the United States its first true picture of what was happening. To present this picture, was uppermost in Manning's mind at the time and evasion of censorship or infraction of army rules did not enter as part of deliberate intentions. Suspensions of all the reporters were "back to London" and merely covered French territory.

Sponsored by Sperry

Manning, under the auspices of the Sperry Corp. will embark on a short lecture tour shortly. "The ingenuity of the GI is tremendous" he said and stood himself and the Allied army in good stead. This applied particularly to the hedge fighting in Brittany which was not exactly rehearsed in army camps here.

Human interest sidelights, and all of the horror of war was graphically and concisely delineated by Manning, a Californian who has been abroad for sometime and covered various fronts. His delivery is utterly disarming and after the preliminary lighter side of the description of the freed Parisians, he graphically described the toughness of battle, especially before the break-through by Gen. Patton's Third Army. After his talk, Manning answered questions of those present.

Executives Attend

Both WOR and Mutual officials were on hand for the luncheon, including Miller McClintock, president of Mutual; Theodore Streibert, executive vice-president of Mutual and vice-president and general manager of WOR; Rufus C. Maddux, vice-president in charge of sales, WOR; Dave Driscoll, station director of news and war services; Charles Oppenheim, publicity director, and several officials of the Sperry Corp.

Southernaires To Tour

The Southernaires, consisting of William Edmonson, Roy Yeates, Jay Stone Toney, Lowell Peters and Spencer Odom, will broadcast three times during their fall concert tour that will begin at Salem, N. J., Sept. 27. Their broadcasts will originate from Pittsburgh on Oct. 15th Chicago on Oct. 22nd and Oklahoma City on Oct. 29th. The Southernaires is one of the outstanding vocal groups of radio.

★ WORDS AND MUSIC ★

BY HERMAN PINCUS

The Customers Always Write (songs)

A few years ago we were introduced to Carl O. Bergner, who wrote "There'll Never Be Another You" Carl is a husky six-foot troubador in whose heart the wanderlust has taken root compelling the songster to pack his tooth-brush, pick up his "Ukelele" and head for the wide-open spaces a year after we met, Carl suddenly up and left and at intervals of six or seven years, a letter from the songwriter would reach us, one postmarked "Kentucky," the second one, "Florida" and last week the third letter was postmarked, "Grand Rapids, Mich." we'll quote part of the letter quote:— . . . and as part of a program designed to bring me fame 'n' glory and one last fling at success, I have taken a step in that direction by becoming a radio announcer on a local station here, known as WLAV. My radio name is Regus Patoff (even at the prosaic job of merely earning a living the "clown in Carl" impells him to adopt a name by contracting the w.k. phrase "Registered U. S. Patent Office") continuing the quote:—So while seated at the mike what should I do but pick up a copy of Radio Daily with a column by one, Herman Pincus. Say does that sheet go to ALL stations? I figured it MUST if we get it at WLAV (caps are Bergner's) unquote:—the answer to the first question is YES as to the deduction in the last sentence, again we must (in all modesty) concur what we really wanted to say is "Regus Patoff" newest addition to WLAV's announcing staff is Carl O. Bergner, composer of the song hit of yesteryear, "There'll Never Be Another You" good luck, Carl and keep reading us (Note to Ye Ed.) that makes 15 readers.



RADIOLOGY Recently while making a tour of Army Camps down south, Lucille Manners, Soprano was called back for encore after encore the chanteuse just couldn't seem to be allowed to leave the stage time after time Miss Manners gave a farewell nod, but each time just when the GI's seemed about ready to rest their applauding mitts, one soldier's enthusiastic applause started the cheering again finally, after begging off, a stage doorman informed the songstress that "a soldier is outside and would like to see you" it turned out to be none other than her husband, Lt. Wm. J. Walker who had unexpectedly been sent to that camp on business P. S. It was he who started the ovations each time she tried to make her exit ● Wiley Adams will direct the Blue Net's musical fantasy, "Piano Playhouse," during the two weeks Marjorie Fischer vacations ● We like Esmerelda's early morning platter-chatter via WEA.F. ● The Blue Network may find time for Doug Chandler's (he was formerly with the Compton Agency) new series titled, "Dream Street." ● Six-year-old Bobby Hookey has been placed in 1B not the selective service but at grade school where he was promoted from 1A ● 20th Century-Fox tested Roc Rogers of "Molle Mystery Theater" for a part in its forthcoming "A Bell For Adano."



TIN PAN ALLEY-OOPS Woody Herman and his orchestra will visit Camp Shanks Tuesday ● Maestro Eddy Howard, placed a cute novelty tune he wrote titled, "V-Mail" with Words & Music Pub. Co. he hummed it to us while taxiing from Madison Ave. to Lindy's. ● Corp. Harry S. Miller, the composer of 21 Army songs (most of them adopted by various branches of the service) is spending a 10-day furlough along Radio Row ● One of the bounciest of the newer tunes is Jack Rich's "Face The Sun," a fast-moving melody with a cheer-up lyric that is just what the musical director needs to open a program. ● WMAcE Disc-Jockey Jerry Lawrence has looked over and played about 200 war songs since Pearl Harbor not one of which has or will attain the proportions of the late George M. Cohan's "Over There."



—Be A Rational National—

'Impeachment' Of Hinted At By Miller

(Continued from Page 1)

Fort Lauderdale, Fla., from I. Horton last year, Miller as the chairman of the Communications Commission was a close friend of the purchaser and one year prior had had a hotel bill paid for that purchaser and he met station owner at the request of purchaser and advised him a he had signed was invalid and lead to his station being deleted the air, would that condition him subject to impeachment of Miller.

Surprised by the question, Miller simply replied that he never considered the question, and has what the House would do.

Actually, Miller never has been able to show that Storer did not pay hotel bill for Fly, nor has he been able to show that Fly influenced Storer to sell the station—nor that Storer was in any way bound to sell his station, when he decided he

Clashes with Magnuson

Miller's questioning came soon after he and Rep. Warren Magnuson, Washington Democrat, clashed over what the latter called "leading questions" by the committee counsel, John J. Sirica. Miller's questioning of Storer, Sirica Miller, has consistently ignored answers he has received from Storer, instead building up his case by questioning as if he had instead received the answers he would have liked to receive. Sirica got annoyed with Magnuson had called him, and used to show conspiracy between Storer and radio lawyer A. Bennett to take the station from Storer. "This was a conspiracy to get the station by certain means and put over by Mr. Fly, Mr. Storer, Mr. Bennett and Mr. Dixon, that they were going to get the station by certain means and they succeeded in their objective," he said. Pixley was time general manager of Fort Lauderdale, of which Storer is president. Pixley now is manager and owner of WCOL, Columbus, O.

Bennett on Stand Tomorrow

Bennett, who will be heard at the hearing resumes tomorrow been charged with representing Storer and Horton in the deal, an agreement to boost his station. Storer obtained the station for more than \$300,000. Horton has disclosed knowledge that Bennett was representing Storer.

Miller virtually called Storer at one point, when Storer had indicated—as he testified earlier—that the for the station had been agreed before Horton talked with Fly in Atlanta in April of 1943.

Miller then got mixed up in his recollection of the hotel bill charging that Storer had paid hotel bill at the that time. He quite flustered when Fly, gripped a cancelled check from his pocket proving that he had paid his own hotel bill.

★ ★ COAST - T O - COAST ★ ★ ★

CALIFORNIA—**ANGELES**—Fourteen operas to be presented by the San Francisco Co. will be broadcast on the Fall season, beginning Sept. 29, and sponsored by Safeway, Inc. Among the outstanding of the opera world that will be featured in this series are Lily Pons, Giuseppe Paganini, Francesco Valentini, and others. Friends of sports—**BURNETT** of KECA recently won a fine rifle, a box of shells and a dinner given by the Oak Hills Club, during the course of which they were presented with a certain pen, were Frank Arthur Paul, KROW baseball an-

WEST VIRGINIA—**MARTINSBURG**—When workers in the plant of the International Brotherhood of Electrical Workers, involved a work stoppage recently, stayed on the air overtime to help with the stoppage to the public. The army announced over WSAZ that they were seizing the plant. This was followed by a radio delivered order from George D. Woods that the workers reported that they were back to work by morning the plant was back in operation. Thus, in the space of a few days, using radio facilities, the plant was in operation, ending a two week stoppage.

VIRGINIA—**CHARLOTTESVILLE**—A recent special broadcast from WRVA was made up of an hour of transcribed recordings made up in some 20 places of the state for entertainment and relaxation for the people.

PENNSYLVANIA—**PHILADELPHIA**—New assistant producer at WCAU will be Paul Mitchell. He will present an actor-announcer, succeeded Joseph Gottlieb, who has become production manager at WCAU. **PITTSBURGH**—New director for WCAE, Mitchell B. Bloch, will marry Louise Bloch in Philadelphia.

OKLAHOMA—**OKLAHOMA CITY**—Members of the Kiwanis Club and the Junior Chamber of Commerce are being sup-

plied with a five-minute news period during their weekly luncheon by KOMA.

NEBRASKA—**OMAHA**—KFOR, of Lincoln, Neb., has been aiding the search for a missing flier who parachuted from a B-29 when two engines cut out on a recent late Friday night. All newscasts and frequent spot announcements carry the plea to farmers living between Ashland and Waverly, Neb., to search everywhere for the unnamed aviator. Home canners in six counties in Nebraska and Iowa are competing against one another in a "Saving food for freedom" contest sponsored by the Douglas county extension service with aid of KBON. Prizes totaling \$540 in War Bonds will be awarded.

KENTUCKY—**LOUISVILLE**—The engineering department of WINN has been having its troubles all in a bunch this week. While operator David Dodd is out on vacation, Richard Russell, subbing for him, was placed on the sick list, and as a crushing finishing touch, a bolt from the blue struck their transmitter tower Sunday burning out the beacon circuit and throwing the station off the air for 25 minutes.

IOWA—**DES MOINES**—New sales promotion manager of KRNT is Orville Lawson, who for the past two years has been a member of the sales staff.

INDIANA—**FORT WAYNE**—Two new features on WOWO's "Lazy Listenin'" show, sponsored by the Centlivre Brewing Co. are "The Pinafores," a girl quartet, and Johnny Waldorf as the featured vocalist.

ILLINOIS—**ROCKFORD**—Tabulating promotional announcements, newspaper publicity, and other audience promotion activity in chart form, WROK has created and put into effect a monthly Promotion Report Service for its Blue web and national spot clients.

NORTH CAROLINA—**GREENSBORO**—An all-soldier show called "On the Beam" is now being aired over WBIG weekly. The program is built around dramatic skits featuring local heroes, and originates from one of the post theaters at the Greensboro ORD camp.

CANADA—**PRINCE ALBERT**—In order to help alleviate the critical harvest help situation this year, CKBI has inaugurated a spot announcement campaign together with several five-minute playlets as well as offered their own staff to the local boards. They have been taken up on this several times.

LOUISIANA—**NEW ORLEANS**—Both the jitter-buggers and the swing-shifters are getting a break, now that WWL is doing an all-Saturday-afternoon show called "Saturday Swing Shift." Deep South hep-cats will be interested to learn that from six to eight name bands are making a platter appearance every week.

COLORADO—**DENVER**—KLZ broadcast the dedication ceremonies recently, when Denver's Municipal Airport became Stapleton Field, in honor of Mayor Stapleton, and also received the National Security Award. KFEL is currently releasing a new program titled "All Outdoors," featuring noted wild life authority and nationally-known outdoorsman-writer, Arthur H. Carhart. Cinder Concrete Products Co. of Denver has placed over KOA, for their product Cinder-Blox, a building construction material, a schedule of three five-minute programs a week. Agreement arranged by Earl C. Ferguson, through Raymond Keane Advertising Agency of this city.

TEXAS—**SAN ANTONIO**—New assistant production manager for WOAI is Bill Morgan, who was stepped up from the announcing staff. **DALLAS**—Winners in the Interstate Theater search for talent aired as "The College Captains of the Air" have been announced as Brunette Harper, blues singer from Texas Tech and the "Swingette," a quartet from North Texas State Teachers College. Miss Harper and the quartet were given a four weeks engagement over the Texas Quality Network. **HOUSTON**—A shakeup on the new "Summer Song Parade" over KPRC brings Frank Stewart as emcee and Emmett Ward as vocalist.

MISSOURI—**ST. LOUIS**—As a public service somewhat on the order of the old New England Town Meeting, KMOX has inaugurated a weekly half-hour sustaining public forum under the title "St. Louis Speaks." The audience is given the chance to freely air their views on local problems. As part of their promotion program, the officials of KMOX got up a special booklet describing the program which so impressed Dr. Frank Stanton, veepee of CBS, that he had a copy sent to the managers of all CBS stations.

OHIO—**CINCINNATI**—Returning soon as field rep for Specialty Sales, WLW subsidiary, is Leo D. O'Connell, who has received his discharge from the Navy. Arrangements have been completed between officials of RKO and WCKY so that important news events leading up to and including the collapse of Germany can be flashed to patrons in the downtown theaters. Helen Nugent WKRC thrush premiered on a new fashion and beauty show recently, titled "Hints from Helen." **MANSFIELD**—New program director at WMAN is Robert Christopher, formerly of WHIZ, Zanesville.

NEW YORK—**SYRACUSE**—Recent promotions and new arrivals at WFBL are: Jim DeLine promoted to assistant program director, L. F. Wylie to merchandising manager, Theresa Watson joins the staff as secretary to Wylie, Bob Bingham came in as news editor, while Ralph Roger Williams joined the announcing staff.

NEW JERSEY—**NEWARK**—Mary Linnon, former member of the WAAT public relations staff was sworn into the WACs on the "Coffee Club" show last Tuesday. **PATERSON**—In anticipation of V-Day WPAT has planned a special one-hour program as well as a series of spot announcements asking the celebrating citizens to respect laws and property rights.

CONNECTICUT—**HARTFORD**—New staff assignments at WDRC include Jim Garrett as emcee of the "Stratoliner" and "Shopper's Special" shows, and the assignment of Lami Jones to supervise the "Swoon or Croon" show in the afternoon.

NEW YORK—**NEW YORK**—Saturday, September 2 at 8 p.m., WNYC broadcast the new dramatic series titled "Repeat Performance" which featured George Creel's document "War Criminals and Punishment" adapted for radio by Dick McDonagh. "Hillbilly Jamboree" is being heard again over WHN six nights weekly Monday through Saturday at 8:30, having begun Labor Day.

MASSACHUSETTS—**BOSTON**—Warren Saunders, WCOP disc jockey, recently judged a "Beautiful Legs" contest at Loew's Theaters. Marvin Behrens, WBZ news commentator, is being heard three times weekly in a noon-day analysis for C. F. Mueller and Co., having begun Labor Day. This 10-minute commentary will be aired for 52 weeks for Mueller Macaroni. **WORCESTER**—Jerry Bartlett, new announcer at WTAG, hails from CBS, where he was a shortwave mikeman.

Ralph Barnes Lauded On WJZ
The courage of Ralph W. Barnes, foreign correspondent who died while reporting the European section of World War II for the New York "Herald Tribune" in 1940, was extolled in the Thursday evening broadcast of "Whose War Is This?" over WJZ and sponsored by the Bethlehem Steel Co. Hugh James announced the program.

"JUST GIVE HER JEWELRY"
"DIAMONDS SYMBOLIZE LOVE"

TWO OF THE MOST ELABORATE ONE-MINUTE TRANSCRIBED SINGING COMMERCIALS YET PRODUCED ON A SYNDICATED BASIS! SPECIALLY COMPOSED AND PRODUCED FOR LOCAL JEWELERS. A FULL CAST OF FORTY. READY FOR IMMEDIATE DELIVERY ON A SYNDICATED BASIS EXCLUSIVE TO ONE JEWELER IN A CITY. FOR LEASE PRICES, AVAILABILITIES AND AUDITION SAMPLE, WRITE OR WIRE:

ASSOCIATED RADIO-TELEVISION PRODUCTIONS, INC.
"SHOWMANSHIP COMBINED WITH SALES APPEAL"
489 Fifth Avenue, New York 17, N. Y.

HAPPY BIRTHDAY TO YOU

September 11
Rhein Herb Hollister
Stock Al Reiser
Charles Stark



KEITH THOMAS

History of Communications. Number Nine of a Series

MILITARY COMMUNICATIONS BY TELEPHONE



MODEL T-45
LIP MICROPHONE



During the Spanish-American War the telephone as a means of electronic voice communication met with favor and played a vital part in military action for the first time. Replacing men and horses, a telephone message could cross and recross enemy territory by wire without delay and cost of life.

Today, telephones in the office and home life of the average American have been an instrumental force in our higher standard of living.

Universal, manufacturing microphones and other voice communication components for the allied forces, will again after Victory is ours, stock dealers' shelves the Universal components you have been waiting for. Until then — *Buy War Bonds.*

Model T-45, illustrated at left, is the new Lip Microphone being manufactured by Universal for the U. S. Army Signal Corps. Shortly, these microphones will be available to priority users through local Radio Jobbers.

UNIVERSAL MICROPHONE COMPANY
INGLEWOOD, CALIFORNIA



FOREIGN DIVISION: 301 CLAY STREET, SAN FRANCISCO 11, CALIFORNIA · CANADIAN DIVISION: 560 KING STREET WEST, TORONTO 1, ONTARIO, CANADA

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

PL. 28, NO. 50

NEW YORK, N. Y., TUESDAY, SEPTEMBER 12, 1944

TEN CENTS

Atlantic Sets 167 Games

Announced Session Held By Lea's Group

Washington Bureau, *RADIO DAILY*
Washington—The Lea Committee yesterday held the most secret publication session on its record. At about 3:30 in the afternoon, John J. Sirica, counsel, investigators Arthur and Russell, committee reporter Althea Arsenault, and Rep. Louis E. Miller walked into the FCC accounts office in the Sr Building in Washington to hold an extraordinary session. The press had not been notified, nor had the

(Continued on Page 6)

Old Gold Ad Account To Lennen & Mitchell

Lorillard Co. has appointed Lennen & Mitchell, Inc. to handle the advertising for Old Gold cigarettes, effective Nov. 30, 1944. J. Walter Thompson Co. currently has the account which includes two network radio shows, the recently opened Jackie Gleason-Les Tremayne show on NBC Sunday nights 10:30-11 p.m., "T" and the Allan Jones show with Woody Herman's orchestra on CBS,

(Continued on Page 6)

American (FM) Network Dissolution Confirmed

Confirming *RADIO DAILY*'s story of Friday, officials of the American (FM) Network, Inc., yesterday formally announced dissolution of the present network corporation. In vote to dissolve, the stockholders reaffirmed their faith in the future of the network and their belief that eventually an FM network on a greatly broadened

(Continued on Page 2)

Song Poll

Phil Spitalny, director of "The Hour of Charm" orchestra is asking radio editors in key center cities for a list of seven songs "loved most in your city" to feature on his NBC program of Sunday, September 24th. Spitalny hopes to obtain the seven most popular tunes in America for the broadcast use of his all-girl group of musicians.

Saving Sinatra

Walter Winchell came to the aid of Frank Sinatra in his broadcast over the Blue Sunday night. Winchell took steps to clean up an interview credited to Sinatra in which he is alleged to have characterized many people in the motion picture industry as "jerks." The singer, according to Winchell, didn't make the statement and is getting a five-year contract from M-G-M.

War Fund's Radio Kit Being Mailed By NAB

Washington Bureau, *RADIO DAILY*
Washington—The complete radio kit for use in the National War Fund Campaign has been mailed all stations by NAB, it has been revealed. OWI has set the period from Sept. 25 to Nov. 1 for war fund allocations. The kit, said NAB President J. Harold Ryan, should be tremendously popular "since it answers every radio need for short station breaks, live spots,

(Continued on Page 7)

CIO-PAC Labor Leaders To Monitor News Programs

Announcing that labor will monitor radio "twenty-four hours a day" from now on, Emil Corwin, head of the radio division of CIO-PAC, yesterday disclosed plans for covering all major network newscasters and commentators as well as regional and local programs. The project will be conducted

(Continued on Page 6)

U. S. Marine Barrack Selected For "Spotlight Band" Opener

NBC Marks Rosh Hashonah With Poem By Brit. Poet

The Jewish New Year 5705 will be inaugurated Sunday, Sept. 17 over NBC, with the special broadcast of "Behold the Jew," an epic poem written by Ada Jackson, one of Great

(Continued on Page 2)

A New England favorite, WLAW can help you win friends and influence customers. Adet.

U. S. Naval Academy Okays Commercial Radio For First Time; Station List Is 73 Eastern Outlets

New Inter-City Quiz Gets MBS Sponsorship

New inter-city quiz show introducing contestants from New York and Chicago will premiere on the Mutual network Sunday, September 17, from 3 to 3:30 p.m., under sponsorship of the Lombard Chemical Company. "Quiz of Two Cities" will present four contestants from each city. Leading the New York teams will be Clayton Collyer while Holland Engle

(Continued on Page 7)

Kobak Will Address AC's Post "V-Day" Forum

Edgar Kobak, executive vice-president of the Blue Network, will be one of the speakers at the "Post V-Day Forum" which will be conducted by the Advertising Club of New York

(Continued on Page 2)

'Amer. School Of The Air' Begins 15th Year, Oct. 9

When CBS launches its 15th anniversary season of the "American School of the Air" on Monday, October 9, the network will begin a series of 145 programs on a five-a-week

(Continued on Page 6)

Atlantic Refining Co. football schedule for the 1944 season will get under way Sat., Sept. 23, with 167 games set for Atlantic's "network" of 73 stations covering the Eastern seaboard as far south as Miami and Westward to Cleveland. For the first time the United States Naval Academy has authorized commercial radio sponsorship and there will be eight Navy games, the first on Sept. 30, when the powerful Navy meets the North Carolina Pre-Flight squad at Annapolis. Topflight sports commentators will

(Continued on Page 6)

ATS Fall Meetings Open Next Thursday

American Television Society will start its fall series of meetings Thursday night at the Museum of Modern Art auditorium, a newly chosen gathering place for which negotiations had been going on for some time. According to David Hale Halpern, ATS program chairman, the

(Continued on Page 6)

Chaplin Will Address Overseas Press Club

W. W. Chaplin, NBC overseas correspondent who recently returned from France, will address the Overseas Press Club at their luncheon

(Continued on Page 4)

Two-Way Trials

Peekskill, N. Y.—Two-way radio communication on truck convoys en route on two mile trips is being successfully tried out by the First and Second Truck Companies of the State Guard units here. Success of these demonstrations indicates the possibilities of commercial use of radio by trucking lines in the post-war period. The method already has been tried on trains.

WLAW's merchandising and promotional activity extends throughout its coverage area. Adet.



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FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : : Business Manager

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FINANCIAL (Monday, Sept. 11) NEW YORK STOCK EXCHANGE

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

Dewey Long Resigns Dewey H. Long, general manager of WELI, New Haven, has resigned effective November 15th. WELI was recently purchased by Colonel Harry C. Wilder of WSYR, Syracuse.

20 YEARS AGO TODAY (September 12, 1924) A recent band concert over WOR, the Bamberger station in Newark, New Jersey, was suddenly interrupted and the program switched over to WEAJ, New York and the United States Marine Band diversification. Reason later reported was that the main fuse in Branchbrook Park, origination of the first concert, blew out.

Two Networks! Three City Market!! CBS WENT MUTUAL Gloversville Johnstown Amsterdam THOMAS CLARK, Nat. Rep.

Coming and Going

MARK WOODS, president of the Blue Network, and C. P. "FETE" JAEGER, network sales manager, left yesterday for Chicago on a short business trip.

HAROLD W. WADDELL, commercial manager of WJW, Cleveland, is in Gotham for confabs with the national representatives of the station.

SAMUEL WOODWORTH, vice-president and general manager of WFBL, Syracuse, is spending his vacation at Henderson Harbor and other points on Lake Ontario.

LT. JANE BARTON, USNR, former radio publicist and now public relations officer for the WAVES in Washington, D. C., is in New York on a five-day leave starting today.

VICTOR BUISET, general manager of WLOF, Orlando, who has been conferring in New York with his national representatives, is returning to Florida with a stopover scheduled at Washington, D. C.

PARKS JOHNSON and WARREN HULL aired last night's CBS "Vox Pop" program from the Great Lakes Naval Hospital near Chicago.

MERLE S. JONES, general manager of KMOX, CBS-owned outlet in St. Louis, is visiting briefly in New York.

JOE KELLY and his "Quiz Kids" heard over the Blue Network, spent Sunday in Seattle and broadcast their program from the Civic Auditorium.

ROBERT M. FLEMING, program director of WCKY, Cincinnati, has returned from a week's vacation spent at Cumberland Falls, Ky.

RALPH BATEMAN, manager of the Detroit office of The Katz Agency, Inc., national station representatives, is in New York for a few days of conferences at the home offices.

WALTER KOESSLER, general manager of WRCK, Rockford, is here from Illinois for a brief stay on station and network business.

W. ENNIS BRAY, station manager of WMRC, Greenville, S. C., an affiliate of the Blue Network, leaves for the home offices today following a few days of conferences at the headquarters of the web and at the offices of his national reps.

RAYMOND JEFFERS, public relations director for the Russel M. Seeds Agency, Chicago, is in New York for the debut of the new Henry Youngman show on NBC tomorrow night.

DONALD M. KELLY, sales manager of WGAC, Augusta, Ga., was a visitor yesterday at the offices of the Blue Network. He plans to remain in town the rest of the week.

MAJ. ANDRE BARUCH was in Asheville, N. C., on Saturday for the broadcasting of the Columbia network's "Visiting Hour" program from the Moore General Hospital.

FRANK G. HUBBARD, assistant to the publisher of the Gary, Ind., "Post-Tribune," is here with IRENE KUCHTA, crowned "Miss Gary" in a recent beauty contest. Also in the party are MAYOR JOSEPH E. FINERTY of Gary and MRS. FINERTY.

EVERETT HOLLES, assistant news director at CBS, who is on a short vacation, is expected back at the network offices later in the week.

American (FM) Network Dissolution Confirmed

(Continued from Page 1) base will be organized and successfully operated.

William B. Lewis, who served as executive vice-president and general manager of the American Network, becomes a vice-president of Kenyon & Eckhardt, Inc., on October 1 and will direct the radio activities of the agency in the New York, Chicago, and Hollywood offices.

NBC Marks Rosh Hashonah With Poem By Brit. Poet

(Continued from Page 1) Britain's leading poets, and adapted for radio by Milton Geiger. Presented with the co-operation of the American Jewish Committee, the program will have in the role of narrator a prominent actress who will be selected shortly.

Kobak Will Address AC's Post "V-Day" Forum

(Continued from Page 1) at the Waldorf-Astoria Hotel on Thursday at 7 p.m. Other speakers will include Newbold Morris, John A. Zellers, past president of the club, and A. E. Giegengach, Public Printer of the United States.

Constitution Day Program

In observance of Constitution Day, which is Sept. 17, the Chicago Theater of the Air will present an hour long broadcast titled "D-Day-1787." The program will be heard over WOR-Mutual, Sept. 16 at 9 p.m.

KCKN The VOICE of GREATER KANSAS CITY 24 Hours a Day BASIC MUTUAL AFTER 6 P.M.

"JUST GIVE HER JEWELRY" "DIAMONDS SYMBOLIZE LOVE" TWO OF THE MOST ELABORATE ONE-MINUTE TRANSCRIBED SINGING COMMERCIALS YET PRODUCED ON A SYNDICATED BASIS! SPECIALLY COMPOSED AND PRODUCED FOR LOCAL JEWELERS. ASSOCIATED RADIO-TELEVISION PRODUCTIONS, INC. 489 Fifth Avenue, New York 17, N. Y. "SHOWMANSHIP COMBINED WITH SALES APPEAL"



Made to order

There's another kind made to order... it's in Baltimore more radio.

If ever there was a perfect pattern for covering a town that's big enough to be the 6th largest market... it's the W-I-T-H coverage. For it's a fact that W-I-T-H, the successful independent, delivers more results per dollar spent than any of the four other stations in town.

If you're thinking about the oldtime "buyer" market that's on its way back... you want to know more about W-I-T-H. That's the Baltimore more station that sells merchandise. It always has.

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

*YOUR BEST BUY
IN AMERICA'S
4th LARGEST
MARKET!*



*National Representatives
Spot Sales, Inc.*

WAAT
970 KC
NEWARK,
N. J.

*Do you realize this market contains over 3½ million people;
more than these 14 cities combined:—Kansas City, Indianapolis,
Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse,
Richmond, Hartford, Des Moines, Spokane, Fort Wayne.*

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"

LOS ANGELES

By RALPH WILK

JAMES E. SWIFT, writer and producer for Courtney Productions, joins Selznick-Vanguard publicity department, succeeding Ted Wick in charge of radio activities. Swift received medical discharge from Marines year ago, has been with Courtney since, as writer, producer and radio actor.

So many officers of the KFI Employees Association have recently become executives of KFI that a new election of officers was necessary. When the final ballots were counted Bob Purcell was elected President with Jack Edwards, Sr., vice-president and Ruth Franzen, Secretary. Members of a four-man board of directors are Victor Stever, Ray Moore, Eva Meyer and Dorothy Merrick.

Albert Van Antwerp, KHJ-Don Lee writer of "Red Ryder" got his start in the theater at the Alcazar in San Francisco, home base for many famous theatrical people.

The Debalan Company sponsorship of the Buddy Twiss broadcast over the Pacific Coast Blue Network each Tuesday and Thursday at 1:45 p.m., PWT, will continue uninterrupted with renewal of the current contract, effective with the broadcast of Tuesday, Sept. 12. The program of motion picture news and comment written by Noel Corbett and broadcast by Twiss also is heard on Mondays and Fridays at the same time, sponsored by Barren-Gray. Agency for the Denalan Company account is Rhodes and Davis of San Francisco. Gene Grant is the network salesman.

Chaplin Will Address Overseas Press Club

(Continued from Page 1)

meeting in the Lotus Club, New York City, tomorrow. Chaplin will review the Normandy campaign, the setting up of invasion coverage plans, and the life of the correspondents in England.

The SCHOOL of RADIO TECHNIQUE

(America's Oldest School Devoted Exclusively to Radio Broadcasting)

8 Weeks' Evening Course

SEPTEMBER 19

6 Weeks' Day Course

OCTOBER 2

Taught by Network Professionals, for Beginner & Advanced students, include:

- ANNOUNCING ● STATION ROUTINE
- NEWSCASTING ● ACTING
- CONTINUITY WRITING ● DICTATION
- COMMENTATING ● VOICE

Co-ed. Moderate rates. Inquire! Call or Write for Booklet R.

R.K.O. BUILDING, RADIO CITY, N. Y. CIRCLE 7-0193



Loop Chatter

● ● ● Radio circles here were taken by surprise by the report that Procter & Gamble is dropping the perennially popular daytimer, Vic and Sade (Crisco) after 10 years sponsorship. . . . No explanation other than

Chicago

P & G is simply tossing in the sponge. . . ● Hedda Hopper gaily chatting with top-flight execs. of her new sponsor (Armour) at the Drake Hotel cocktail party given

in her honor Wednesday evening by Foote, Cone and Belding. Jack Burnett, F. C. & B. publicist, busy handling introductions, etcetera. . . . Those were nice sentiments expressed by E. R. Borroff, v.-p. of the Blue's Central Division, anent E. K. "Joe" Hartenbower, who leaves his post as Blue Central Division sales manager Oct. 1 to become general manager of KCMO (Kansas City). . . . "We deeply regret the loss of Joe," said Borroff in paying tribute to Hartenbower's fine record of service with the Blue. "We know he will enjoy the greatest degree of success in his new work." . . ● Ill health and the fact that her son, Charles, had just received his overseas orders dulledd somewhat Author Bess Flynn's enjoyment of the 10th anniversary party WBBM-CBS gave for her and the cast of "Bachelor's Children" at last week at the Pump Room. Bess, who made her home in Connecticut for the past couple of years, is returning to the Windy City in October. . . .

● Lois Andrews, Georgie Jessel's ex, begins a stage engagement here on Sept. 22, and the same day does a guestar on Bill Stern's sports program.

★ ★ ★

● ● ● Capt. Michael Fielding, well-known Chicago news analyst, is pinch-hitting on WBBM for vacationing Alvin J. Steinkopf. . . ● Lee Segall, who has been head writer on Hildegard's Raleigh Room show is resigning due to the pressure of other duties and is taking over as writer and co-producer on "Carton of Smiles,"

Raleigh's new Henny Youngman series which replaces Beat the Band on NBC Sept. 13. . . ● Current issue of The Condenser, published by and for the personnel of the Naval Training Schools, Radio Chicago, carries a two-column picture of former bandleader Alvino Rey, now seaman, first class, and leader of the Radio Chicago Orchestra. . . ● Jack Benny's father, sister and brother-in-law came

down to NBC studios in the Merchandise Mart last week to hear Jack's broadcast from New Caledonia, (via NBC and the "mosquito" network) where the comedian is currently USOing. . . . and judging by the chuckles some of the Benny gags elicited from members of the Benny clan Jack is a potent laugh-getter with his family with or without benefit of script writers. . . ● Add look-alikes: Rotund WBBM producer Larry Kurtze and New York's Mayor La Guardia. . . . James Kopf of Station KTSM, El Paso, Texas, visiting his brother, Harry C., v.-p., and general manager of the NBC Central Division. . . . Her radio associates have dubbed

Beulah Karney, home economist on the Blue's "What's Cooking" series, "Queen of All Things Culinary."

★ ★ ★

● ● ● Strangely enough, station WGN, owned by the Chicago Tribune, biggest midwest booster of Gov. Dewey, Republican presidential nominee, did not carry Dewey's maiden campaign speech from Philadelphia Thursday night. The GOP bought time on two networks—NBC and CBS—thus providing just two local outlets — WMAQ and WBBM — for the talk. . . ● Emcee Don McNeill interviewed a Mrs. H. A. Toothacre of Burlington, Iowa, on a recent Breakfast Club airing. . . . "What's your husband's occupation?" asked McNeill. . . . "Oh, him?" said Mrs. Toothacre. "He's a dentist."

★ ★ ★

Remember Pearl Harbor

First

in

POPULAR APPEAL

AND

PRESTIGE

Biggest audiences offer biggest sales opportunities . . . and WRC's prestige in the minds of listeners provides an extra sales push.

and it's been True for 21 years.. continuously!

WRC

REPRESENTED BY NBC SPOT SALES

Washington



PROMOTION ☆

WKY Survey

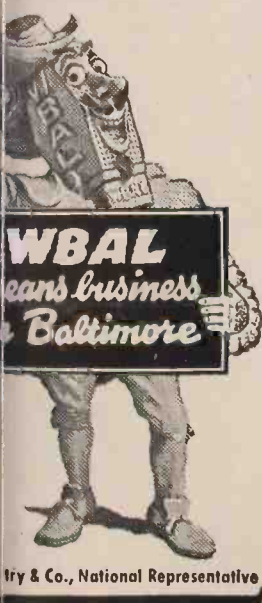
Survey of the Oklahoma audience, made by the University of Oklahoma at Wichita, has just been released. Spiral-bound leaf file folder, with topic reference, it presents a complete picture of the radio audience from sev-

erence was obtained by personal interview in urban areas and comprehensive questionnaires in rural districts. The study is based on a procedure known as "sampling" and may be regarded as statistically reliable.

The most noteworthy and significant points of this survey is that it starts with a set of answers to go out to "prove" themselves. It presents quite an advance over the methods frequently employed in a credit to the station to use this honest and direct method to determining coverage, and other items of interest to station and advertiser.

Home Economist

Miss Odames, New York, "the voice of the home," has produced a new program on Elizabeth J. Odames, home economist, whose household program is heard Monday, Wednesday and Friday morning of 7-8 a.m. This promotion piece in the form of a Miss Odames talk which was given at the War Food Conference at the N. Y. State Food Merchants Association at Saratoga Springs, N. Y. The context of the program reveals the various angles and the helpful-to-housewives which Miss Odames conducts



WITH's "Bill Dyer Night"

Something a little bit on the unusual side in the way of promotion was tried recently by WITH, Baltimore. Bill Dyer, local sportscaster, decided that the August 25th Oriole baseball game should be set aside to do something for the servicemen. Calling it "Bill Dyer Night," he asked that all those attending that game bring a book for the armed forces. Even though the game was broadcast as usual, the largest crowd in Baltimore baseball history attended that game. Six army trucks carried 18,000 books away. There was no publicity given the event by any of the papers, and only three days before the game was "Bill Dyer Night" announced on the air, which constitutes a striking example of radio's power.

Portfolio

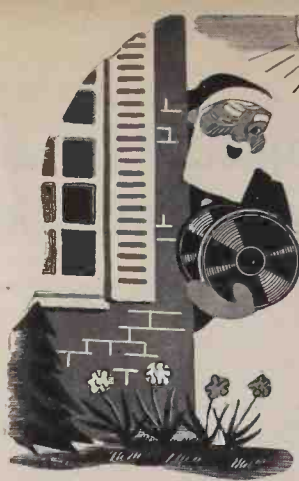
To promote a greater listening audience, WROK, Rockford, Ill., has sent out a practical portfolio of promotion which contains the following: nine differently colored pages, each plugging a different Blue Network program; the first page for Blondie; second for newscasts; next for "My True Story"; Fannie Hurst Presents; Glamour Manor; Aunt Jemima Show; Leland Stowe; Heidt Time; Breakfast Club; Time Views the News. Many of the pages have postcards attached with the program's sponsor and time element mentioned on them.

Plugging "Town Meeting"

One of the most extensive promotional campaigns ever accorded a radio program is being given "America's Town Meeting of the Air," sponsored by The Reader's Digest begun Thursday evening, Sept. 7, and heard at 8:30 p.m., EWT, on every Thursday night thereafter over the entire Blue Network. This project includes spot announcements on the Blue and comic strip advertisements placed by the sponsor in 150 newspapers with a combined circulation of 20 million readers in the country. The newspaper ads stress the wealth of knowledge on both domestic and international affairs which can be acquired by listening to "Town Meeting."

Kate Smith Hour' Programs To Air 2 Paramount Films

Dramatizations of Paramount films will be featured on the two opening broadcasts of the new "Kate Smith Hour" that will be heard on CBS every Sunday evening at 7, EWT, beginning Sept. 17. Diana Lynn, co-starred in "Our Hearts Were Young and Gay," will be presented on the first broadcast with Cornelia Otis Skinner, co-author of the book by the same title, as narrator. "Till We Meet Again," starring Ray Milland and Barbara Britton, will be performed on the following Sunday night show.



Santa Claus just sneaked into town

... with something advertisers want for Christmas

THE OLD BOY got so excited when he heard about two NBC Recorded Christmas Shows . . . two of the finest ever offered in the history of radio . . . that, heat or no heat, he headed for town to spread the good news . . . to give you a quickie preview of two shows that will do any advertiser proud.



"Happy the Humbug" . . . the wondrous story of that strange, appealing beastie of the Animal Kingdom named "Happy" and his adventures with his most unusual collection of animal pals . . . adventures that travel through children's familiar activities. Love of Parents! Desire for Christmas Presents! Wonders of Nature! First School Days! Learning Colors! How to Tell Time!



Happy and his pals, The Pink Elephant, The Cock, The Bull, The Bum Steer, Hunkey the Monkey, are all brought to life by a prominent list of radio voices with Budd Hulick (of Stoopnagel and Budd fame) heading the impressive cast.



15-quarter-hour broadcasts ready to go on the air for you . . . exclusive in your city . . . on any pre-Christmas schedule you elect, carry through to New Year's Day. AND—a new post-Christmas series of 39 programs of Happy's adventures to carry on.



The Christmas Window . . . Another brand new NBC-Recorded Christmas show with a smart merchandising tie-in particularly planned for retail advertisers. It's got everything that appeals to the young sprout's imagination. Children's stories . . . both old and new. A Visit from St. Nicholas and The First Christmas! Favorite fairy tales with a Christmas setting! The Fir Tree (Andersen) and The Shoemaker and the Elves (Grimm).

These immortal classics . . . with original scripts written especially for The Christmas Window . . . are all NBC Recorded with a meticulously selected cast for each play . . . all ready to go on the air for you exclusive in your city. 12 quarter-hours, recommended for a 3-a-week broadcast four weeks preceding Christmas.

* * *

"Happy the Humbug" and "The Christmas Window" are naturals for any advertiser with eyes on juvenile business . . . any product sold to, for, or through children . . . to build good will and contribute a more joyful Christmas season for children and grown-ups, too. Ask your local station to audition these shows for you. Or write direct for audition records, rates, availability and complete details.



NBC RADIO-RECORDING DIVISION
AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, New York, N. Y. . . Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D. C. . . Sunset and Vine, Hollywood, Calif.

'Spotlight Band' Show From Marine Barracks

(Continued from Page 1)

will provide the entertainment for the event which will consist of a pre-show, the broadcast over the Blue Network at 9:30 EWT, and an hour of popular music for the Marines, following the air program. On the initial show, the "Spotlight Bands" played to an audience of 14,000 officers and enlisted men, and even a greater number is expected to attend the coming performance.

"The Victory Parade of Spotlight Bands" can point with pride to its achievement during the 24 months it has been on the air. Six nights a week it has played at Army, Marine, Naval, Merchant Marine bases and war production plants, in 46 states, the District of Columbia, Canada, Mexico and Hawaii.

One hundred and twelve of the nation's top name bandleaders have appeared on the program, and played to "in person" audiences totaling more than a million and a half servicemen and war workers. The show has covered 800,000 "Spotlight" miles, and in scores of instances brought entertainment to isolated camps and naval bases which had never before witnessed a top flight coast-to-coast broadcast.

During its two years on the air, "Spotlight Bands" has lived up to the tribute paid to it at the inception of the series by Colonel Ed. Kirby of Washington who termed it "a definite contribution to the war effort."

ATS Fall Meetings Open Next Thursday

(Continued from Page 1)

meeting will start at 7:30 p.m. with Busby Berkeley, Bretaigine Windust and Captain G. T. Gilmour as the speakers.

Berkeley who has been in Hollywood for the past 14 years has been directing dramatic and musical productions and prior to that staged the dances for many Broadway shows. Windust has directed long run stage plays such as "Arsenic and Old Lace," "Life with Father" etc. Captain Gilmour is a former television producer and was studio manager of a television station before going into the service.

Also at opening meeting Allen B. DuMont will accept the ATS award for outstanding contribution to commercial television on behalf of the DuMont Laboratories' station WABD. This is an open meeting to which the public is invited, and Halpern stated that a full year's list of program subjects has been mapped out, based on a survey of members' interests, conducted by R. P. Steiner, chairman of the society's research committee.

In each case experts will be brought to speak on the various subjects, the forthcoming meeting being entitled, "Direction for Stage, Screen and Television." Subsequently monthly meetings will be held Oct. 12; Nov. 16; Dec. 14; Jan. 11; Feb. 15; March 15;

Atlantic Will Air 167 Games Of Football Schedule For '44

(Continued from Page 1)

be assembled for the games and this list is expected to be completed at a meeting in Philadelphia held by N. W. Ayer & Son agency and Atlantic reps Sept. 18-19. Sked calls for 89 college games, 57 high schools and 21 professional football games. Stations on the list have cleared time and full schedules have been forwarded through the Ayer agency, and Joseph R. Rollins, advertising manager of Atlantic.

The station list follows:

Allentown, WSN; Altoona, WFBG; Atlantic City, WFPG; Augusta, WRDW; Baltimore, WBAL; Binghamton, WNBK; Boston, WNAC; Bridgeport, WICC; Buffalo, WGR; Butler, WISR; Charlotte, WBT; Charlottesville, WCHV; Cleveland, WTAM; Columbus, WBNS; Danville, WBTM; DuBois, WCED; Durham, WDNC; Easton, WEST; Elmira, WENY; Erie, WERC; Fall River, WSAR; Fitchburg, WEIM; Greenfield, WHAI; Hagerstown, WJEJ.

Also Harrisonburg, WSWA; Harris-

burg, WKBO; Holyoke, WHYN; Ithaca, WHCW; Jacksonville, WMBR; Johnstown, WJAC; Laconia, WLNH; Lancaster, WGAL; Lewistown, WMRP; Lowell, WLLH; Lynchburg, WLVA; Macon, WMAZ; Manchester, WFEA; Miami, WFTL; New Bedford, WNBH; New Castle, WKST; New Haven, WELI; New London, WNLG; New York, WOR; Orlando, WDBO; Philadelphia, WCAU, WIBG and WFL; Pittsburgh, KDKA and WWSW.

Pittsfield, WRBK; Portsmouth, WHEB; Providence, WEAN; Raleigh, WPTF; Reading, WEEU; Richmond, WRNL; Roanoke, WDBJ; Rochester, WHEC; Rutland, WSYB; Salisbury, WBOC; Savannah, WSAV; Schenectady, WGY; Scranton, WARM; Springfield, WBZA; Sunbury, WKOK; Syracuse, WSYR; Uniontown, WMBS; Washington, WJPA; Waterbury, WATR; Wilkes Barre, WBAX; Williamsport, WRAK; Wilmington, WDEL; Worcester, WAAD and York, WORK.

Old Gold Ad Account To Lennen & Mitchell

(Continued from Page 1)

Wed., 8-8:30 p.m., EWT plus a repeat. What the disposition of these shows will be was not known yesterday and presumed that decisions on them will be made shortly.

Lennen & Mitchell incidentally, handled the Old Gold account when it first went on the air, with Paul Whiteman's orchestra over CBS about 15 years ago.

CIO-PAC Labor Leaders To Monitor News Programs

(Continued from Page 1)

through 14 regional offices with Leila Sussmann, University of Chicago trained social-scientist, aiding Corwin in analyzing the broadcasts.

Televising Lecture

Giving the tele audience a quick visual glimpse into the future, Don Cooley, scientific author and lecturer, will appear under the banner of the Storm Television University, via WABD on Wednesday, Sept. 13th. The telecast, sponsored by Mechanic Illustrated, will make use of both film slides and live models in predicting the shape of things to come.

Violist Joins KDKA

Pittsburgh—Richard Karp for the past six years a member of the Pittsburgh Symphony Orchestra, has joined the KDKA production department. Karp is a violist.

April 12, and May 10. Topics will include government angles, advertising, scenic design, camera techniques and television and sports.

Eric Sagerquist Dead; Led Radio Orchestras

Chicago—Eric Sagerquist, one of America's best known radio conductors and for the past 14 years violinist-conductor of the WGN-Mutual network program, "First Nighter," died Monday morning, Sept. 11, at his home, 2925 Pine Grove Ave., Chicago. He was 45.

Sagerquist is survived by his wife, Lenore; a sister, Mrs. Ella Smither, of Grand Rapids, Mich., and two brothers, Victor and Herbert, with the American forces overseas. Services will be conducted Wednesday noon at the funeral home at 3175 North Clark Street, Chicago, with interment in Graceland Cemetery, Chicago. The services will be attended by all the members of his orchestra and by all other members of the cast.

Sagerquist started broadcasting over a Chicago station in 1924, playing with many of the best known dance bands, including those of Art Kassel, Fred Waring, Don Bestor, Roy Bary and Johnny Hamp. Since 1930, however, Sagerquist's principal work has been as the orchestra leader on "First Nighter." No successor for him in this capacity has been named.

Mayor La Guardia Speaks On Besieged Polish Capital

Mayor F. H. LaGuardia spoke yesterday afternoon over the Blue Network, WJZ and WNYC on a broadcast arranged by him after receiving a cablegram from the Polish Mayor of besieged Warsaw following his regular Sunday program. No details were revealed on the content of the cable. The program was for 15 minutes.

Unannounced Session Held By Lea's Group

(Continued from Page 1)

FCC or the public. As Miller prepared to open session and question an FCC employee concerning the travel vouchers being Chairman James Lawrence Denny, FCC general counsel, entered the room. "Is this hearing public?" Denny asked.

Miller replied unhappily, "I am so." He then proceeded to question the FCC employee to ascertain the date on which the Fly trip had been authorized. This date was March 1, which disproved Miller's charge that the trip had been undertaken to permit Fly to talk to Ralph A. Lauderdale. Fly had first been authorized to talk with Horton on April 3.

Adjourns to Another Office

Because the expense vouchers for the trip were not in this office, the hearing then adjourned to the office of the Commission Secretary, Slowie. Slowie did not have the voucher at hand, because it had been sent to the Lea Committee. The committee had returned it only recently and it is believed to be among several bundles of material returned recently and not yet refiled.

There was inquiry also concerning two telephone calls which an telephone operator reported for the 12 of last year. One was from Fly to his secretary, Miss Charlotte Lup, and the second was from Fly to his assistant, Peter Shoenow of the law department, or Shoebruk to Fly.

After a profitless hour the investigators adjourned their session.

'Amer. School Of The Air' Begins 15th Year, Oct. 1

(Continued from Page 1)

schedule through April 27, "School of the Air" is now taking 177,000 classrooms over the U. S., Canada, is shortwaved to Latin America and overseas and is also utilized by OWI as a channel of dissemination to school children and teachers.

Radio Committee Named For National Dog Week

Fanny Hurst, novelist and radio commentator, and Ed Sullivan, pianist, have been named to the New York City committee for National Dog Week, September 17-23, its announced today by Constance Bennett, chairman.

Jules Alberti, national director of radio activities for National Dog Week, has announced his committee: Bobby Hookey, junior national director; Bob Douglas, radio co-ordinator; Helen Guy, Blue Network; Dick Doyle, CBS; Ed and Pegeen Fitzgerald, MBS; Bill Stern, NBC; Dick C. Colby, Ethel Colby, WMCA, and Paula Stone, WNEW.

Inter-City Quiz MBS Sponsorship

(Continued from Page 1)
 of the Chicago contestants. Fitzmorris will be the announcer and Ray Kremer will direct. Contestants for the premiere broadcast will be four nurses' aides from New York and Chicago who are serving at city's blood donor centers. Prizes will be awarded the winners.

new program, "Steel Horizon," a semi-classical musical show by John Baker, Metropolitan Opera, and weekly "Singing in the Rain" will premiere on MBS Oct. 1. Sponsored by the Ludlum Company of Erie, Pa., the program will air Sundays from 9 to 9:30 p.m. Auditions will be held in key cities each week to pick the "Cinderella."

Commentators Introduced To Dewey

group of 30 radio commentators, including those who broadcast from Washington, D. C. and New York for the four leading webs and the Yankee Network of New England introduced last Thursday. Thomas E. Dewey, Republican presidential nominee, by Henry Bull, radio director for the American National Committee, at a dinner in the Roosevelt Hotel, Washington.

included the following commentators: from CBS there were Howard K. Smith, Bob Trout, Major G. F. Johnson, Charles Daly, Wm. L. Everett Hollis, Jesse Zoush, John Pryor of Washington. NBC were Don Hollenbeck, St. John, H. V. Kaltenborn, in Vandercook. Representing the Blue Network were Paul Schubert, Royal D'Amico, Arthur Hale, Charles Sidney Mosely, and Fulton Phillips, from Washington. Present on the Blue Network were Walter Leland Stowe, John B. Kennerly, Harry J. Taylor, El Godwin and H. R. Baukhage of Washington.

Kimball from Washington was from the Yankee web, while Hughes and Norman Jay represented WMCA, and Sid Walton and Gailmor did the same for

other than the commentators Paul Lockwood and James of the Governor's staff, and church, Ford Bond and Mark of the Republican National Committee.

Personal Appearance

and Polly have been signed for a "Ladies Be Seated" stint, in their Monday-Friday 2:30 p.m. Blue Network show at the View Park, York, Pa., Sun Sept. 10. This marks the first time that "Ladies Be Seated" will be broadcast outside a radio studio.

PROGRAM REVIEWS

ED WYNN

The Borden Company
 WJZ-Blue, Fri., 7-7:30 p.m., EWT
 Young & Rubicam, Inc.

WYNN'S WHIMSICAL COMEDY HOLDS SWAY IN A HILARIOUS CONTRIBUTION TO RADIO.

"Happy Island" is the title, starring one Ed Wynn as "King Bubbles" in a concoction that only this comedian could carry and more than make good in the bargain. There is really only one way to get a load of this and that is by listening in; nobody can really dissect the proceedings and know what to call it exactly. It is a show that should delight children, and grownups who like Wynn will be in the front rows enjoying every second. Wynn has proceeded to operate as though he were in a legit theatrical production and consequently has plenty of everything from writing, acting, or singing talent down, not to mention special voices and characterizations. It is remindful of a Disney production and the listener almost thinks he is seeing a technical animated cartoon.

We can refer to the characters in this fantasy, but would hardly try to talk about the plot, if any. At any rate Wynn is running "Happy Island" and wants everybody to be happy. Besides people, there is Elsie The Cow, played by Hope Emerson; Elmer The Bull, played by Craig McDonnell and Lorna Lynn, as Beulah the Calf. For the love interest there is Evelyn Knight and Jerry Wayne who sing and offer duets, even doing a reprise, as they do in the stage musical comedies. Mark Warnow wields the baton. Producing is Ray Knight, assisted by Johnny Martin. Writers are Hal Block, Sid Reznick, Bud Pearson, Les White and Lew Derman. (Mebbe some of them are Ed Wynn in disguise).

Borden's has a terrific kiddie entertainment on its hands and at present it is good for both young and old. Occasionally Wynn slips in a gag for the older folks, but nothing detrimental as far as the youngsters are concerned. This of course must bear watching: for to have a show for both the people who buy the milk and the kids who lap it up, is something worth having. Being on a national basis, the credits for Borden's leaned toward the canned milk and of course local outlets are able to get a break.

FRED WARING

Owens-Illinois Glass Co.
 WJZ-Blue, Thurs., 7-7:30 p.m., EWT
 J. Walter Thompson Co.

WARING AT HIS BEST WITH AN AUGMENTED OUTFIT THAT CAN'T MISS.

Fred Waring and His Pennsylvanians apparently reflect in their programs the terrific stamina that must be theirs, what with years of doing five shows a week plus an extra bit for the studio audience, a long run at the Roxy Theater, and then show up with no end of vim and vigor, in a

brilliant half hour performance. Actually there are 69 "Pennsylvanians" in the cast and featured singers are: Jimmy Atkins, Gordon Goodman, Honey and the Bees, Donna Dae, Jane Wilson, and violinist Ferne.

Selections were well chosen, arrangements top notch and the glee club-orchestral combination were unusually easy on the ear. Change of pace was nicely handled, with Waring at the mike announcing his own numbers as usual. Program is produced by Waring, with Bill Wilgus, in the control room; Jack Dolph, of the Waring office does the script. Commercials for Owens-Illinois as handled by Bill Bivens, were modest and dwelled on what the company was doing and producing during wartime.

Going to a half-hour show is undoubtedly an excellent move for Waring and a favor to his listeners. In the past the quarter-hour stanzas, subtracting the time for commercials, did not give the average Waring fan quite as much as he desired.

RUDY VALLEE

Procter & Gamble (Drene)
 WEAJ-NBC, Sat., 8-8:30 p.m., EWT
 H. W. Kastor & Son

VALLEE WRAPPED UP IN AN UNEVEN ASSORTMENT OF STUFF PLUS AN ANCIENT IDEA.

Return of Rudy Vallee to commercial radio is unfortunately not the brand new format advance publicity seemed to suggest but rather an idea nearer 1932 radio than anything else. The "rehearsal" business has been overworked in all branches of the entertainment world and many years ago a network show actually was entitled, "Dress Rehearsal." Well Vallee's show doesn't pretend it is a dress rehearsal but something that might happen in the studio. Offhand it would seem that the listener who is interested in the entertainment value of the program, would not want to be bothered with the constant reminder both mentally and via the script, that it is always a "rehearsal." Vallee would have done better with a good straight variety or comedy show; if the former plenty of guests and if the latter, someone beside Vallee doing the brunt of the comedy.

Script is more or less written for a comedian and in that case would have been fair. It rather gets to the point though where the kidding suggests more truth than poetry. Perhaps the tempo went wrong and they weren't kidding after all about it being a rehearsal. Ingrid Bergman was guest star and did a skit, presumably from a forthcoming picture, something that started in the middle and went nowhere special. Phone call was congrats from P & G in Cincinnati and Drene hardly took itself a commercial otherwise. The hitch-hiker for Ivory Flakes however, was on the job.

Edith Gwynn, local movie trade paper reporter, supposed to be featured on the show came on for a

War Fund's Radio Kit Being Mailed By NAB

(Continued from Page 1)

and more lengthy human interest material on all the national war fund services. It is so easy to use, that I feel sure the material will facilitate the radio industry's interest in and promotion of such exceptionally humane services as are supported by the National War Fund and its affiliated community war funds."

The radio committee, besides Ryan includes: Harold Hough, WBAP, Ft. Worth; L. B. Wilson, WCKY, Cincinnati; Leo J. Fitzpatrick, WJR, Detroit; Gardner Cowles, Jr., KRNT, Des Moines; George M. Burbach, KSD, St. Louis; Paul W. Morency, WTC, Hartford, Conn.; Leonard Kapner, WCAE, Pittsburgh; Frank King, WMBR, Jacksonville; Ralph R. Brunton, KQW, San Francisco.

Additional Members

Also Arden X. Pangborn, KEX, Portland, Ore.; Hugh B. Terry, KLZ, Denver; J. Leonard Reinsch, WSB, Atlanta; Clair R. McCollough, WGAL, Lancaster, Pa.; Col. Harry C. Wilder, WSYR, Syracuse, N. Y.; Walter Evans, Westinghouse Radio Stations, Philadelphia; Miller McClintock, MBS; Paul W. Kesten, CBS; Niles Trammell, NBC; Mark Woods, Blue, and Major E. M. Stoer, Hearst Radio, Inc.

Television Show Salutes Volunteer Bond-Sellers

A special half-hour television program paying tribute to the work of volunteer war bond salesmen was broadcast Sunday over WABD, Du Mont video outlet, from 8:45-9:15 p.m. Titled "Salute to the Minute Men," the show was produced by the Television Workshop under the direction of Tony Fellerie in co-operation with the War Finance Committee for New York.

Among those featured on the program were: John Conte, M-G-M singing star; Ted Steele, orchestra leader; Ethylene Holt, vocalist; Mrs. Emma Van Coutren, mother of 12 children in the armed services and star war bond saleswoman; Louis "The Waiter" Schwartz, another bond-selling star; Carl Waite and the talking dog "Bucky," trained by Charlotte Gilbert.

minute or two with Hollywood gossip or items and a trio from the Frank De Vol orchestra on hand did a few specialties. Musically the program wasn't bad. There does seem to be a need of a tighter production and fewer letdowns. The business of Vallee phoning Ed Gardner who is next week's guest, and the audience not hearing Gardner is surely a weak finish. Whoever heard of Archie being mentioned on the radio plus a phone conversation but no Archie until next Saturday? Coast Guard Glee Club did a piece as a reminder. The show can't help but improve after the so-so premiere. Writers on the show are Howard Harris and Sid Zelinka. Producer is Mann Hollander.

★ ★ ★ COAST-TO-COAST ★ ★

—DISTRICT OF COLUMBIA—
WASHINGTON—Current rumors to the effect that Howard Stanley, sales promotion and public relations manager of CBS-WTOP, is quitting to accept a similar position with WINX are definitely untrue. Mr. Stanley was formerly with WINX and left to assume his present position with WTOP, where he plans to stay.

—MISSOURI—
ST. LOUIS—At a recent special meeting of the All-Star Bowling Loop, Frank Laux and Bob Ingham, chief announcer and sportscaster, and sportswriter of KMOX, respectively, were elected president and publicity director of the Loop.

—NEBRASKA—
OMAHA—General manager of WOV, John Gillin, Jr., has been named chairman of a special committee to plan for a "V-Day" celebration in Omaha.

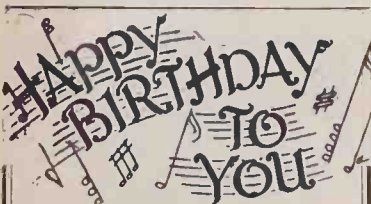
—NEW YORK
SYRACUSE—The tenth engineer to leave the staff of WFBL for the armed forces was Earl Hockeborn, who left for induction the same day that John C. Duvall, former prof at Syracuse University, joined the staff as a news analyst.

—GLOVERSVILLE—Chief engineer W. L. Murtough of WENT was married recently to Rene Villon of California. They were attended by Mr. and Mrs. Wm. Carpenter, formerly of KYW, now with WENT.

—WEST VIRGINIA—
CHARLESTON—Jim Travis, staff announcer of WGKV, has been assigned a special new show of his own titled "The Ranch Boys."

—WISCONSIN—
MARINETTE—Joseph D. Mackin, general manager of WMAM had quite an exciting week. A few days after he became the father of a son, he received word that WMAM had won its three year fight for night time broadcasting privileges on the coveted 570 kilocycle band.

—OHIO—
CINCINNATI—The addition of Lotte Tull to the staff of WCKY as assistant to Wells F. Bruen, promotion manager, was announced recently. . . . Members of WLW's staff have been receiving stogies from two brand new pappies this past week. They are Fred Harper, announcer, and Charles Hamilton, studio engineer, both proud of their new sons.



September 12

Adelaide L. Carrell John G. Gude
 Ella Mae Morse Richard Maxwell
 Helen Daniels Miriam Traeger
 Eddy Howard David S. Leistner
 John Taylor Jack Treacy

—PENNSYLVANIA—
PHILADELPHIA—Famous stage and screen celebs and prominent local citizens by the score gathered around WPEN's mikes recently at a special broadcast launching the two-theater premiere of the picture "Wilson." George Jessel emceed. . . . Two new additions to the KYW staff are Alun B. Williams, announcer and former night supervisor of WMCA, and Alan A. Hahn, former WNEW announcer who joined the KYW production staff. . . . Former INS girl-scribe and a recent addition to the WCAU news room is June Oldham. . . . **PITTSBURGH**—Another new series of organ music is emanating weekly from the Fort Pitt Hotel over WTNT, FM affiliate of WWSW, and features Johnny Mitchell at the keyboard.

—TEXAS—
SAN ANTONIO—New members of the WOAI announcing staff are Jack C. Rang, from NBC Chicago, and Hull Youngblood, Jr. of San Antonio. . . . **DALLAS**—The Eighth Service Command Band is being presented weekly for a half hour over WFAA. . . . **FORT WORTH**—Renewal for another year of their series of daily spot announcements over KGKO was announced by Monnig Dry Goods Co.

—NORTH CAROLINA—
RALEIGH—The fourth girl to leave WPTF for the armed forces is Mary L. Hanford, continuity writer, who resigned last week to enter the WAC.

—LOUISIANA—
NEW ORLEANS—Personnel and entertainers of WWL participated in full force at the New Orleans Police Benefit show staged at the City Stadium last week. The two hour presentation was emceed by program director Ed Hoerner. The staff orch known as the "Dawn Busters" were there en masse under the baton of musical director Irvin Vidacovich. Almost 20,000 people were in attendance.

—CONNECTICUT—
HARTFORD—A twice weekly series of interviews entitled "The Gallon Club" is skedded to start over WDRC shortly. Those residents of Hartford who have contributed a gallon or more to the blood plasma bank are eligible to join the club, and members will be interviewed as a spur to the drive for blood donations.

—SOUTH CAROLINA—
SPARTANBURG—After a summer-long absence, "The Hillbilly Hit Parade" is back at their old post over WSPA, under the sponsorship of the Consolidated Drug Co. for Peruna and Kolorbak.

—INDIANA—
FORT WAYNE—Director Jay Gould of "Teen Canteen" chorus and choir heard weekly over WOW has received letters and calls from the mayor, presidents of many of the local civic clubs and many other prominent citizens commenting on the fine work the program is doing in promoting interest in the city's Teen Canteen. Besides singing, the program includes discussions of the fine work the canteen is doing in Fort Wayne and surrounding towns.

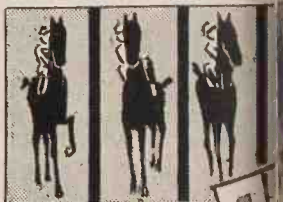
—ILLINOIS—
CHICAGO—For the second time since 1940, Curt Massey walked off with the championship in the Medinah Country Club's annual golf tournament. In the final match, played last Tuesday, Massey defeated Steve Junking with a score of 3 up and 1 to go. . . . A new weekly sports program titled "Prep Sports" took the air recently over WIND. Catering to local high school sports, it will be conducted by Jimmy Evans, sports writer, commentator, 12 letter man, and former All-American baseball and football star.

—CALIFORNIA—
SAN FRANCISCO—Broadcasts of six grid games of the recently organized American Professional Football League will be made from KYA, with the league footing the expense, and Bill Brown doing the mike chores. . . . Elmer Peterson, recently returned from coverage of the European war front, joined KPO yesterday as a war commentator, doing five programs weekly. . . . **HOLLYWOOD**—New manager of news and special events for Blue's western division is Henry Orbach, formerly of KGO.

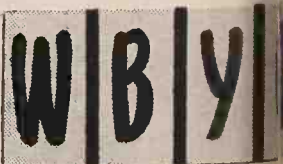
—COLORADO—
DENVER—A KOA recording of the NBC program "Pursuit of Learning" is being used in the University of Denver classes conducted by Mr. Loomis, head of the educational department of that university. . . . Transcriptions for a later playback were made by the KLZ special events department of the proceedings at a special Denver University Downtown Quarterbacks Club meeting. Guests of honor at the luncheon meeting were 58 members of the Colorado all-star prep squad. . . . Among the recent sponsors of KFEL's announcement sked are Kay's Better Jewelers, Red Devil Spot Remover, and Davis & Shaw Furniture Co.

—MASSACHUSETTS—
BOSTON—WCOP assistant manager A. N. Armstrong has been appointed to the advisory board of the radio school of Boston University. . . . Goodbyes are being said to Johnny Adams, WORL announcer, who is leaving to become an ensign in the Navy. . . . Accepting an appointment with the Red Cross as a recreational

worker, Yvonne M. Berge, of the WBZ script staff for the will leave for Washington, D. C. on September 25. . . . In an attempt to out the tie made a few weeks ago, Listerine's "Quiz of Two Cities" on WNAC, Boston postoffice party again oppose the postoffice party in Providence on September 15. . . . **—NEW YORK—**
NEW YORK—Listeners during the month of September will hear the voice of American Catherine Reiner on four weekly programs devoted to the work of classical composers. . . . Denver salute a city, town or borough in the primary area of WINS, "City Salute" will feature Henry Sylvester, a town hero, official, and well as an historical summation of the locality being saluted. . . . A smaller fry quiz program was recently over WMCA. Title "Civics and Quisdom Class," with sponsorship of the uptown book store, the contest will be on Bronx high school seniors grant \$2,000 annually in competition prizes. . . . For the first time since the program went on air, WNEW's "Crime Quiz" will have a woman guest expert, Queen, noted author of several "who" books who will guest September 12. Newly appointed night supervisor of WQXR is William L. Weiss. Recently taking the air over "Tod Williams Local" is a local newscast, with news of stores, food, markets, moving and human-interest stories.



POST TIME is every few minutes on 1430
 Exclusive track reports
 as they happen
 daily 12 to 6:30



For Availabilities:
WILLIAM NORINS, Gen.
 Station WBYN, Brooklyn, N. Y.



More advertisers, local and national, buy more time on KLZ than on any other Denver station!

REPRESENTED BY THE KATZ AGENCY

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

L. 28, NO. 51

NEW YORK, N. Y., WEDNESDAY, SEPTEMBER 13, 1944

TEN CENTS

Politics Set For G. I. Joe

FCC May Limit Group Ownership Of Outlets

Washington Bureau, RADIO DAILY
Washington—Limitation on ownership of standard broadcast station by single licensee is now under consideration by the FCC, and may be announced "in the near future," Chairman James Lawrence Fly said yesterday. Fly told the Lea Committee that the Commission is "sensitive to the problem of monopoly and over concentration of control," and that he wouldn't be surprised if some limitations were agreed upon at an early date.

Radio and television licenses are limited.
(Continued on Page 6)

Grove Labs Renewing 'Reveille Roundup' On NBC

Renewal of "Reveille Roundup" on 86 NBC stations for 52 weeks beginning October 2 by Grove Laboratories, Inc., was announced yesterday by Russel M. Seeds Company. It will be broadcast Mondays, Wednesdays and Fridays 7:45 to 8 a. m., and features baritone Curt Massey and Westerners, vocal and instrumental group.

Cragston Joining Blue In Co-Op Program Dept.

Expansion of the co-operative program department of the Blue Network continues, with Barney Cragston appointed to join the staff as program manager, effective Sept. 20. He will work directly under Stanley Florsheim, manager of the co-op program.

(Continued on Page 2)

Sky Pilot?

Detroit—John E. Booty, 18 year-old radio script writer at WJR, Detroit, is preaching at St. Paul's Episcopal Cathedral this summer. Booty, who has been a leader in young people's activities at the large Cathedral, completed a series of six sermons Sundays at 11 a. m. which were so well received that he was asked to do another series by Dean Kirk B. O'Ferrall.

Romantic

The same day that Anita Phillips got the bid on CBS' "Amanda of Honeymoon Hill" to play the part of Constance Clark, a young Washington defense worker in love with an Army lieutenant, she actually did become engaged to Lt. Stanley M. Berman—of the Navy.

Ryan-Damm Explain FMBI Date Muddle

Blaming J. Harold Ryan, president of NAB, for failing to keep an appointment which might have led to closer co-operation between the FM Broadcasters, Inc., and NAB, Walter J. Damm of WTMJ, Milwaukee, president of FMBI, issued the following statement yesterday:

"In accordance with the resolution of the Board of Directors of FMBI, adopted at its meeting in Chicago, Illinois, on August 28, 1944, accepting
(Continued on Page 5)

Harrington Resumes Post As Y&R Radio Head Oct. 2

Thomas F. Harrington, vice-president and director of radio for Young & Rubicam, Inc. returns to his post Monday, Oct. 2, according to Sigurd Larson, Y&R president. Harrington has been on leave of absence due to ill health. Associated with Harrington in the agency's production activities are Hubbell Robinson, Jr. vice-president.
(Continued on Page 2)

Straus Would Air Congress On WMCA; Writes Sen. Pepper

6th War Loan Contest Includes Radio Judges

Sixth War Loan Poster Display contest, open to retailers in 11 staple categories in each state, got under way yesterday via a luncheon at the
(Continued on Page 5)

As a public service, WLAW presents a weekly half-hour program from the Chelsea Naval Hospital.
Advt.

Broadcasts Via Short-Wave Scheduled Beginning On Monday, Sept. 18; Reynolds First Speaker

Call N. Y. Meeting On Coverage Plan

Washington Bureau, RADIO DAILY
Washington—A meeting has been called for September 22 in New York at which time NAB officials will meet with agency and network executives for the purpose of putting into action the new coverage plan which was adopted at Chicago. The plan, which will involve the expenditure
(Continued on Page 5)

National Anthem Birthday In Special Blue Program

Blue Network will open at 6:30 a. m., EWT tomorrow in order to celebrate the 130th anniversary of the writing of "The Star Spangled Banner," by Francis Scott Key. Special 15-minute program will originate at Fort McHenry, near Baltimore, by
(Continued on Page 2)

CBS Tele Outlet Okayed; Other Activities By FCC

Washington Bureau, RADIO DAILY
Washington—The FCC, yesterday approved the application of CBS for a new experimental television station
(Continued on Page 2)

Shortwave broadcasts of political talks to armed forces in all the theaters of war will be inaugurated next week through the Army Forces Radio Service with addresses by Quentin Reynolds in behalf of the Democratic party and Governor Thomas E. Dewey as Republican Presidential candidate scheduled to be heard.

Six copies of the recorded address
(Continued on Page 6)

Lea Probe Continues; Expect Windup Today

Washington Bureau, RADIO DAILY
Washington—In the home stretch of its public hearings on the sale of WFIL, Fort Lauderdale, Fla., the Lea Committee yesterday heard radio lawyer Andrew J. Bennett, brought to the hearing room on a stretcher, deny any duplicity in his dealings with Ralph A. Horton, the seller, and
(Continued on Page 6)

WHOM To Katz Agency As Nat'l. Representative

WHOM, New York, recently acquired by the Cowles interests, has appointed The Katz Agency as national representative, effective immediately.
(Continued on Page 3)

Recorder

Alex Scourby is being kept very busy these days providing reading pleasure for 25,000 people who are unable to read. A feature actor on NBC's "Right To Happiness," Scourby records books and Shakespearean plays for Talking Books, Inc., which are filed in Washington and sent, free of charge, to any blind person who has the proper equipment for the recordings.

Families and friends of servicemen eagerly await WLAW programs from N. E. service installations.
Advt.



Vol. 28, No. 51 Wed., Sept. 13, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Tuesday, Sept. 12)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163 1/4	162 3/8	163 1/4	+ 3/8
Ersley Corp.	20 3/4	20 1/8	20 7/8	- 1/8
Farnsworth T. & R.	13 1/2	13 3/8	13 3/8	+ 1/8
Gen. Electric	37 3/4	37 1/8	37 3/8	+ 1/8
Philco	33 3/4	33 3/4	33 3/4	+ 3/8
RCA Common	10 3/4	10 1/4	10 3/4	+ 1/8
RCA First Prd	75 1/2	75 1/2	75 1/2	+ 1/2
Stewart-Warner	16 1/2	15 3/4	16 1/8	+ 3/8
Westinghouse	102 1/2	102	102 1/8	+ 1/8
Zenith Radio	41 1/2	41 1/2	41 1/2	+ 1/4

OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	21	...
WJR (Detroit)	35 1/2	...

W. E. Dividend

At a meeting of the directors of the Western Electric Co. yesterday dividend of 50 cents per share on its common stock was declared. The dividend is payable on September 29, 1944 to stock of record at the close of business on September 22, 1944.

20 YEARS AGO TODAY

(September 13, 1924)

The course of the radio chapter of the 1924 presidential campaign has definitely established radio as a potent political medium. The wail of station managers that somebody should pay expenses of campaign broadcast has been heeded by campaign managers and political time on the air will be paid for out of campaign funds.

COVER THE 3rd LARGEST MARKET IN THE COUNTRY'S GREATEST STATE OVER STATION

ROCHESTER N. Y.

Coming and Going

WILLIS B. PARSONS and **CLAUDE BARRERE**, of NBC's Radio Recording division, are vacationing, the former at his home in Darien, Conn., the latter at Montauk Point.

ARTHUR CASEY, assistant to Merle S. Jones, general manager of KMOX, CBS-owned outlet in St. Louis, conferred yesterday at the New York headquarters of the network.

ANNE FROMER, managing editor of "Magazine Digest," Toronto, is spending this week in Gotham. She will guest today on the Dunninger program over the Blue Network and tomorrow with Maxine Keith over Mutual.

DALE ROBERTSON, station and commercial manager of WTBO, NBC outlet in Cumberland, Md., is in New York. Paid a call yesterday at the offices of his national representatives.

JACK CARSON, who has been vacationing on the Coast, has returned to Hollywood and will resume his "Jack Carson Show" tonight over CBS.

ARTHUR STRINGER, promotion director of the NAB, returned to Washington, D. C., last night after attending the luncheon of the War Advertising Council at the Hotel Biltmore.

EDGAR KOBAK, executive vice-president of the Blue Network, has returned from a trip through the South and Southwest, during which he conferred with affiliates and clients, also visited with his son, Lt. James B. Kobak, at Alexandria, La.

JOHN AARON, CBS news writer, is away from the network's newsroom on a two-week vacation. He'll return on Sept. 25.

RALPH MINTON, publicity director of WIP, Mutual outlet in Philadelphia, paid a call yesterday at the headquarters of the network.

BETTY LEE HUNT, publicity director of MCA is back at her desk following an illness that bedded her for the past several days.

JAN STREATE, Powers model and television actress, leaves tonight for Mexico City, where she will enjoy an extended rest.

JACK ADAMS, radio director of W. Colston Leigh, has returned from a vacation spent in New England.

ALFRED W. CRAPSEY, sales manager of KPO, San Francisco, back from a vacation which he spent at Saratoga, Calif.

National Anthem Birthday In Special Web Program

(Continued from Page 1)
way of a tribute to the men who defended the fort against the British in 1814 and to the writer of the anthem who witnessed the battle between the fort and English frigates.

Lucy Monroe, representing the Blue will preside at the broadcast and present Maryland dignitaries including Governor Herbert O'Connor. Miss Monroe's rendition of the anthem will be accompanied by a 75-piece band of the Maryland State Guard.

Network will close at the end of the program and reopen at 8 a.m.

Cragston Joining Blue In Co-Op Program Dept.

(Continued from Page 1)
dept. This raises the department to a staff of 11 people.

Cragston who will contact national and regional spot advertisers, is now a Lieutenant in the Army Anti-Aircraft, and will receive his discharge on Sept. 19. He formerly acted as broker for various syndicated radio programs which he sold to local sponsors.

CBS Tele Outlet Okayed; Other Activities By FCC

(Continued from Page 1)
to operate in New York. The station is assigned to a band 16 megacycles wide, between 460 and 476 megacycles.

Approval also was given for 250-watt standard stations in Ann Arbor, Mich., and Salt Lake City, Utah. The former, licensed to the Washtenaw Broadcasting Co., will operate on the 1,050 band, and the latter on the 1,400 channel. Licensee is the Granite District Radio Broadcasting Co.

Harrington Resumes Post As Y&R Radio Head Oct. 2

(Continued from Page 1)
dent and executive manager of the department, Joe Moran and Harry Ackerman, associate directors of radio.

Robinson served as acting director during Harrington's absence. Larson made the announcement of Harrington's return and complete recovery at a luncheon for the radio staff of Young & Rubicam at the Hotel Biltmore, New York.



SOME SHOOT INTO THE AIR . . . land they know not where

That can be said again and again . . . particularly in radio! Do you, a user of time, know exactly when your messages land? Do you know exactly how many people actually hear your messages? Do you know exactly what your cost per listener is?

There's one town we know of where you can get all the facts to enable you to buy time on the one radio station that produces more listeners for your dollar.

The town is Baltimore . . . the station is W-I-T-H.

Based on the Robinson Radio Reckoner . . . (the sound principle of coverage, popularity and cost) . . . W-I-T-H leads all stations in Baltimore by a wide daytime margin. And is second to only one station, on one program, on a Sunday afternoon!

The safe, sure buy in Baltimore, based on facts alone, is W-I-T-H, the independent station.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

ON TARGET!

"PATTERN BROADCASTING"
OVER STATION WDAS
COVERS PHILADELPHIA



Cover your market with a package of spots that cover the day.

To assure intensive coverage, ask Philadelphia's Outstanding Full-Time Independent Station about "Pattern Broadcasting."

Quebec Conference Covered By Networks

Network correspondents and commentators are now being heard from Quebec on their own respective programs and also filling in on the "old-news" type of roundup shows, each doing an average of two programs daily. Whenever the news wants special broadcasts will be scheduled or worked into one of the regular news periods.

Richard Harkness is covering the conference of confab between President Roosevelt and Prime Minister Churchill for NBC and is the only correspondent to Quebec by the network. The course has access to the regular press association news as well. News was heard Monday afternoon on the World News program and his own show at 11:15 p.m. Since additional programs with Harkness have been heard. Blue Network covered by H. R. Baukhage heard at 15 p.m. and otherwise as the warrants.

News analysts William L. Sherr and Major George Fielding are broadcasting their regular Columbia programs from Quebec during the Roosevelt-Churchill conference, and will also be heard on the CBS "World News" programs. Their skeds are subject to how the breaks. Mutual is currently being covered in Quebec by its affiliate with the Christian Science Monitor with correspondent at the meet.

WHOM To Katz Agency As Nat'l. Representative

(Continued from Page 1)
The agency represents other radio stations and this is the first time that WHOM has had a station representative.

WHOM is broadcasting the International League play-off baseball games, doing the Toronto-Newark games for Ruppert's Beer. Ruthrauff is the agency.

CHATTANOOGA
IS THE HEART OF A POWER EMPIRE SERVED BY
WDOD
CBS
5,000 WATTS
DAY AND NIGHT
PAUL H. RAYMER CO.

★ AGENCY NEWSCAST ★

ADVERTISING CLUB OF NEW YORK will inaugurate its new season of Celebrity-Forum Luncheons today, the announced guest-speaker being James Lee Ellwood, State Secretary of the YMCA's in New York State, on the subject "Youth Flies Alone," signaling the hundredth anniversary of the founding of the YMCA.

BUDD GETSCHAL has been named copy chief of The Blaine-Thompson Company, Inc. He leaves Mort Blumenstock's advertising department at Warner Bros. to take over his new duties immediately.

E. J. (AL) EISENMENGER has joined the Dancer-Fitzgerald-Sample agency, where he will handle the management and technical direction of their radio recording studio in Chicago. For the past 14½ years he was with NBC in Chicago as studio engineer.

DOHERTY CLIFFORD & SHENFIELD, INC., announce the appointment of Rita Benn, Helen Meehan, Ann O'Connor and Dinah Denke to the media department. Miss Benn is newspaper space buyer and prior to her appointment was associated with McCann Erickson. Miss Meehan is general media assistant and was with Pedlar Ryan and Lusk for 12 years. Miss O'Connor will act as general media department assistant. She formerly was associated with Pedlar Ryan and Lusk. Miss Denke is assistant magazine buyer and was formerly assistant time buyer at Pedlar Ryan and Lusk. Before that she was with the Crowell-Collier Publishing Co.

THE TWENTY-FIRST annual Advertising and Selling Course of the

NEWS EVERY FEW MINUTES
WBYN
RACING EXCLUSIVELY 12:05-1:30
1430
MUSIC ALL DAY
WBYN
SPORTS EVER SO OFTEN
MINUTE PROGRAMMING CONTINUOUSLY

For Availabilities:
WILLIAM NORINS, Gen. Mgr.
Station WBYN, Brooklyn, N. Y.

Advertising Club of New York, opening October 9, will have 27 lectures. These lectures will be followed by clinics on six different subjects. They are: Copy, Sales promotion, Radio Production, Advertising Production, Export Advertising and Sales Training.

A SPECIAL COURSE in newspaper, magazine, and radio public relations and promotion activities will be given starting September 18th at the Collegiate Secretarial Institute, 501 Madison Avenue, it has been announced by Sadie E. Brown, principal. The course will be conducted by Richard H. Roffman, promotion director of Hillman Periodicals and formerly for many years staff editorial member of the New York "Journal American."

NATIONAL AIRLINES, INC. of Jacksonville, Fla., announces the appointment of the M. H. Hackett Company to handle their advertising in the eastern area.

S. JAMES ANDREWS, director of NBC's "Mr. and Mrs. North," has been made vice-president of the Lenzen & Mitchell advertising agency. He'll remain as director of the Wednesday chiller-diller series produced by the agency.

WHEN YOUR PLANS CALL FOR SPOTS...
CALL FOR A JOHN BLAIR MAN

JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS

WHY PORTLAND, OREGON PEOPLE PREFER KGW



GLENN HOWARD, KGW news editor, checks copy "hot" off the teletype for shipyard newscasts.

AUSTIN F. FLEGEL, JR. Executive Vice President of Portland's Willamette Iron and Steel Corporation

SAYS... "Portland's shipyard workers have hung up national records in war production and they're not going to stop until the war is won. KGW, by bringing its lunch hour news of the progress of the fighting to the men and women who are building the materials of war, is helping to keep up production tempo. We're grateful, indeed, to KGW for the fine job it is doing, and its high sense of public responsibility in its service programs."



AUSTIN F. FLEGEL, JR.

THE STATION WITH EAR APPEAL
KGW PORTLAND OREGON

Affiliated with the National Broadcasting Co. Represented nationally by Edward Peby & Co., Inc.

PROGRAM REVIEWS

"MAXWELL HOUSE
COFFEE TIME"

Maxwell House
NBC-WEAF, Thursday, 8-8:30 p.m., EWT

Benton & Bowles, Inc.
Writer: Bill Hampton

Production Supervisor: Walter Craig

Benton & Bowles is still serving Maxwell House Coffee in grand style. In adding something new and retaining something old, "Coffee Time" has resumed its seasonal operations with the sparkling half-hour variety show competently handled by radio's top tall tale teller, Frank Morgan; raucous Cass Daley, whose advantage over other Tootsie Sagwells and Vera Vagues is her vivacious vocability; affable screen actor Robert Young, straight man to Morgan's braggadocio; Eric Blore, Morgan's capricious butler, and Carlos Ramirez handling both comedy lines and songs in a commendable manner.

The format is quite similar to the previous show which featured Fannie Brice with Morgan, in that Morgan opens the show with his incredible yarns; and the spot originally held by Miss Brice is remarkably replaced by the zany man-hunting antics of Miss Daley. Opening theme of the newly upholstered Morgan vehicle has the raconteur singing the first few bars of "The Man Who Broke the Bank At Monte Carlo," a song he introduced many years ago. Just before the half way mark, Ramirez rendered a song, in this case "Amor." Following this respite, Blore resumed the fun-stitching scene, infectiously supported by Young.

Bill Hampton is to be credited for providing the production with some excellent comedy situations. Interpretations of some of the lines by Morgan were more than a little on the risqué side—but the hour during which this program is aired can be considered an adult one.

Walter Craig, radio director of B & B, and the production supervisor of this program, is to be commended for the precision timing executed throughout. The two commercials were smoothly handled by Harlow Wilcox in the announcerial department. Incidentally this program has only two commercials, whereas the majority of half-hour shows contain three. Reason for this appears to be that the first Maxwell commercial has a musical background, in which the quality of the coffee is compared, listenably, to the arrangement of musichords. In closing, we'll simply add that Al Sack is giving the entire show fine support with his baton.

Gale Associates
SPECIALISTS

IN RADIO PACKAGES
AND TALENT

48 West 48th St. • New York City
LO. 3-0350



Notes From a Ringside Seat...!

● ● ● We've often heard or read that people in all walks of life, write songs.....in fact, we commute to the office each morning via the Interborough Rapid Transit or as N'Yawkers have it, "the subway"..... in passing we might add that the subway is definitely "Interborough" but that's where the name of the company and the actual truth parts company.....but we digress from the story.....we merely meant to point out that when we once had occasion to carry home a mitful of professional copies of new songs sent us by publishers for reviews, a brawny subway guard, asked us if "we were in the music business and if we'd listen to some of his compositions sometime".....naturally radiolites, too, write songs.....last Sunday, Alfred Wallenstein's MBSerenade, "Music For An Hour," included four songs, composed by several WORKERS....."Give Me Your Answer," written by that station's genial Prexy, Alfred McCosker; "I'll Never Forget," and "Too Soon," penned by News Commentator Leo Cherne and "Blue Lady," written by Rosamund Safia of the WOR Program Department. ● Michael Artist, eleven-year-old radiolite who portrays young "Nixon" in NBC's "David Harum," doesn't harbor dreams of becoming a great thespian (when he grows up).....not at all, he just wants to be a sports announcer.....move over Michael.....me too (if and when we ever grow up).....Marjorie Morrow, former CBS casting director has just resigned as Eastern Talent scout for Warner Bros.

★ ★ ★

● ● ● Basil Loughrane who resigned from Transamerican last week, will branch out as an independent producer.....he'll continue to direct "Light of the World," however, when it returns to the air next week. ● Monday night on the "Lux Radio Theater," Orson Welles sounded sooo much like Charles Boyer. ● Lew Sherwood, bandmaster with Nat Brandwynne's Orchestra currently featured at the Starlight Roof atop the Waldorf-Astoria Hotel in Gotham, is a triple-threat-man.....he blows a "hot" trumpet, does most of the vocals. ● Milton Geiger will resign as scripiter for the "We Who Dream," CBS show, and will entrain for the Coast Monday to take over the writing assignment on the NBC gig, "Johnny Presents Ginny Simms".....Gladys Shelley's screen play, "No Life For A Lady," a story of Tin Pan Alley, (based on her own life??) has been purchased by Universal Pictures.....many a music exec will recognize himself in the flicker. ● Wheeling Steel Corp. is toying with a novel radio idea for the networks.....its program of the past few years, "The Musical Steelmakers," produced and directed by Jack Grimes always was high on our entertainment list.

★ ★ ★

● ● ● He's probably been called a lot of things (tee-hee) but the latest name to be added to his list of aliases is Wamble Wakua, meaning "Charging Eagle".....at a ceremony last week at Yankton, S. Dakota, Warren (Vox Popper) Hull was thus "Hailed" by a tribe of Sioux Indians.....(don't we have fun?) ● Lyn Murray has been re-signed to direct the Orchestra and Choral group by the CBSquibb people. ● The Brass Rail, via the Blackstone Agency, has renewed its WJZ program, "Moments of Memory" for another 52 weeks starting Sept. 24.....Chet Gaylord will vocalize accompanied by an instrumental trio directed by Jon Gart. ● John McKay's idea for a regularly-scheduled meeting of station press dept' heads is a step in the right direction. ● Sam Harrington of NCChicago, has signed a deal for the Atlas Brewing Co. to sponsor "The Four Vagabonds" for 52 weeks on WMAQ.....Olian Advertising Co. is the agency.

★ ★ ★

— Remember Pearl Harbor —

LOS ANGELES

By RALPH WILK

AFTER singing opera with Powell on the "High Among Stars" set for a whole day, Constance Moore rushed out to a broadcast studio and did a special Columbia Performance in swing, for over servicemen, this week.

Tom Hargis, NBC producer, is an opera singer, coach director, poser and writer. He is considered one of the most versatile men in radio. Later proof of this is that he just completed for the ball Duke Ellington's "Caravan." Hargis was commissioned to write this RCA television. Rotund, jovial Hargis is good naturedly taking ribs for not being able to direct the ball himself! Seems the services of D. Lichine were secured.

Bob Burns and Spike Jones will air together this fall, according to Hollywood reports. Each will have his own program.

Harry W. Flannery, CBS commentator, is news editor for the Monday night "Town Hall" meetings which form an important part of the Brigham General Hospital's recreation program for injured service men from every fighting front. The Monday night sessions include special sessions on various subjects, after which Flannery regularly gives a resume and interpretation of the news events of the week and the meeting is open for questions from the veterans.

Say Pop
(SEND YOUR GUIDE BOOK TO ME)

A New Novelty Song
in
Fox Trot Time

AS TIMELY AS YOUR
DAILY NEWSPAPER

All Material Available

RYTVOC, Inc.

1585 Broadway, N. Y. 19, N. Y.

Damm Explain FBI Date Muddle

(Continued from Page 1)
 s invitation to confer on co-
 between the NAB and
 arranged with Mr. Ryan that
 a to meet with him at 5:00
 Wednesday, August 30, in my
 Ambassador Hotel. I was in
 as, or within telephone reach
 otel, from 7:30 p.m. Tuesday
 10 p.m. Thursday. Mr. Ryan
 keep the appointment, nor
 message received cancelling
 oning it."

Ryan's Version
 an, in Washington yesterday,
 d that he endeavored to com-
 call to Mr. Damm at the
 dor in Chicago on Wednes-
 August 30, and again on Thurs-
 when Ryan called on Thurs-
 mm had checked out. As a
 to the misunderstanding on
 nment, Ryan wrote a letter
 n as president of FMBI ex-
 his inability to reach the
 spokesman in Chicago and ex-
 a desire to discuss further
 abilities of FMBI joining up
 t.B.

War Loan Contest Includes Radio Judges

(Continued from Page 1)
 Hotel under auspices of
 Advertising Council. Total
 100 have already been pledged,
 an 10 times the amount ever
 way in any similar contest.
 for the prizes comes from a
 manufacturer in the various
 commodities, each of whom
 nsor a contest.
 s in each state will be a com-
 prised of a radio official
 ion or network, a newspaper
 leading citizen, an adver-
 gency executive and a manu-
 of national standing.

GOP Adds Talk

olican National Committee has
 ept. 13, today, to its political
 ts, with Mutual Broadcast-
 em to carry Cong. Everett M.
 n of Illinois to be heard at
 10 p.m., EWT.

... Sell Them on

WOL

Affiliated with Mutual

Nat'l Reps. SPOT SALES, INC.
 New York, Chicago, San Francisco

Straus Would Air Congress On WMCA; Writes Sen. Pepper

(Continued from Page 1)
 industry opinion on the question.
 In his letter to Senator Pepper, Mr. Straus discloses that WMCA is prepared to broadcast sessions of Congress upon passage of the Pepper resolution. The Straus letter follows:
 "On my return from a short vacation I have learned of your introduction of a joint resolution which would provide for broadcasting the proceedings of Congress. Please accept my heartiest congratulations. It is typical of you to take this courageous and forward-looking step.

"I am convinced of the importance of bringing congressional debate to radio listeners. In fact, one of the first things I did on becoming associated with station WMCA was to make a trip to Washington to explore that possibility. Discussion of the matter at that time with several of the leading members of the House of Representatives gave me little encouragement.

Overcomes Objections

"I was told that it would not be feasible to broadcast congressional debate for two reasons. It was alleged, in the first place, that the installation of microphones in the Chamber would make the private conversations of members audible to radio listeners. I pointed out, in reply, that a switch at each seat would enable the member to disconnect his microphone until he arose to address the house. Therefore, the argument that the installation of radio equipment would violate privacy of conversation and consultation in the Chamber had no basis in fact.

"Thereupon the second objection was advanced. It was claimed that, as it would be impossible to broadcast all congressional debate, the incompleteness of what the radio audience would hear might convey a false or misleading impression. Again the argument seems to have little valid-

ity. If it were found it would apply with equal force to the printing in the daily papers of quotations of part of speeches of members of Congress. To require that a newspaper print congressional proceedings in their entirety if the paper quoted from the remarks of any Senator or member of the House, would obviously be unreasonable. It is equally unreasonable to assert that the value of reporting congressional debate on the air-waves would be dependent on broadcasting the complete proceedings of the days.

"No Valid Argument Against"

"There is, in fact, no valid argument against the resolution which you have introduced. There is no justification for excluding from the radio arguments on which legislators base their decisions. To assert the contrary or to set up hollow objections to the broadcasting of congressional debate is, inevitably, to give enemies of the democratic process the opportunity to say that there is something to conceal, that members of Congress make statements that they would prefer not to have heard by the people. I believe that there is no bad thing that is not helped and no good thing that is not made better by letting in the daylight. Public

Call N. Y. Meeting On Coverage Plan

(Continued from Page 1)
 of \$1,000,000, embodies a standard method of measuring circulation so all stations are comparable. It entails the balloting of 1,000,000 radio families of the urban, rural non-farm and rural farm areas.

Gets Promotion

Fort Monmouth, N. J.—Lt. Stanford R. Espedal, of Chicago, and formerly with the NBC and CBS at the Chicago offices, was promoted to Captain for his outstanding work in pushing the sale of war bonds in this area. While in Chicago, Capt. Espedal was radio director of Dasho Rogers, Inc.

opinion is a great curative force in a democracy.

"To broadcast the proceedings of Congress would raise the tone of congressional debate and would immeasurably increase public interest in, and understanding of, the processes of government. Radio can perform no greater service than this: To bring the deliberations of those who make our laws and guide our national destiny into every American home.

"Station WMCA is ready to begin broadcasting congressional debate on a regular schedule as soon as your resolution is enacted into law."

LYN MURRAY JEFF ALEXANDER
 EUGENE LOEWENTHAL

announce the formation of

MURRAY - ALEXANDER ASSOCIATES

The function of this organization is to provide the finest orchestras, choral groups and arrangements in the professional entertainment field for—

RADIO PROGRAMS • TRANSCRIPTIONS
 BROADWAY MUSICALS • MOVIES
 AND ALLIED ENTERPRISES

Lyn Murray and Jeff Alexander, outstanding conductors, composers and arrangers, will do jointly what each heretofore has done individually. Eugene Loewenthal will be business manager and artistic assistant.

Unaffected by the new organization, Richard J. Dorso continues as the personal representative of both Murray and Alexander.

PLaza 9-6390 20 East 53rd Street, New York 22, N. Y.

Sell the Booming
 Hard Coal Region!

WAZL

Hazleton, Pa.

NBC Mutual

Lea Probe Continues; Expect Windup Today

(Continued from Page 1)
George B. Storer, the purchaser of the station.

Through more than three hours Bennett refused to give ground before the repeated leading questions and charges hurled at him by committee counsel John J. Sirica, who was determined to prove that Bennett's conduct in agreeing to represent Storer and Fort Industries, of which Storer is president, at the same time he represented Horton, was unethical. Bennett maintained that he had not agreed to represent Fort Industries until he had first notified Horton.

Bennett insisted also that he had not participated in any way in the discussion of price for the station. His fee from Fort Industries rose as the price dropped. Details of price were decided by Horton and Storer alone, he said.

Asked whether he should not have urged Horton to hold out for more money, Bennett said that he thought Horton had been fairly dealt with, that "\$275,000 was at the time considered to be excessive by all broadcasters." This was the price finally agreed upon—a price which Stephen A. Vetter, Miami radio man, had earlier testified was low.

Bennett, Sirica Clash

Bennett and Sirica clashed several times as a result of Sirica's leading questions, with Bennett at one point asking, "do you want my testimony, or do you want to tell the story."

Sirica shot back, "I am conducting this examination my way. Answer the questions and we'll get along." Bennett replied that he had not yet heard any question, but had heard merely statements by Sirica. The latter insisted these statements were facts, and Bennett demurred.

FCC Chairman James Lawrence Fly was on the stand in the morning, sitting through several disputes between Sirica and Rep. Louis E. Miller, on the one hand, and Rep. Warren G. Magnuson on the other. At one point Magnuson challenged Sirica's procedure.

The case is expected to be wrapped up this morning, after 12 sessions—11 public and one semi-public. General impression is that the committee has not made a good showing.

FCC May Limit Group Ownership Of Outlets

(Continued from Page 1)

ited to five for a single licensee. CBS and NBC, Fly pointed out, both own seven major standard stations—most of them 50 kw outlets.

Fly's statement followed by a brief time the statement by Committee Chairman Clarence F. Lea that while new radio legislation is out for the present Congress, he will himself if he remains chairman of the House Interstate Commerce Committee offer a revised communications law early

WOMEN IN RADIO

By MILDRED O'NEILL

RECENTLY we spent the week-end with a friend who believes in letting her guests find their own amusement. Through force of natural attraction, intensified by the fact that our own relic of pre-war days is in need of some as yet undiscovered radio vitamin, we gravitated toward the radio. Aimlessly, we dialed for a minute. Suddenly we were stopped short by a charming feminine voice and for the next 25 minutes all was bliss. For we had the NBC-WEAF "Serenade to America" program and the voice was that of Nora Stirling, talented writer and narrator of this grand musical divertisement that graces the airwaves five evenings a week.



Nora Stirling's friends nicknamed her "fascinating facts Nora" with good reason. Long before she finished her education, part of which was in a school presided over by the Misses Gossip, an insatiable curiosity had developed that was to color her entire future. It would be a misapprehension to assume that her fondness for delving into encyclopedias and indiscriminately reciting her findings had any roots in the Misses Gossip's school, but regardless of cause, its effect was to take her into the theater where she was seen with such stars as Mrs. Fiske and Katharine Cornell, and then into radio to act and write of the little-known facts she was constantly bringing to light. Just two years ago Nora joined NBC's script department. An assignment was given to her to write the continuity for "Serenade to America." It was during an audition, when Nora read her own conception of the lines for a hopeful, that she herself was chosen to be narrator as well as writer of the program.



The tales Nora weaves nightly have more than once had their counterpart in the occasion at hand. Take for instance the night she was recounting the dangers that beset musicians. She was telling of the worn brown patch on the violinist's neck, the tootler's blistered lip, the harpist's caloused hands. Just as she was winding up with the story of the conductor in ancient times who struck his foot with his cane baton and died of resulting abscess, a mixture of sounds was heard. The trombonist, moving his chair, had toppled off backwards into a six-foot chasm back of the stage. Fortunately, when picked up by helping hands, he was found to be quite intact.



Take the same format, same title, same artist, same station add 18 years of continuous presentation include well over 850 performances without missing a broadcast or being late to one to which add the fact that until a recent anniversary never has a number been repeated except the signature piece and you have a recipe for contentment at KMBC in Kansas City, for a large listening audience, and for Mrs. Aubrey Waller Cook's "Classic Hour," which is the piece de resistance thus concocted.



Julie Benell who writes, directs and produces "Women Commandos" out in Oklahoma over WKY has done many things in the 13 years she has been in radio which have come in for big honors. This Summer Julie decided to grow tomatoes in her spare time—massive tomatoes. At this point, vital statistics are most interesting. Every tomato on the vines weighed a pound or better. Only three were needed to complete a canned quart. The prize winners of the crop, affectionately called "Big George" weighed 36 ounces and measured 20.1 inches around. According to the State Agent, "Big G" broke the Oklahoma state record.

next year. His purpose, he said, will be to define FCC powers more sharply and prevent the throwing of Commission weight into fields where no authority is provided.

It is significant, too, that Rep. War-

ren G. Magnuson, during yesterday's hearing, questioned Fly again about the problem of Commission surveillance of transfers of less-than-majority stock interest in stations. This question came up last week also.

G. I. Joe To Get Paid Via Shortwave

(Continued from Page 1)
dresses, pressed on aluminum are being furnished the Armed Radio Service and the Office sorship six days in advance scheduled shortwaving. Three go to the West Coast shortwations and three for eastern tion.

It is required that the text speeches be the same as that d by a political speaker within tinential United States and fo of security does not contain formation of value to the The Army Forces Radio Ser stipulates the type and lengt announcers' introductions.

Reynolds' Convention Speech

Reynolds speech will be th one he delivered before the cratic National convention in and will be shortwaved to th Forces on Monday, Septem Other dates set aside by th forces Radio Service for Dem speakers are September 26, 18th, October 26 and Nov. 3

Two Addresses by Dewey

Two addresses by Governor are scheduled for shortwavin Dewey's Philadelphia speech relayed by shortwave to the forces on September 19th a Louisville speech is also sel for shortwave broadcast. Th set aside for the Republican speakers are Sept. 19, Sept. 2 19, Oct. 27 and Oct. 30.

Other political parties wh reserved time for the Army Radio Service are as follows:

- Socialist Party—Sept. 20, 28, Oct. 20, Oct. 23 and 31st.
- Prohibition Party—Sept. Sept. 29, Oct. 16, Oct. 24 and 1.

- Socialist-Labor Party—Sep Sept. 25, Oct. 17, Oct. 25 and 2.

Radio departments of bot Democratic and Republican n committees in New York hav huddling the past few days selection of speakers for the ad to be made to the armed for is agreed that to get sustaine est of the servicemen the pro of necessity must not be too he political content and must refle personalities of the speakers. representatives of both parties been tuning in OWI shortwave grams to get a better idea of seas programming.

Coll Coast Tieup

Fred Coll, New York press sentative, has affiliated with the garet Ettinger publicity office off lywood and will be the Eastern contact for Amos 'n' Andy as suit. Blackface duo start their year on radio Sept. 22, on NBC John Charles Thomas as first star. Ettinger office has been e lished on the West Coast for years.

★ ★ COAST - T O - COAST ★ ★ ★

— TEXAS —

ANTONIO—New commercial manager of WOAI is Cecil K. who succeeds Jack Keasler. was formerly commercial of KARK. Late news from Associated Press are heard daily over KONO under sponsorship of the Wolff & Marx Store. Now being times weekly over KTSA. member stations of the Lone is "Homespun Texas," featuring Stewart. DALLAS—'s top golfer, Byron Nelson, recently on Felix McFighting Texans" over WFAA. WORTH—The new sponsor of Topic," heard over KGKO weekly is the Fair Department

to notify telephone companies in 150 surrounding towns so that whistles, sirens and bells can be sounded, and the phone companies have agreed to call every phone and advise the people to listen to WNAX for the whole story.

— GEORGIA —

LA GRANGE—New additions to the mike staff at WLAG include Stanley Cato, Hugh Chastain and Willard Wilkes, former program director of WAGF.

— MINNESOTA —

MINNEAPOLIS—Just 35 hours and 40 minutes from the time that the first class met 75 years ago, on the University of Minnesota campus, WCCO will broadcast a "Salute to Minnesota" to celebrate the passing of three quarters of a century by one of the nation's largest educational institutions, Al Sheehan, program director, announces.

— NEW JERSEY —

PATERSON—As part of the promotion being given to the local Community War Fund drive, Bob Bright, feature disc jockey for WPAT is conducting 11 contests in as many different towns seeking a Miss Community War Fund. The contests, conducted over his daily "Bob Bright's Bandstand" have brought many favorable reactions from advertising agencies, motion picture companies and prominent citizens.

— TENNESSEE —

NASHVILLE—Starting this month over WSM is a new live talent show along bucolic lines designed to reach farmers and industrial workers in the South. Featuring Rod Brasfield, hill-billy comic and curly Williams and his Georgia Peach Pickers, the show will plug O'Bryan Bros.' overalls and work clothes.

— COLORADO —

DENVER—A new Friday night musical series to be heard over KLZ and titled "Ambrose Serenade" will soon bow in under the sponsorship of Ambrose & Co., makers of jellies and jams.

— NEBRASKA —

NORTH PLATTE—John Alexander, general manager of KODY, was recently elected to the Board of Directors of the North Platte Community Chest as Vice-President of the Board.

— MASSACHUSETTS —

BOSTON — Recent guests on WCOP's "Girls About Town" were Smiley Burnette, Kay Buckley and Lloyd Edwards. In celebration of an annual bargain sale, Filene's Basement bought five five-minute spots on WNAC, featuring Louise Morgan, Cedric Foster, Jack Stanley Tom Hussey, and Nelson Churchill, all news commentators.

— CONNECTICUT —

HARTFORD—The experimental program department of WDRC has come up with a new program idea called "Fantastic Productions." Skedded to start soon, the daily half-hour show will feature the WDRC ensemble engaged in antics written, directed and produced by a different station announcer every day.

— WASHINGTON —

YAKIMA—The newest addition to the announcing staff of KIT is Fred Roberts, who came to Yakima from KJBS, San Francisco.

— UTAH —

SALT LAKE CITY—As the result of a charge by the Desert News that it had been attacked during an AF of L newscast over KUTA, the six Utah stations offered the Salt Lake publications time for answering the union's charges. The paper accepted a 10-minute period following the union broadcast, and answered the union's charges. This method of handling the dispute, the first program of its kind in Utah, has met with wide, favorable comment.

— NEW YORK —

NEW YORK—Guesting on WMCA's "Eaton From Washington" September 14 will be Sen. Robert F. Wagner, who will discuss "Protecting the Boys Who Come Back." The armed forces new program "Overseas Round-up" heard over WHN will be alternately emceed by Lowell Thomas and John W. Vandercook, of NBC and Sidney Walton of WHN. A debunking analysis by Bruno Shaw and recorded Japanese propaganda in English is the theme of the new WNEW program "Lies from Radio Tokyo." Guesting on WQXR's "From WQXR's Greenroom" September 15, will be Dora Pearl Mann, well-known conductor and pianist. In keeping with their public service policy, WINS will run a series of programs titled "Veterans Aide" to educate returning servicemen to the proper procedures in rehabilitation and retraining.

— WISCONSIN —

MILWAUKEE—So far as is known, this season's complete play-by-play football sked over WMFM will be the first complete FM sked for a full football season;

the Wadham Oil Co. will sponsor and Russ Winnie will handle both the WTMJ and the WMFM mikes.

— CALIFORNIA —

LOS ANGELES—Recent guests on the Red Cross "Since Pearl Harbor," heard weekly over KECA, were Wallace Ford, motion picture actor, and Mark Breneman, well-known locally as an emcee and a vocalist. Because so many of the officers of the KFI Employees Association have recently become executives a new election was necessary. Election returns put Bob Purcell in as president, Jack Edwards, vice-president, Ruth Franzen, secretary, and Victor Stever, Ray Moore, Eva Meyer and Dorothy Merrick members of the board of directors.

— OHIO —

CLEVELAND—New members of the WJW staff are Walter Kay formerly with WMRN as announcer, and Vaughn P. Ut, discharged from the marines who joins WJW's sales staff. STEUBENVILLE—When a storm wrecked the Welton Steel Company's stadium, causing cancellation of a skedded annual pageant recently, WSTV jumped into the breach and made transcriptions of the pageant for rebroadcast to those who missed the first airing. Many phone calls from appreciative listeners were received.

West Coast Tele Experts Join Producers Assoc.

Los Angeles—Four more television producers have become members of the Independent Television Producers' Association of the West Coast headed by Patrick Michael Cunning. They are: Rick Freers, James J. Wills, Charles Morton and David Hutton. Next meeting of the organization is scheduled for Friday evening, Sept. 15, at Stage 8, Cuning's studio.

PENNSYLVANIA —

PHILADELPHIA—Serving as chairman of the Pine Club's annual luncheon to September 17 will be Tom Moore. IL sports director. PITTSBURGH—The engagement of Bill Babcock, announcer, to Betty Bissett of New was recently announced. Wedded for next June. After a respite, Bob Rhodes and his orch are back at their usual "Words and Music."

— NEW YORK —

YUSE—As a public service WFBL devoted a part of one recent "Farm Show" providing students and family-school closings due to polio, effort to clear up the confusion from the fact that some others remained open. The engineering staff of was lost the services of Paul to the Navy and gained Adolph Uryniak, former FCC monitoring officer.

— MISSOURI —

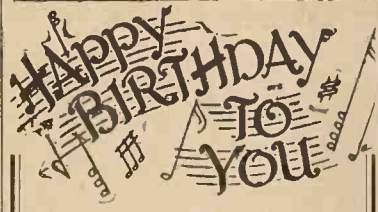
UIS—Participating in a local school movement, KMOX, as a service feature, is carrying a series announcements to return to their summer jobs, and to education for the future with a well education.

— INDIANA —

WAYNE—Celebrating the in-German soil by allied troops, broadcast a special program mmarized Wold War II right latest flashes from the news-

SOUTH DAKOTA —

ON—With "V-Day" imminent, WNAX has arranged elaborate complete coverage. They plan



September 13

- Margaret Banks James L. Clemenger
Bob Miller Michael M. Sillerman
John McNamara Leith Stevens
Gretta Palmer Kenneth Trietsch

WANTED

Writers—Writer-Producers
Immediate Openings
experience, salary, draft status
RADIO DAILY, Box 897
ROADWAY, NEW YORK 18, N. Y.

OFF-THE-AIR RECORDINGS ANY DAY ANY TIME
MIRACOUSIC RECORDINGS by CARL FISCHER, Inc. CI-7 2965
119 WEST 57th STREET, N. Y., N. Y.


Few Stations in the Nation Can Equal KOA's Dominance:
68.8% DEALER PREFERENCE
69% LISTENER LOYALTY
9 OUT OF 10 TOP PROGRAMS
50,000 WATT POWER
7 STATE COVERAGE
Represented Nationally by Spot Sales 50,000 WATTS 850 K.C.
FIRST IN DENVER KOA

Your servant's  buttons are popping again to make room for 4 new awards.

First, local newspaper radio editors

voted KPO  in Billboard's

Annual Publicity Survey. Then

came  from the same publication.

Next, "For maintenance of a superior

standard of protection" ...



followed by Bells of Freedom award

for . Indicating that

"official" as well as public attention

is keeping tuned to

KPO
SAN FRANCISCO

KPO's the only 50,000 watter west of Salt Lake, north of Los Angeles, south of Seattle and east of Moscow.



THIS IS THE NATIONAL BROADCASTING COMPANY
A SERVICE OF THE RADIO CORPORATION OF AMERICA
Represented by NBC SPOT SALES

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

28, NO. 52

NEW YORK, N. Y., THURSDAY, SEPTEMBER 14, 1944

TEN CENTS

Agencies Set Producers

Storer Resume Comm. Testimony

Washington Bureau, RADIO DAILY
Washington—Although the Lea
Storer was supposed to wind up
present sessions yesterday, the
maneuvering of Rep. Louis E.
Storer to grasp some good headline
necessitated delaying the
of the hearings until today.
Title of yesterday's session ac-
tually dealt with the sale of WFTL,
Tallahassee, Fla., the supposed
of the session
questioned Fly on half dozen
(Continued on Page 5)

Spaeth Signed For Tele; Will Be Musical Advisor

Washington Bureau, RADIO DAILY
Washington—Rigmund Spaeth, noted music
composer, has joined the staff of the
Tele. Workshop as musical con-
sultant. It has been announced by
A. Shane, executive director.
Spaeth will advise the Workshop
on all programs requiring music,
and will build a musical library for
Workshop productions.
His first assignment will be on the
program for McCreery's department
(Continued on Page 2)

Radio Institute Grads Get Jobs With Stations

Washington Bureau, RADIO DAILY
Washington—Over 50 per cent of the
graduates of the Radio Institute
body available for employ-
ment. Completion of the third an-
nual Radio Institute have been
by the industry less than
weeks after the close of the ses-
sion. Judith Waller, co-director of
(Continued on Page 7)

Forewarned

Washington Bureau, RADIO DAILY
Washington—Alph Edwards, of the "Truth or
Consequences" program Saturday
night is now giving prior informa-
tion to the New York police concern-
ing the type of "consequences" to
be imposed upon the program's
opponents. What with cows, deer
and sway-back horses on New
York streets, the cops want to
know whether the people with them
are "wacky" or "T.C." guests.

Anniversary

A special program in salute to
the anniversary of the Battle of
Britain will be featured on "Atlan-
tic Spotlight," NBC-BBC weekly
variety exchange program on
WEAF-NBC, Saturday, 12:30 to 1
p.m., EWT. Among Hollywood
stars participating will be Ronald
Colman, Basil Rathbone, Greer
Garson, C. Aubrey Smith, Herbert
Marshall and John Brownlee.

Predicts Tele Boom In Post-War Years

Predictions that post-war benefits
from television will be tremendous
"when this miracle of science becomes
public property," Will Baltin, secre-
tary-treasurer of the Television
Broadcasters Association, Inc. ad-
dressed members of the Lions Club
of New Brunswick, N. J. at a lun-
cheon meeting yesterday.
Not only will tele entertain mil-
lions via home receiving sets, Baltin
said, but it will be utilized by busi-
(Continued on Page 7)

CAB Reports Available To Educational Groups

Voting to include recognized edu-
cational institutions as special mem-
berships the board of governors of
CAB, yesterday agreed to give edu-
cators access to the same confiden-
tial series of reports that have been
(Continued on Page 2)

Problems Of Correspondents Revealed By W. W. Chaplin

Raytheon On Blue Web With "Meet Your Navy"

Raytheon Mfg. Company, Newton,
Mass., for its radio tubes and radio
equipment, will venture into network
radio for the first time Saturday, Oct.
14, when the company will make the
(Continued on Page 6)

Through its CBS affiliation, WLAW provides
its listeners with complete reports on national
politics.

Over 100 Important Network Programs Backed By Strong Personnel List For 1944-45 Radio Season

Foresees Great FM Development Coming

Cleveland—Prediction that thou-
sands of new frequency modulation
radio stations will be built after the
war was made by a representative
for Frank Stanton, vice-president of
the Columbia Broadcasting System,
at the annual meeting of the Ameri-
can Association for the Advancement
of Science.

P. F. Lazarsfeld of Columbia Uni-
versity
(Continued on Page 7)

3 Generals To Broadcast On Army Hour Next Sun.

Three commanding generals of the
U. S. Army will be heard on the
Army Hour, Sunday, 3:30 p.m., EWT,
over the NBC network. They are Lt.
Gen. Omar Bradley, commanding
(Continued on Page 2)

UAW Will Check Stations For 'Fair Break' On Time

Washington Bureau, RADIO DAILY
Washington—Warning the radio in-
dustry that the UAW-CIO will con-
tinue to harry broadcasters whom it
feels are not giving it a fair break in
(Continued on Page 7)

With the 1944-45 season soon
to be under a full head of steam,
more than 100 important net-
work programs have equally
important producers assigned
by the respective agencies,
either staff or free-lance, re-
vealing no dearth of first-line
personnel. Survey by RADIO
DAILY, reveals comparatively
few of the producers assigned
to or handling more than one
(Continued on Page 6)

Council Revises Plan On Home Front Topics

War Advertising Council, seeking
to revise information campaigns on
radio and in other media to meet
with the fast changing aspect of both
the war and home-front, today is-
sues a report on the current status
of major campaigns. In its report,
the Council sees home-front infor-
mation problems undergoing changes at
(Continued on Page 8)

Cushing Will Handle Special Dewey Broadcast

Detroit—George Cushing, WJR
news editor, will conduct the inter-
view at Owosso, Michigan during the
"Dewey's Neighbors" half hour pro-
gram
(Continued on Page 2)

Electronic Cookery

Electronics will aid high speed
short-order cookery in the post-war
era, Vernon W. Sherman, of the
Federal Telephone and Radio
Corporation, told a conference at
the Waldorf-Astoria, Tuesday.
Megacycle heating will help pro-
duction of the short-order cooks at
lunch counters, he said, a blessing
much to be sought after by the
general public.

Political parties are cognizant of WLAW's com-
plete, inclusive coverage North of Boston. Adv.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL (Wednesday, Sept. 13)

Table with columns: Am. Tel. & Tel., CBS A, Crosley Corp., Farnsworth T. & R., Gen. Electric, Philco, RCA Common, RCA First Pfd, Stewart-Warner, Westinghouse, Zenith Radio. Includes 'OVER THE COUNTER' section with Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

Gets 'Porgy & Bess' Roles Etta Moten and Avon Long will be co-starred in a presentation of George Gershwin's 'Porgy and Bess' on Tuesday, Sept. 19, from 9:30 to 10 p.m.

20 YEARS AGO TODAY

(September 14 1924) Visitors to the studios of WJZ and WJY, housed in Broadcast Central, otherwise known as Aeolian Hall, are surprised to find but two rooms for broadcasting. One is decorated in Bohemian style to inspire the artists of jazz and the other richly done in stately decor to complement the high type of music broadcast from it.

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED! Blues KINGO is THE Bay Area Buy!

Coming and Going

TED HUSING and JIMMY DOLAN, sports reporters on CBS, leave today for Ann Arbor, Mich., where on Saturday they will broadcast over the network the football game between Iowa Pre-Flight and University of Michigan.

RAYMOND JEFFERS, publicity director of the Russel M. Seeds Agency, returns to Chicago today after having attended the premiere of the Henny Youngman program on NBC.

JOHN M. RIVERS, president and station manager of WCSC, Columbia network affiliate in Charleston, S. C., was a visitor yesterday at the New York headquarters of the network.

CECIL WITTEFIELD, of Schwimmer & Scott, Chicago advertising agency, is spending this week in New York.

BOB OTTO, news analyst on WKRC, Cincinnati, accompanied by MRS. OTTO, has left on a vacation of two weeks.

ARTHUR CASEY, assistant to Merle S. Jones, general manager of KMOX, CBS-owned outlet in St. Louis, has returned to Missouri following a short business trip to New York.

SAM MALCOLM LEVY, vice-president of the Keller & Stites Agency of Cincinnati, returns to the home offices today after a brief visit in Gotham.

EDWARD A. DAVIES, vice-president and director of sales for WIP, Philadelphia, was in New York yesterday for conferences with the national representatives of the station.

MITZI KORNETZ, publicity director of WTAC, Worcester, in New York this week on station and network business.

TOMMY TUCKER and the members of his band are at Parris Island, S. C., for the broadcasting of tonight's edition of the "Spotlight Bands" program over the Blue Network.

HILDEGARDE and ANN SOSENKO, her manager, left yesterday for Detroit, where the chanteuse is scheduled for an engagement at the Hotel Statler.

ARTHUR L. BRIGHT, vice-president and station manager of the CBS outlet in Spokane, KFPY, has arrived from Washington on a business trip. Paid a call yesterday at the offices of the network.

T. V. HARTNETT, president of the Brown & Williamson Tobacco Company, Louisville, is in Gotham this week on radio business.

STERLING WRIGHT, program manager of WSPA and WORD, Spartanburg, S. C., has joined the executive contingent currently in New York on station business.

Spaeth Signed For Tele; Will Be Musical Advisor

(Continued from Page 1) store, scheduled for WABD-Du Mont, Sunday, Sept. 17, which will feature marionettes and a fashion show with music dating back to 1846.

Often referred to as the "tune detective," Dr. Spaeth made his initial television appearance when he was master of ceremonies for a musical quiz conducted by the Workshop. At the present time, he is involved in the production of a musical quiz show to be produced over WABD in the near future. He is writing the scripts and will conduct the program when it bows in over the tele station.

3 Generals To Broadcast On Army Hour Next Sun.

(Continued from Page 1) general of the 12th Army group in France; Lt. Gen. Mark Clark, 5th Army, Italy, and Lt. Gen. Walter Kreuger, 6th Army, Southwest Pacific. The generals will speak direct from their theaters of operations.

New Twist When Sammy Kaye's next theater tour starts on September 28, he will inaugurate a new feature to replace his famous "So You Want To Lead a Band" stunt. Called "So You Want To Be a Star," Sammy will look for all different types of talent.

AVAILABLE Young woman, four years in radio, wants public relations job in station or agency. Write— Box 899, RADIO DAILY 1501 BROADWAY, NEW YORK 18, N. Y.

CAB Reports Available To Educational Groups

(Continued from Page 1) standard during the past 15 years. With 150 colleges and universities now listing courses in radio, CAB feels this move will facilitate in every way the pre-education of new radio personnel. An integral part of the service to educational institutions will be an interpretive release plus the periodic reports analyzing general and program listening trends through the 81 cities in which CAB interviews twice a month.

Cushing Will Handle Special Dewey Broadcast

(Continued from Page 1) gram sponsored by the Republican National Committee Friday at 9 p.m., EWT over the NBC network. Following 15 minutes of interviews with neighbors at Pawling, New York, the program will switch to the home of Mrs. George M. Dewey, the Presidential candidate's mother, in Owosso where Cushing will take over.

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

Reach 92.3% Radio Home That's the coverage radio station W-I-T-H gives you in that solid, down-to-earth city of Baltimore. You buy radio time to use the three factors of coverage... cost... listening audience... your guide, we'd like to show you the cold statistics that make W-I-T-H the low-cost, big-revenue station in our town.



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

Sunday, Monday, and always...

Every night in the week,
one or more Mutual time periods
have ratings higher than
the programs broadcast over
any other network at
the same hour.



MUTUAL *Broadcasting System*

Reporter-Job Abroad Described By Chaplin

(Continued from Page 1)

received at that time originated from a two-and-a-half-ton truck which contained a "transmitter, a 399 set modulated for voice with power furnished by a jeep motor carried in a trailer," Chaplin said.

"Designated as JESQ, or in radio jargon 'Jig Easy Sugar Queen,' the master of JESQ was First Lieut. James W. Rugg of Redondo Beach, Cal., a ham in civil life. And he made that set work, though the only frequency that could be spared from operational work was 1,500 at the top of the voice band, the worst there was," he said.

John MacVane of NBC, Larry Lesueur of CBS and Tom Grandon of the Blue all hit the beach on D-Day morning, he said, adding that others went in by air, followed later by ship. "It was D Plus Ten before we had voice transmission, but when it came the radio reporters were ready. Although the radio reporters went in on D-Day knowing they wouldn't be able to get their voices back, they wanted to know what it was like by the time voice transmission was arranged," he said.

"The day before Cherbourg fell, Larry Lesueur of CBS and I went in there and picked out the best spot for broadcasting, right on the waterfront. And the next day, when the city was officially ours, though still under fire from hold-out forts just off-shore in the harbor, JESQ moved in. And we broadcast to America from Cherbourg the same day it was taken," Chaplin said.

Renew NBC Serials

Sterling Drug, Inc., through Dancer-Fitzgerald-Sample, has renewed "Back Stage Wife," "Stella Dallas," "Lorenzo Jones" and "Young Widder Brown" over the full NBC network, effective Sept. 18 for 52 weeks.

WKY IS HEARD REGULARLY BY MORE OKLAHOMA LISTENERS THAN IS ANY OTHER STATION

says

The OKLAHOMA RADIO AUDIENCE OF 1944

WKY—Oklahoma City

THE OKLAHOMA RADIO AUDIENCE

JUST OFF THE PRESS!

Study by



Sunkist Sidelights!

● ● ● "The National Barn Dance," just press-previewed by Paramount, indicates that it will be a real money-maker, and the "Dance" regulars, Pat Buttram, Joe Kelly, Lulu Belle and Scotty, the Dinning Sisters, the Hoosier Hot Shots and Arkie, the Arkansas Woodchopper score with their funmaking. . . ● Incidentally, speaking of the screen, film talent scouts

Los Angeles

might do worse than journeying over to Columbia Square, where CBS has always employed eye-filling elevator operators. . . ● Jane Swall, secretary to Edwin Buckalew, also of CBS. . . ● Jack Edwards, Jr., Crosby, secretary to Don W. Thornburgh, of CBS, and Brenda Winters, secretary to Edwin Buckalew, also of CBS. . . ● Jack Edwards, Jr., has made good a pledge to his brother, Sam, who has been with the Army in India for two years. He has kept Sam's name alive with producers and has secured four written commitments for major acting spots immediately upon his release from the service. . . ● Blue employes tossed a farewell party Wednesday for Don Gilman, who has resigned as vice-president of the Pacific Blue. Don Searle, who has just assumed his new duties as general manager of the Pacific Blue, will attend the party.



● ● ● Within a few minutes after Commentator Peter de Lima had completed a broadcast, in which he discussed his personal views on Germany and the German people, more than 90 calls were received at KFI—all complimenting his stand, and most of the well-wishers requesting a copy of his script. This response represents the greatest number of calls received by the station, in which no give-away or requests for calls were made. . . ● The homes of John Charles Thomas and Robert Young narrowly escaped destruction in the recent fierce Southern California fire, which swept a great area and came close to the homes of other NBC personalities, including Marian and Jim Jordan and their writer Don Quinn.



● ● ● Walter Craig, Al Kaye, Cass Daley, Frank Kinsella, Robert Young, Carlos Ramirez, Al Sack, Eric Blore, Betty Buckler, Carol Davis, Hal Bock, Homer Canfield and George Turner were among those who enjoyed the cocktail party tossed by Benton and Bowles in honor of Frank Morgan and the "Maxwell House Coffee" cast. . . ● Bob Laws Boswell at KGO, San Francisco, has returned north after his first visit to Blue headquarters in Hollywood for conferences with Milt Samuel, chief purveyor of Blue information on the Coast. . . ● "A Breakfast At Sardi's" fan club has been formed at the Army Air base at Jackson, Miss. By the way, a recent "Breakfast" program found Guest Byer Rolnick, noted designer of hats for men, declaring that Winston Churchill's famous bowler suits his dignity, but is not his type.



● ● ● Patrick Michael Cunning, head of Patrick Michael Cunning Teleproductions, is installing a nursery at his studio, Stage 8, for his baby son, Danny Deever Cunning, as his wife, Marcia Drake, head tele-scenarist of his organization, is spending much of her time there. . . ● Diana Kemble, who spent several months on the Coast as a free-lance actress, has returned to her home in New York and will continue her radio work in the East. . . ● Fair Taylor, Don Lee-Mutual press chief, has been vacationing at Laguna. ● John Galvin, Betty Centers, Barbara Smith and David Kyle of KOY, Phoenix, descended on Columbia Square en masse and had a bus-man's holiday on Radio Row.



—Remember Pearl Harbor—



This is a 'plus' market

Approximately half of Washington Million and a Quarter population is gainfully employed. The great concentration of spendable income in any single area on earth.

For complete coverage of this market you need WINX. The station has endeared itself to the community by a constant interest in their needs and desires.

Let WINX do PLUS job in this important PLUS market

The Best Test Market at MINIMUM COST



WINX

The Washington Post Station
Washington 1, D. C.

Represented Nationally by
FORJOE & COMPANY

And Storer Again Testify At Probe By Lea Committee

(Continued from Page 1)

bits which are already the sub- hundreds of pages of the com- record. was on the stand throughout all questioning, obviously boiling. He and Miller clashed numer- ous times, with Committee Chairman F. Lea exerting his author- ity more often than has been wont in recent weeks.

er charged that Fly was un- willing to discuss the WMCA case— cases on which were postponed. The matter is under litiga- tion in New York—before November 15. He insisted that he'd like to dis- cuss the WMCA case at any time, but has nothing to hide—and like- wise that he liked to discuss anything with Miller and right away. He put in the record his letter of August 25, 1943, to Western Union president A. N. Williams confirming his date to meet in Atlanta early in the month. This letter was written be- fore the subject of purchasing WFTL had ever been broached by George Bennett and cripples Miller's argu- ment that Fly went to Atlanta in order to pressure owner into selling the station to his friend Storer.

Industries' president, Comdr. B. Storer, took the stand and testified that he left to offer a statement supplementing the record on the deal. Storer was followed by Mr. A. Horton, former owner of WFTL, who declared himself dissatis- fied with his treatment by Storer. Concerning charges that the price offered for the station was too low, Storer declared that "the purchase price we offered Mr. Horton was \$250,000. He accepted the offer six- teen days before he talked to Mr. Bennett in Atlanta. One year and five months have passed, and Mr. Horton is apparently satisfied with the deal. If he feels that he has been un- treated in any way, he should advise us and we shall be glad to consider any reasonable request. As to the time of this hearing, Mr. Storer had not been advised of any dis- tinction with the deal by Mr. Bennett but, quite to the contrary, we had been informed that Mr. Horton was most happy to have been relieved of his responsibility in the operation of WFTL, which was verified by his testimony in the present hearing. The price we offered Mr. Horton, according to his own statement, repre- sents a profit of \$25,000.00, or better than 10 per cent of his investment. At the time we made this offer, WFTL had been operating on 10,000 watts for two weeks. I think \$25,000.00

Neat Trick

Washington—The Lea committee investigator, Robert Barker, testifying yesterday on his efforts to learn where Miami Attorney Carl T. Hoffman had got \$50,000 to put into WFTL, then in Fort Lauderdale, assured the committee that he had traced the funds "to their source and beyond."

profit on such a new enterprise is pretty fair.

"If the committee wishes to compare the fairness of our offer with others, suppose they take the case of the deal with Mr. Carl T. Hoffman and Mr. Stephen A. Vetter. Mr. Hoffman was to advance Mr. Horton \$50,000.00 for which he was to obtain an ownership of 34 per cent. This was on December 30, 1942, after 10,000 watts had been authorized for WFTL. According to this, the station on that date was worth \$150,000.00. Three and one half months later, we offered \$275,000 or \$125,000 more than Hoffman did . . ."

Regarding the validity of the Hoffman-Vetter contract, Storer said:

"Mr. Horton testified that both Mr. Bennett and myself informed him that in our opinion the contract between Mr. Horton, Mr. Hoffman and Mr. Vetter, dated December 30, 1942, violated the Communications Act of 1934, as well as the rules and regulations of the Federal Communications Commission.

"What Mr. Sirica has failed to bring out is that my opinion was formed and held in good faith at that time. So far as I am personally concerned, I still believe that the contract in question violated the act and the regulations. I, therefore, did not deceive Mr. Horton and I told him that was my opinion."



RADIO TURF CLUB

Listening to these wonderful "Minute" Race Descriptions, 12 to 6:30, is like belonging to a "Long Distance" Turf Fan Club!

Station WBYN, Brooklyn, N. Y.

For Availabilities: WILLIAM NORINS, Gen. Mgr.

WANTED

Writers—Writer-Producers
Immediate Openings
Write experience, salary, draft status
RADIO DAILY, Box 897
BROADWAY, NEW YORK 18, N. Y.



New Fashion Trend for Feminine Time Buyers

It's a smart woman who knows her trends . . . and the trend is definitely toward buying the Beeline this fall. This group of long-established stations covers 41 primary counties in southern California and western Nevada—ranking in population with Los Angeles and greatly exceeding San Francisco in retail sales.

Fall smartness achieved by sweeping, imaginative treatment of fabric and just the right swirl of ribbon.

NO. 3 IN A SERIES OF FASHIONS FOR FEMININE TIME BUYERS

McClatchy Broadcasting Company
Sacramento, California

Robert A. STREET
National Sales Manager

Paul H. RAYMER CO.
National Representative



No Lack Of Producers For Radio Revealed In Survey By Radio Daily

(Continued from Page 1)

web program, the number of producers doubling on two or more shows being about 10 in all.

Young & Rubicam, according to the study, leads in number of shows and hours, with J. Walter Thompson, close second. Ruthrauff & Ryan, Foote, Cone & Belding and McCann-Erickson, each have a sizeable list. List of programs and the assigned producers by agencies, follows:

J. WALTER THOMPSON CO.: "Keep Up With the World," from New York, by Bob Nolan; William L. Shirer program, from New York, by Howard Williams; Jackie Gleason-Les Tremayne Show, from New York, by Maury Holland; Allen Jones-Woody Herman Show, from New York, by Maury Holland; "Kraft Music Hall," from Hollywood, produced by Bob Brewster; the Frank Sinatra Show, from Hollywood, by Bob Brewster; Lux Radio Theater, from Hollywood, by Cecil B. DeMille; Fred Waring Show, from New York, by Waring and Bill Wilgus; Edgar Bergen-Charlie McCarthy Show, from Hollywood, by Earl Ebi; "Mary Martin," from New York, by Jay Hanna; "Music America Loves Best," from New York, by Lester O'Keefe; the Johnny Morgan Show, from New York, by Bill Wilgus; News With Ned Calmer, from New York, by Tyler Davis; News: Bill Henry, from Washington, D. C., by Tyler Davis; News By Henry Gladstone, from New York, by Howard Williams; Ray Henle News, from Washington; Early American Dance Music, from Chicago; Greenfield Village Choir, from Chicago.

YOUNG & RUBICAM, INC.: Hollywood Shows: "New Adventures of Sherlock Holmes," Glenhall Taylor; "Dinah Shore Program," Walter Bunker; "Eddie Cantor Program," Ted Bliss; "Adventure of Ozzie and Harriet," Al Scalpone; "Melody Round-up," Francis Van Hartevelt; "Duffy's Tavern," Jack Roche; "George Burns and Gracie Allen Show; Ned Tollerling; "Those We Love," Tony Hardt.

New York Shows: "Hop Harrigan," Harry Ingram; "We Love and Learn," Mary Harris; "Two On a Clue," Ralph Butler; "Bulldog Drummond," John Martin; "Happy Island" starring Ed Wynn, Raymond Knight; "World Today," Cy Pitts; "Kate Smith Hour," Ted Collins, agency producer unassigned; "The Aldrich Family," Ed Duerr; "Great Moments in Music," producer as yet unassigned; "Alan Young Show," Dave Elton; "March of Time," Lester Vail; "We, The People," Joe Hill; "Edwin C. Hill," Mary Harris; "My Best Girl," Wes McKee; "Mystery Theater," Frank Telford; "Fannie Hurst, Presents," Eric Pinker; "Bright Horizon," Day Tuttle; "Paul Manning," Ed Downs; "Joyce Jordan, M. D.," Ralph Butler; "Kate Smith Speaks," Day Tuttle. Harry Ackerman will be associate director

in charge of all production. The supervisors are: George McGarret, Joe Hill, Ed Duerr and Glenhall Taylor.

DANCER-FITZGERALD-SAMPLE: "American Album," "Waltz Time," "Manhattan - Merry - Go - Round," "American Melody Hour," "Friday On Broadway," all from New York, and produced by Frank Hummert; "Mr. Keene, Tracer of Lost Persons," from New York, produced by Frank and Ann Hummert. "Easy Aces," from New York, by Goodman Ace.

BBD&O, INC.: "This Is My Best," from Hollywood, by Dave Titus and Homer Fickett; "Stop That Villain," from the Coast, by Walter Tibbals and Homer Fickett; "Town Meeting of the Air," from New York, by Ed Marshall.

BENTON & BOWLES, INC.: "Prudential Family Hour," origination point from New York, produced by Leslie Harris; "Glamour Manor," from the Coast, by Betty Buckler; "Maxwell House Coffee Time," from the Coast; supervised by Walter Craig; "Post Toasties," from the Coast, by Al Kaye.

RUTHRAUFF & RYAN, INC.: Jack Benny, from Hollywood, by Bob Allen; "Everything for the Boys," from Hollywood, by Dave Young; "The Shadow," from New York, by Robert Steel; Major Bowes, from New York, by Merritt W. Barnam, Jr.; Bob Burns, from the Coast, by Sam Pierce; "Mayor of the Town," from the Coast, by Van Nostrand; "Double Or Nothing," from New York, by John Wellington; "Amos 'n' Andy," from the Coast, by Don Clarke; "Big Sister," from New York, by Tom Vietor; "Aunt Jenny," from New York, Marguerite Dougherty.

McCANN-ERICKSON, INC.: "Dr. Christian," Hollywood, Dorothy B. McCann and Florence Ortman; "Vox Pop," mainly from service camps throughout the country, produced by Russ Johnston; "Ellery Queen," from New York, produced by Bill Russeau; "Death Valley Sheriff," from New York, produced by Dorothy M. McCann; "Grand Central Station," from New York, by Bill Russeau; John Charles Thomas, from the Coast, by Clarence Olmstead; "Top of the Evening," from New York, (transcribed from London), produced by Bill Russeau.

COMPTON ADVERTISING, INC.: Boston Symphony Orchestra, Addison Amor; "Truth or Consequences," Herb Moss; both originate from New York.

LENNEN & MITCHELL, INC.: "Today In Hollywood" and "Hollywood Mystery Time," Travis D. Wells for both, and both to originate from the Coast; "Which Is Which?" and "Comedy Theater," origination points and producers undetermined as yet.

FOOTE, CONE & BELDING: Kay

Kyser, produced by Paul Phillips, from Coast; "Your Hit Parade," by Lee Strahorne and Tom Hicks, alternating from New York and the Coast; "Here's To Romance," by Frederick Bethel, from New York; Cities Service, by Jim Kleid, from New York; "Beauty and Music," by Walter Lurie, from New York; "Your All-Time Hit Parade," Lee Strahorne, from Coast.

WILLIAM H. WEINTRAUB & CO.: "Corliss Archer," by Thomas A. McAvity, from Coast; "Quick As A Flash," by Procter & Lewis, from New York; "You Can't Take It With You," Wm. H. Weintraub Co., from New York.

D'ARCY ADVERTISING CO.: "The Pause That Refreshes On the Air," by Paul Louis, from New York; Morton Downey Show, by Frank Ott, from New York; "Spotlight Band," by Robert Salter, from New York.

CAMPBELL-EWALD CO. OF N. Y.: New York Philharmonic Symphony Orchestra, by Richard F. Hackenger, from New York.

N. W. AYER & SON, INC.: "Electric Hour," by Charles Herbert, from the Coast.

Kobak At Astor Today For V-Day Forum Talk

Edgar Kobak, executive vice-president of the Blue Network, will be one of the speakers at the Post V-Day Printing Forum sponsored by the Printers Supply Salesmen's Guild today, at the Hotel Astor, New York. Kobak will speak about the printer's importance in post-war advertising.

Other speakers at the Forum will be Newbold Morris, president of the New York City Council; John A. Zellers, vice-president of Remington-Rand, Inc., and A. E. Giegengach, Public Printer of the United States.

Philco Executives Head Industrial Radio Dept.

Leslie J. Woods, who joined Philco in 1925, has been named manager of the Industrial Radio Division of Philco Corporation in Detroit, John Ballantyne, president, announced yesterday. Martin F. Shea has been named assistant manager of the same division. The Industrial Radio division headquarters in Detroit to serve automobile and aircraft industries.

Farnsworth Statement

Announcement was made recently by E. A. Nicholas, president of Farnsworth Television and Radio Corp., that the corporation's net profit for the first quarter ending July 31, was \$276,654, after estimated taxes and reserves were deducted. This compares with a net profit of \$215,703 for the corresponding three months of the previous fiscal year.

AGENCIE

WILLIAM R. Stuhler, former charge of radio at Young & Rubicam, Inc., and more recently assistant to the general advertising manager of General Foods, has named vice-president in charge of radio production at Ted Bates. Stuhler has also been associated with A. & S. Lyons as vice-president in charge of radio talent, and with BBD&O.

GRANT ADVERTISING, INC.: New York office, announces the appointment of Jack Handley to the position of International Division executive on International Advertising Co. Electric. For the last two years he has been export advertising manager of the Borden Company, and he directed advertising in Latin-American markets. Prior to that time he was advertising promotion manager of Muller & Co. (Asia) Ltd. whose operations cover all the Asiatic area from Hong Kong to Cape Town.

JEAN CRAIGHEAD GELBERG, most recently staff correspondent of the International News Service in Washington, and Bernard Lewin, time assistant editor of Esquire and Coronet magazines, have joined the editorial staff of "Pageant," the Hillman publication, edited by E. S. Lyons, which is due on the stands for the first time approximately November 1st.

Raytheon On Blue Network With "Meet Your Navy"

(Continued from Page 1)
facilities of the Blue Network available to the "Meet Your Navy" program.

The program will shift to a new time, to be aired Saturday from 7 to 8 p.m., EWT. A delayed broadcast will be provided for the Mountain and Pacific Coast regions from 12 midnight to 12:30 a.m., EWT.

The 52-week contract was purchased through Burton Browne Advertising Chicago. The series will continue to originate each Saturday at the Naval Training Center, Great Lakes, Ill.

New Show for Hall Bros.

Hall Brothers, Inc., Kansas City, Mo., manufacturer of Hallmark greeting cards, which has made the facilities of the Blue Network available to the "Meet Your Navy" program, August 21, 1942, is expected to use full facilities of the Blue in sponsoring a new dramatic program which will bow on the network Sunday, Oct. 15.

Name of the show and talent not yet been selected but the program will be aired Sunday from 3 to 4 p.m., EWT, and will originate in Hollywood.

The 52-week contract was purchased through Foote, Cone & Belding, Chicago.

Sees Great FM Development Coming

(Continued from Page 1)
 spokesman for Stanton who remained in New York, pointed out the great progress of FM means the possibility of three times as many radio stations per area." He added that this lead to specialization, saying the station in an area may do but broadcast news, other labor unions' messages, university.

entioning some of the leading of post-war radio and television. Lazersfeld revived the delusion of international broadcasting. "We face a conflict of two principles," he pointed out. In affairs must be handled by government, but communications be in private hands." He added day foreign broadcasting is a ment monopoly, and foreign have come to think of a shortwave broadcasts as e of America.

rsfeld pointed out the necessity of regionalization of important ms, better presentation of coms, further research on appropriate radio delivery and development of a technique of television ading—these to be added to the ant post-war problems.

There is a tendency to over-centralize major programs," he pointed out. "Most of them come out of Hollywood or New York." He recommended that to correct this, the presence of regional centers should be so that a "radio comment might develop a reputation of having to come to New

osing, Lazersfeld said that although it is estimated that only 30 percent of radio listeners object to commercials, broadcasting companies expecting a "resurgence of opposition after the war. He said that the cuts commercials in the program rebroadcasts overseas and will certainly influence the sermen's attitude towards them they come back.

Will Check Stations For 'Fair Break' On Time

(Continued from Page 1)
 ts for radio time, President d J. Thomas yesterday wrote Chairman James Lawrence Fly information on station renewal. AW last month put WHKC, Cos., O., on the pan before the mission for allegedly unfair ment.

mas wrote that UAW has mem- every part of the country and ally interested in operation of stations in the public interest." ked for constant information the FCC regarding renewals ng up before the Commission.

remarked yesterday that the can have this information ver it so desires—it is public and available upon request.

Washington Front

By ANDREW H. OLDER

IT'S never been more obvious than in recent weeks that this is "radio's war." Things are simply happening too rapidly for such things as press schedules. News extras are practically impossible because of the paper shortage. There was a time when in all but a few large cities where there were bulldog editions of the morning paper around nine in the evening. Mr. American would get up and prop his paper before him at breakfast to see what's going on. (This was true in the larger cities, too, where sale of bulldogs has never equalled the sale of other editions.) Today Mr. American stays up to catch the 11 p.m. or midnight news and in the morning his favorite news commentator is tuned in at breakfast time. And, of course, with the line of news features put out by the nets, the old ideas about hearing bare outlines of the news on the air and reading details in the press are becoming outmoded. Just as radio commentators have taken their place alongside newspaper columnists—and in many cases reach far more people, so are the network news editors achieving the standing of the heads of the big press wire services. And talking about radio and the news, have you noticed how many important war stories have been broken first lately by ABSIE—American Broadcasting Station in England. Head of ABSIE, you will recall, is Phil Cohen, former OWI domestic radio chief and one of the most charming and most able young men ever to grace a government office. (Phil: We don't recall that you owe us any money.)

☆ ☆ ☆

General feeling around here is that the NAB code has become quite openly a matter of little importance in the broadcasting industry. Although the code has been under fire periodically for over two years, the real spade job was done by Blue's Ed Noble and Manager Carl Everson of WHKC, Columbus. And it's interesting to note that even though the FCC majority is not friendly to the code, it can't be charged with responsibility for dynamiting the thing. The United Automobile Workers really had to sweat before the commission would give them a hearing. As soon as that hearing was granted, however, there was no question about what would happen. It's not that the code is evil in intent, but ninety per cent of all broadcasters we've talked to will admit that it's not possible to observe the code strictly and at the same time maintain a completely impartial and balanced schedule. And most of them agree that the trouble is not with the code, the code committee or the application of the code. The difficulty, they say, is with the networks. That's where the real lack of balance lies, and even though an affiliate might steer a middle course on local programs, the weight of the net shows he carries will rob his schedule of impartiality. They say, with some justice, that the nets do their best to maintain balance among their commentators but aside from those few on sustaining have never succeeded. While it is true that the nets can blackball commentators proposed by sponsors, the fact remains that there are enough competent commentators available so that the sponsors can go right back and choose alternates whose opinions gibe with those of the sponsors. And it's hardly necessary to say that the preponderance of those companies which can afford to buy time over a national network are opposed to the administration. The industry is on thin ice on this question—it may be, as NAM president Gaylord admitted last week to the House Campaign Expenditures Committee, that it will be necessary to ban sponsored news commentators from giving anything but straight news for three or four months before national elections. Putting them on ostensibly to advertise a product but actually to influence voters is a "subterfuge" of which he cannot approve, Gaylord said. The alternative is for these firms to retain their commentators—permitting themselves to say what they wish but labelling each broadcast "political."

Predicts Tele Boom In Post-War Years

(Continued from Page 1)

ness, industry, educational institutions, and theaters as an effective means of merchandising, education and entertainment.

The BTA secretary foresaw the day when tele equipment will be as much a part of school equipment as text books are today, and also envisioned the use of closed circuit tele by theaters.

"Television will contribute enormously to the wealth of the nation," Baltin declared, "It will provide jobs for thousands of returning servicemen, and it will create, through intelligent advertising and sales use, a consumer demand for merchandise on a scale so great that it will serve as a bulwark against future unemployment."

Summer Institute Grads Get Jobs With Stations

(Continued from Page 1)

the Institute and public service director for the NBC Central division, announced.

Of the 110 enrolled in the 1944 summer institute, 40 signified their intention of accepting employment at the close of the six weeks course. Twenty-three, the majority women, have definitely been placed in industry positions.

Frank Wills, of Little Rock, Ark., one of the two students who won scholarships for straight "A" averages, and three other graduates have been placed in the NBC Central division.

10 Special Broadcasts Set On 'Cavalcade's' 10th Year

West Coast Bureau, RADIO DAILY

Hollywood—Ten special broadcasts, featuring the 10 best plays that describe most accurately the nation's important periods in history and written by America's outstanding authors, are introduced on the air for the tenth year of "Cavalcade of America" program, beginning Monday evening, Sept. 18, at 8 EWT, over NBC. Walter Huston is setting the scene for these dramatizations which will be presented from here by the finest talent of radio, screen and stage, as master of ceremonies.

The stars appearing during these broadcasts include Rosalind Russell, Walter Pidgeon, Edward G. Robinson, Bob Hope, Jerry Colonna, Frances Langford, Clark Gable, Paul Muni, Tallulah Bankhead, Jennifer Jones and Robert Walker. The authors, whose scripts were selected are Norman Corwin, Maxwell Anderson, Norman Rosten, Robert L. Richards, Robert Tallman and Arthur Arent.

Robert Armbruster and his orchestra will provide the music and the supporting roles will be played by the Hollywood Cavalcade Players.

Council Revises Plan On Home Front Topics

(Continued from Page 1)

a pace which calls for the proposed revisions.

In connection with the forthcoming moves, the Council issued the following statement:

"An exhaustive survey to determine the changing character of home front information campaigns growing out of the swift pace of military developments has been pursued during the past few weeks by the War Advertising Council in co-operation with the Office of War Information and other government agencies.

"The study, involving basic policies of major war agencies, is not yet complete but it is already apparent that at least two important campaigns can be dropped in whole or in part, while several new information programs are rapidly coming into being.

Limit "Food" Program

"The Council is today advising advertisers, agencies, and media that the Food Fights for Freedom program will hereafter be confined to emphasis on the continuing need for public compliance with price ceilings and to nutritional guidance. The other phases of the overall food campaign—Victory Gardens, conservation, recruitment of volunteer farm labor—will be discontinued. Magnificent co-operation on the part of farmers, the food industry, and consumers succeeded in solving most of our critical food problems and in many instances surpluses will replace shortages. The price ceiling compliance theme has been scheduled as the Food Fights for Freedom keynote during the final quarter of 1944, and this becomes more important as inflationary pressures increase.

"The Council also suggests that advertising support of the nation-wide campaign to recruit women for jobs in war plants and in civilian industries be discontinued after December 1. According to estimates of the War Manpower Commission the recruitment problem will, by that date, no longer be one of securing large numbers of women workers for expanding war industries, but of recruiting workers for specific plants in specific areas. The number of tight labor markets in which women workers are needed will be reduced to a point where a national campaign is no longer necessary. Thus, recruiting campaigns after December 1, will be conducted only in those areas where women workers are still needed.

Reemployment Stressed

"Typical of the important new information problems rapidly coming to the fore, in which advertising can render an important public service, is a campaign which the Council has accepted in co-operation with the Retraining and Reemployment Administration and the Office of War Information. This program will probably be directed both to men in the armed services and to civilians. The former will be advised of their rights and privileges after discharge, and

—NEW JERSEY—

PATERSON—What was probably the first radio program of its kind to ever emanate from a service club meeting was aired Tuesday, when Moran Weston, field secretary of the Negro Labor Victory Committee addressed the Paterson Kiwanis Club and the radio audience over WPAT on "The Place of the Negro In the World In Which We Live."

—VIRGINIA—

RICHMOND—Another medal to add to his mounting list was received by Irvin G. Abeloff, program service manager for WRVA recently. It is the "Service Citation of Merit" from the Commonwealth of Virginia, "in grateful appreciation of the Volunteer Services in Civilian Defense."

—NEW YORK—

NEW YORK—Today's city to be saluted over WINS is Mt. Vernon, which will be the subject of a special half-hour program featuring the mayor and other prominent citizens of that city . . . George H. Geiss has joined McCann-Erickson, Inc. as account executive . . . "Beyond Victory," a sustaining program produced by the Worldwide Broadcasting Foundation, is now in its second year on the air, with almost 100 stations donating time . . . Latest addition to the announcing staff of WBYN is William Fariss, formerly with WTAG. . . . Guesting Sunday the 17th, over WQXR will be Oscar Karlweiss who plays the title role in "Jacobowsky and the Colonel."

—NEBRASKA—

NORTH PLATTE—Returning to KODY after a three year absence while serving in the Army, Jack Wells joins the staff as an announcer-pianist.

—OHIO—

CINCINNATI—Joining the sales staff of Specialty Sales, a WLW subsidiary, is Earl Bradley, who formerly was field rep for the station's merchandising dept. . . . A newcomer to radio will take over Sylvia Brown's post today as food expert for WCKY. She is Fern Harris Storer, administrative dietician of Booth Memorial Hospital . . . **DAYTON**—New members of WHIO's staff include Sig Rousch, Stan Trout, Ed Henry, Mary Waters and Betty Jane Buehrle . . . **TOLEDO**—In appreciation of the fine

will be acquainted with the job performed by the home front during their absence. The portion of the campaign directed to civilians will acquaint families of service men with the 'GI Bill of Rights,' and will offer guidance on how to help veterans and war casualties readjust to the problems of civilian life.

"The Council is also at work on a campaign to recruit men for the Merchant Marine Service, a serious and pressing need that will be intensified after the German collapse and that will play an important role in the prosecution of the war against Japan.

"Also under consideration is a program designed to spotlight the problems involved in our Pacific war and to emphasize the need for continued

record shown for the first six months of 1944, E. Y. Flanagan, general manager of WSPD, invited all members of the staff to a luncheon at the Commodore Perry Hotel. Mr. and Mrs. J. Harold Ryan, NAB president and his wife, were guests of honor.

—PENNSYLVANIA—

PHILADELPHIA—The nationally famous Franklin Institute, one of the oldest institutions in the country devoted to the study and promotion of mechanical arts and applied sciences, will provide technical assistance for WFIL's "Science is Fun" program . . . **PITTSBURGH**—Jim Schultz, chief engineer for WCAE, is a finalist out at the South Hills Country Club golf tournament.

—INDIANA—

FORT WAYNE—The featured speaker at a meeting of the Fort Wayne Forest Men's Club held recently was Eldon Campbell, WOWO-WGL program director, who chose as his topic "Radio Programming."

—LOUISIANA—

NEW ORLEANS—When the local newspapers stopped carrying Drew Pearson's "Washington Merry-Go-Round" column, WDSU bought exclusive local rights, and ran it as a newscast just as it would appear in the paper. It now is heard under the sponsorship of Adler Jewelry Store.

—MICHIGAN—

DETROIT—Don Large, director of the chorus of WJR, is now serving in the Navy as an assistant chaplain, but the chorus which he built into a nationally known group will continue to be called the "Don Large Chorus." The direction of the chorus has been taken over by John McKenzie during Large's absence.

—MASSACHUSETTS—

BOSTON—New member of the WORL announcing staff is Edmund Pilla, who is replacing Johnny Adams, now an ensign in the Navy.

—TEXAS—

CORPUS CHRISTI—New member of the Blue web is KWBU, which is owned and operated by the Century Broadcasting Co. Broadcasting day time only with a power of 50,000 watts on 1,010 kilocycles, KWBU will be a full time Blue affiliate.

public co-operation if the final conflict is to be brought to the speediest possible conclusion.

"Special attention is called to the fact that many of the campaigns on the current Council list must continue and be intensified after the fall of Germany and throughout the war against Japan. Notable among these campaigns are war bonds, the fight against inflation, paper salvage and conservation.

"The Council gives assurance that in co-operation with OWI, it will push ahead with its investigation of home front information problems, and findings will be transmitted to advertisers, agencies and media as fast as basic policy decision can be crystallized."

OWI Quality Survey Covers War Messages

Washington Bureau, RADIO DAILY

Washington—Analysis of 28 war messages over a period of 10 to August 6 revealed that thirds of the radio shows participating presented their assigned war messages interestingly and effectively. The OWI Domestic Radio Bureau revealed the past week-end.

The survey, which is the first intensive study to be released by the Radio Bureau, covered 257 war programs, representing 72 per cent of all OWI allocations scheduled for commercial shows during the week period. Thirteen per cent of the messages were rated "Excellent," 53 per cent, "Good," with the remaining shows having a slight edge over other programs.

Of the nine major information campaigns scheduled during the period of the survey, "Women Workers," and "Play Square Gasoline" received the highest ratings, although not more than the four points separated the various campaigns.

In determining quality ratings for war messages, monitors are asked to consider coverage of points in OWI Fact Sheets, which are set by program writers as background material, as well as effectiveness of presentation. Besides quality ratings, monitoring reports indicate, (1) whether the message was placed—opening, middle, closing, within script; (2) whom given—program stars, guest announcer; (3) technique—announcement, dramatization, other (etc.); (4) approximate length.

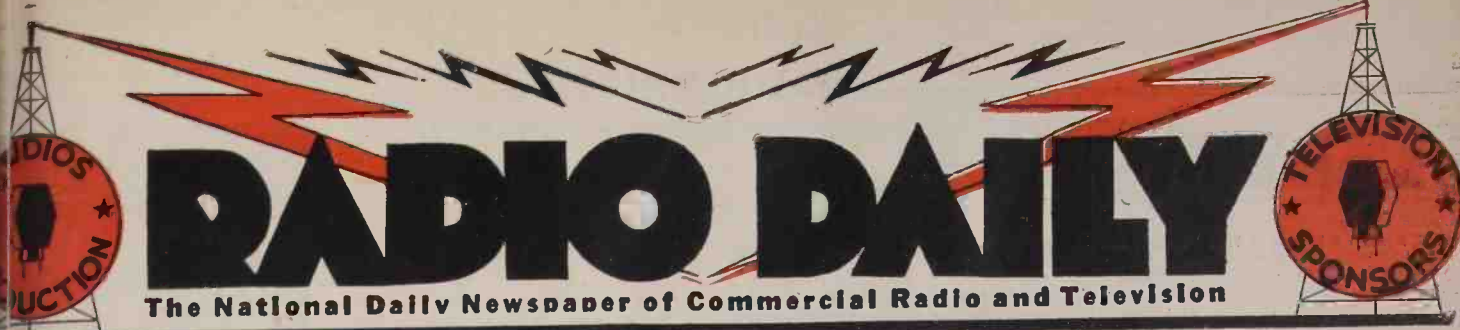
Tabulation of the answers to the four questions revealed that in most of war messages are delivered by announcers at the close of the program. Sixty-five per cent of the programs spotted allocations in closing, 13 per cent in the middle, per cent in the opening, and five per cent repeated the message through the broadcast. Announcers delivered 68 per cent of the allocations, program stars, 25 per cent guests four per cent and unidentified actors, two per cent.

Monitors are also asked to give detailed descriptions of the messages indicating their reasons for the quality ratings.



September 14

Ann Barbinel Harry Salter
Mose Gumble Polly Shedlove
William Meikle Christy
Edna Whittington



The National Daily Newspaper of Commercial Radio and Television

28, NO. 53

NEW YORK, N. Y., FRIDAY, SEPTEMBER 15, 1944

TEN CENTS

Radio's Storm Service

Welles Signed For Mutual Program

Ernest Welles, ex-Under Secretary of State, becomes a sponsored commentator on the Mutual network beginning Wednesday, October 11, with Dr. McClintock, president of MBS, announced yesterday.

Welles, whose new book "Time and Decision" was recently published, will be heard each Wednesday from 10:15 EWT commenting on such subjects as world peace, post-war plans.

(Continued on Page 5)

Roosevelt To Talk To Democrats On Oct. 5

Chicago — President Roosevelt's radio campaign address will be broadcast at 10 p.m. on October 5th from New York or Washington, and will be directed towards party workers listening in from 100 Democratic precincts throughout the country, it was announced last week by Robert E. Hannegan, national chairman. Also scheduled to address these attendants will be the

(Continued on Page 2)

Research Post With CBS Tele Division

Donald Horton has joined the Columbia Broadcasting System as research psychologist in charge of the network's television audience research department, it has been announced by John K. Churchill, CBS director of research. His duties will include the development and supervision of special research on the television audience under the regular

(Continued on Page 2)

Lights On!

Detroit—On Sunday the lights will go on in London for the first time in five years. WJR will celebrate the occasion on its sustaining program at 11:30 p.m. EWT. Dr. Daniel Marsh, president of Boston University, will speak in a two-way conversation from Boston to George Washington, WJR. The subject, "keeping light on all over the world."

No Decision Yet

Washington — Decision from Economic Stabilizer Fred Vinson on the Petrillo recording dispute is still not reached, it was learned yesterday by Radio Daily. Although Judge Vinson's office usually moves faster, it has rarely had a more difficult problem placed before it—and thus far it has not progressed far enough in its deliberations to indicate what the final decision will be.

RTPB Panels Meet; Re-Elect Officers

Re-election of officers of the Radio Technical Planning Board by the Administrative committee and panel meeting in preparation for the scheduled allocation hearings with FCC on September 28 highlighted sessions at the Biltmore Hotel, New York, yesterday.

Dr. W. R. G. Baker of General Electric Co., was re-elected chairman

(Continued on Page 5)

Receiver Mfrs. To Meet With OPA, September 22

Washington Bureau, RADIO DAILY
Washington — An organizational meeting of an industry advisory committee representing manufacturers of radio sets will be held in Washington with the OPA on September 22. The members of the committee have been requested to come prepared to offer

(Continued on Page 2)

New CBC Shortwave Station Near Completion At Sackville

Lea Committee To Study Bulova Radio Operations

Washington Bureau, RADIO DAILY
Washington—Full study of the radio operations of Arde Bulova and his associates was promised yesterday by Counsel John J. Sirica of the

(Continued on Page 4)

New programs on WLAW enjoy thorough, advance merchandising and publicity build-ups. Advt.

Station-Coverage On Eastern Seaboard Goes All-Out For Public Service; Every Contingency Handled

WLW Policy On Anns. Revision Starts Today

Cincinnati—A new policy for acceptance of announcements to be broadcast over WLW has been established by Robert E. Dunville vice-president of the Crosley Corporation and general manager of WLW. The new policy goes into effect today. In making the announcement, Dunville, made the following statement: "In view of the increasing number

(Continued on Page 6)

NAB Sets Waldorf Confab To Outline Coverage Plan

Washington Bureau, RADIO DAILY
Washington—The new NAB station coverage measurement plan will be presented formally to the Association of National Advertisers and the American Association of Advertising

(Continued on Page 7)

Ford Bond Handles GOP Broadcasts From New York

Ford Bond, network announcer, has been appointed the key announcer for the broadcasting of political events for the Republican National Com-

(Continued on Page 4)

Montreal—Shortwave broadcasts to Europe from the Canadian Broadcasting Corporation's station at Sackville, N. B., are expected to be in full swing by next Jan. 1, Dr. Augustin Frigon, general manager of the CBC, said today in an interview.

Construction of the station will be

(Continued on Page 7)

Publicity aids are furnished by WLAW for all new and regularly heard programs. Advt.

For a period of more than 24-hours in the wake of a fast approaching hurricane, broadcasters along the Eastern seaboard kept up a constant barrage of storm-warnings which culminated in consistent coverage yesterday afternoon when a sudden shift of the off-shore blow indicated that Long Island and New England would be hit. Residents along New Jersey,

(Continued on Page 6)

Eighty-Three Requests For Tele Outlets Filed

Washington Bureau, RADIO DAILY
Washington—Total number of applications for television stations recorded to date reached 83 yesterday with P. R. Mallory & Co., Indianapolis, making application for an experimental station. Other recent applicants have been the United Broadcasting Company of Cleveland, Ohio, and J. W. Birdwell of Nashville, Tenn.

'Electric Hour' Returns To CBS On Sept. 20

Return of the Electric Companies advertising program to CBS on September 20th after an eight week lay-off was announced yesterday. Nelson

(Continued on Page 2)

Scare

At CBS yesterday afternoon, in the face of the hurricane warning, posters were put on the bulletin board giving phone numbers of Red Cross units in case the personnel was injured en route home or in their respective domiciles. Right after everybody took a look and jotted down the numbers, the lights went out in the building, scared everybody, and then went back on.



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JOHN W. ALICOATE : : : Publisher

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

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FINANCIAL (Thursday, Sept. 14)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Nat. Union Radio, Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit). Includes Bid and Asked columns.

Hannon To Sing "Lili Marlene" "Lili Marlene," the war song confiscated from the Germans by Allied soldiers in the African campaign, will be featured by Bob Hannon on the "American Melody Hour" over CBS on Tuesday, Sept. 19, 7:30 to 8 p.m.

20 YEARS AGO TODAY

(September 15 1924)

In 1922 and 1923 amateurs through repeated successes in long distance transmission, proved that the 200 meter wave which the government considered useless for practical purposes was entirely useful. The Hoover Radio Conference has taken this away from them, giving them instead 20, 40 and 80 meter bands.

Two Networks! Three City Market!!

CBS WENT MUTUAL. Gloversville • Johnstown • Amsterdam • THOMAS CLARK, Nat. Rep.

Coming and Going

TOM SLATER, director of special features and sports for the Mutual network, has left for Chicago, where on Saturday he will cover the football game between Great Lakes and Fort Sheridan.

BETTY WINKLER, of "Joyce Jordan, M. D.," heard over the Columbia network, leaves today for Miami, where she will spend a vacation of two weeks, during which she will be written out of the script.

GLENN GRAY and the members of his band are in Iowa City for the broadcasting of tonight's stanza of the "Spotlight Bands" program on the Blue Network. Show will originate at the U. S. Navy Pre-Flight School, producer of top-notch teams.

RICHARD E. GREEN, national sales and promotion manager of KPYY, CBS affiliate in Spokane, paid a call yesterday at the New York headquarters of the station's national representatives.

PEGGY RYAN, star of Universal's "Merry Monahans," has arrived in New York and will make guest appearances with Kate Smith on CBS and the "On Stage Everybody" program over the Blue Network.

DEAN LINGER, former syndicated Hollywood columnist and news reporter, has arrived in Chicago to take up his duties as a member of the publicity department in the central division of the Blue Network.

W. W. CHAPLIN, war reporter heard Monday through Friday on NBC, will be in Cleveland tomorrow for the annual banquet of the Cleveland Foreman's Club.

JOE KELLY and his "Quiz Kids" will broadcast next Sunday's Blue Network program from Portland, Ore. They'll also visit the Meier & Frank store, where they will view figures of themselves done in wax by a Hollywood sculptor.

PAUL REIDENBAUGH, account executive for the Cleveland office of Fuller & Smith & Ross, Inc., and E. L. ANDREW, vice-president of the agency, will arrive in Gotham this week-end on a short business trip.

GENEVIEVE MCCARTHY, of the program department at WFBL, Syracuse, is on a trip up the Saguenay, famous scenic river of eastern Canada.

TOM WALLACE, producer of the "Blind Date" show, is in Chicago arranging for the moving of his family to New York.

JOHN BATES, account executive on the Lucky Strike account for Ruthrauff & Ryan, is en route to Hollywood, where he will discuss Jack Benny's return to the air on Oct. 1.

ART BAKER, of "Art Baker's Notebook" heard on KFI, Los Angeles, who recently took his first vacation in six years, is back at the station and has resumed his program.

Receiver Mfrs. To Meet With OPA, September 22

(Continued from Page 1) advice and information to OPA as to the various factors affecting the pricing of new radios. The industry committee will also assist OPA in preparing a specific regulation covering the pricing of radio sets.

Members of the committee are: Benjamin Abrams, Emerson Radio and Phonograph Corp., New York; P. S. Billings, Belmont Radio Corp., Chicago; R. C. Cosgrove, manufacturing division, Crosley Corp., Chicago; P. V. Galvin, Galvin Manufacturing Co., Cincinnati; J. J. Nance, Zenith Radio Corp., Chicago; E. E. Lewis, RCA, New York; J. M. Spain, Packard-Bill Company, Washington, D. C.; H. A. Nicholas, Farnsworth Television and Radio Corp., Fort Wayne, Ind.; A. B. Wells, Wells-Gardner & Co., Chicago, and Fred D. Williams, Philco Corp. Philadelphia.

'Electric Hour' Returns To CBS On Sept. 20

(Continued from Page 1) Eddy will be the star of the new "Electric Hour." Program will be heard Wednesday from 10:30 to 11 p.m., EWT, and in addition to Eddy will feature Robert Armbruster's orchestra and Gloria Scott. N. W. Ayer & Son, Inc., is the agency and Charles Herbert, the producer.

Helen Forrest Signed

Helen Forrest has been signed as permanent songstress on NBC's "Everything for the Boys." Miss Forrest will be featured on the Dick Haymes musical show. The cast also includes Gordon Jenkins and a 31-piece orchestra.

Takes Research Post With CBS Tele Division

(Continued from Page 1) network research operations. Since 1940, Dr. Horton has been a research associate at Yale University's Institute of Human Relations. In 1943-44 he served as special consultant to the Morale Services Division of the War Department in connection with the use of various media for education and training.

Pres. Roosevelt To Talk To Democrats On Oct. 5

(Continued from Page 1) Democratic candidates running for election to Governor or U. S. Senator, their talks coming before or after the President's speech.

Murial Kirkland Leaving

Murial Kirkland of stage and radio leaves the title role on the five-a-week daytime serial, "Mary Marlin" (CBS) at the expiration of her contract, Oct. 1. This will leave her free to engage in a wider field of radio activity than was permitted under the terms of her present contract. The program is produced by J. Walter Thompson for Standard Brands, Inc. Joan Blaine will return to the part of "Mary" which previously she had occupied.

WANTED

Writers—Writer-Producers Immediate Openings State experience, salary, draft status RADIO DAILY, Box 897 1501 BROADWAY, NEW YORK 18, N. Y.



... Said the Spider to the Fly

There are many lures to buying radio time. Come into my house says one station, for power and coverage. Come into my house, say another, for prestige and popularity. Come, says another, because of my low cost.

The shrewd time buyer forgets the decoys and says, "Let's look at all three sales talks—power, popularity, and cost. Let's find a common denominator to see what gives me most for my dollar."

In Baltimore your answer is easy. Using Hooper, the coverage claimed by each station, and the cost per actual listener . . . and you come up with radio station W-I-T-H, the successful independent, as the best buy in this 6th largest market.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REEK

★ **AGENCY NEWSCAST** ★

J. DEINES, formerly with Arthur Kudner and advertising man of the electronics division of General Electric, has been appointed unit executive for the radio division of the Westinghouse Electric & Manufacturing Company a client of Deines & Smith & Ross, Inc.

EN S. LAITIN, formerly of Young Rubicam Inc., has joined J. D. Deines & Co. as copy chief. Previously he was vice-president of Albert K. Guenther Law, Inc.

YOUNG & RUBICAM, INC., announces the following additions to its publicity department: Gerry Murphy, formerly of the Blue and Print Ink, will join the New York office; and John Coyle will assist Bert Mucks in the Hollywood office.

MUMMINGS & MACKAY have opened an agency in San Francisco to engage in general advertising and public relations, with offices in the City Building.

ANNE DIRECTOR, sales promotion and publicity manager for KQW, CBS station in San Francisco, has signed effective September 1 to join the Wine Company in the capacity of Home Economics Counsellor. She will work out of the San Francisco office.

KATHLEEN GOLDSMITH has rejoined the organization of Edward L. Bernays, Public Relations Counsel, after completing two years' war service with the Overseas Radio Program Division of the U. S. Office of War Information, where she was assistant chief, special events section. Miss Goldsmith was a member of the Edward L. Bernays organization from 1921 to 1929, and for 10 years subsequent to that was an independent director of public relations campaigns.

THE SOIL-OFF MANUFACTURING COMPANY of Los Angeles, California, makers of Soil-Off wall paint cleaner, has appointed McCann-Erickson, Inc. to handle its advertising.

THE ADVERTISING AND SELLING COURSE, sponsored by the Advertising Club of New York, will have a new clinic on Sales Training with R. S. Evans, vice-president, General Screen Advertising Inc. as director. Among those who will serve as leaders at the various meetings are: F. K. Doscher, sales manager, Lily-Tulip Cup Corp.; Herbert Frank, General Foods Corp.; Lauren K. Haganman, sales promotion and advertising manager, Cochrane Rug Company; L. T. White, Cities Service Co.; Ladson Butler; Nelson Sherrill, sales manager, Magnavox Co. and T. Spencer Knight, Royal Crest Sterling Co.

Jack Benny's Program Returns To NBC, Oct. 1st

Returning to the airwaves after a long Summer spent entertaining the troops in the Pacific, Jack Benny and his troupe will start their Fall sked day, October 1st over the NBC network. Only singer Dennis Day, now ensign in the Navy will be missing from the familiar Benny lineup of Mary Livingstone, Rochester, Phil Harris and Don Wilson. At the present time Benny is in New Caledonia.

Set Speakers For ETs Of Democratic Party

Democratic National Committee has announced that Senator Truman, Vice-President Henry A. Wallace, Secretary of Agriculture Claude Wickard, and James Patman, president of the National Farmers Union, will be among the special 15-minute transcribed farm program series, it has been announced by J. Leonard Reinsch, radio director. The series, scheduled to be aired five times a week in the early morning hours, will start Mon., Sept. 18. The Biow Company is the agency for the DNC.

John Merrifield, on leave of absence as farm director of WHAS, Louisville, Kentucky, is handling the interviews made in many cases with farmers in the "farm belt."

Declining to give the call letters of the many stations involved in this special series, Reinsch did reveal that the project is designed to win the farm vote for the Roosevelt-Truman ticket, and has been placed on "stations from New York to the Dakotas and south to the border states."

Increase Blue Outlets

An increase in the number of Blue outlets carrying its "Hello Sweetheart" show from 123 to 191 stations has been announced by Gum Laboratories, makers of Ivoryine Peroxide chewing gum. The show, handled by McJunkin Advertising Co. of Chicago, features songstress Nancy Martin, heard Saturday at 5:45 p.m.



we didn't think they cared... this much!

Said we recently to Crossley, Inc. . . .

"Please go out and ask women—all kinds of women—in Greater New York something like this:

'WHAT NEW YORK RADIO STATION HAS PROGRAMS THAT YOU FEEL GIVE YOU THE MOST HELP IN YOUR HOUSEHOLD WORK?'

"Why?" asked Crossley, Inc.

"Must we be just obvious?", we replied. "Please," we urged. "Just ask, and if maybe everything's all right, we can tell people what we found."

So, Crossley interviewers asked 6,420 women personally.

In came the answers; came sorting, came compiling, came the following interesting result:

- WOR . . 14.1%**
- Station B . 12.4%**
- Station R . 9.3%**
- Station X . 2.4%**

Q. E. D.—If YOU MAKE SOMETHING THAT WOMEN BUY, OR HAVE A SAY IN THE BUYING OF—and what haven't they?—WOR IS WORTH CALLING FOR FURTHER, AND IMPRESSIVE FACTS. Our telephone rings if you dial PE 6-8600, in New York. Our address is

WOR

that power-full station at 1440 Broadway, New York

MEMBER OF THE MUTUAL BROADCASTING SYSTEM

DUMONT TELEVISION
on the air three evenings weekly . . .
SUNDAYS
TUESDAYS
WEDNESDAYS
 8 to 10 P. M., E. W. T.
Experimental commercials are a feature of every program!
 DUMONT TELEVISION DEPARTMENT OF ALLEN B. DUMONT LABORATORIES, INC., PASSAIC, N. J.
 Television Studios and Station WABD, 515 Madison Ave., New York 22, N. Y.

LOS ANGELES

By RALPH WILK

MARVIN MUELLER has been assigned announcer to the "Stop That Villain" series heard Thursdays on KHJ-Mutual Don Lee. Walter Tibbals produces the program, with Hobart Donovan writer. Joe Reichman and his band are featured as the musical unit on the half-hour quiz. Sponsored by Dubonnet, the series is produced under the direction of Batten, Barton, Durstine & Osborn, Inc.

Frank Sinatra will leave for New York on September 24 to spend several weeks on a personal appearance stint at the Paramount Theater, where a scant year and a half ago the popular young crooner began his meteoric rise to singing fame. During his stay in Manhattan his Columbia Network broadcasts will originate from CBS headquarters in New York.

Don Clark of Ruthrauff & Ryan takes over as producer of the Amos 'n' Andy show, which returns to the airlines Sept. 22 for Rinso. Clark replaces Murray Bolen, who guided the destinies of the black-face comics last season.

Dick Mack has been signed to produce the Abbott & Costello program for Camels when it returns to NBC on Thursday, October 5. William Esty is the agency. Mack continues with Warwick & Legler as producer of the Kenny Baker program. He was previously with McKee & Albright as producer of the Sealtest show with Rudy Vallee, and prior to that with J. Walter Thompson on the Chase & Sanborn program.

Lee Sweetland, NBC baritone, was inducted into the Navy on Sept. 4, and has been sent to the U. S. Naval Training Station at San Diego. In addition to his NBC sustaining series, Sweetland carried on as the summer replacement for John Charles Thomas during the latter's brief hiatus.

Ray Ferguson has returned to the studio engineering staff of NBC Hollywood after 18 months in the Ninth Service Command, Signal Repair Shop, where he was in a civilian capacity.

Lea Committee To Study Bulova Radio Operations

(Continued from Page 1)

Lea committee. It appeared likely yesterday that the committee will turn to the Bulova radio interests, past and present, when it resumes its public sessions after the recess.

Russell M. Arundel, an associate of Bulova, was on the stand yesterday briefly, testifying on his relations with Bulova. He referred briefly to a \$1,000-per-month suite at Washington's Hotel Statler maintained by Bulova.

The committee will attempt to wind up its session on the sale of WFTL, Miami, this morning with FCC Chairman James Lawrence Fly expected back on the stand.



Radio Vitamins for Friday ! !

● ● ● Probably the greatest example of a public service program of a non-partisan type was heard Wednesday night 10:30-11 p.m., EWT, when "Get Out The Vote," hit the CBS web, with KNX originating the program in Hollywood. . . . From the angle of writing, acting, production and the objective, it is the kind of show that left no room for improvement . . . regardless of their politics, listeners were urged to vote via both comedy, drama and straight-talk appeal, with special care taken not to mention candidates or parties. . . . Jimmy Durante, Olivia De Havilland, George Coulouris and others turned in a job that could bear repetition on any web. . . . what with a script by Ronald MacDougall, production by William Spier and Charles E. Lewin; Gene Kelly as narrator and music by Lud Gluskin, this was radio at its best. . . . responsible for the program was the Radio and Motion Picture Division of the Mayor's Committee on Registration, and the Hollywood Victory Committee. . . . reprint should be distributed far and wide, with a good-sized credit to radio and the auspices under which it was developed.



● ● ● They say that many fans belonging to Vic and Sade are ready for the sackcloth and ashes, what with the program taking leave soon of its great daytime audience. . . . really sad when a show goes off becuz somebody made too much dough, heh heh. . .

● Helen Mantlik, formerly with networks and ad agencies, has joined WOV, as assistant to general manager Ralph Weil. . .

● Johnny Kane, columnist and emcee of the WINS "Little Ol' New York," will spotlight celebrities at the opening tonight of the Little Vienna cafe. . . . Goldie, former Paul Whiteman trumpeter, reported as breaking records at the Club Maytag, in Phoenix City, Ala. . .

● Gene Krupa is taking singing lessons for RKO's "George White Scandals of 1945." . . ● Benny Goodman marks his 10th anniversary as a maestro this Fall. . . ● Tom Hutchinson's alumni of last year have organized "Television Council," which has a program idea called "Eight To The Bar," for tele consumption. . .

● Mort Gottlieb is still singing about the place he bought for a "song," a former Gould Drexel estate with one of those 18-room houses (probably calls them master bedrooms) plus 230 acres. . . ● October issue of "Coronet" has an article titled "Raymond Spoofs the Spooks," and tells about the CBS "Inner Sanctum" program's door squeaking. . . ● Radio is well represented in the September issue of "Scientific Monthly," with pieces by Dr. James F. Bender, author of the "NBC Handbook of Pronunciations" and director National Institute for Human Relations; and also articles by Drs. V. K. Zworykin and James Hillier of RCA. . . ● Vera Holly is the new vocalist on CBS' "Viva America," a good-neighbor sustainer for both Latin-America and U. S.



● ● ● Ted Collins has decided there'll be no party in connection with Kate Smith's network return Sunday night at 7 p.m. . . . same network, same stations, same sponsor, same agency—but it's Sundee eve, for the record. . . ● Henny Youngman has a funny angle on his new commercial for Raleighs on NBC. . . . he figures if he gets too good and sells so many cigarettes for his sponsor that Benny, Durante, Kay Kyser's respective sponsors go out of business, then he is certainly out of luck. . . . because those other comics will have no trouble getting his job. . .

● Doris Kreusi, of the Blue sales secretarial staff will be married Sept. 23 to Corp. David R. Stevenson, USA, now stationed at a Texas airfield.



Remember Pearl Harbor

CHICAGO

By BILL IRVIN

A LOCAL sponsorship order Morgan Beatty's network program headed the list of new business announced this week for station WMAQ by Oliver Morton, manager of the NBC central division local spot sales. The Peter Fox Brewing Company (Fox Deluxe Beer), through Schwimmer & Scott, will sponsor Beatty effective Monday, Oct. 9. The program heard Mondays through Thursdays, 12:45 to 1:00 p.m. CWT is broadcast over NBC on a local sponsorship basis. The WMAQ contract is for 48 weeks. Announcement business on WMAQ was headed by a renewal order from American Chicle Company through Badger, Browning & Hershey and Grant Advertising Inc. for weekly for the 13-week period beginning Oct. 1.

"Swing! The Thing," Thursday night WGN musical show (9:30 to 10:30 p.m. CWT) has been renewed for an additional 13 weeks, effective September 21 by E. J. Brach & Sons through Hill Blackett & Co., Chicago. The renewal of the Dinning Sisters through Ginner, Jean and Lou—have been added to the show.

Members of the WLS talent show heard on the Murphy Barnyard Jubilee which is part of the WLS International Barn Dance on Saturday night, recently entertained at the 1944 street meeting of the Murphy Production Company in Burlington, Wis. The years' troupe included Pat Buttrick, the Maple City Four, Ramblin' Red Foley, Bonnie and Connie Lindstrom, Alan Crockett and the WLS orchestra.

Charlotte Ingalls, formerly market editor for the Associated Press, has joined the WBBM news writing staff.

Den Linger, former syndicated Hollywood columnist and news reporter has joined the Blue Network central division publicity department. O. Soule, who plays "Sam Ryder" in "Bachelor's Children" is busy settling his family in a new home in Evanston, Ill.

Ford Bond Handles GOP Broadcasts From New York

(Continued from Page 1)

mittee, it has been announced by Henry R. Turnbull, radio director of the campaign.

In a new format developed by the RNC, Bond makes all opening announcements of the political talks at the key station of the network carrying the speakers. And as soon as he concludes his introduction, the speakers come over the airwaves from the various sections of the country without an additional announcement following the key announcer's message. This precision-timing plan eliminates having another announcer on the program, and gives the political speaker a few more minutes in which to project himself.

Panel Meet; Re-Elect Officers

Continued from Page 1)
Others re-elected are Dr. Oldsmith as vice-chairman, ... as co-ordinator.

important panel meetings



DR. W. R. G. BAKER

cycles and 17—six megacycles, below 250 megacycles.

New Blue Outlet

On Oct. 1, station KWBU, Christi, Texas, will become with the Blue Network as a secondary station to the South- group, increasing the num- blue outlets to 196. Owned Century Broadcasting Com- WBU operates daytime only power of 50,000 watts on a fre- of 1,010 kilocycles. Carr. P. is the manager.

is MBS Press Dept.

us X. Zuzulo, a veteran of two service in the U. S. Army, e served as a Captain in the Intelligence Service, has he Publicity Department of Mutual network as night duty charge of dissemination of eases, it was announced by ryon, head of the publicity ent.

onorably Discharged World War II Veteran AGE 33

- News-caster
- Announcer
- M. C.
- Special Events
- Public Relations

2 ars' Radio and Public Relations xperience with Net and 50 K. W. e immediate permanent connec- ion with opportunity.

- Back-ground
- Record
- References

Apply Box 898
DIO DAILY, 1501 Broadway
New York 18, N. Y.

Will arrive N. Y. C. approximately October 1st.

★ PROMOTION ★

Visual Display

A huge window display designed to keep the public informed as to the course of the war is now being exhibited to the people of Cincinnati as the result of a three-way collaboration between WLW, the Cincinnati Enquirer and the Cincinnati Gas & Electric Co. The display, located in the downtown windows of the utility is titled "The War Before Your Eyes" and consists of two 8 x 10 maps of the European and Pacific theaters. On these maps are shown the battle lines of the various opposing armies, corrected for change twice daily by Major General James E. Edmunds, WLW's military analyst.

On two panels are featured the front page of the Enquirer and the latest news bulletins as they come in on a teletype located in the window. In the center is a montage with photos of Arthur Reilly, Maj. Gen. J. E. Edmonds, Robert Parker and Jack Beall, WLW's news commentators. In front of this is a replica of a WLW transmitter tower.

From Dust to Riches

The Oklahoma Publishing Co., owner of WKY, of Oklahoma City, Okla., has distributed a large portfolio containing pictures, and the factual account in a smaller booklet within the portfolio indicating how the area's dust fields have been made to yield large crops of wheat since 1934, through the ingenuity of the farmers. Edgar T. Bell, business manager of the publishing firm, and secretary-treasurer of WKY, has fittingly closed his introduction to this booklet with the following lines: "We know we belong to the land and the land we belong to is grand," which are part of the title song of Broadway's "Oklahoma."

'Can You Top This' Tops Coast Summer Listening

"Can You Top This," sponsored by Colgate-Palmolive-Peet on NBC Saturday nights, led the top 10 programs among Pacific Coast listeners during the summer months of July and August. Following the comedy show, were three successive dramatic shows in point of rating, then three quiz programs take their respective places. According to the Hooper "Top Ten," "Mr. District Attorney" was second, "Crime Doctor" third and "Ellery Queen" fourth in the ratings.

"Take It Or Leave It," fifth in point of rating on the Coast is the first of three quiz programs, followed by Phil Harris for Lucky Strikes, and "Thanks to the Yanks." "Mr. and Mrs. North" are eighth, "Your Hit Parade" ninth and "Manhattan Mery-Go-Round," winds up the ten. Actually there is but a 2.5 differential between all 10 programs ranging from the leader to number ten, which is fairly close for that many programs.

Middle Commercials

WJR, Detroit, marks its "banning of middle commercials on newscasts" by sending out a brochure 12 1/4" by 15 1/2" which tells step by step how the idea was conceived, recommended, approved by the management and hailed by the press which doffed its hat to a "progressive measure."

The huge notebook cover is deep red with the words "WJR Bans Middle Commercials" cut in gold. The inside loose leaves have the printed matter, in offset, which give the reaction of the wire services, the local dailies, editorial comments in the local dailies in addition to the stories, columnists, trade press stories, letters of approval from advertising agencies and sponsors, similar letters from the newscasters themselves, ditto from other stations, etc.

WIND Map

A new coverage-intensity map has just been mailed to New York and Chicago advertising agencies by WIND, Chicago. Prepared by Walter Burn & Associates and with the 0.5 MV/M measured by Page & Davis Radio Engineers, it gives complete coverage and market data for both day and night coverage. One good feature of this map is its file-cabinet size, which makes for easy reference.

Sumner Welles Signed For Mutual Program

(Continued from Page 1)

ning and other subjects of international interest.

Under terms of the contract there will be no middle commercial carried by the sponsor, Waltham Watch Co., Waltham, Mass., and the broadcasts will originate in either Washington, Palm Beach or Mr. Welles summer home in Maine. The contract was negotiated in behalf of the sponsor by H. B. Humphrey of Boston and New York.

Sponsorship of Mr. Welles marks the first time that the Waltham Watch Company has ever used a network radio program, according to reports.

Second Du Mont Studio Begins Operating Sun.

The second Du Mont television studio, located at 515 Madison Ave., New York, will start operations on Sunday, it was announced last night by Allen B. Du Mont. Only the air conditioning, he said, remains to be installed.

Du Mont's statement was made on the occasion of his acceptance of the American Television Society's plaque awarded to him for "the best contribution to television during the past year."

Abie's Irish Rose

AMERICA'S WONDER PLAY

THE PLAY THAT . . .

LAUGH-ROCKED BROADWAY AUDIENCES FOR A RECORD 5 1/2 YEARS . . .

SOLD TO THE MOVIES FOR OVER THREE HUNDRED THOUSAND IN THE SILENT DAYS . . .

WAS TRANSLATED INTO EVERY LANGUAGE INCLUDING THE CHINESE . . .

PUT MORE THAN 10 MILLION DOLLARS (AMERICAN) INTO ITS AUTHOR'S PURSE AND . . .

ON THE AIR

MAINTAINED AN AVERAGE OF 14 HOOPER POINTS FOR THREE CONSECUTIVE YEARS . . .

Written and Produced by

ANNE NICHOLS

. . . AVAILABLE . . .

NEW YORK
Abie's Irish Rose
125 E. 50th Street
ELdorado 5-0637

CHICAGO:
James Parks Company
333 N. Michigan
Central 7980

Eastern Outlets Break All Records In Public Service During Big Blow

(Continued from Page 1)

Long Island and New England coasts were warned intensively via radio upon government reports as to the change in the hurricane's direction which at the time was definitely headed toward the New York area at 70 miles per hour.

Independent stations and networks kept in touch with chief meteorologist Benjamin Parry at the Weather Bureau and his reports were put on the air. WOR had Parry on as early as Wednesday night even before the fickle hurricane changed its course again.

NBC Prepared

William F. Brooks, NBC director of news and special events, carried out plans already set up to keep the listeners fully informed on hurricane developments and also put on the alert stations along the seaboard to the special events crews at stations, such as WSB, Atlanta; WBAL, Baltimore; WEAJ, New York; WTAR, Norfolk; WRC, Washington; WTIC, Hartford; WJAR, Providence, and WBZ, Boston. These outlets sent crews to points where trouble might be expected. In New York, Don Goddard was sent to the RCA Communications Center at Riverhead, Long Island; which according to predictions by weather authorities would be the storm center nearest New York City. Goddard was set to talk hurricane on the regular NBC 7:15 p.m. news period and at 11 p.m. His broadcast this morning at 7:30 a.m. was also scheduled to come from Riverhead.

WEAF and NBC network was sked to be in operation all night instead of the usual 1 a.m. shutdown, all according to the emergency at hand. A mobile unit specially equipped was en route last evening to Goddard at Riverhead, should other means of communication fail. A second unit was alerted in New York for dispatch to trouble points nearby. NBC also posted a reporter on top of the 66 story RCA building to broadcast a description of the big blow, if possible.

Red Cross Offer

As a further service to listeners, WEAF through manager de Lancey Provost arranged with the Red Cross Disaster Center to utilize station facilities in emergencies. Don Hollenbeck was assigned to the Center and remained on duty all night. WEAF also at the request of factory managements, broadcast the bulletins to employees on night shift at Republic, Gruman, Liberty and Ranger aircraft factories on Long Island, that the night-shifts were cancelled because of the storm. Ordinary communications were found insufficient to notify all employees.

WOR Preparations

WOR commenced its preparations for the hurricane Wednesday night and since then Dave Driscoll, director of war services for the station had Benjamin Parry go on with warnings

direct from the weather bureau offices. Parry later was scheduled to go on whenever conditions changed sufficiently. Driscoll late yesterday afternoon readied to leave for Riverhead, Long Island with portable recording equipment, particularly for use if

Top Story

The cancellation of the George Hicks newscast from Europe to bring Blue Network listeners news of yesterday's hurricane conditions was typical of the stop-press handling given the situation by the networks. Commercial programs were broken into constantly and some 15-minute commercial shows were eliminated in order to bring news roundup describing storm conditions. Mutual had Paul Killian reporting on the serious conditions in the Connecticut area. Hartford stations went off the air as a result of the storm. NBC and CBS also gave first position to the hurricane news.

other communication went out. Paul Killian, assistant to Driscoll was sent to Connecticut points where the brunt of hurricane was expected to fall. Station also arranged to work with the Red Cross and broadcast information to factory workers that night shifts were off. Ted Streibert, station director took active charge and tied up the public service arrangements for the listeners.

CBS Assignments

By 3 p.m., EWT yesterday afternoon, CBS used the storm news at all station-breaks and news programs. Bill Slocum, Jr. in charge of special events, assigned reporters to the network's transmitter site on Columbia Island, in Long Island Sound and to the Freeport, Long Island shortwave listening post. Also men were stationed at the weather bureau offices, and points of vantage on high buildings. CBS stations in Massachusetts and Connecticut were contacted for tieups on coverage and mobile units were also ready. A large staff of men were alerted at the news room for special coverage and whatever broadcasts were deemed advisable in the public interest. Employees not needed for broadcasting were at liberty to leave early.

Blue Arrangements

Blue Network through Johnny Johnstone, news and special events head sent crews to Long Island, Atlantic City, etc. as part of its coverage. Early in the afternoon, Edgar Kobak, executive vice-president of the web sent all employees home who lived on Long Island, New Jersey or Connecticut.

At 2:30 p.m. yesterday afternoon, Blue picked up a vivid description of the hurricane as it devastated Norfolk, Va. from station WGH, breaking in on "Ladies Be Seated" at the time. Blue then switched to Washington weather bureau and then to New

York. Blue sent crews to Riverhead, Long Island; Southampton, Baldwin and other Long Island spots, expected to be hit, and preparations made for eye witness accounts.

As an instance of extensive preparations for possible loss of power; transmission facilities by wire for the entire antenna were made by the Blue and WJZ. WJZ's tower at Lodi, New Jersey was last night being supplemented by a 10 kw transmitter and a 160-foot antenna. Should a loss of power arise at the 50,000 watt transmitter the 10 kw would be used; in the event the 10 kw goes out, WJZ and Blue for a key station in New York will use WOR's five kw transmitter at Carteret, New Jersey which it used before raising its power. Should phone wires fail or the WOR 50,000 watt become inactive and it uses the old five kw itself, then WJZ was planning to use WOR's FM station to transmit its stuff. Should land wires fail, the FM stations will be used to transmit to an RCA relay outfit or vice versa.

WFIL Emergency Setup

Blue Network carried a terrific story from WBAB, Atlantic City late yesterday afternoon which described the rising water, with high tide yet to come and the devastation wrought. WFIL, Philadelphia also supplied a Blue Network show on what the hurricane was doing to the city and when its own transmitter failed, put out an emergency setup that carried the broadcast. Water in Atlantic City was described as being at a 20 year record-breaking high water mark. Since all wires were down out of Philly, Earl Mullin of the Blue forwarded news as received from Atlantic City and Philly to the press associations.

Boston—New England stations did not lag in warning its listeners who remembered the hurricane of six years ago. WBZ remained open all night and kept an open wire to the "Boston Globe" for immediate information. Switchboard was heavily staffed to answer phone queries. Other stations throughout this area offered special listeners services.

Jack Berch's New Show

The musical program "Jack Berch and his Boys" will take the air over Blue on October 2. Under the sponsorship of the Kellogg Company in behalf of All-Bran, the show will feature Berch and the "Three Sons Trio," and will be heard week days at 11:45 a.m. Kenyon & Eckhardt is the agency.

Reinhardt's Article

Radio commentator, propaganda analyst and writer Guenther Reinhardt tells about the Nazi's 999th Division, a division deliberately sent out to their death, in his article, "Hitler's Strangest Division," in the October issue of "Esquire."

WLW Policy On Revision Starts

(Continued from Page 5)
of announcements that are referred and broadcast that contain sound effects, character vocalists, the acceptance of announcements will be judged on basis of program content and the product and commercial value.
"In the main, it does not mean that an announcement barred from the station by its program content, but will from certain adjacencies lar programs that in our solving would not be in the interest programming. The program ment will be the judge as to or not an announcement is on the basis outlined above.

"Further, we will not guarantee acceptance of an announcement time period on a continuing basis reserve the right at any time consider the announcement no interest of good programming preceding or following changes its format or general content.
"Current advertisers who nouncements conflict under regulation will be afforded the tunity of (1) changing their nouncements to periods which acceptable. (2) changing nouncement either from a trade to alive basis or to another tion that will be satisfactory cancelling the announcement out short rate."

FM Application To FCC From Minneapolis

Washington Bureau, RADIO DAILY

Washington—The FCC has received receipt of an application from Minnesota Broadcasting Corp. for an FM station in Minneapolis corporation is an affiliate of the neapolis "Times" and the S "Dispatch" and "Pioneer-Press sees of WTCN, standard station Minneapolis.

Co-Op

WOR, which in addition to 50,000-watt transmitter maintained an extra 5000-watt unit for emergency purposes yesterday offered the use of the special transmitter to WEAF, WJZ or WABC should any one of those stations suffer breakdown. Importance of New York stations remaining the air prompted the offer of emergency facilities. The transmitter, powered by a gasolene driven generator, actually used for 27 minutes by WEAF and later for a short period WOR, itself. WEAF was off air from 7:45 to 8:12 p.m., due to the failure of its transmitter at Port Washington. When intermittent operation resumed, a WOR's co-operation no longer needed, the Mutual station announced that WEAF again operating with its own facilities.

GRAM REVIEWS

New CBC Shortwave Station Near Completion At Sackville

NEW BUSINESS

TON OF CHEER

starring Hay Youngman, comedian. Elye, singer, and Eddy Howard's Orchestra, W.F.NBC, Wednesday, Sept. 13, 8:30 to 9 p.m. announcer; Jack Hill, director Lee Segall, producer-writer Brown & Williamson Tobacco Co. Russel M. Seeds, Chicago like Henny Youngman, 's master of buffoonery, is threshold of deserved radio in his new comedy show, 'Of Cheer' launched on BC Wednesday night, if his measure up to their assign-

man brightly paced an enter- half-hour variety show with ment of gags, some old and w. He was aided by the d personality of glamorous uce, Orchestra Leader Eddie and announcer Tom Shirley. mic, striving for informality, edistry in delivery and tim- of years in vaudeville, sup- and radio. He made the e the good gags and strove uly to put over some of the ones. All in all Youngman e to be a radio wise comic who a good comedians, is just as his material. sruce was in excellent voice "I May Be Wrong" and "It happen to You." Likewise ward, the orchestra leader, d vocal account of himself winging on a Star" and "Is Is You Ain't?". Both regis- ell in their speaking parts ed good foils for Youngman's

ow should develop to be top- medy. Youngman is an up- ing comedian and the format n a lot of latitude; consistent- o writing and production will ngman over.

er two things that might im- e presentation is the elimina- o the over miked laughter by n show while Youngman is and a production musical e or two by the orchestra. The band has too much of the e tempo in rendition of top d maybe adding a few violins d lighten up their music.

To Guest On Fall Shows

guest appearances of artists epswing, the following enter- will appear on these pro- John Raitt, vocalist of Chi- Oklahoma," on the "K C Jam- Sept. 23, over NBC, at 11 VT; Gladys Swarhout on the eone Hour," Oct. 2, over AE at 9 p.m., EWT; Jarmila on the Oct. 1st RCA Victor dset, at 4:30 p.m., over NBC; rce on the Coca-Cola "Pause efreshes" program, over CBS, at 4:30 p.m.; and Thomas L. on RCA Victor show, over t. 8, at 4:30 p.m.

(Continued from Page 1)

completed in about a month, testing will begin next month and "program- ming" will be operating on a regu- lar schedule by the first of the year.

Dr. Frigon has said previously he believed CBC would not have to im- port any personnel to handle the shortwave broadcasts to the foreign countries. The CBC has a number of linguists among employees and they will be used for foreign-language broadcasting.

Until the station is in operation there is no way of telling how many countries will be able to pick up the broadcasts directly. Dr. Frigon said he believed the station's broadcasts mainly would be heard through re- broadcasts, such as British Broad- casting Corporation programs are heard in Canada.

BBC programs, if picked up and rebroadcast by the CBC, can be heard by practically anyone with an ordinary receiver.

Dr. Frigon said he had heard nothing recently about the building of a shortwave station on the Pacific coast for broadcast to countries in the Pacific. CBC had received no "official communication" about such a project and the building of such a station was a matter to be decided by the

Engineers, who had helped in construction of the station at Sack- ville, now were helping CBC in ex- periments with frequency modula- tion—a new type of transmission which eliminates static and inter- ference in radio reception.

Engineers are also preparing plans for the construction of a frequency modulation station atop Mount Royal in Montreal and are seeking a suit- able site for a similar experimental

NAB Sets Waldorf Confab To Outline Coverage Plan

(Continued from Page 1)

Agencies one week from today at the Waldorf-Astoria in New York. The ANA president, Paul B. West, head of the AAAA Fred R. Gamble will be on hand with members of their organizations. President J. Harold Ryan, will lead the NAB delegation, with Hugh M. Feltus, of KFAB, Lin- coln, Nebr., making the presentation. Feltus was chairman of the NAB re- search committee last year and is presently head of the board of direc- tors sub-committee supervising the coverage plans.

On hand also will be Roger W. Clipp, of WFIL, Philadelphia, present research chairman of the sub-com- mittee which he headed last year. This includes Edward F. Evans, Blue; Richard Puff, MBS; Barry T. Rumble, NBC, and Frank N. Stanton CBS.

Paul Peter and Lew Avery, of the NAB staff, also will be on hand.

NAB plans call for creation of a permanent bureau to operate the cir- culation measurement operations, and this will be proposed to the ANA and the AAAA next Friday.

station in Toronto. The stations are expected to be in operation within the next few months. Plans for the building to house the Montreal sta- tion have been submitted to the city authorities and await approval.

In Toronto, the engineers are at- tempting to find the highest spot where the station could be located. high buildings in downtown Toronto have been ruled out and it was con- sidered likely that the station would be located in northern Toronto where the elevation was even higher than the city's highest building. He said height was essential for frequency modulation stations because they could only broadcast to the horizon. They usually were found effective for broadcasts to an 80-mile radius.

WTAM, Cleveland: Kasco Mills, Inc., 104 one-minute announcements for 52 weeks, through Campbell San- ford; Weather Seal (screens and storm windows) of Barberton, Ohio, "Salt and Peanuts" at 8:15-8:30 a.m. daily for 52 weeks; Lever Brothers (Spry) "Aunt Jenny Stories" 1:00-1:15 p.m. daily for 52 weeks, through Ruthrauff & Ryan; Participations on "Woman's Club of the Air" for Rad- bill Oil Company (Renuzit) 39 times through Harry Feigenbaum Agency; Campbell Soup, 520 station breaks, Foote, Cone & Belding; Curtis Pub- lishing, "Post Parade," 9:30-9:35 a.m., three times weekly for 45 weeks, through MacFarland Aveyard Co.; Crowell-Collier Publishing, (Colliers) 169 station breaks and 13 one-minute announcements, through Arthur Kudner.

★ First independent radio station to broadcast war news by its own exclusive war correspondent from the European theatre.

WGAR CLEVELAND'S FRIENDLY STATION 1220 KC BASIC C.B.S. STATION FREE SPEECH "MIKE"

★ ★ ★ COAST-TO-COAST ★ ★

— MASSACHUSETTS —

BOSTON—With a drop of 4,000 in the high school enrollment, WBZ and WBZA are co-operating with the Board of Education officials in a campaign urging students to leave their summer jobs and return to school. . . . In an attempt to acquaint the general public with the mysteries of FM, John Shepard, 3rd, chairman of the board of directors of the Yankee web has announced a series of free movies titled "The Story of FM" skedded to start next Monday. After the movies the visitors will be guided through the WNAC studios. . . . **WORCESTER**—Bob Dixon, head of the special events department of WTAG will leave the station soon to join the announcing staff of MBS. . . . **LOWELL**—Contracts for the special AP wire between Press Association Inc. and WLLH have been completed, station manager Robert F. Donahue announces.

— OHIO —

CLEVELAND—Through special arrangements with the Prudential Life Insurance Company, Wm. O'Neil, president of WJW, has set up a plan to provide group insurance to every employee of the station with no cost to the employees.

— OKLAHOMA —

OKLAHOMA CITY—Due to the unexpected sudden expansion of WKY's "Farm Reporter" show it became necessary to make an addition to the station's farm staff. The newcomer is Clarence Burch, former Cleveland County Agent, who will be assistant Farm Reporter.

— PENNSYLVANIA —

PHILADELPHIA—When a fire of unexplained origin broke out in the basement of WIBG, Johnny Henninger, chief engineer, grabbed an extinguisher, dashed through the smoke with all the reckless abandon of a volunteer fireman and quickly put out the blaze. . . . **PITTSBURGH**—Modernized versions of the old familiar

PICTURE OF THE WEEK



Pierre, leading man of the duck pond at the New York Children's Zoo, made his television debut over CBS' video station, WCBW, recently with John Reed King as master of ceremonies and Sheila Boarman as his off stage prompter. Pierre, cast as "Dr. Quack Quack," thinks television is ducky.

stories titled "Streamlined Fairytales" resumed its WCAE sked this week after leaving the air waves for the summer.

— NEW YORK —

NEW YORK—Starting a series of weekly appearances on "Schaeffer World Parade" Sunday the 17th will be baritone John Raitt, from the cast of "Oklahoma" . . . Recent guest on Johnny Olson's WJZ "Rumpus Room" was Sidney Blackmer, star of "Chicken Every Sunday" . . . In a special broadcast honoring Luxembourg Sunday over WNYC, Prince Charles of that duchy will present a copy of the Luxembourg Freedom Charter to Mayor La Guardia . . . The sponsorship of Hans Jacob's three-a-

week newscast over WOV has been taken over by Barney's Men's store. . . . A citation was presented this week to WNEW by Mitchel Field for its "war spirited showmanship" . . . Monday, October 9th will mark the start of CBS's "American School of the Air's" 15th anniversary season . . . The feature tonight on WHN's Navy WAVE show "Something for the Girls" will be Guy Lombardo and his orch.

— MICHIGAN —

DETROIT—The proud owner of a recently purchased two-seater airplane is Marc Williams, the one-man "Happy Hank" children's show heard over WJR five days weekly.

— ILLINOIS —

CHICAGO—The news WJJD now has two news with the addition of that of the Press to the already installed Press . . . Last Monday a.m. WIND switched its major studios from Gary, Ind. to the studios in Chicago. No interruption in the station's 24 hour a day.

— CONNECTICUT —

HARTFORD—Two newcomers announcing staff at WNBC are Bernard Pearson, and Ev ("Brother") formerly with WNBC as a writer . . . Every weekday WDR has a 10-minute discussion in which studio argues suggestions as should men take care baby. Listeners are paid \$1 suggestions and also get a participate on the program . . . wide program to collect milk-was launched over WTIC this week a program specially designed for boys and girls of the state. The used as a substitute for kapok preservers for the Navy.

— CALIFORNIA —

LOS ANGELES—The new week sports series now being over KECA is proving to be a popular feature. Titled "Sam Balter's Book," it is a general scrapbook of program with latest sports as well as oddities, human and general information . . . month away from the mike, Minter Boddy, publisher and editor of the Los Angeles "Daily News" well as eminent news analyst and commentator returned to KFI to resume his twice weekly analyses.

Complete Tele Cast For WABD Musical

Signing of Don Saxon, radio stage singer, completes the cast. Esquire-sponsored television musical, "The Boys from Boise," will be televised over WABD New York, Thursday, September 8:30 p.m., Raymond E. Nelson, president of the Charles M. agency, announced.

Saxon, last seen on Broadway opposite Jane Froman in "Artistic Models," will have as his leading in "Boys" Dolores Wilson, 16-year-old singing star and television favorite. They head a cast that includes Davies, currently vocalizing with Castle's orchestra; Audrey Spivey artist, formerly in "Best Forward;" Virginia Smith, comedy star; Judy and Cecile Threlly featured in the "Tele Follies of 1944;" Nina Orla, from Manhattan's Riobamba; Dennis, and a bevy of Conover girls. Danton Walker, national famous Broadway columnist and vision pioneer, will emcee the production. Sam Medoff will direct the orchestra in an original music score.

HAPPY BIRTHDAY TO YOU

September 15

Robert Benchley	Phil Brito
John Conte	Russ Johns
William Hard	Joe Lopez
Donald Langan	Jack Robbins
Lee Meyers	James Wallington
T. F. Seawell	Johnny Wolf

September 16

Mary Hunter	James W. Ingoldsby
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September 17

Rose Alotta	Mary Charles
Marguerite Dougherty	Bob Hotz
Dorothy Dreslin	Frank Novak
Yvette	Esther Ralston Lloyd
Gabriel Heatter	Alice Yourman

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

28, NO. 54

NEW YORK, N. Y., MONDAY, SEPTEMBER 18, 1944

TEN CENTS

Radio Meets Emergency

Indispensable

Pleasantville, N. Y.—This Westchester county town of 4,500 was plunged into darkness at 8:25 p.m., with the suspension of the power at the onset of the hurricane deprived residents of their power operated receivers. Lack of contact with radio stations broadcasting hurricane warnings caused an avalanche of telephone calls clogging the telephone exchange switchboard.

News from Pleasantville normally isn't of radio importance. Today the item stands out as a tribute to radio as communications and the dependence of the people on this media in an emergency.

Pleasantville like many Atlantic coast communities depended on radio in the emergency.

When the power went off 10 inhabitants of the Westchester county community felt isolated — cut off from the world. Radio then seemed indispensable — a comforting aid suddenly torn away at a moment when needed as a counterforce.

There were many pleasant memories on Atlantic seaboard last Thursday night when power temporarily failed. And there were countless thousands of people who emotionally

Volunteers

Despite inconveniences of travel as a sequel to Thursday night's hurricane in the New York area, 478 volunteers answered Arthur Godfrey's appeal for blood donors at the N. Y. Red Cross blood bank on Friday morning. Early morning appearance of blood donors was the climax of Godfrey's campaign over WABC and his 47 appearances on other programs.

CBS Fall Promotion Gets Underway Today

Built around a central theme—"The Biggest Show in Town"—the 1944 fall promotion campaign of the Columbia Broadcasting System gets underway this week and will continue for a four weeks period ending Oct. 14.

Among the media to be used are radio, newspapers, posters, postcards, and direct mail, with each unit of advertising carrying the station's call letters. The campaign program

(Continued on Page 13)

Detroit Symphony Gets MBS Sponsor

Detroit—The Detroit Symphony orchestra will be sponsored in a series of commercial programs on Mutual network beginning October 21st.

Reichhold Chemical Company, through the Grant Agency, have contracted

(Continued on Page 15)

Broadcasters Perform Public Service, Saving Lives And Much Property During Thursday Hurricane

Adm. Hooper Excused; Fly Hits FCC Probe

Washington Bureau, RADIO DAILY

Washington—Continuing their efforts investigating the FCC, Reps. Louis E. Miller and Richard B. Wigglesworth, Friday repeated their charges that the Administration is "suppressing facts for political purposes. Miller and Wigglesworth are the minority members of the Lea

(Continued on Page 15)

Gil Berry Promoted; Succeeds Hartenbower

Chicago—Gil Berry assistant sales manager of the Blue Network central division and spot sales manager, succeeding Joe Hartenbower who resigned to become general manager

(Continued on Page 2)

Treasury Discs Set With Ascap Cooperation

Washington Bureau, RADIO DAILY

Washington—The Treasury announced last week that it has scheduled, after agreement with Ascap, a series of musical discs for local sponsorship

(Continued on Page 15)

By M. H. Shapiro
Managing Editor, RADIO DAILY
Probably the greatest emergency of its kind ever faced by stations and networks along the Atlantic Seaboard, the broadcasting industry in the area both threatened and devastated by the hurricane of Thursday night took stock Friday of damages sustaining by itself and the fine job it turned in seeking to protect the public from possible

(Continued on Page 14)

Web Sets Big Plans For Election Night

The nation's first wartime Presidential election since the Civil War will receive the most complete coverage ever given a comparable event in the history of radio, according to plans revealed Friday by Paul White, CBS director of news broadcasts.

Network plans indicate that after

(Continued on Page 16)

Present ATS Plaque To Allen B. Du Mont

Presentation of a plaque by the American Television Society to Allen B. DuMont, president of DuMont

(Continued on Page 16)

* THE WEEK IN RADIO *

Broadcasters' Vigil

By CHARLES MANN

PERFORMING another great public service role, broadcasters ran the gamut for more than 24 hours for the purpose of warning inhabitants of the approaching hurricane along the Eastern seaboard. Networks and independent stations alike interrupted regular programs intermittently to provide listeners with last minute

developments and precautionary measures.

Politics: It was announced last week by both the Democratic and Republican National committees that the Army Forces Radio Service will shortwave to the armed forces political talks of Quentin Reynolds and

(Continued on Page 3)

Good programming, well-handled publicity and merchandising cooperation are keystones of WLAW's service.

Advt.

National, as well as local advertisers appreciate the sales assistance provided by WLAW. Investigate!

Advt.

Butter and Eggs

Omaha, Neb. — Another of the nation's food producers, the poultry and egg industry, will be feted by "Your America" Saturday, Sept. 23 (NBC, 5:00 p.m., EWT). Homer Huntington, of Chicago, general manager of the Poultry and Egg Board, will be guest speaker. Leo Hipp will direct the orchestra and chorus in his own number, "Chicken Dancers," especially composed.

Hear, Hear!

London—Speaking to the people of Europe over ABSIE from England, Hugh Baillie, president of the United Press, declared "the surest guarantee of liberty is the press and radio, which throws light into corners and conveys the true news — news not distorted by propaganda — into countries of the world, and brings it out of all countries." Translations were re-broadcast.



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

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FINANCIAL (Sept. 15)

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

NEW YORK CURB EXCHANGE table with columns: Bid, Asked. Rows include Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

20 YEARS AGO TODAY

(September 18, 1924) Radio gals as well as the colonel's lady will be wearing their ears on the outside this winter and modestly draping their foreheads if they are prone to follow style trends. A thousand hairdressers, assembled at Atlantic City, New Jersey, the other day for the National Hairdressers' Association meeting, have decreed this to be the fashion.

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED! Blue's KGO is THE Bay Area Buy!

Coming and Going

JOSEPH C. HARSCH, CBS news analyst, is spending this week in New York. His 6:55-7 p.m. programs will originate from Gotham instead of from Washington, D. C.

ROBERT I. GARVER, sales manager of WJZ, is expected back today from a vacation which he spent on the Canadian border.

DIANA LYNN, Paramount film star now in New York, guested last night on the Kate Smith program over CBS.

JOHN M. RIVERS, president and station manager of WCSC, Columbia network affiliate in Charleston, S. C., returned to the home offices over the week-end following a short stay in town.

J. P. "PAT" WILLIAMS, vice-president and general manager of WING, Dayton, and WIZE, Springfield, arrived from Ohio on Thursday for conferences at the headquarters of the Blue Network and left for the home offices Friday evening.

FRANCES E. KAYE, public relations manager for Consolidated Radio Artists, is spending two days in New Jersey on agency business.

ARON BLOOM, of Kasper-Gordon, Boston, is in New York to arrange for the Hillman "Real Romances" magazine program.

ALLAN STARK, general manager of National Radio Productions, Albany, is here on a short business trip.

DAVID H. HARRIS, program-production manager of WTAG, Worcester, Mass., in New York for a week on station business.

TED HUSING and JIMMY DOLAN, CBS sports reporters, have returned from Ann Arbor, Mich., where on Saturday they broadcast the football game between University of Michigan and Iowa Pre-Flight.

PARKS JOHNSON and WARREN HULL are at Fort Monmouth, N. J., for the broadcasting of tonight's stanza of their "Vox Pop" program over CBS from the big U. S. Signal Corps station.

WALTER KOESSLER, general manager of WROK, Blue Network affiliate in Rockford, returned to Illinois over the week-end following a brief business trip to Gotham.

Gil Berry Promoted; Succeeds Hartenbower

(Continued from Page 1) of KCMO, Kansas City, it was announced by E. R. Borroff, vice-pres. of Blue central division. Bob McKee, a member of the Blue's central division sale staff, succeeds Berry as assistant sales manager.

Larry Meier Taken Ill; Foregoes So. Pac. Trip

Albuquerque N. M.—Larry Meier, Mutual war correspondent en route to the South Pacific, was taken ill aboard a plane en route from New York to the Pacific Coast. Examination by Navy doctors indicated Meier was too ill to proceed to the South Pacific.

New NBC Educational Series Beginning, Oct. 6

The deeds of men and women who have fought for democracy down through the centuries will be dramatized on "We Came This Way," new weekly NBC University of the Air series starting Oct. 6.

Meier was injured at Dieppe while serving as a Mutual correspondent in the European theater. He returned to the United States for rest and re-assignment in August. The Dieppe action was one of the bloodiest engagements of the war.

Starting with the Magna Carta, "We Came This Way" will trace subsequent victories down to the present time. It will be accompanied by a handbook published by the Columbia University Press, and will be written by Morton Wishengrad and Frank Wells, supervised by Sterling Fisher.

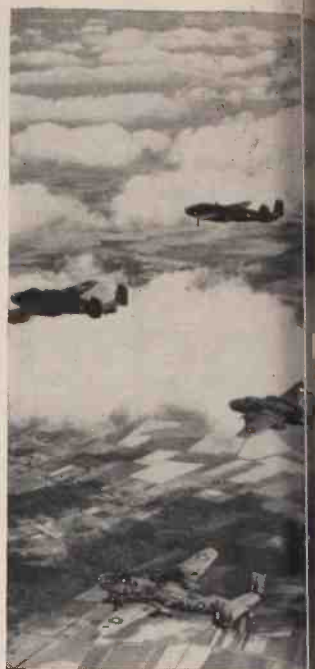
Paul Manning, who recently returned from France, may take Meier's place as MBS correspondent in the South Pacific.

Sendoff For Frank Conrad

Francis "Frank" Conrad recently appointed to the newly-created post of station relations manager for the western division of the Blue Network, was hosted Friday evening at the home of Keith Kiggins, vice-president of the network in charge of station relations. Conrad leaves to take up his new duties on the Coast late this week. Friday's soiree also served as a farewell to Betty Osbourne, who is leaving the network to resume her studies at Black Mountain College, Black Mountain, N. C.

Ascap Chooses Georgia Gibbs

Georgia Gibbs, songstress on CBS' "Moore-Durante Show" has been chosen the guest singer for the annual Ascac dinner to be held in Hollywood on Sept. 20 at the Trocadero.



MacFarlane Broadcasts the First 1,000 Plane Raid

Can you see in your mind's 1,000 planes? Can you imagine thrill it must be? And then can you imagine what it is to see the group of 1,000 planes in the war leave to bomb Germany? And news it made in America as story came across the Atlantic The States?

That's just one episode in the life of Ian Ross MacFarlane. Just one more indication of the way the newscaster has been in the war right to the hilt.

It's just one more reason why newscasts carry an authenticity a force seldom heard on the air. He been through the events once that are happening again.

Ian Ross MacFarlane broadcasts exclusively for W-I-T-H.



WHISTLER'S DAUGHTER

Continuous music . . . continuous popular tunes that "hum along" with your work; the all-day fare on "1430" . . . interrupted every few minutes for late news.

WBYN

For Availabilities:

WILLIAM NORINS, Gen. Mgr. Station WBYN, Brooklyn, N. Y.

W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-RE

THE WEEK IN RADIO

Broadcasters' Vigil

(Continued from Page 1)

Thomas E. Dewey, for the D & S respectively. Each political will be granted six broadcasts to men overseas.

Statement: The OWI Radio has informed all stations that spot announcements will hence be included in the OWI allocation.

In June, it was decided to the recruitment copy because rats not provided for by the War Department in its \$5,000,000 recruitment allotment.

Placers: In a survey conducted RADIO DAILY last week, it was revealed that of the more than 100 important network programs bowing in the airwaves this fall, some did some after a summer hiatus, and some no dearth of competent pro-

Resolution: The American (FM) Network, Inc., last week confirmed its scoop in officially announcing the dissolution of the network. However, the stockholders announced that they plan to organize an FM network on "a broadened scale" in the future. **Policy:** Robert E. Dunville, vice-president of the Crosley Corporation and general manager of WLW, Cincinnati, has adopted a new policy for the acceptance of announcements to be made by his station. The acceptance of announcements will be judged on the basis of program content as

well as the product and commercial content.

Congress: Nathan Straus, president of WMCA, New York, has written to Senator Claude Pepper and broadcasters throughout the country in an effort to poll industry reaction on the question of broadcasting sessions of Congress to the American public. This resolution was introduced by Sen. Pepper.

Restriction: FCC Chairman James Lawrence Fly has announced that limitation on ownership of standard broadcast stations by a single licensee is now under study by the FCC with an announcement to be made soon. Reason for this study is that the Commission is "sensitive to the problem of monopoly and over concentration of control."

Tele Tales: Allen B. DuMont was the recipient of the ATS Award for his station's outstanding contribution to commercial television . . . Dr. Sigmund Spaeth, noted music authority, has been appointed musical consultant of the Television Workshop . . . Dr. Donald Horton has joined the Columbia Broadcasting System as research psychologist in charge of the network's television audience department . . . The number of applications for television stations made to date has amounted to 83.

People: Sumner Welles, ex-Under Secretary of State, will be a sponsored commentator on the Mutual network starting October 11. . . . William R. Stuhler, formerly in charge of radio at Young & Rubicam, Inc., has been named vice-president in charge of radio production for Ted Bates, Inc. . . . S. James Andrews has been appointed vice-president of the Lennen & Mitchell agency. He will continue to direct the agency's "Mr. and Mrs. North" series . . . Thomas F. Harrington, vice-president and radio director for Young & Rubicam, Inc. will return to his post Oct. 2, following a leave of absence due to ill health . . . Francis Conrad has been appointed to the newly-made post of station relations manager of the Blue Network's western division with headquarters in Hollywood.

Suggestion: This weekly news digest may interest someone from radio now in the armed forces. Clip and mail it along.

Film Interests Planning ET Series For France

West Coast Bureau, RADIO DAILY
Hollywood—Through co-operation of seven major film studios and the Hollywood Victory Committee, 91 half-hour radio programs in French will be transcribed for broadcast to the people of France. Dramatizations of outstanding films, variety programs featuring American and French screen artists, and tabloid versions of popular musical films, will be included in the series. Programs will be broadcast daily from OWI facilities overseas.



WASHINGTON POST

"Not content to sit behind a microphone and quote other people's news and opinions, Lewis has gone out and himself made news."

BILLBOARD

"Still by all odds the best of all radio commentators is Fulton Lewis, Jr. Lewis stands out as about the best reporter ever to take to the airlines."

The Men Who KNOW Real Reporting Excellence Have this to Say About
Fulton Lewis, Jr.

AMERICA'S YOUNG MEN

"For his determined disregard of obstacles; for his news beats; for his forthright, unbiased reporting of the events of the day."

BILLBOARD

"Lewis is probably the greatest reporter alive today; his knowledge of the nation's political scene is astute, deep and unfettered; and his sense of the dramatic is, of course, keen."

WASHINGTON POST

"Lewis carefully looks into both sides of a matter before he starts hurling accusations. The amazing results of his one man campaigns are a tribute to his unfailing energy and his sincerity in doing what he believes is right."

BUFFALO COURIER EXPRESS

"There's no commentator who knows more about the news than Fulton Lewis, Jr., veteran Washington correspondent."

Fulton Lewis Jr. is now heard on over 225 stations . . . with 130 sponsors. For list of available cities, call, wire or write WM. B. DOLPH, WOL, WASHINGTON, D. C.

ORIGINATING FROM **WOL** WASHINGTON, D. C.
Affiliated with the **MUTUAL BROADCASTING SYSTEM**

urham*

makes

5%

ation's

garettes

WDNC

COLUMBIA NETWORK

NORTH CAROLINA

Represented by Howard H. Wilson Co.



PROGRAM REVIEWS

"THIS IS MY BEST"

Cresta Blanca

CBS-WABC, Tues., 9:30-10 p.m., EWT
BBD&O

Writers: Robert Tollman, Whit Burnett

Editorial Advisor: Whit Burnett

Narrator: John McIntyre

Director: Dave Titus

Producer: Homer Fickett

We're wondering now, after hearing Paul Gallico's "Tell Me A Love Story" for the first time on the air, whether he'd say "this is my best," as boastfully as the announcer announced it. Incidentally, we're not holding him responsible for the indefatigable reiteration of the program's interesting title until we thought we'd collapse. However, after the merciless production and adaptation of the story, it is very doubtful whether Gallico—providing he heard the program at all—will agree that the selection represents his best. Oh, we're wondering about a lot of things as far as this program is concerned. It has a great many virtues, this department would like to extol; but after this week's presentation, we found it too irritating to start off on the right foot. Granted, the program idea has taken a progressive step, in that it has deviated from the usual superficial sources for broadcastable material. However, that idea has received only anemic support from the editor right down to the sound effects man.

The purpose of this program, as the title indicates, is to provide the producers with literary standards for masterpieces adaptable to the ether. What with so much material available, this series should become one of the most interesting and original of all dramatic programs on the air. The idea of "This Is My Best" is an ingenious one, but the production of the first show indicates that the persons in charge of the selections better be a little more fussy.

A word about the cast: Lee Bowman was miscast or misdirected, we don't know which, as the romantic lover to Nancy Kelly—both of whom turtled along in a story about two impoverished professional dancers who are forced to live in Central Park until their booking agent discovers them and puts them back on the road to success. A word about the sound effects: didn't sound like a Cresta Blanca production to us, unless they're stinting on the cost.

The redeeming features of the second stanza were John McIntyre, the narrator, and the CB commercial. It's still a delight to the ear.

Gale Associates

SPECIALISTS

IN RADIO PACKAGES
AND TALENT

48 West 48th St. • New York City
LO. 3-0350



Memos of an Innocent Bystander...!

● ● ● Radio, like the proverbial "Topsy" has grown up... but so flexible that though a medium of bringing to the attention and often playing no mean part in the solution of world-wide problems through its forums, town-meetings and radio-university-programs, it still can bend backwards in order to convey the answers to important national questions to Americans of "teen age".... New York State's Education Department, in its attempt to successfully pry youngsters from their temporarily-lucrative war jobs and return to school, has adopted the song "Swinging On A Star," from Bing Crosby's picture, "Going My Way".... Dr. Edwin R. Kleeck, Ass't State Comm. of Education has sent a copy of the lyrics, with a special emphasis on the line, "and by the way if you hate to go to school, you may grow up to be a mule," to 58 radio stations in the Empire State.... the drive is two-fold in its purpose.... firstly children, who lose a year at school, are often reluctant to return.... secondly thousands of Servicemen and Women are returning to civilian life and the jobs, currently held by these youngsters, are needed by the veterans.



● ● ● Paul A. Rickenbacher leaves Young & Rubicam to join the Talent department of Foote, Cone & Belding where he'll also supervise television production. ● Walter Lowy, veepee of the Formfit Co. of Chicago, MBSponsors of Dick Brown's Sunday songfest is in Gotham.... incidentally how come recording companies are overlooking this songster's talents for platters?.... easily one of the brightest prospects in years. ● Gertrude Niessen pushed the button at 8:15 last night which officially opened WABD's new television studios at 515 Madison Ave. ● A low bow to "Uncle Don" whose Thursday and Saturday Jamboree programs via WOR are the springboard for many talented youngsters. ● Cliff Peterson, former "Escorts & Betty" singing-manager, is now staff producer for the Blue Network in Chicago. ● Olivia DeHavilland on a recent CBSuspense program, revealed that she's anxious to wind up her movie commitments—so that she may join the WACs. ● Garry Moore won't be seen in the forthcoming flicker, "Brewster's Millions" but moves into the "Houdini" picture instead. ● Vaughn Monroe and his Orchestra return to the Hotel Commodore in Gotham Saturday with several MBShots weekly. ● Frank Morgan of the "Maxwell House NBCoffee" hour will be her first guest when songstress Dinah Shore resumes her own program, Oct. 5, on her return from overseas. ● "A listen should prove, they're hep-hep in the groove".... waxing a bit poetical but that describes our opinion of the new vocal group, "Four Chicks and Chuck" currently featured on Whiteman's "Hall of Fame" Sunday series, via the Blue Net.



● ● ● Dick Himber has just returned to Gotham from Hollywood where he signed Warren William to star in his forthcoming musical, "Abracadabra".... Dot Seymour and Vee Lawnhurst wrote the musical score. ● Dan McCullough, announcer on WOR, couldn't find a stop-watch so he rented one from that station's production manager, Gene King.... fee is a 25 cent war stamp, payable on the first and 15th of every month. ● Lee Davis, funny man on Charlie Furey's "Keep Ahead"lner heard on WOR, sums up the Quebec Conference—quote:—Roosevelt lost a little weight, Churchill lost a little color, Hitler lost! ● Ethel Barrymore's program, "Lighted Windows," will be renamed "Miss Hattie," which is what her intimate friends call the first lady of the theater. ● sotto voce to Si Steinhauser, radio editor of the Pittsburgh Press:—whoever told you that we "need a bucket to carry a tune" is guilty of gross exaggeration.... a little pail is all we need. ●



—Remember Pearl Harbor—

LOS ANGELES

By RALPH WILE

HARRY NORWOOD, persona manager of The Merry Macs, here this week for New York business trip. He will be at Astor Hotel for a few weeks. All offices in Smith and Bullseye's new building are being equipped with loudspeakers connected with master control room, so that they can hear all programs as they broadcast.

"Swing Time" presents "Na And You Can Have It," a new singing show wherein the answers questions regarding records. If correct they can. In the two Thursdays this new has been on the air, the response been so great that KMTR's station board can no longer handle the Arrangements are being made to care of this response.

Frank Kinsella, husband-ma of radio-screen comedienne Daley, has turned song writer first song, "A Sailor's Medley," air-debuted August 31, when featured it as a solo on her program.

Henry Busse carries \$7,500 ance on his trumpet. It is the est carried on any instrument than Harpo Marx's harp. The cannot be duplicated for the du of the war.

Cass Daley has been signed pear in Paramount's "Duffy's Tavern" based on the airshow of the name. Cass will do a specialty ber in the picture which goes b the cameras soon.

Gracie Allen will peck out her syndicate columns on world a with her two index fingers—she about 75 words a minute on her typewriter!

New Crosby Fan

Sue Read, who is heard on W from Tuesday through Friday at p.m., has joined the Bing Crosby Club as hostess each Saturday evening at 6:25 to the WOR Crosby who listen then for Bing's records on the Bali Bra program. Miss announces the songs and the commercials on the program.



"WFDE, Flint, was advertising planning service, dear, and this is who got."

here comes

THE BOSS
SHOW
IN TOWN!



Radio's greatest promotion "goes all out" Sept. 17

Building audience for the strongest line-up of network radio ever offered, the stations of the Columbia Broadcasting System are firing today the opening guns of the strongest campaign of program promotion ever undertaken.

Powerful and novel use of radio itself, as well as of newspapers, of posters and cards and collateral media, combine to present to the American public the most attractive and pressing invitation to *headline* entertainment ever offered. The CBS night-time line-up is indeed "The Biggest Show in Town" throughout the United States — and this campaign presents it proudly — urging early and constant listening purely on the merits of its superb entertainment.

The following pages give you a glimpse of the skilfully planned "arms" of the campaign for—

"The Biggest Show in Town!"

on the air...

THE
BIGGEST
SHOW
IN TOWN

1. Live Announcements — in which CBS stations remind their audiences constantly of new and pleasant listening "coming right up"—at a conservative average rate of 1400 a day.

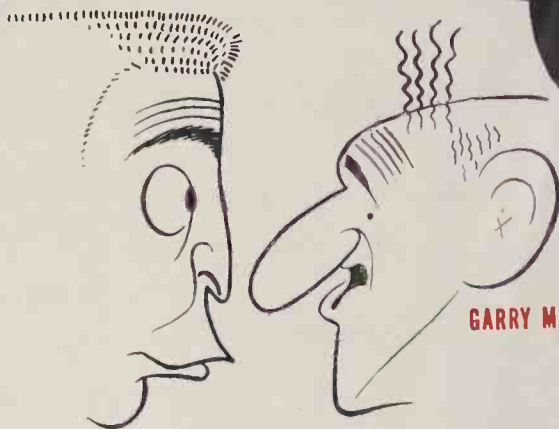
2. Star Recordings by CBS Evening Headliners — The audience of each CBS station hears the actual voices of the stars in informal teaser-invitations to listen to their next regular programs.



KATE SMITH



GEORGE BURNS AND GRACIE ALLEN



GARRY MOORE AND JIMMY DURANTE



FRED ALLEN



FANNY BRICE

SPECIAL RADIO "GUEST CRITICS"

— The big-timers

Fred Allen, Kate Smith and Ted Collins, Fanny Brice, Jimmy Durante and Garry Moore, George Burns and Gracie Allen, and others, take turns (in a surprise series of special daily recordings) in telling the audience frankly *not* about their own programs—but about *their* friendly rivals on the CBS "Biggest Show in Town."



PLUS

-and throughout the stations

YIMMS PRESENTS
THE FRANK SINATRA SHOW
 WED. AT 9:00 P.M.

THE TEXACO DEALERS PRESENT
THE TEXACO STAR THEATRE
 SUNDAY AT 9:30 P.M.

JAMES MELTON

SWAN PRESENTS
GEORGE BURNS AND GRACIE ALLEN
 TUES. AT 9:00 P.M.

WABC **CBS** **880**
 COLUMBIA NETWORK

POST'S RAISIN BRAN PRESENTS
THE ADVENTURES OF THE THIN MAN
 FRI. AT 8:30 P.M.

CLAUDIA MORGAN AND DAVID GOTHARD

POST TOASTIES PRESENT
BABY SNOOKS
 SUNDAY AT 6:30 P.M.

BROMO-SELITZER PRESENTS
VOX POP
 MON. AT 8:00 P.M.

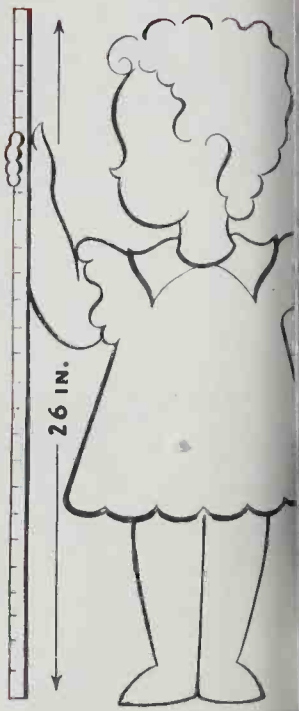
JELL-O AND SANKA COFFEE PRESENT
KATE SMITH
 SUNDAY AT 7:00 P.M.

WABC **CBS** **880**
 COLUMBIA NETWORK

CAMELS PRESENT
THE MOORE—DURANTE SHOW
 FRI. AT 10:00 P.M.

GARRY MOORE AND JIMMY DURANTE

WABC **CBS** **880**
 COLUMBIA NETWORK



stores of 141 trading centers

PROGRAM-PRODUCT POSTERS like those shown here in miniature—and postcards reproducing them—are flying out over the land to focus attention, especially at the point-of-sale, to the 70 sponsored products of the brilliant pageant of CBS programs.

... HOUR
... P.M.

...IVE SHAVE CREAM PRESENTS
INNER SANCTUM
AT 8:30 P.M.



RAYMOND E. JOHNSON

SUPER SUDS PRESENTS
BLONDIE
SUNDAY AT 8:00 P.M.



PENI AND

EVERSHARP PRESENTS
TAKE IT OR LEAVE IT
SUNDAY AT 10:00 P.M.



PHIL BAKER

WABC



880
COLUMBIA
NETWORK

LUX PRESENTS

THE LUX RADIO THEATRE
MON. AT 9:00 P.M.



B. DeMILLE

WABC



880
COLUMBIA
NETWORK

MAXWELL HOUSE COFFEE PRESENTS

THE ALDRICH FAMILY
FRI. AT 8:00 P.M.



HENRY ALDRICH



880

THE UNITED STATES RUBBER COMPANY PRESENTS
THE NEW YORK PHILHARMONIC-SYMPHONY
3:00 P.M.



ARTUR RODZINSKI



880
COLUMBIA
NETWORK

THE BIGGEST SHOW IN TOWN"—tonight and every night

OVER →

These stations of the CBS Network

Akron	WADC	Dayton	WHIO	Lincoln	KFAB	St. Louis	KMOX
Albany, Ga.	WGPC	Decatur	WSOY	Little Rock	KLRA	Salt Lake City	KSL
Albany, N.Y.	WOKO	Denver	KLZ	Los Angeles	KNX	San Antonio	KTSA
Albuquerque	KGGM	Des Moines	KRNT	Louisville	WHAS	San Francisco	KQW
Anderson	WAIM	Detroit	WJR	Macon	WMAZ	Santa Fe	KVSF
Asheville	WWNC	Du Bois	WCED	Mason City	KGLO	Sarasota	WSPB
Athens	WGAU	Duluth	KDAL	Memphis	WREC	Savannah	WTOC
Atlanta	WGST	Durham	WDNC	Meridian	WCOC	Scranton	WGBI
Atlantic City	WBAB	El Paso	KROD	Miami	WQAM	Seattle	KIRO
Augusta	WRDW	Erie	WERC	Milwaukee	WISN	Shreveport	KWKH
Austin	KTBC	Evansville	WEOA	Minneapolis-St. Paul	WCCO	Sioux City-Yankton	WNAX
Baltimore	WCAO	Fairmont	WMMN	Missoula	KCVO	South Bend	WSBT
Bangor	WABI	Fort Myers	WINK	Montgomery	WCOV	Spartanburg	WSPA
Beckley	WJLS	Frederick	WFMD	Muncie	WLBC	Spokane	KFPY
Binghamton	WNBF	Fresno	KARM	Nashville	WLAC	Springfield, Ill.	WTAX
Birmingham	WAPI	Gloversville	WENT	New Orleans	WWL	Springfield, Mass.	WMAS
Bisbee	KSUN	Grand Forks	KILO	New York	WABC	Springfield, Mo.	KTTS
Boston	WEEL	Great Falls	KFBB	Oklahoma City	KOMA	Stockton	KGDM
Buffalo	WKBW	Green Bay	WTAQ	Omaha	KOIL	Syracuse	WFBL
Burlington	WCAX	Greensboro	WBIG	Orlando	WDBO	Tampa	WDAE
Cedar Rapids	WMT	Harlingen	KCBS	Paducah	WPAD	Topeka	WIBW
Champaign	WDWS	Harrisburg	WHP	Parkersburg	WPAR	Tucson	KTUC
Charleston, S. C.	WCSC	Hartford	WDRC	Peoria	WMBD	Tulsa	KTUL
Charleston, W. Va.	WCHS	Hopkinsville	WHOP	Philadelphia	WCAU	Uniontown	WMBS
Charlotte	WBT	Houston	KTRH	Phoenix	KOY	Utica	WIBX
Chattanooga	WDOD	Indianapolis	WFBM	Pittsburgh	WJAS	Washington	WTOP
Chicago	WBBM	Ithaca	WHCU	Portland, Me.	WGAN	Waterbury	WBRY
Cincinnati	WCKY	Jacksonville	WMBR	Portland, Ore.	KOIN	Watertown	WWNY
Cleveland	WGAR	Jamestown	KSJB	Providence	WPRO	Wausau	WSAU
Colorado Springs	KVOR	Kalamazoo		Quincy	WTAD	West Palm Beach	WJNO
Columbus, Ga.	WRBL	Grand Rapids	WKZO	Richmond	WRVA	Wheeling	WKWK
Columbus, Ohio	WBNS	Kansas City	KMBC	Roanoke	WDBJ	Wichita	KFH
Cookeville	WHUB	Keene	WKNE	Rochester	WHEC	Wichita Falls	KWFT
Corpus Christi	KEYS	Knoxville	WNOX	Sacramento	KROY	Worcester	WTAG
Dallas	KRLD	Kokomo	WKMO	St. Augustine	WFOY	Youngstown	WKBN
Danville	WDAN	Lawrence	WLAW				

This is CBS . . . the Columbia Broadcasting System



Fall Promotion Underway Today

(Continued from Page 1)
all CBS sponsored programs from 1:45 p.m., through 11 p.m., on Sundays and commercial broadcast weekdays from 6 in evening through 11 o'clock at EWT. Sixty-eight programs on the air, will benefit from the promotion.

Four Devices Supplied
The use of radio promotion, the devices have been supplied with four different devices to exploit programs. The first device is the use of producer Kate Smith and producer Billings have made 14 recordings of listeners to tune to the new Sunday Fall lineup of shows. The second device is the series of recordings of CBS shows with network acting as "guest critics." Four "guest-critics" recordings have been made by Fred Allen, and seven by Fanny Brice, Garry Moore and Jimmy Durante, and three by Burns and Gracie Allen. Other stars will make similar recordings as the campaign progresses. In addition, the stars of the network program have themselves recorded for the series. Personal invitations to their programs. As new programs come on CBS, star recordings will be supplied for each. Also, a total of 680 separate local announcements have been sent the stations. An average of these to be broadcast daily throughout the country will be 1,400.

The 141 continental CBS stations have been supplied with newspaper advertisements, which cover each week on Columbia, for placement. Each ad is in the column by 200-line size (1,200 lines) with adaptations to 1,000 lines for those stations where the rule of minimum 1,000 lines per insertion is in effect. Each has been illustrated by Al Hirschfeld, dean of American commercial artists. The advertisements will appear in over 200 cities and throughout the nation and the cost is shared by the CBS stations and the network.

Posters to Stations
Each station has received colorful 26 inch posters, using the same work as in the ads, for every sponsored network program it carries. The stations plan to spot these posters in various locations.

Postcards, miniature reproductions of the posters, have also been supplied to the stations, for direct mail and other forms of distribution. This is an integral part of the campaign. CBS Press Information has supplied all stations a press book covering every program in the campaign;

WANTED

Writers—Writer-Productors
Immediate Openings
Write experience, salary, draft status

RADIO DAILY, Box 897
BROADWAY, NEW YORK 18, N. Y.

Political-Talks Schedule Set For Airing To GI's Overseas

Washington Bureau, RADIO DAILY

Washington—The War Department on Friday announced details of its plan for political rebroadcasts to troops overseas. Five shortwave series are provided with equal time for each of the five parties having Presidential candidates in at least six

states. The order of daily assignments is rotated in order to give each party the opportunity to appear first. In addition, discs of the first two series will be shipped overseas for broadcast by the 116 "GI" stations in the various war theaters.

The schedule for the series follows:

Series	Time Allowed	Democrat	Republican	Socialist	Prohibition	Soc. Labor
FIRST (Sept. 18-22)	30 Min.	Sept. 18	Sept. 19	Sept. 20	Sept. 21	Sept. 22
SECOND (Sept. 25-29)	30 Min.	Sept. 26	Sept. 27	Sept. 28	Sept. 29	Sept. 25
THIRD (Oct. 16-20)	15 Min.	Oct. 18	Oct. 19	Oct. 20	Oct. 16	Oct. 17
FOURTH (Oct. 23-27)	15 Min.	Oct. 26	Oct. 27	Oct. 23	Oct. 24	Oct. 25
FIFTH (Oct. 30-Nov. 3)	15 Min.	Nov. 3	Oct. 30	Oct. 31	Nov. 1	Nov. 2

Thirteen One Act Plays Set For Tele Station

Thirteen one-act plays will be presented over WRGB, the General Electric television outlet in Schenectady by the Television Workshop starting Oct. 12, with the production of "Fright," a psychological mystery thriller.

The cast of the plays will be recruited from the Workshop's stock company which has been built up over a period of several months during which the Workshop has produced numerous dramatic offerings over WABD-Du Mont. Included are: Stephen Roberts, Mason Adams, Elizabeth Wilson, Isham Constable, Klaus Kolmar and Larry Robertson.

The plays will be directed by Sanford Meisner and Robert Harris, production by Tony Ferreira under the supervision of Irwin A. Shane, executive director of the Workshop. Special scenic effects will be designed for the Workshop production by Whitney Thornton.

a plastic spiral binding, and division of material according to program broadcast days augment the book's practical purpose—to assist station representatives in supplying local editors with usable stories. It contains artist by-line and feature round-up articles intended to supplement the daily output of CBS Press Information.

Additionally, mats of the Al Hirschfeld illustrations are being released to newspapers throughout the country via the weekly CBS Pix Page service; special mat pages also have been released on several of the returning and new Fall programs.

CBS Program Promotion has mailed to the station informative material in attractive booklet or envelope form for all programs new to the network or returning this Fall. The material includes CBS-developed promotion techniques; use of local announcements; background material on client, program and talent; pictures; newspaper mats and proofs, and scripts of special star recordings.

Ziegfeld Follies Reunion Honoring Fanny Brice

Hollywood—A reunion of Ziegfeld "Follies" stars of bygone days was held in Hollywood's Beverly-Wilshire Hotel Wednesday night to help Fanny Brice launch her new CBS radio program on Sunday. Among those paying tribute to Fanny were W. C. Fields, Billie Burke, Eddie Cantor, Sophie Tucker, Leon Errol, Walter Catlett, Mary Eaton and a host of Ziegfeld beauties. On her radio show, Fanny will do her "Baby Snooks" routine, and also dig into her own repertoire from the Follies for other characterizations. The program, titled "Toasties Time," starts Sunday, September 17, over the CBS network (WABC-CBS 6:30 to 7:00 p.m. EWT). Rebroadcast at 10:30 p.m., EWT.

Honoring Lewis

A cocktail party will be given by the staff of Kenyon & Eckhardt for their new Vice-President William B. Lewis, at the Barberry Room of the Berkshire Hotel Monday.

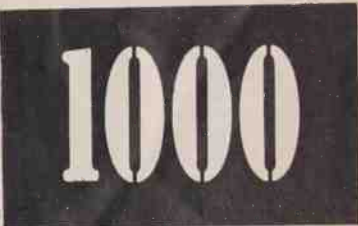
Indispensable

(Continued from Page 1)
missed this powerful media of communication in an hour of need.

Radio, always alert to public service opportunities, performed magnificently in last Thursday night's hurricane emergency. Starting early in the day with a constant flow of hurricane warnings, stations and networks remained on throughout the night, aiding military, civilian weather bureaus, Red Cross and other agencies in handling the distress messages.

To measure radio's service in dollars would be a difficult computation. However the broadcasters' warnings unquestionably averted the loss of many lives and millions of dollars in property damage as sustained in the Atlantic coast hurricane of '38. Measured in terms of public service the industry can justly be proud.

BURKE.



watts effectively beam the message of WWNC's advertisers to the 17 counties in its primary and secondary listening area...17 counties walled in by the Great Smokies and the Blue Ridge mountains from outside radio influence. To reach the entire Western North Carolina market, use

WDRC

HARTFORD 4 CONNECTICUT
W D R C - F M

**This is WDRC
Hartford**

It's the Basic Columbia Station for Connecticut... the station that has one low uniform rate for all advertisers—national, regional and local. It's the station that gives you all 3—coverage, programs, rate!

**USE WDRC TO
CONNECT IN CONNECTICUT**

WWNC 570 KC

Serving Western North Carolina
from ASHEVILLE

DON S. ELIAS, Executive Director
Represented by The KATZ AGENCY.

Radio Meets Emergency

Work Of Field Men Under Difficulties Was Effective

(Continued from Page 1)

sible loss of life and property. Untiring efforts of broadcasters large and small in sending out the storm warnings, are credited with doing much toward cutting down the loss of life which was nil compared to the several hundred lost during the hurricane of 1938 in the same areas.

No effort was spared in keeping an anxious public informed as evidenced by the initiative displayed by networks and key-station crews who went in to the areas expected to be hit the hardest. Some of the stations kept transmitters open under difficulties and not a few went off the air due to power failures. Power failure rather than destruction of equipment was the principal cause of stations in the hurricane area going off the air. Emergency equipment powered by gas was used on occasion.

Feverish activity was in evidence at the key outlets of networks and the web itself. Blue Network's news and special features department whipped up special programs as soon as the Weather Bureau reported the storm headed for New York area. All members of the news staff were summoned Thursday afternoon by John Madigan, manager of the news room and the special programs were planned and directed by G. W. Johnstone, director of the department, and his assistant Thomas Velotta.

Tough Going

Typical of the difficulties involved were the experiences of three members of the Blue's announcing staff, Dorian St. George, George Hayes and Walter Herlihy, plus two field engineers, R. L. Dougherty and Tony Hudson. They were sent to Long Island at 4 p.m. Thursday with Baldwin, Riverhead and Southampton as their destinations. Driving through the tropical rain, around telephone poles and wires felled by the storm, they were only able to get to Baldwin, the nearest point, after four hours. This was about a quarter mile from the Press Wireless Transatlantic Receiving Station there and unable to drive further, they made their way through total darkness and three feet of water to the station, their equipment piled on their backs.

Earlier on Thursday the Blue had special pickups in the path of the

Finale

Engineers at the WNEW transmitter who were bemoaning the lack of rain long overdue the Victory garden and seeking to harvest the remains, had their worries ended. Only damage at the site was the wind blowing away the fence around the garden and then blowing what was left of said garden across the Jersey meadows.

storm. Between 8:30 and 10:15 p.m. special bulletins were broadcast from the news room. Reporters on Long Island were eventually picked up.

Friday morning 8:45-9 a.m. EWT the Blue put on a roundtable broadcast by the reporters and announcers who went to sea the night before. After relating their experiences a pickup was made from WNBC, Hartford, with Milt Berkowitz reporting.

WOR Samaritan

WOR who apparently had been grooming for some time Benjamin Parry, New York's chief meteorologist, was frequently heard over the station long before the off-shore hurricane took a turn toward the Atlantic seaboard. Parry was on the out-let regularly and went on every hour until midnight. Meanwhile Dave Driscoll, station's war services and news director invaded his native heath of Long Island for a distance of 60 miles, Smithtown, and phoned in regular reports. Paul Killiam, his assistant, drew the Connecticut territory and was heard from Bridgeport and other points. Edythe Meserand held down the fort in the WOR office and contacted authorities in nearby states in order to coordinate and broadcast suitable warnings and spot news.

WOR offered its emergency gas-driven transmitter to WEAFF, WJZ and WABC, all network key outlets, should they get into difficulties. As stated in Friday's RADIO DAILY, WEAFF's power failed at Port Washington, Long Island transmitter and at 8:12 the station switched to WOR's emergency outfit. WEAFF remained on this transmitter until 8:35 p.m. (Frank Morgan show was on). At 9 p.m. however, WOR's power failed and it switched to the emergency transmitter. Gabriel Heatter could not be picked up from Freeport, Long Island and Henry Gladstone substituted from the studio. WOR remained on the emergency outfit until 8:47 a.m. Friday. WEAFF went off the air at 9 a.m. Friday and again switched to WOR's emergency transmitter.

WEAFF's Status Friday

After 10 hours of silence WEAFF returned to the air Friday morning at 9:12 a.m., EWT and continued dur-

ing the day with WOR's auxiliary transmitter. According to O. B. Hanson, NBC vice-president and chief engineer, it was not known late Friday just when WEAFF's 50,000 kw transmitter would return to service.

NBC however was able to carry out its plans for coverage of the storm centers as per arrangements made in advance by William F. Brooks, NBC director of news and special events. This included the broadcasting of warnings, notice to airplane factory workers that the night shifts were off, etc. Don Goddard was at Riverhead, Long Island with a mobile unit and at 6 p.m. Don Pardo did his stuff from the roof of the RCA building from which point of vantage he described the onrushing storm.

At 11:05 Thursday night, WEAFF went off the air.

NBC affiliates in the path of the storm had fewer interruptions than expected from the effects of the hurricane. A constant flow of bulletins was sent out from WIOD, Miami to WLBZ, Bangor, Maine.

WTIC Cancels Shows

WTIC, Hartford, where the 1938 devastation reached its peak, cancelled its regular shows at 5:15 p.m. Thursday and offered its services to the authorities. Co-operating with state officials, the station sent a crew to the Connecticut shore to report developments, particularly around the vital submarine base at New London. An announcer was stationed in the tower of the Travelers Building to report the scene, the structure being the highest in New England.

WBZ and WBZA, Boston and Springfield, provided coverage throughout the day and evening until shortly after 11 p.m. when power lines supplying the WBZ transmitter at Hull, failed. WBZA carried on until 2 a.m. Friday. Repairs on WBZ's power line were made at 7:12 a.m. Friday. Personal appeals had been heard over the stations from Governor Saltonstall and Mayor Tobin of Boston.

WTAR, Norfolk, experienced one brief emergency Thursday forenoon and WJAR, Providence, carried on continuously with the exception of a six-minute loss of power at night.

WABC, key station for CBS, came

Full Co-Operation Between Outlets Vital Feature

through unscathed and its comparatively new towers at Columbia in Long Island Sound weathered the storm. (FM tower in New York a shellacking but stayed on the air). CBS from New York did a complete coverage job and picked up reports from New England affiliates wherever available. They included Hartford and Providence. On Friday morning a complete roundup heard from many New England points.

WABC announced that WEAFF going off the air, WABC would announce its return as soon as it took to air, and reported accordingly.

Mutual Pickups

Mutual fed the network as complete a series of reports as were available from the Weather Bureau. The reports sent in by Dave Driscoll and Paul Killiam of WOR, its key outlet in New York. These were on various network programs. Pickups were broken into as the storm warranted. Atlantic City interviews were heard as picked up from Philadelphia and from the Yonkers Network.

In all seven broadcasts were fed network apart from pickups from other affiliates.

Power Failure Hits Indp'ts

Independent stations along the seacoast and the New York coast with transmitters in New Jersey went off the air to some degree due to power failures. WHN, 50,000 watt was off for five hours Thursday night its transmitter being just across the river on the New Jersey side of Hudson. Station had just completed a program from the Weather Bureau when the transmitter went out.

WOV and WBNX were off the air from 6:37 to 11:50 p.m. Thursday night when the New Jersey Power Co. shut down. Both transmitters at these stations at Carlstadt, N. J. were undamaged.

WINS due to power failure had

(Continued on Page 15)

Denims

Blue web's three musketeers out in the storm, Messrs. St. George, Herlihy and Hayes, when picked up from Baldwin, Long Island, as far as they could infiltrate into the storm country, they were attired only in shorts, while giving the radio audience an idea of what was happening in the 85 mile-an-hour gale.

Previously in order to get to their "studio" a nearby house, they waded through three feet of water. Although the house doors and windows were shut tight, the storm managed to bring in its own real sound effects, as the house rattled.

"THE SHADOW"

19.7! CROSSLEY

A few desirable cities remain open for live co-operative sponsorship of America's favorite Mystery Feature. 10th season starts Sunday, September 24th. For availabilities telephone:

Exclusive Distributor

CHARLES MICHELSON RADIO TRANSCRIPTIONS

67 West 44th Street

Murray Hill 2-3376 2-5168

New York City

**Philly Outlets
Hurricane News**

(Continued from Page 14)

The main transmitter and came on the air Friday morning and power from 10,000 to 1,000 on an emergency line. WNAC, Municipal station had no beyond the phone calls, and schedules with weather reports to supplement news program in the storm. WMM reported no difficulties. WMM reported to broadcast storm warnings and weather reports in English, French, Polish and Italian. WMM admitted being off the air for seconds. Otherwise no trouble. WMM, WQXR and WEVD, not both off the air.

WBAB, Atlantic City, N. J., after a hot story to the Blue Network went off the air shortly after midnight was back on again Friday morning. Building was flooded, but no harm done.

WPTZ, Atlantic City, went off the air long after WBAB departed. WPTZ is located on the Steel Pier which was badly damaged but not destroyed in two as originally reported. WPTZ did a relay job for WFIL, Philadelphia before going off Thursday afternoon.

WPTZ, Paterson, N. J., had little trouble. Concentrated on warnings at keeping children at home who had been released from school at noon. Special weather and hurricane bulletins were given every hour.

Press Associations

Press Wireless facilities were out of service. Long Island transmitter out of service. Also still out of service. This hampered Transradio's use of wires from Press Wireless and had to be sent to the Coast and transmitted from there.

WAPP-INS had no trouble with their wires; stuff went through okay. WAPP-INS FM tower located at Fifth and 42nd Street, atop the old building was in process of being bolstered the past week but the storm caught the shore and platforms, tearing the antenna and twisting it out of whack.

Boston—The Yankee Network News Service was on the air all day Thursday until 3 a.m. Friday morning, dealing in on all programs with weather warnings, late flashes and emergency bulletins, five-minute summaries every hour of the terrific hurricane that lashed the New England coast. Robert J. Myers editor-in-chief attributes the negligible loss of the radio warnings emanating from WNAC and Yankee.

Quinn Leverett Saltonstall of Massachusetts, and Mayor Maurice J. Tobin of Boston spoke over WNAC Thursday night, appealing to nearby Boston residents to keep off the beaches and to beach residents to evacuate their shore homes. Additional messages came from the station's offices to the people of Boston. The entire Yankee Network news

**Miller Excuses Adm. Hooper;
Fly Condemns Probe Of FCC**

(Continued from Page 1)

committee. Miller at a brief public session said because of the possibility that the testimony he had planned to call for might endanger the career of a naval officer, he had decided to pass up this portion of the testimony. He was obviously referring to testimony by Admiral Stanford T. Hooper, retired Chief of Naval Communications, and to Hooper's successor, Admiral Joseph Redman.

The subject, he said he would like to explore, but would not explore, was the relations of the FCC with the Navy—a phase of the investigation supposedly closed several months ago after hundreds of pages of testimony by both FCC and Eugene Garey, erstwhile committee counsel.

Stung by the Miller-Wigglesworth statement of Friday afternoon, FCC Chairman Fly followed up with his hottest blast in months against the investigating committee attacking the "cheap political trickery" of "the St. Louis Politician." Fly's reply was hotter than anything to come out of the Commission since the early days of the investigation—when the Cox-Garey team was riding high.

The Miller-Wigglesworth release said Fly "follows the same pattern of unfairness and cheap political trickery established in the Cox heyday. Three weeks ago, in response to a subpoena and to a confirmatory letter, I appeared before the committee for questioning by Congressman Miller. When I and everyone else appeared Congressman Miller could not be found.

"For the past two weeks various representatives of the Commission, including its chairman, have been in continuous attendance at the scene of this political war activity. This one 'grave' matter was not mentioned by the Congressman, in fact we were

staff was on hand to receive the thousands of calls and requests for flash announcements.

Philadelphia—WIP, Phila., sent a special events crew direct to Atlantic City to cover the hurricane. The crew left early Thursday evening and on arriving kept direct lines open with

excused by him and the committee yesterday evening was distinguished by Miller's producing without notice, a witness who asserted that a certain prominent broadcaster is a Democrat and that a decade ago he committed some improper act in connection with another business activity. Then came the emergency call for me to appear today for questioning once more by the St. Louis politician, on a subject which as usual he refused to identify. Of course, I appeared, ready for all questions on any subject.

"With the stage all set, witness, audience and press assembled, a curtain was drawn and again the spotlight fell on the St. Louis candidate.

"Old Charge Dusted Off"

"Thereupon this one old fallacious charge was dusted off and Miller solemnly announced he thought it unwise to proceed. Recently Miller has been reading into the public record the extensive star-chamber testimony taken in hotel rooms by one Garey, sometime counsel for this committee and close friend of Miller. Miller showed every desire and ability to put all of this star-chamber 'testimony' into the public record. Today he had before him a comparable complete testimony by the one officer he had in mind. Miller well knew from his past experience that any charge he could make, purportedly based on this complete 'testimony' would be completely dissipated in the bright sunlight of the facts. He chose this dramatic moment to run out again and make his charges in the form of a political statement. This, of course, was safest thing to do.

"Meanwhile over the long stretch he continues to build up a continuous record which can only result in the degradation of the great Congressional power of investigation."

on-scene descriptions until 1:30 Friday morning. They stayed on the scene and conducted final interview broadcasts with eye witnesses at 11:15 Friday morning. All broadcasts were fed to the Mutual network.

Men covering were Bob Horn, announcer; John Kelly, special events newsman, Charles Drock, engineer.

**Treasury Discs Set
With Ascap Co-Op**

(Continued from Page 1)

sponsorship to run through the period of the Sixth War Loan, Nov. 11-Dec. 7. The series will be sent all stations with two or three transcriptions per week planned.

Suggestion for these shows came from Ascap President Deems Taylor, and they will be in part a celebration of the 30th birthday of Ascap. Ascap manager John Payne has assigned Robert Murray to work on the series with Maurice H. Kafka, Treasury Music chief. David Broekman will lead the musicians.

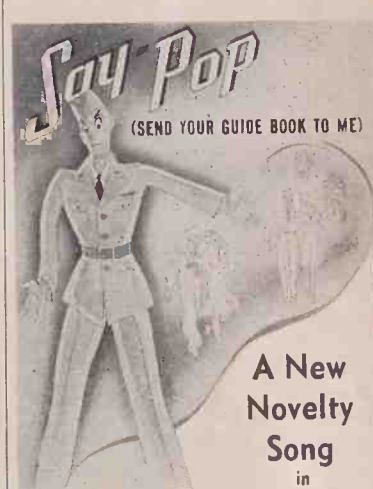
Another disc for local sponsorship being prepared by the drive is a quarter-hour based on President Roosevelt's V-Day prayer. Script is by Lynn Murray, CBS choral director, and Pvt. Millard Lampell, radio writer. Fredric March will be featured. This Disc, it should be pointed out, will not be released until after Nov. 7, election.

**Detroit Symphony
Gets MBS Sponsor**

(Continued from Page 1)

contracted for the 8:30 to 9 p.m., period on MBS on Saturdays. The sponsor, according to reports, will promote the sale of a new type of inexpensive recordings.

Program will originate through the facilities of CKLW.



**A New
Novelty
Song**
in
Fox Trot Time

**AS TIMELY AS YOUR
DAILY NEWSPAPER**
All Material Available

RYTVOC, Inc.

1585 Broadway, N. Y. 19, N. Y.

'HYMN TIME'
with **SMILIN' ED McCONNELL**
Musical Transcription Series now available. 78 quarter-hours completed ready for immediate delivery. Beloved character sponsored by such firms as Pillsbury Flour, Acme Paint, General Foods.
Exclusive Distributor
CHARLES MICHELSON RADIO TRANSCRIPTIONS
67 West 44th Street Murray Hill 2-3376 2-5168 New York City

Present ATS Plaque To Allen B. DuMont

(Continued from Page 1)

Laboratories, Inc., for the "best contribution to television during the past year" highlighted the first fall meeting of the American Television Society last Thursday evening, Sept. 14, at the Museum of Modern Art. Dan D. Halpern, president of ATS, presided, and made the award to Mr. DuMont.

In accepting the award, DuMont informed the guests about the official opening of the second DuMont television studio, located at 515 Madison Avenue, New York, Sunday, Sept. 17. He also told them how the problems of sound and the magnetic field were solved by his firm.

During the second part of the session, Dave H. Halpern, program chairman, introduced the three speakers, Bretagne Windust, Busby Berkeley and Capt. John G. T. Gilmour, who spoke on the subject of "Direction for Stage, Screen and Television." All three speakers agreed on one point—that while the fundamentals of acting and directing will remain the same, there will come a change in the techniques of acting and directing in television productions. Mr. Windust, stage director, believed the television director will have to teach his actors how to attract the audience's interest, to tell the story most effectively, and spontaneity which he (Windust) thought will be very important in video shows.

The next speaker, Busby Berkeley, representing the movies, told his listeners that the director will use everything he has learned about the movies in conducting television productions. The third speaker, Capt. John G. T. Gilmour, formerly television manager of General Electric's television station at Schenectady, New York, informed the attendants that television has reached the point where it requires showmanship. Also, the television director will have to learn to make the most of every small opportunity while directing, plus pace and timing.

Preceding the discussion, chairmen of different committees reported on the activities carried on by members of ATS during the past summer months. In an extemporaneous talk, Paul Knight, of Philco Corp., announced that Philco will televise for

COAST-TO-COAST

—OKLAHOMA—

OKLAHOMA CITY—The new studio director of KTOK is Kennis Wessell, formerly a professor at Denver College of Music, and one of the foremost voice development instructors in the Southwest.

—OHIO—

CINCINNATI—Recent guests on WLW programs were Julien Bryan, noted lecturer, photographer, and world traveler, and Secretary of Agriculture Claude Wickard, who gave a talk on "Post-war Conversion of Agriculture." **DAYTON**—During a big WAVE rally recently WHIO took the air with a special program, consisting of several WAVE musical groups, and a special orch from Chicago in an effort to aid recruiting for that organization.

—NEW YORK—

SYRACUSE—When Red Thomas, chief cowboy of WFBL's "Drug Store Cowboy," was replaced by a sub at a recent broadcast, the kids weren't at all satisfied. After the show they marched en masse to Red's house, and the next day he was back on the air.

—NEW JERSEY—

NEWARK—As a special feature as well as a public service WAAT recently aired a round table discussion titled "New Jersey's Services to Veterans," with Major S. B. Gaskill and Colonel J. P. Barney leading the discussion.

—DISTRICT OF COLUMBIA—

WASHINGTON—The tune "Let's Get Together For Awhile" was recently aired over the NBC web by chanteuse Hildegard, and probably the most avid listener was Bill Heron, WRC morning timekeeper, who wrote the song.

—VIRGINIA—

Richmond—Leaving October 2 to join

the fifth consecutive year the football games from Franklin Field at Philadelphia. In televising the gridiron contests this year, Knight said that Philco will assign a special man to announce them, and the firm will have the use of a 24 inch telephoto lens that was acquired last year by Clarence W. Thoman, also of Philco. He also stated that Philco will pay more attention to the human interest angle in addition to the regular part of the football engagement.

Knight in answering a question from the floor, pointed out that Philco is prepared to send men all over the country trained in the installation, maintenance and repair of FM and television receivers at the end of World War II. For this purpose, the company has established training schools with the co-operation of the U. S. Army Signal Corps. Furthermore, Philco will welcome into their employ servicemen who have had some training in this type of work.

The ATS will hold its next meeting on Oct. 12 at 7:30 at the same place, the Museum of Modern Art, 11 West 53rd Street, when the subject "Television and Government" will be discussed by prominent government and television authorities.

the staff of Donahue & Coe in N.Y.C. will be Joseph E. Porters, chief announcer for WRVA.

—WEST VIRGINIA—

CHARLESTON—"The Farm Hour," heard over WCHS as an "open to the public" program resumed its regular 7:30 p.m. spot Friday. Frank Welling will again conduct the show, and the regular format will be used.

—TENNESSEE—

MEMPHIS—A total of 22 news sponsors representing 89 news periods on the air is now being carried by WHBQ, and is the largest number of such programs the station has ever carried.

—PENNSYLVANIA—

PHILADELPHIA—New Editor Bill Rambo, newly elected president of the 1619 Club, is back on the job again after his annual two week pilgrimage to Ocean City, N. J. Newest addition to the announcing staff of WCAU is Owen McFarlane, formerly of WMCA.

—COLORADO—

DENVER—A new serviceman's program now being aired over KOA Sunday evenings is called "Yank Sick Leave." Written and produced by the Public Relations Department of the Fitzsimons General Hospital, it features the talent of wounded servicemen stationed there. The local sponsorship over KFEL of the Mutual feature "News That's Interesting From Sources That Are Reliable" with Arthur Gaeth, has been taken over by the Seven-Up Colorado Co.

—NORTH CAROLINA—

ASHEVILLE—Taking over as emcee of WWNC's daily Western North Carolina Farm Hour" is Sam Gifford, who handles "Rhyme and Reason" and the daily commercial "Curbstone College" broadcasts.

—CANADA—

PRINCE ALBERT—At a recent meeting and convention of the Canadian Stagette Clubs CKBI was Johnny-on-the-spot with personal interviews of the members, a special broadcast of the mayor's remarks of greeting, and a transcription of welcome from the Toronto members who were unable to attend.

—ALASKA—

FAIRBANKS—Recent KFAR staff additions include Perry E. Hilleary to program department and Hirschel Frickey to the engineering staff, Mr. Hilleary comes to KFAR from KINY, while Mr. Frickey is new to broadcast radio, having formerly been head of the communications division of Pan-American Airways in Fairbanks.

—ILLINOIS—

CHICAGO—The "Army (Navy) Picks the Tune" show heard six days a week over WJJD, has been receiving words of praise from newspapers and many soldiers and sailors. These programs are in salute to Chicago's own heroes, and feature a dramatize sketch of his exploits and then play his favorite song for him.

—CONNECTICUT—

HARTFORD—New branch studios of WDRC were officially opened yesterday in New Haven with the program "College Digest." The studios will be used for special educational and cultural programs.

Web Sets Big Plans For Election N

(Continued from Page 1)

8 p.m., EWT Tuesday, Nov 7, phase of the balloting will be brought to CBS listeners as resumes of the earlier returns the hot election news taking precedence over all else if of sufficient importance at the time. Prior intensive coverage set for all p.m. the scattered returns will be heard on the regular broadcasts.

On Sept. 24, the news director Columbia stations WTOP, Washington; WEEL, Boston; KMOX, St. Louis; WBBM, Chicago; WCCO, Minneapolis-St. Paul, and WBT, Charlotte, will assemble in New York for a conference with White on preparations for the election broadcast.

KNX, Hollywood, will already been "briefed" at that time by Woodyatt, recently appointed assistant to the CBS Director of Broadcasts, in charge of the Francisco office, and who has left New York for his new position.

Nerve center of the election programs will be CBS Studio 22, auditorium will be completely taken over on Nov. 4 for the installation of technical equipment, such as phone lines, teletype machines, the wire services of the AP, UP, INS.

Seated on a wide platform, facing a large blackboard with the number of the 48 states and squares for notation of latest returns will be a battery of top-notch CBS news analysts and reporters.

Included are such veterans of Presidential elections as Bob T. Bill Henry, Joseph C. Harsch, Quinlan Howe and John Daly. In addition, Don Pryor, Tris Coffin and other reporters will be assigned to the headquarters and homes of the major candidates. Their reports, and special events broadcasts relating to the election, will be cleared through Slocum, Jr., CBS Director of Special Events.

The noted Fortune Magazine analyst, Elmo Roper will join the regular CBS staff to analyze returns throughout the night.

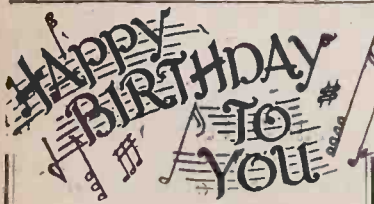
On election night CBS will broadcast a preview program to take audience behind the scenes and explain the complexity of gathering and broadcasting a Presidential Election.

New MBS Series

Lanny and Ginger will premiere Monday, Oct. 2, in a new song series to be heard over Mutual. The five-minute program will be aired three times weekly under the sponsorship of Grove Laboratories, from 11:55 to 12:00 noon, EWT.

Maynard Resumes Old Post

George Maynard, who was assistant production manager of NBC before entering the armed services, has returned to that position, replacing Bruce Kamman, now with NBC Hollywood.



September 18

Joe Bradley Mildred Fenton
Joan Ellis Sherman K. Gregory
Bill Fields Ann Lester
E. E. Hill Don Shaw

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



8, NO. 55

NEW YORK, N. Y., TUESDAY, SEPTEMBER 19, 1944

TEN CENTS

Supports Daytime Radio

Elects LaRoche Chief Exec. Officer

Five responsibilities of officials of Blue Network Co., Inc. were reshuffled, and as announced by Edward J. Noble, chairman of the board, Chester J. LaRoche, chief executive officer of the company, was elected vice chairman of the board at yesterday's meeting and as part of his duties will be the program activities of the network. The office of chairman of the executive committee, formerly held by LaRoche, has been abolished. The change, said Noble, is occasioned by the Blue in June 1944.

Democratic Group For Time On WOSH

Release under Milwaukee date from the Republican National Committee discloses that Myles H. Wisniewski, will deny facilities of the station to "Democratic Presidential Candidate Franklin D. Roosevelt" unless used is paid for in the same manner as by other candidates. John, who reached the release, reached his office.

President To Address FCC's Frequency Meeting

President J. Harold Ryan is expected to address the FCC's frequency conference which gets under way on Sept. 28. Ryan will offer a report concerning the importance of broadcasting in the cultural life of the nation, with NAB representatives.

With Mary Pickford

The industry continues to lend support of appeal to New York's paper drive. WJZ on Friday night, in co-operation with the National American, will have Mary Pickford as guest, broadcast appeals for the salvage campaign during the 11:30-12:30 broadcast hour. WJZ regulars will include "Whispering Jack Smith" and "Mary Olsen's 'Rumpus Room'."

Record Breaker

Springfield, Ohio—Personal appearance of Don McNeill broke all available attendance records for one night's stand in Springfield. Fifty-two hundred people attended with total gross 7828.

Chris. Cross Named BBC Publicity Head

Christopher Cross, assistant publicity director of Mutual Broadcasting System, has resigned effective October 15th to accept the post of public relations manager for the British Broadcasting Corporation in North America. John Salt, North American director of BBC, announced yesterday.

Cross, newspaper man, author and scenario writer, brings to his new position at BBC a decade of wide experience in institutional, industrial, and radio public relations. At Mutual, Cross became known to the radio industry especially for his success.

Holland Paratroop Attack Recorded By Ed Murrow

Pooled correspondent Edward R. Murrow, CBS chief of the European news bureau recorded his observations and gave a graphic description of the Holland invasion by U. S. airborne troops on Sunday. Recording was heard here over WABC-CBS and

New Short Wave Stations To Be Dedicated Sept. 23

CIO's Frankenstein May Talk At NAB Code Meet

Washington—UAW Vice-President Richard T. Frankenstein has been invited to address the NAB code compliance committee in its meeting in

Irna Phillips Urges American Legion To Use Daytime Hours For Child Welfare Work

Presentation Schedule For Allocation Confab

Washington—Order of presentation at the frequency allocation conference to be held for three days next week at the FCC was announced yesterday in an effort to facilitate the making of hotel reservations. The schedule is only tentative, but every

Major Wayne King Heads Midwest Radio Division

Chicago—Major Wayne King—the "Waltz King" of radio and recording days, has been appointed chief of the radio section of the Sixth Service Command Public Relations office succeeding Captain Paula T. Amrein of

Special Series On WHN To Boost N. Y. City Center

New series of programs as a public service contribution by WHN toward building New York City as a cultural center, will be inaugurated Thursday, 8-8:30 p.m., EWT and each week

Chicago—Use of daytime radio entertainment as a medium for carrying the child welfare program of the American Legion to the public was urged by Irna Phillips, author of four NBC serials, in an address Sunday before the National Child Welfare Conference of the Legion in Chicago.

"You have a message to sell to every mother and you're asking nothing in return but how to live, how to rear the future citizens of this great country and how to preserve

Canadian RTPB Being Planned

Toronto—Formation of a Radio Technical Planning Board in Canada patterned after the RTPB in the United States is forecast by Glen Bannerman, president of the Canadian Association of Broadcasters. Mr. Bannerman said Canadian broad-

Y. & R. Promotes Franco To Assoc. Head Of Radio

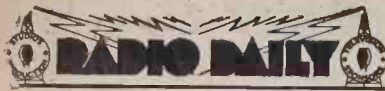
Carlos Franco, who has been manager of the radio time buying bureau and head of the station relations division in the radio department of Young & Rubicam, Inc., has been promoted by the agency to the post of associate

Paris Linked

Direct radiotelegraph communication between New York and Paris, suspended since June, 1940, by German occupation of the French capital, was re-established Saturday by RCA Communications, Inc. For the present, according to RCAC, the New York-Paris circuit will carry only Government and press messages to the famous city now liberated.

A New England favorite, WIAW can help you and your friends and influence customers. Adv.

WIAW's merchandising and promotional activity extends throughout its coverage area. Adv.



Vol. 28, No. 55 Tues., Sept. 19, 1944 Price 10 Cts.

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

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FINANCIAL (Monday, Sept. 18)

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., CBS A, Crosley Corp., Farnsworth T. & R., Gen. Electric, Philco, RCA Common, RCA First Pfd., Westinghouse, Zenith Radio, NEW YORK CURB EXCHANGE, OVER THE COUNTER, WCAO (Baltimore), WJR (Detroit).

NAB President To Address FCC's Frequency Meeting

(Continued from Page 1) searcher Paul Peter also to appear. NAB will offer no engineering testimony, continuing its co-operation with the RTPB.

20 YEARS AGO TODAY (September 19, 1924) Announcement has been made that by actual count 18,000 persons visited the studios of WLS, Chicago, on September 17th...

Two Networks! Three City Market!! CBS WENT MUTUAL. Gloversville, Johnstown, Amstardam. THOMAS CLARK, Nat. Rep.

Special Series On WHN To Boost N. Y. City Center

(Continued from Page 1) thereafter, at the same time, Series will be tied up with the New York City Center, housed in the former Masonic temple and with a large seating capacity, and the programs will be made up of talent appearing at the Center the current week or to appear next week and the show on the air a preview. First program Thursday night will include Leopold Stokowski, Franz Bronsheim and Leonard Bernstein.

Holland Paratroop Attack Recorded By Ed Murrow

(Continued from Page 1) WOR-Mutual at 1:45 p.m., EWT. Sound effects of the C-47 transport plane on which the record was made, was vivid and occasionally Murrow cut in to explain things while the drone of the plane's engines was kept out.

J. T. Griffin J. T. Griffin, president and owner of station KOMA, Oklahoma City, and KTUL, Tulsa, died Thursday, September 14, at his home in Muskogee of a heart ailment. Mr. Griffin, who was 61 years of age, founded KTUL in 1933. KOMA was acquired by him from the Hearst interests in 1939.

WDAS AUDIENCES HAVE BEEN Loyal FOR OVER TWENTY YEARS PHILADELPHIA knows that this loyalty makes WDAS the best dollar buy in this area. That's why 78% of its sponsors renew regularly.

Chris. Cross Named BBC Publicity Head

(Continued from Page 1) successful application of industrial and institutional public relations methods to radio publicity. Outstanding among Cross' activities at Mutual was his exclusive tieup with newsreel theaters for a series of movie shorts which featured the web's personalities before millions of movie-goers throughout the country.

Major Wayne King Heads Midwest Radio Division

(Continued from Page 1) the WACS, who is returning to California and civilian life. It was announced at the Sixth headquarters that Lt. Col. Oscar N. (Yank) Taylor, former Chicago radio editor, recently left the post of public relations officer of the Sixth Service Command to become director of the ROTC system in the Chicago high schools.

CIO's Frankenstein May Talk At NAB Code Meet

(Continued from Page 1) New York, October 12 and 13, it was learned here Friday. Frankenstein, outstanding critic of the code's political provisions has not yet accepted or rejected the invitation.

Town Meeting Invitations

San Francisco—President Franklin D. Roosevelt, Gov. Thomas E. Dewey and Norman Thomas have been invited to participate in a broadcast of America's Town Meeting of the Air on WJZ and the Blue Network, Thursday, Oct. 26. Invitations were sent each candidate by George V. Denny, Jr., moderator.



Fire One

Radio and torpedoes have a thing in common. If they're aimed right... they hit the target.

If you've been firing a lot of sales talk into the Baltimore, Maryland, air... but haven't connected the way you think you should... suggest you switch to the radio station that goes straight to the target.

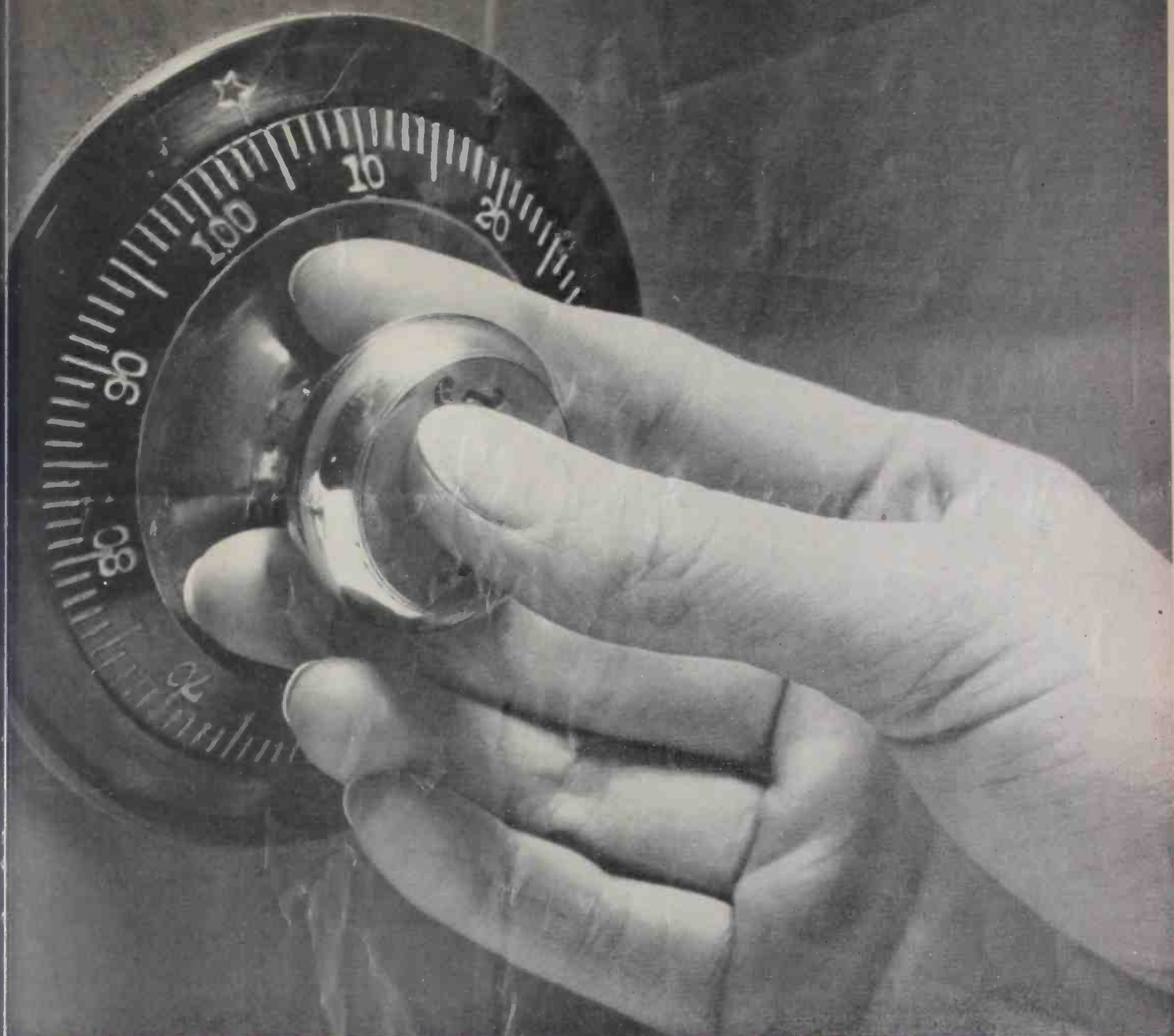
The station is W-I-T-H... the most successful independent that delivers more sales results per dollar spent than any other station in town.

But don't just take our word for this ad for it. There are some hard-boiled sales facts available. It will pay every advertiser, who has a stake in the country's 6th largest market, to read those facts. A note on your letterhead is enough to bring them to your desk.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-R...



The Right Combination.....

WOV has the combination that opens the door to two great New York markets and gives this important station a constant, around-the-clock selling power . . . night and day. In the daytime, WOV overwhelmingly dominates metropolitan New York's Italian-speaking audience of 520,000 radio homes. And in the evening, between the Hooper hours of 8:00 and 10:00 p. m., WOV is listened to in more metropolitan homes than any other New York independent station . . . at less than half the cost of the next ranking station. Two great markets listen to WOV . . . a great combination for sales success.

RALPH N. WEIL, General Manager
JOSEPH HERSHEY, MCGILLVRA, Nat'l Rep.



Canadian RTPB Now Being Planned

(Continued from Page 1)
casters have studied the functions of RTPB and believe that such an organization would aid in the technical development of television and FM in Canada.

WANTED
 Writers—Writer-Producers
 Immediate Openings
 State experience, salary, draft status
 RADIO DAILY, Box 897
 1501 BROADWAY, NEW YORK 18, N. Y.

there's
NO QUESTION
 ..about SELLING
 KANSAS when
 you hire:
Ben Ludy,
 GEN'L. MGR.
WIBW
 The Voice of Kansas
 TOPEKA



**YOU KEEP CUSTOMERS
 WHEN YOU
 KEEP SPOTS
 BEFORE THEIR
 EARS!**
 ask a John Blair man
**JOHN BLAIR
 & COMPANY**
 REPRESENTING LEADING RADIO STATIONS



California Commentary!

● ● ● A dying Marine's last request was that his service ribbon, with three stars representing major engagements in the South Pacific, be given to Fred Haney, because Fred's broadcasts of Coast league baseball games had brought him a satisfaction greater than anything else as he lay ill in a California naval hospital. A Catholic priest, who had administered the last rites to the wounded marine, presented the ribbon to Fred, as the former St. Louis Browns' manager, was starting a play-by-play description over KMPC. . . . ● As a surprise to his daughter, Private Barbara, of the Wacs, who appeared with him on a recent NBC news period, Art Baker read excerpt from a letter she had written him a few weeks ago. It read, "There seems to have been nothing in my life prior to the three months I've been a WAC. All that came before now seems unimportant. I have never been happier in my life." . . . ● Also appearing on the same program was Major Knox Manning, head of WAC recruiting in the Southern area, and, before enlisting, one of radio's best known commentators and announcers.

★ ★ ★
 ● ● ● Jack Melvin and Al Rackin, Coast Boswells who formed a partnership less than a year ago and who are now handling some of radio's outstanding personalities, have been singled out for praise in a "Magazine Digest" article by Jessyca Russell. She tells of their "progressive" stunt last June in behalf of Kenny Baker, which tied in with Los Angeles' gigantic "Citizens' D-Day." They also concocted a stunt which resulted in Joan Davis making guest appearances on nine different radio programs in one week. . . . ● Leslie Ecklund, recently honorably discharged from the Navy, has joined the staff of Ralph Taylor, sales promotion manager for the Columbia Pacific net, to handle exploitation. . . . ● Joe E. Brown, whose book "Your Kids And Mine," dealing with his trips to servicemen in various parts of the world, will soon be off the presses, is at work on a book dealing with his life. . . . ● Ensign Dick Joy, former well known announcer, now stationed at St. Simons, Ga., has been visiting Columbia Square.

★ ★ ★
 ● ● ● Eddie Cantor, W. C. Fields and Billie Burke were among those attending a Ziegfeld reunion cocktail party honoring Fanny Brice on the eve of her new radio show and sponsored by Benton and Bowles and CBS. Walter Craig, Danny Thomas, Harry Witt, Hanley Stafford, George Gruskin, Al Kaye, Carol Davis, Lloyd Brownfield, Carmen Dragon and Carol Davis were among others who were present. . . . ● Adena Latta, who conducted "Housewives, Inc.," over KIRO, Seattle, has joined the staff of Prudence Penny of the L. A. Examiner. . . . ● Foy Willing and his "Riders of the Purple Sage," singers and instrumentalists, are considering an offer to appear at a rodeo in Madison Square Garden, New York.

★ ★ ★
 ● ● ● Representatives of the Screen and Radio Directors Guilds were guests of Klaus Landsberg, director of W6XYZ, Television Productions, Sept. 15, and witnessed a tele program, consisting of a news commentary, a tele-travel feature, "Visiting Soviet Russia," a comedy, "Embarrassing Situations," written by J. Gordon Wright and directed by Landsberg. . . . ● Fleetwood Lawton, war correspondent and news commentator, has piled up 25 hours of combat flying over the Philippines out of 36 hours of flying, according to word received by his wife, Virginia Lawton. Lawton, who has been in the South Pacific theater of war for the past six weeks, is recording his observations on a Soundsciber machine and shipping the records back to Los Angeles, where they are released to more than 600 radio stations daily.

★ ★ ★
 — Remember Pearl Harbor —

First →

First →

First →

LISTEN
 All survey
 WRC lead
 morning, a
 and night!

PROGR
 39 out of
 network Fi
 most high
 local progr

SALES
 Lower rate
 the second
 . . . lowest
 per listene
 of all stati

**But This is
 Usual Story
 WRC
 We've Been FIP
 Continuously Si
 1923**



WRC

Washing

Kelly Plans Debut Winter's Transmitters

(Continued from Page 1)

tion program will originate in
nati on the evening of Satur-
Sept. 23, with pickups from
ngton and London. Call letters
stations will be WLWL, WLWR
LWS.

Dedication Party Planned

onnection with the dedication
rosley Corporation will stage
ication party at the Willard
on the evening of Sept. 23. Invi-
s have been sent to top execu-
of the State Department, the
al Communications Commission
e Office of Coordinator of Inter-
can Affairs.

R. Promotes Franco Assoc. Head Of Radio

(Continued from Page 1)

er of radio. He will continue to
vise station relations and the
asing of time.

Sn. Wagner To Speak

na broadcast sponsored by the
eratic National Committee, Sen.
t F. Wagner of New York will
ard over the Blue Network to-
w evening at 11:00 EWT.

Wants Democratic Group To Pay For Time On WOSH

(Continued from Page 1)

decision "after determining that the
President's speech from Bremerton,
Washington, August 12, was a political
address and not a non-political report
to the nation." He made known his
views in a letter to Stephen Early,
secretary to the President.

Bill Hedges To Address Quality Bakers' Today

William S. Hedges, vice-president
in charge of stations for NBC, ad-
dresses the convention of the Qual-
ity Bakers of America today at a
luncheon session at the Waldorf-
Astoria Hotel. Hedges will speak on,
"Getting The Most Out Of Your
Radio Dollar."

Birthday Party

At a special birthday party broad-
cast from WOR-Mutual's theater No.
2, September 19, "Dr. Eddie's Food
and Home Forum" will celebrate the
opening of its sixth year on the air.
The program, put out by the Amer-
ican Institute of Food, will feature
as guests, Bessie Beattie, Pegeen and
Ed Fitzgerald and Capt. Tim Healy.

Martin Signed By CRA

Teddy Martin, tenor, has signed
an exclusive contract with Consoli-
dated Radio Artists, Inc. Martin form-
erly appeared on WNEW programs.



WFIL

... means
progress!



While all radio stations use audience promotion, the one
radio station in Philadelphia which does the most in the
promotion of its clients' programs is WFIL.

In 1944, among other things, WFIL will use more than
50,000 trolley and bus cards . . . more than 75,000 maga-
zine inserts . . . more than 20,000 lines of newspaper ad-
vertising . . . more than 4,000 spot announcements . . .
all calling attention to the programs of our advertisers.

WFIL was Philadelphia's ONLY broadcaster to rate an award in
The Billboard Seventh Annual Radio Station Promotion Survey.
WFIL was cited for "doing a thorough home market promotion."

A BLUE NETWORK
AFFILIATE

WFIL

★ 560 KC

Represented nationally by The Katz Agency

PHILADELPHIA'S MOST PROGRESSIVE RADIO STATION



REACH THE WOMEN OF THE
OHIO VALLEY WITH

Olive Kachley

WCKY

50,000
WATTS
CBS

THE L. B. Wilson STATION

Presentation Schedule For Allocation Confab

(Continued from Page 1)

effort will be made to adhere to it. The hearings will open on Thursday, September 28 at 10:30 a.m. at the Interdepartmental Auditorium.

For the first three days general information and data will be presented. The hearing will open with testimony by members of the Commission's staff concerning material which has been assembled concerning the effects of bursts, sporadic transmission and other propagation data about the very high frequency band.

Dr. Baker to Speak

This will be followed by a statement of Dr. W. R. G. Baker chairman of the Radio Technical Planning Board. When Dr. Baker has completed his statement, chairman of Panels 4 through 9, and 11 through 13, of the Radio Technical Planning Board, will present brief statements concerning the recommendations of their panels. Then the chairman of Panel 1 and Panel 2 will submit their panels' reports.

The Commission then will proceed to consider the various services in the order listed below. In considering each service the Commission will first hear testimony from the RTPB witnesses for the service in question and will then receive evidence from all their interested persons. For convenience in estimating the time to be consumed by the various services they have been divided into four groups and the time expected to be consumed by each group is as follows:

Group One: Topics, (8) fixed public service, other than Alaska, Oct. 2; (9) coastal marine relay, ship, mobile press and fixed public service in Alaska, Oct. 4; on Oct. 5, 6 and 7, will be held topics (10) aviation, (14) amateur, and (6) international broadcast.

Group Two: On Oct. 9, 11, 12, 13,



RACE RESULTS every few minutes

FOREMOST RIDER OF THE AIRWAVES

12 to 6:30 DAILY exclusively from all tracks



For Availabilities: WILLIAM NORINS, Gen. Mgr. Station WBYN, Brooklyn, N. Y.

Parts Committee Named By OPA Board

The appointment of a Radio Parts Manufacturers Industry Advisory Committee, and the skedding of its first meeting for late in September has been announced by the OPA. The purpose of the committee is to discuss ways by which the maximum price regulations now in effect can be adapted to facilitate the pricing of new radio parts.

Members of the committee are: Octave Blake, Samuel I. Cole, Monte Cohen, Russell Cramer, Allen Fritzche, Robert C. Sprague, Leslie F. Muter, W. G. Roby, J. H. Stackpole, Thomas A. White, A. Blumenkranz, George Fraser, Hugh H. Eby, L. W. Howard, Jerome J. Kahn, Harry E. Osmun, Harry Ehle, and C. L. Walker.

Purchase Of CKCL Was \$500,000 Deal

Montreal — Price paid recently by Jack K. Cooke to Henry S. Gooderham for radio station CKCL, Toronto, including its studios, offices, transmitter station and 60-acre property in suburb Scarborough, was \$500,000, Mr. Cooke revealed. Mr. Cooke is associated with several others in the Toronto Broadcasting Company, which obtained an Ontario charter in May and which has taken over the station. The vice-president is Edward W. Bickle, stockbroker and directors are C. L. Burton, Arthur Cobban,

14 and 16, will be discussed Topics (2) high frequency (FM) broadcast (3) non-commercial, educational, (4) television, (5) facsimile broadcast, and (7) other broadcast services.

Group Three: Dated for Oct. 18, 19, 20, 21 and 23. Topics (11) police, fire and forestry services, (12) special emergency, provisional and motion picture services, (13) special services (geophysical, relay, press).

Chairmen to Report

Group Four: Scheduled for Oct. 25, 26, 27, 28 and 30. Topics (16) relay systems (program and public and private communications), and (17) new radio services.

Upon completion of all this testimony, the Commission again will receive evidence from the chairmen of Panels 1 and 2 of the RTPB concerning the recommendations they have to make for overall allocation in light of the evidence adduced at the hear-

WOR Sets Football Sked; Will Air Nine Big Games

During the approaching football season WOR will air nine of the most important college games in the East. The sked begins with the Pittsburgh-Notre Dame clash on Saturday, September 30, and will carry one game each week through November 25, all under the sponsorship of the Atlantic Refining Co.

The complete schedule is as follows: Sept. 30 Pittsburgh-Notre Dame; Oct. 7, Yale-Cornell; Oct. 14, Dartmouth-Notre Dame; Oct. 21, Georgia Tech-Navy; Oct. 28, Penn-Navy; Nov. 4, Navy-Notre Dame; Nov. 11, Navy-Cornell; Nov. 18, Penn-Army; Nov. 25, Georgia Tech-N. D.

New WABC Accounts

New campaigns for Fall production over WABC, key CBS New York City outlet, were announced recently. Among them are Walter Baker & Co. for their cocoa; Consolidated Royal Chemical Co. for Krank Shaving Cream; Griffin Mfg. Co. for its shoe polish and Warner Bros. for forthcoming motion pictures.

Arthur Carr and Donald E. McLean.

Mr. Cooke said present plans call for the power of the station to be increased in November from 1,000 to 5,000 watts. Because of the large number of people working or playing in Toronto between midnight and dawn the station is on a 24-hour broadcasting schedule.

The Commission at that time will also receive evidence from any other person or group that have recommendations to make concerning overall allocation. It is estimated that this phase of the hearing will commence November 1.

Deadline Flexible

Many questions have been raised concerning the September 20 date specified in the Commission's order for the filing of exhibits. These letters indicate that in many instances it is impossible to comply with the September 20 deadline. Because of these difficulties, the Commission will receive exhibits which have not been filed by September 20. However, it is requested that five copies of these exhibits be submitted to the Commission as soon as possible. This request applies to all exhibits which it is contemplated will be used at the hearing.

Sees Daytime Radio As Aid To Child

(Continued from Page 1)

the security of the American life," Miss Phillips said.

"Consider for a moment the dium of radio. The great industrial Manufacturers, pour millions of dollars into the coffers of daytime each year, which reaches millions of women homemakers and mothers.

Cites Social Significance

"Daytime radio is and can even greater social and intellectual significance, but believe me, a sage that teaches can not be presented effectively for the masses through any medium that does not provide entertainment.

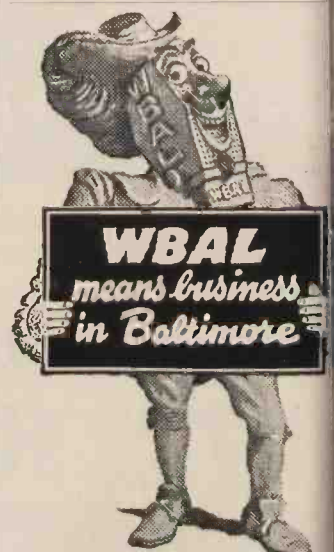
"Subtly, however," Miss Phillips continued, "through the great range of emotions, any story you have to tell can be interwoven into a daytime serial drama. Whether be child delinquency, back-to-school or your particular message which been hiding its light under a bush for too long.

"Post-War Problem"

"The added responsibilities of daytime serials today," Miss Phillips also pointed out, "are not the remnants of a world at war but of a war world in the near future. For us who realize our responsibilities to condition the American to the tragedies which war will visit upon thousands of families. But ever we will present in a post-war world will be done through entertainment. Post-war America is a challenge to us and daytime radio can will answer this challenge."

Stork News

WVDC's midnight to 1 a.m. humorist, Lester Great is the father of a seven and one pound baby boy, born last Thursday. The baby and wife, Abigail, are nicely.



Edward Petry & Co., National Representatives



WALTER COMPTON BACKGROUND FOR NEWS

add KOL to his sponsor list



Available for cooperative sponsorship on MUTUAL. Call, wire or write WM. B. DOLPH, WOL, WASH., D. C.

Net Elects Chester LaRoche Chief Executive Officer Of Net

(Continued from Page 1)

greatly increased growth of the network and by plans for future expansion. "A reorganization and expansion of the executive division of the Blue Network Company," he said, "has been necessitated by a 60 per cent increase in business in the last year and by a determination to intensify our efforts in the fields of television, frequency modulation and facsimile. As soon as the war is successfully completed, developments will require the use of the most modern studios in New York, Chicago, San Francisco and Hollywood."

Mark Woods, president of the Blue Network, will work directly with LaRoche in his new executive responsibility for the network's operation. Woods will assume duties formerly carried out by Sam Kobak. As executive vice-president, Kobak will now direct the network's plans for television, frequency modulation, facsimile and international broadcasting. He will also supervise studio expansion throughout the country. (In an address before the Blue affiliates at the recent NAB convention in Chicago, Mark Woods said FM was being a foremost problem for the future of stations.)

As the network becomes more associated with the Blue Network, LaRoche was named chairman of the War Advertising Council, which is a cooperative effort to bring the advertising business to make available its informational facilities to the government in war-time. LaRoche was formerly chairman of

Young & Rubicam, Inc., national advertising agency.

In assuming his new position, LaRoche said: "Radio, through the efforts of advertisers and the networks, has had its biggest development and maturity in the entertainment field. Major growth and recognition as a respected and mature informational force lie ahead. These opportunities will be increased with television."

"Radio can help millions of people see clearly how national and world events affect their lives. This will be done on the Blue Network by devoting important evening hours to featured service and informational shows and by putting behind these shows the experienced production that has gone into the entertainment field. . . ."

"The Blue will venture boldly in this field. Its policy is summed up in the words 'in the service of the people!'"

The Blue Network Company owns radio stations in New York, Chicago, San Francisco and Los Angeles, and has affiliations with 196 radio stations, located from coast to coast. The Blue Network, formerly a part of NBC was purchased from RCA by Noble on October 14, 1943.



Mr. J. LaRoche

55,530

What's your potential audience, when your message goes out over WWNC?

55,530* RADIO HOMES

(*CBS 6th Series Market Data)

are right in the primary and secondary listening area of

WWNC 570 KC
 Serving Western North Carolina from ASHEVILLE
 DON S. ELIAS, Executive Director
 Represented by The KATZ AGENCY.



WKY IS OKLAHOMA'S DOMINANT STATION MORNING, AFTERNOON AND NIGHT

says

The OKLAHOMA RADIO AUDIENCE OF 1944

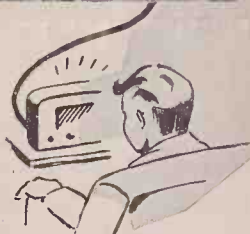
A Study by CBS, N. A. W. H. A. S. W. H. A. S. W. H. A. S.

WKY—Oklahoma City

ED CARLSON


... THE NEWS



... and YOU!

When Ed Carlson analyzes the news twice a week over Radio Station WGAN in Portland, thousands of down-easters tune in. His large and growing listening audience likes Ed Carlson's forthright personality — respects his keen-minded news analyses which reflect so clearly the years he's spent in newspaper work! Born in China, Carlson quit college to ship out on a freighter, authored the colorful book, "We're Sailing in The Morning," then became a newspaperman the hard way, working up from legman to his present job—Editor of the Portland Evening Express.

If you want complete coverage of Maine's richest market — the city of Portland, fourteen counties in Maine, and one in New Hampshire — you can count on Ed Carlson to get it! Right now his news broadcast, at 12:05 p.m. Tuesdays and Thursdays, is open for sponsorship — or if you prefer, he'll build you a special radio program based on your particular needs (as he's already done successfully for one large public utility company). We suggest you write us or our national representative at once!



STATION WGAN PORTLAND
MAINE

5000 Watts
560 Kilocycles

Columbia Hotel, Portland, Maine

CBS Member Station National Representative: PAUL H. RAYMER CO.

"One audition of your library sells
a client for us!"

says **WAYNE SANDERS**
Program Director KTUC, Tucson, Arizona

HERE'S more proof that the ASSOCIATED LIBRARY gives you more, *gets* you more. (Even though it costs no more!)

Wayne Sanders of KTUC writes: "Working with ASSOCIATED gives me the feeling that I am producing live-talent shows of a calibre to match anything we receive on the network. The Associated tunes never seem to grow old . . . which is a tribute to your many colorful arrangements and commercial-minded policy of producing music that is really styled for radio.

"We have found that one audition of your library sells a client for us. We have sixteen of your own programs sponsored, plus a number of others we've developed using Associated transcriptions.

"I've been in radio since 1932 — have had ample opportunity to compare library services — and can say without reservation, on all counts: Associated is the finest on the market."

Take a tip from the experience of progressive, successful KTUC. Whether you're a "small-watter" or a "big-watter," ASSOCIATED'S big time radio material can help you sell . . . can help your *clients* sell!

Why not get the facts now?

Associated Program Service

25 West 45th Street, New York 19, N. Y.



MOST Hours of the Best RADIO Music' . . . Represented by Loren Watson of SPOT SALES, Inc.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

L. 28, NO. 56

NEW YORK, N. Y., WEDNESDAY, SEPTEMBER 20, 1944

TEN CENTS

Congress-On-Radio Bill

WOL-WMT "Swap" Gets FCC Approval

Washington Bureau, RADIO DAILY
Washington—FCC approval for the swap of WOL, Washington, and WMT, Cedar Rapids, Ia., was given yesterday during the regular Commission meeting.

WOL was acquired by the Iowa Broadcasting Co., headed by John and Edner Cowles, and will be under direct supervision of the erstwhile Commissioner—now vice-president of Iowa Broadcasting—T. A. Menden. It operates with one kilowatt.
(Continued on Page 8)

Post-War Buying Surge Needed, Says Ad Exec.

Need for the public to buy twice as much after the war as they did before was described as the challenge advertising by Wm. J. Moll, executive of Geyer, Cornell & Newell, Inc., at the monthly meeting yesterday in Washington, of the Advertising Club. Admitting that the end of the war will find a greater accumulated public demand for merchandise than ever before, Moll said that it would be a
(Continued on Page 6)

Gorman Rejoins Y. & R. As A Staff Director

Walter Gorman has rejoined Young & Rubicam, Inc., as a staff director effective immediately. Gorman, who formerly directed "The Battle of the Bulge" and other programs, is as yet unassigned, but will be given one or two shows shortly. Gorman left a year ago to join the armed forces.
(Continued on Page 2)

Specialist

New Ethel Barrymore show on the Blue, Sundays, is one of the very few radio series to have a log written into it as a regular weekly member of the cast. Oddly enough, the person who "plays" the log is Brad Barker, who has become known as a specialist in his field of animal noises—with the result that he has dropped regular roles from his repertoire.

Merchandiser

When 13,000 bushels of peaches were blown to the ground in the recent hurricane, farmer Eugene Vreeland of Towacco, N. J., proved himself both up on the times and a man of considerable merchandising ability. He placed spots over WPAT, Paterson, offering a bushel of peaches "for only \$1" to whoever would come out and pick them up and sold (and salvaged) over 10,000 bushels.

Canada Starts Move Toward FM Stations

Montreal—Use of frequency modulation stations to improve radio broadcasting in Canada is not expected to become widespread until after the war, but experiments and public demonstrations will begin in Montreal and Toronto within a few months, Dr. Augustin Frigon, general manager of Canadian Broadcasting Corporation, forecast yesterday. He
(Continued on Page 2)

Wright Bryan, NBC Man, Captured By Germans

Wright Bryan, war correspondent representing NBC, the "Atlanta Journal" and WSB, Atlanta, who has been assigned to the U. S. Third Army in Europe, was captured by the Germans in the Chaumont area on Sept. 12, according to a United Press dispatch.
(Continued on Page 8)

RCA Predicts All-Time High In Disks-Phonograph Sets

New Eng. Regional Shows Renewed For Another Year

Renewals for two New England Regional Network programs for 52 weeks starting this month were announced in Hartford, by Paul W. Morency, chairman of the N.E.R.N.,
(Continued on Page 8)

As a public service, WLAW presents a weekly half-hour program from the Chelsea Naval Hospital.

Rep. Coffee Introduces House Measure Calling For Airing Proceedings Of Congressional Sitings

Over 400 Radio Hours For Chicago Schools

Chicago—Radio education survey, conducted among the Chicago public schools reveals that WBEZ, FM outlet operated by the Board of Education, aired 385 hours of programs for school class consumption, during the second semester of the 1943-44 season. This was further bolstered by such commercial stations as WIND, which devoted 17 hours and 15 min.
(Continued on Page 2)

Preston's "Show Shop" Bought By June Dairy Co.

In the most intensive advertising campaign it has ever undertaken, June Dairy Products Co., producers, packers and marketers of dairy products.
(Continued on Page 7)

Four Networks Scheduled For Two Roosevelt Talks

Democratic National Committee, has purchased time over the full networks of CBS and Mutual for President Roosevelt. Time is Thursday, Oct. 5, at 10 p. m., EWT. FDR is also scheduled to be heard Sat. Sept. 23, over NBC and CBS at 9:30 p. m., EWT.

Washington Bureau, RADIO DAILY

Washington—Congressional interest in possible broadcast of proceedings in the Capital was heightened yesterday by introduction of a bill to provide for national airing of debate by Rep. John M. Coffee, Washington Democrat. Coffee's bill was similar to that put before the Senate a month earlier by Senator Claude B. Pepper, Florida Democrat.

Coffee did not speak on his bill yesterday, but told RADIO DAILY that he hopes to do so tomorrow. He says
(Continued on Page 7)

G. E. Sub-Contractors Junking Radio Parts

Junking of large quantities of radio and Radar parts manufactured for Signal Corps use by sub-contractors of General Electric and other manufacturers is under way with every effort being made to keep the materials from reaching the retail market, RADIO DAILY learned this week.

The parts, much of it manufactured
(Continued on Page 2)

Set Three Announcers For World Series On MBS

Don Dunphy, Bill Corum and Bill Slater have been named to handle the 1944 World Series starting October 4, over Mutual with Gillette Safety Razor Company as sponsors.

"No Tricks"!

Because he has been doubling in pictures and radio and finally got tired because of no vacation, Phil Baker, head man of "Take It Or Leave It," will get a respite this Sunday and Ralph Edwards of "Truth or Consequences" will pinch hit for him, over CBS. It is feared however, that only servicemen decorated for valor will dare become contestants around Edwards.

Families and friends of servicemen eagerly await WLAW programs from N. E. service installations.



Vol. 28, No. 56 Wed., Sept. 20, 1944 Price 10 Cts.

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mercereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary.

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

FINANCIAL

(Tuesday, Sept. 19)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

Table with columns: Bid, Asked. Rows include WCAO (Baltimore), WJR (Detroit).

20 YEARS AGO TODAY

(September 20, 1924)

The credit for the very noticeable improvement in the weather man's forecasts belongs to radio, according to officials of the Weather Bureau. They go so far as to say that radio may make it possible to be correct 99 times out of 100. Ether humorists are no longer able to make jokes about the weather prophet.

WOL logo with character and text: 'Wolly sez - IN WASHINGTON THERE'S A BILLION DOLLAR MARKET AT YOUR FINGER-TIPS Sell Them on WOL Affiliated with Mutual Nat'l Reps. SPOT SALES, INC. New York, Chicago, San Francisco'

Over 400 Radio Hours For Chicago Schools

(Continued from Page 1)

utes; 18 hours by WJJD; 10 hours by WMAQ and three hours by WBEM.

It is estimated that the 161 schools combined possess a total of 1,226 receivers, reaching 263,561 students in the area. Broken down, these figures disclose that 818 standard radio receivers are owned by the schools, and 98 are on loan. FM receivers owned by the schools have reached 70. In addition to the receivers, the schools possess 36 playbacks and 24 central sound systems, which consist of 240 units. Under this breakdown, it is noticed that the elementary schools that own the greatest number of standard and FM receivers, 737 and 61 respectively.

Canada Starts Move Toward FM Stations

(Continued from Page 1)

said CBC believed frequency modulation should be introduced generally in Canada when conditions permit. "However, we don't want to stampeo or to be stamped into the field," he added.

In Montreal, the CBC is preparing to build a frequency modulation atop Mount Royal, while a suitable site for a similar station is being sought in Toronto. When the stations are established in a few months, all CBC programs in the two cities will be broadcast over FM transmitters. Listeners generally, however, will not note any difference in reception because the present-day receiving sets are not fitted for FM reception. A number of special receivers will be distributed by CBC "among a few persons qualified to pass judgment" on the operations.

Dr. Frigon said it is expected some stores would put on demonstrations to illustrate the difference between ordinary reception and FM reception, but is unlikely that any new radio sets, fitted to pick up both ordinary and frequency modulation reception, will be built before next year.

G. E. Sub-Contractors Junking Radio Parts

(Continued from Page 1)

for Radar, are being sold to junk dealers pledged not to allow the materials to reach the market. Several sub-contractors in industrial sections of New Jersey are reported to have stocks on hand when the War Department's cancellation of Signal Corps orders came through.

With the demands of the Signal Corps falling off rumors of reconversion steps in the radio industry have been growing. It is said that the physical setup of the Philco plant which has been turning out war orders can be converted to a production line for radios within a few days time. In setting up the work line for war production Philco left intact the equipment necessary for radio production.

Selection of the Westinghouse plant at Sunbury, Pa., now devoted to the manufacture of war communications equipment, as manufacturing plant for home radio receivers was announced recently by Walter C. Evans, vice-president.

Gorman Rejoins Y. & R. As A Staff Director

(Continued from Page 1)

forces and was overseas as a member of the Army Transport Service. He recently received his honorable discharge.

90 MILLION logo

years of program-planning, development of technical excellence in broadcasting these programs... and of selling to the 417,441 people in the Western North Carolina market's 17 counties... that's the record of

WWNC 570 KC logo and text: 'Serving Western North Carolina from ASHEVILLE DON S. ELIAS, Executive Director Represented by The KATZ AGENCY.'



Out in the col

That's what's going to happen when the chips are down... to great many advertisers who have been buying radio time on the old fashioned methods of big-name letters and mass coverage alone.

When the chips are down... at the sellers' market freezes up... that's when you'll want to remember the hard working stations of before the war.

W-I-T-H is such a station in Baltimore. Formed when a station's job was to produce sales at low cost... we've never lost sight of our basic job.

The easy times have not made W-I-T-H soft and lazy. The independent station in a five state city... few radio stations have come so far, so fast.

We'd like to have you know more about W-I-T-H. The facts are in black and white... easy to follow. Read them once... and you'll realize why smart time buyers put W-I-T-H at the top of the list on any budget.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REE

Cover the Rich Lehigh Valley

WEST EASTON, PENNA. logo and text: 'NBC Mutual'



PORTRAIT OF A HOUSEWIFE ENJOYING "GLOOM DODGERS"

She has just started the children off to school and her husband off to work. Quiet steals into the home. She takes time out for relaxation from the endless tasks of housework—time out to tune to the gay humor and whistleable music of **GLOOM DODGERS**, New York's own daytime variety show. She enjoys the music, singers, instrumental soloists, quick-witted emcees, the brilliant array of guest artists plus the latest news every hour. Built solely to give listening pleasure—**GLOOM DODGERS**—offers complete escape from the constant toil of a busy home, with as many as **10%** of all homes in the New York area tuned to this program.

LOTS OF FUN FROM NINE TILL ONE • MONDAYS THRU SATURDAYS

Ask a WHN representative about the new sales policy for this program.

50,000 WATTS IN THE NATION'S No. 1 MARKET!



Represented by
RAMBEAU



MORE about



ON THE AIR

As the outstanding advertising medium, radio itself highlights the 1944-45 NBC Parade of Stars with two half-hour evening network All-Star programs on September 19th and September 26th and five daytime half-hour programs during October 2nd - 6th. All this in addition to thousands of locally produced star programs and announcements.



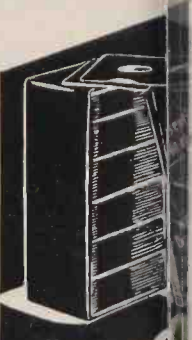
NEWSPAPERS

A smashing campaign of NBC-bought newspaper ads in New York, Washington, Chicago, Cleveland, Denver, San Francisco and Los Angeles over a nine-week period in papers having a daily circulation of 20 million, supported, of course, by the intensive year-round campaigns of NBC affiliated stations in their own areas.



MOVIES

A new medium —movie trailers in nearly 1,000 theatres in 117 NBC affiliated station cities. Lowest estimates indicate over 30,000,000 people will see the four-week film campaign. A new film each week will feature top NBC stars.



BANDS

A complete package of commercial program material featuring 65,100 recorded spots, 44,785 live announcements, 14,815 newspaper mats... thousands of cards, posters, releases...

Nation

The NBC Parade of Stars

In August NBC announced the new Parade of Stars as a year-round operation ... and outlined some of the preliminary details.

Now, with the opening of the fall season, NBC and its 143 stations have begun a four-pronged program promotion drive using:

On-the-air programs, both network and local—

A hard-hitting newspaper advertising campaign in all NBC-owned station cities and production points supported by newspaper ads of NBC affiliates—

Specially-built movie trailers in 117 NBC station cities from coast to coast.

All-inclusive program promotion material (the Parade of Stars Bandbox) sent stations in mid-August.

As a result, NBC advertisers will have even greater audiences for their programs which have habitually dominated the attention of the listening public.

Tested in 1942 and 1943, the new NBC Parade of Stars represents the ideas and promotion devices that have consistently proved successful in building listeners to radio programs.

The 1944-45 NBC Parade of Stars is no "shot-in-the-arm" seasonal promotion but a *year-round* program promotion designed to induce listeners to keep their dials tuned to the 143 stations of "*The Network Most People Listen To Most.*"

Broadcasting Company

America's No. 1 Network



A Service of Radio Corporation of America

WHY PORTLAND, OREGON PEOPLE PREFER KGW



Dorothy McGuire of "Claudia" serving cake at the Center . . .

MAYOR EARL RILEY OF PORTLAND

SAYS: "In all of Portland's many projects for the happiness and well being of servicemen and women. KGW has played a leading part. We are grateful for the many fine examples of co-operation with Portland's own George A. White Servicemen's Center. The KGW broadcasts there always rate high in entertainment with the boys. By publicizing the Center in its public service programs, KGW helps immeasurably in the recruitment of volunteers, without whose hard-working help the popular servicemen's snack bar wouldn't be the success it is."



MAYOR EARL RILEY



Affiliated with the National Broadcasting Co.
Represented nationally by Edward Petry & Co., Inc.



Notes From A Ringside Seat . . .

● ● ● We try to lead off each column with what we think is the most important item . . . in fact we know that every one of our readers will agree that the following item is by far the most important and thus we hand a **RADIOKAY** to Prexy Al McCosker's secretary, Bert Green, and Producer-Director Jack MacGregor of WOR, each of whom is the proud possessor of an emblem denoting their respective donations of a gallon of blood to the Red Cross Bank . . . As predicted here several months ago, "Truth Or NBCConsequences" may add an orchestral to its format . . . Jon Gart, currently featured on the program as organist, will wave the baton, if and when . . . NBComedian Bob Hope will tell of his experiences next CBSunday on the "We, The People," program.

● ● ● For the record: It was WFPG, Atlantic City, which fed the Blue Network that story on the hurricane and not WBAB, as originally reported . . . Leonard Reinsch, radio director for the Democratic National Committee was watching the news ticker for political news when the first thing he heard, was the yarn about Wright Bryan being captive of the Germans . . . Bryan worked for Reinsch at WSB, Atlanta. . . ● Elaine Carrington's newest day-timer, "Rosemary," with Betty Winkler in the title role, NBCcommences Monday October 2, replacing "Vic And Sade". Miss Carrington is also the author of the NBCCommercials, "Pepper Young's Family" and "When A Girl Marries" . . . When they return to the airwaves Friday, "Amos 'n' Andy," will be starting their 17th consecutive year on the air . . . they started as a team 25 years ago when they met while coaching amateur shows down in Durham, N. C.

★ ★ ★
—Remember Pearl Harbor—

Post-War Buying Surge Needed, Says Ad Exec.

(Continued from Page 1)

tragic error to assume that a tremendous surge of buying would take place without the efforts of the advertisers. The post-war sale volume will have to be twice that of prewar days in order to keep our greatly expanded manufacturing facilities in production and maintain high levels of employment.

Another factor that will have to be overcome is the continual conditioning of the public to save rather than spend. This was necessary part of the war effort, but will have to be reversed if disaster to industry is to be forestalled. Here is the place where advertising can and will play a major part in post-war economics, and in maintaining a higher post-war standard of living, Moll concluded.

Crowell-Collier President At N. Y. Adv. Club Today

A. H. Motley, vice-president of Crowell-Collier Publishing Co., and publisher of "American" magazine, will be guest of honor and speaker at the regular Celebrity-Forum luncheon of the Advertising Club of New York, today. His subject is "Post-War Selling."

National War Fund Drive Launched Over WMCA

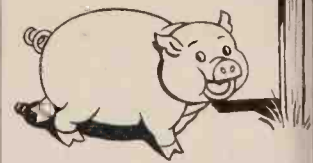
WMCA will broadcast exclusively the launching of the National War Fund Drive ceremonies originating from the Grand Ballroom of the Waldorf-Astoria tonight at 10:15-10:45 p.m., EWT. Fredric March heads the list of performers which includes celebrities of radio, stage and screen.

"They Rise To Conquer" is the title of the portion of the program to be broadcast by WMCA and featuring the following: Hester Sondergaard, Maurice Tarplin, Bernard Lenrow, Eduardo Raquello, Ronnie Liss, Guy Sorel, Michael Ingram, Guy Rett, Kermit Murdock, Charlotte Holland, Art Elmer and the Lyn Murray Chorus. Milton Geiger has written the program which will be produced by Robert Shayon. The announcer is Bob Harris.

The combined Army bands from Fort Slocum, Camp Shank and Camp Kilmer will also be heard on this program. Major Harry Salter will conduct.

'Taxi, Taxi,' New Show Makes Debut On WEVD

"Taxi Taxi," written by Walter Armitage and produced by Edward Ludlum was premiered last night over WEVD at 9:45 p.m.



THIS little PIG went to market

No need for this fabulous story here and now . . .

Increase your Washington budget and the market will come to you.

Millions of Dollars Washington waiting be spent.

Just tell the large, local WINX audience the whys and wherefores. they'll buy.

The Best Test Market at
MINIMUM COST



WINX

The Washington Post Station

Washington 1, D. C.

Represented Nationally by
FORJOE & COMPANY

Use Gets Measure Re Airing Congress

(Continued from Page 1)

It was found considerable interest among his colleagues in the proposal, would not attempt to say how it will be before broadcast of professional debates might be authorized. Neither Coffee nor Pepper expects to see it this session of Congress, it is believed.

Straus Offered WMCA

of considerable significance to the Coffey is seen in the fact that it followed closely the offer of Nathan Straus, owner of WMCA, to air the proceedings of the national legislature over the facilities of the New York station. The Straus letter, which was addressed to Senator Pepper, of "heartiest congratulations," and emphasized that "there is no justification for excluding from the radio programs on which legislators base their decisions."

Public Service Role

Worcester, Mass.—WEIM served as a command center for State Guard, Civilian Defense, Public Works, Fire and Police Departments, mobilized disaster units, state militia regiments off-duty fire and police, gave out information on closing of war plants and progress or cancellation of local commercials cancelled at 9:30. Power failed at 3 a.m. because of peak of hurricane had passed.

Preston's "Show Shop" Bought By June Dairy Co.

(Continued from Page 1)

It is expected that the June Dairy Co. will sponsor Walter Preston's "Show Shop" over WOR on Sundays from 12-12:30 p.m., EWT beginning Sept. 24. "Show Shop" features transcribed tunes from musical comedy and light opera, and interviews with prominent personalities in the entertainment world who appear in person. Preston writes the scripts and acts as master of ceremonies.

A. W. Lewin Co. is the agency handling the 52-week contract.

Gets Radio, Tele Rights To 'Crime Is A Business'

Hollywood—Norman Nesbitt has acquired exclusive radio, film and television rights to "Crime Is A Business," by John C. R. MacDonald, police inspector of Oakland, who is authority on "bunco" crimes and will package it immediately as a half hour dramatized series, embracing entertainment and information.

Jeweler ET Series

Over 600 audition records have been sent out to radio stations by Associated Radio-Television Productions, Inc., on their new one-minute transcribed singing commercials for the jewelry trade. Agency has just released "Just Give Her Jewelry" and "Diamonds Symbolize Love" as two of the transcribed series.



NBC Radio-Recording Division has done all the hunting for you... has in captivity a new, super collection of sensationally cast, written and produced shows that you can own exclusively in your city for a thin slice of original cost since it is shared among many non-competing advertisers throughout the country. To wit:



Come And Get It... new radio quiz mixes food facts and fun! Bob Russell, MC, questions studio audience contestants, then tosses subject to "Board of Experts": Alma Kitchell, well-known for Women's Exchange program and Gaynor Maddox for syndicated food articles read by millions. 78 quarter-hour three-a-week shows—ready for release about Sept. 1.



Destiny Trails... brings to life the immortal classics of James Fenimore Cooper. First to be dramatized, *The Deerslayer*... 39 programs stampeding with adventure. Next, *The Last of the Mohicans*... 39 programs. 78 quarter-hour three-a-week broadcasts ready for release Sept. 15.



Modern Romances... warmly human love stories... slices of real life... from the pages of one of America's most popular magazines... expertly dramatized... excitingly acted... skillfully produced. 156 quarter-hours women love... find helpful, inspiring... in the tempo of today.

STAR CHRISTMAS TIE-INS!



Happy The Humbug... whimsical adventures of that fanciful beastie and his fascinating animal pals... brimming with experiences of little boys and girls. 15 quarter-hours for Christmas promotion with follow-up series of 39 programs, to start Jan. 1. Series available separately or in combination.



The Christmas Window... dramatizing Children's stories... both old and new. A Visit from St. Nicholas and The First Christmas; favorite fairy tales with a Christmas setting. The Discontented Fir Tree (Andersen) and The Shoemaker and the Elves (Grimm) and others. 12 quarter-hours, for 3-a-week broadcast four weeks preceding Christmas.



The Weird Circle... modern dramatizations of the eerie masterpieces of such writers as Poe, Balzac, Dumas, Hawthorne and Victor Hugo. 13 brand new adventures bring program total to 65 suspense-filled half-hours.



Stand By For Adventure... exciting happenings in far places among strange people... as told by—a retired army officer, a star reporter, a New England sea captain and a South American scientist. 52 quarter-hours for one- or two-a-week broadcast.

All you have to do is pick your show... your stations... create your selling message and take to the air with a show that will stir up and hold the attention that means sales. Write today for full information, availability and audition records.

ALL RECORDS IN THIS ALBUM MAY BE PERFORMED UNDER BMI LICENSE



BMI

NEW YORK CHICAGO HOLLYWOOD

National Broadcasting Co.



A Service of Radio Corporation of America

NBC

RADIO-RECORDING DIVISION

AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, New York, N. Y. . . Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D. C. . . Sunset and Vine, Hollywood, Calif.

Sees All Time High In Disk-Phono. Sales

(Continued from Page 1)

plan mass production as soon as restrictions are lifted. Another strong factor in the expected future volume of sales is the fact that many of the new models of radio receivers will come equipped with turntables, and the many improvements that have outmoded many phonograph now in operation, such as the automatic low-cost record changer, a development much in demand.

Study Plastics for Records

Records too, are in for a tremendous upsurge, and many improvements such as the use of plastics in the compound are in store. This will tend to reduce surface noise and lessen the breakage. Even before production was curtailed the industry was unable to keep up with the demand, and now that many industries have taken up the practice of playing recorded music over PA systems, the demand is seen to be even greater than before.

Present Disc Popular

The RCA Victor laboratories reports that they have been experimenting with other types of records, such as film and wire, but that so far the present type of disc is the most practical from the standpoint of flexibility, tonal fidelity, low cost and simplicity.

Wright Bryan, NBC Man, Captured By Germans

(Continued from Page 1)

yesterday. Bryan was taken with Edward W. Beattie, of the United Press, and another correspondent not yet identified. The bulletin added that Bryan was slightly wounded in his left leg. The action was one of the most important of the war, and a whole battery of news reporters accompanied the invading troops.

Bryan was the first radio reporter and newspaperman to bring back to London an eyewitness account of the Allied invasion of the Continent on D-Day. He was in one of the leading planes dropping paratroopers behind enemy lines.

Agency Will Produce Sixth War Loan ETs

The War Advertising Council has announced the appointment of Joseph Katz Company, New York and Baltimore, as volunteer task force agency for the production of U. S. Treasury Sixth War Loan transcriptions for use by local radio stations throughout the country.

Initially a series of 24 15-minute recorded programs will be produced and will be offered for sponsorship by local advertisers. The appointment of the Katz agency increases to six the volunteer Council agencies active on Treasury campaigns.

New Eng. Regional Shows Renewed For Another Year

(Continued from Page 1)

with First National "Wartime Food News," featuring Gretchen McMullen, increased to five days per week effective Sept. 11, on WBZ, Boston; WCSH, Portland; WJAR, Providence; WLBZ, Bangor; WTIC, Hartford, and WFEA, Manchester, with Carl Caruso continuing with the announcing. The program originates in the WBZ studios and was placed for First National by Badger & Browning, Inc.

Starting its third year on the five basic NERN stations, WBZ, WCSH, WJAR, WLBZ and WTIC, is the "Marjorie Mills Hour," a five day per week participating show with Carl De Sousse announcing. Broadcast Advertising, Inc. placed the show, which also originates from WBZ.

WOL-WMT "Swap" Gets FCC Approval

(Continued from Page 1)

watt on the 1,260 band, and the air 24 hours.

WMT was sold by Iowa Broadcasting to the American Broadcasting Company, former owners of WOL. The Vermont station WMT.

KLZ

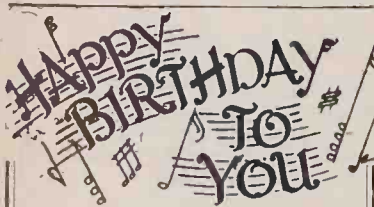
DENVER

4 AWARDS IN '44

By Ohio Institute, for agricultural program; by Denver Ad Club, for "Ad of Year"; from Billboard, for public relations and for station promotion.

5000 WATTS ON 560 Kc

IN
Chattanooga
it's
WDOD
CBS
5,000 WATTS
DAY AND NIGHT
PAUL H. RAYMER CO.



September 20

Frank DuVal	Billy White
Daniel Duncan	Mary McKim
Ed Kayatt	Jay Burnett

Gale Associates
SPECIALISTS
IN RADIO PACKAGES
AND TALENT
48 West 48th St. • New York City
LO. 3-0350

Meet the
MINUTEMEN
from
WBYN

War News Minutes
Reco Result Minutes
Musical Minutes
Sports Reports Minutes
Local News Minutes

all joining to give you minute service on **1430**

For Availabilities:
WILLIAM NORINS, Gen. Mgr.
Station WBYN, Brooklyn, N. Y.

Few Stations in the Nation Can Equal
KOA's Dominance in:

- DEALER PREFERENCE (68.8%)
- LISTENER LOYALTY (69%)
- PROGRAMS (9 out of top 10)
- POWER (50,000 Watts)
- COVERAGE (parts of 7 states)

FIRST IN DENVER

Represented Nationally
by **Spot Sales**

850 KC KOA
50,000 WATTS

WE WANT A RADIO PROMOTION MAN

His mind must be on the air—but his head not in the air. He must know time and program promotion. He must be able to write, not classics of literature but classics of selling. He must be able to use facts and make them add up. He must like radio and he must like to work. On everything else (including salary) we are open minded and fair. Make your letter complete, curt, concise. Address Box 900, Radio Daily, 1501 Broadway, New York 18, N. Y.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

28, NO. 57

NEW YORK, N. Y., THURSDAY, SEPTEMBER 21, 1944

TEN CENTS

Radio As Movie Media

Radio Communications Led By Comm. Durr

Washington Bureau, RADIO DAILY
Washington—A positive program to
radio communications was called
yesterday by Clifford J. Durr of
NAB, speaking at Christ Church
in New York. Our Army has
established the finest system of com-
munications in the world, said Com-
missioner Durr, and along with that
a shortwave battery of 33 trans-
mitters carrying our story to the
(Continued on Page 7)

Extra Vimms Program Moving To Monday Time

In its effort to make Monday night
"the night," Columbia has set the
Frank Sinatra program to replace the
"90s," effective Nov. 20, it has
announced by a spokesman of
the Walter Thompson agency. This
Lever Brothers' Vimm product.
Other CBS programs heard on Mon-
day nights which have a higher
rating than any of the shows
at the same time are: Vox Pop,
(Continued on Page 6)

Miss Shore Troupe Back From 8-Week ETO Tour

Miss Shore and others in her USO
troupe, returned from an eight week
tour of servicemen centers in Eng-
land and France, landing at LaGuardia
airport late Tuesday and holding
a press conference yesterday morn-
ing at USO headquarters. Also pres-
ent were Sammy Walsh, comedian;
Ginger Freeman, Miss Shore's piano
accompanist, and Harry Mendoza,
(Continued on Page 2)

Coffee To Speak

Washington—Rep. John M. Coffey,
Washington Democrat who on
Wednesday entered a bill in the House
calling for broadcast of Congress-
ional proceedings, will deliver a
quarter-hour network address from
Seattle early in October on the sub-
ject. Coffey said yesterday that he
is now preparing his address. He
said final arrangements for date
and network have not been made.

"Series" To GI's

U. S. service men in India will
hear a 15-minute resume daily of
the World Series beginning Oct. 5,
relayed by the BBC. Allied service-
men in the ETO will hear play-by-
plays via American Forces Network
and the AEF programs of the BBC
and all programs will be sent in
collaboration with Mutual network
which has the radio rights.

Ascap Obtains Rights To French Catalogue

Rights to the symphonic and con-
cert catalogue of the French perform-
ing rights society SACEM, has been
acquired by Ascap through the Alien
Property Custodian. These copyrights
were controlled in the U. S. by the
Elkan-Vogel Co. of Philadelphia,
since 1931. Upon German occupation
of France, these rights were seized
by James E. Markham, Alien Prop-
erty Custodian.

Acquisition of these works gives
(Continued on Page 7)

New Radio Legislation Predicted By Wheeler

Washington Bureau, RADIO DAILY
Washington—Further discussion of
radio legislation by the Senate Inter-
state Commerce Committee after the
November election was predicted yester-
day by Sen. Burton K. Wheeler.
Returning to Washington this week
after spending the summer in Mon-
(Continued on Page 4)

Ed Noble Pitches Tie Game; Whiteman Umpire From Tank

Ceremonies At WSAI As Field Takes Over

Cincinnati—Formal possession of
WSAI was taken here yesterday by
Marshall Field, recent purchaser of
the station from the Crosley Corpora-
(Continued on Page 6)

Through its CBS affiliation, WLAW provides
its listeners with complete reports on national
politics. Adv.

Concentrated Spot Campaigns Seen As Sure-Fire For The Box-Office; "Wilson" Perfect Example

6 CBS Clients Renew On Complete Network

Six CBS clients have renewed their
seven shows over the full network in
their current 1944-45 campaigns over
the web, all of them effective either
late this month or in October. The
six accounts are: General Foods
Corp.; R. J. Reynolds Tobacco Co.;
Colgate - Palmolive - Peet Company;
The Texas Company; E. R. Squibb &
Sons, and Armstrong Cork Co.

General Foods' renewal is for two
(Continued on Page 6)

Press Wireless Circuit Runs Both Ends By Gas

For the first time in international
communications history, a trans-
oceanic radio circuit, run entirely by
gasoline-engine-generated power at
both ends of the circuit has been in
operation by Press Wireless Inc. In-
(Continued on Page 2)

St. John Plans 3rd Trip To European War Area

Projected trip of NBC newscaster
Robert St. John to London and per-
haps Paris will be his third journey
to the warfronts during World War
(Continued on Page 2)

The somewhat uneven rela-
tions between radio and the mo-
tion picture producer as it per-
tains to the latter's use of radio
as a medium for exploitation of
its product, apparently has been
solved by at least one major
Hollywood organization and
bids fair to set a yardstick for
all companies seeking to boost
(Continued on Page 8)

NBC Summer Institute Places 23 Graduates

Chicago—Names of 23 graduates
from the NBC-Northwestern Univer-
sity Summer Radio Institute who have
already found employment in radio
have been announced.

Frank Wills of Little Rock, Ark.,
one of the two students who won
scholarships for straight "A" aver-
ages, has joined the NBC sound ef-
fects department in Chicago. Others
(Continued on Page 6)

"Yanks In The Orient" Being Resumed On Blue

"Yanks in the Orient," a special
series of 26 transcribed programs,
will be resumed by the Blue Network
and its affiliated stations in co-opera-
(Continued on Page 4)

Indian Stuff

When Parks Johnson and Warren
Hull took their CBS "Vox Pop" pro-
gram to Yankton, S. D., recently,
Hull was inducted into the Sioux
tribe as Wable-Wa-Kua. Johnson,
an old member, was renamed
Cetnscha. The biggest problem was
to get ceremonial headdresses.
Seems the only place you can get
eagle feathers these days is in—
New York.

Political parties are cognizant of WLAW's com-
plete, inclusive coverage North of Boston. Adv.



Vol. 28, No. 57 Thurs., Sept. 21, 1944 Price 10 Cts.

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

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

FINANCIAL

(Wednesday, Sept. 20)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel & Tel	161 7/8	161 3/4	161 3/4	- 1/8
CBS A	31 5/8	31 1/2	31 1/2	- 1/8
Crosley Corp.	22	21 3/4	22	+ 1/8
Farnsworth T. & G.	14 1/8	13 3/4	14 1/8	+ 1/4
Gen. Electric	37 3/4	37 3/8	37 3/8	- 1/8
Philco	34 1/4	33 3/4	34 1/4	+ 3/8
RCA Common	11 1/8	10 3/4	11 1/8	+ 3/8
Stewart-Warner	15 7/8	15 3/4	15 7/8	- 1/8
Westinghouse	102 1/2	102 1/4	102 3/8	+ 5/8
Zenith Radio	42 1/8	41 3/4	42 1/8	+ 1/8
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	26 1/2	26 1/4	26 1/4	- 3/4
Nat. Union Radio	5 3/8	5 1/4	5 3/8	+ 1/4
OVER THE COUNTER				
			Rid	Asked
WCOA (Baltimore)			21	
WJR (Detroit)			36	

'Trial By Jury' On Tele
 Presentation of Gilbert and Sullivan's "Trial by Jury" on WABD, Du Mont television station, Sunday, October 8, will mark the first experimental video program of Felix Tausend & Sons.

20 YEARS AGO TODAY

(September 21, 1924)

The story of Everett Haynes, jockey on Epinard, star of the turf, scheduled for reading on a local station recently, was not heard due to the fact that the manuscript was mislaid . . . John B. Kennedy, Associate Editor of Colliers Weekly, heard over local airwaves, is called the "Rocking Chair Paul Revere."

HELP WANTED

Need two good announcers for NBC affiliate 1 Kw. station. Good hours, good pay. If interested, send complete details in letter plus voice transcription to Jack Rathbun, WCOA, Pensacola, Florida.

Coming and Going

ANTONIO ROJAS, vice-president of Radio Mil, Mexico network affiliated with Mutual, is leaving New York for Mexico City following conferences at the headquarters of MBS.

F. F. OWEN, who was commercial manager of WELL, Battle Creek, Mich., before entering the armed services and who now has been honorably discharged, is spending a few days in New York before returning to the station, where he will resume his former post. WELL is an affiliate of the Blue Network.

J. E. CAMPEAU, vice-president of the Mutual network and general manager of CKLW, Windsor, Ontario, in New York this week to confer with officials of the network regarding forthcoming broadcasts of the Detroit Symphony.

JOHN WHITMORE, manager of the Mutual network's news division, is leaving on a business trip to the West Coast.

C. E. HOOPER, head of the research organization bearing his name, has left for the Coast on business trip; returns East around October 1.

DAVID M. KIMEL, commercial manager of WLAW, Lawrence, Mass., a CBS outlet, is in town on business.

DWIGHT S. REED, vice-president of the Headley-Reed Company in charge of the Chicago office, in New York this week for conferences at the home offices of the station rep. organization.

JACK ROURKE, producer of "Heidt Time for Hires" on the Blue Network, arrived in town last night from upstate New York. Heidt and the members of the band will follow shortly and next Monday's program will originate in New York.

JOHN U. REBER, vice-president in charge of radio for J. Walter Thompson, is spending several days at his farm in Reading, Pa. He's expected back Monday.

RICHARD MOSES, publicist, is here from New Milford, Conn., with a series of scripts for the new program which he will direct for the American Women's Voluntary Services.

Dinah Shore Troupe Back From 8-Week ETO Tour

(Continued from Page 1)
 magician, who made up the Dinah Shore unit, one of approximately 35 USO companies touring this particular theater of the war, also airing over American Forces Network.

In keeping with the tradition of USO traveling standards, the Shore unit lived in GI fashion by sleeping on the ground, eating K rations, etc. And it was estimated that during the eight-week trip, the unit performed 130 times, averaging more than 200 hours in all.

St. John Plans 3rd Trip To European War Area

(Continued from Page 1)
 II. After completing his first assignments, a tour of duty in the occupied Balkans, he returned to New York and joined NBC in August, 1941. Four months later, he was added to the NBC network staff in London where he remained through the worst of the blitz, coming back to America in September, 1942.

Before starting his current New York-originated series (NBC, Mondays through Fridays, 10:15 a.m., EWT), he broadcast from NBC studios in Washington.

Press Wireless Circuit Runs Both Ends By Gas

(Continued from Page 1)
 novation is a result of the recent hurricane. From the Press Wireless Station PX, the mobile unit, close to the European battlefield, with its gas-generator supplied transmitter and receiver, dispatches have been received at the Baldwin terminal where emergency generators were used when the outside power supply failed because of the storm. Contact back to PX was maintained through the Hicksville transmitting station of Press Wireless where gasoline-driven generators were also used during the storm emergency.

Little Hurricane Damage
 The hurricane did but negligible damage to the Baldwin and Hicksville terminals of Press Wireleses. Emergency generators kept the Baldwin receiving units working at normal, including the PX circuit from Europe. The Hicksville station, operating with limited facilities, was able to handle all its European circuits and with the aid of the Pacific terminals of the company, most of the regular news-casting was sent.

In addition to its mobile station, Press Wireless is now operating a circuit with Paris through facilities set up there to augment the service given by station PX.



A cat can look at a King

Big name radio call letters don't mean a thing in some markets. The audience often can look at the King . . . and look away, too.

Take Baltimore. Down here independent station . . . W-I-T-I . . . gets the look and listen from an audience that delivers more sales results per dollar spent.

That's not a bit of advertising puffery. You can pick up the facts . . . and hold them in your hand.

If you want to do a sales job in Baltimore . . . get big results at the lowest cost . . . you'll want to use radio station W-I-T-I-H.



W-I-T-I-H IN BALTIMORE

TOM TINSLEY, President
 REPRESENTED BY HEADLEY-REED

Only Philadelphia Station Featuring 3 HOURS of Classical Music EVERY DAY



No wonder WDAS audiences say "Thank you!" In addition to other musical programs, WDAS features classical music for two hours every morning from 10 to 12 A.M. and again for another hour from 11 to 12 P.M.

THANK YOU LONE RANGER*



Thousands of admiring youngsters mob The Lone Ranger as he leaves the microphone during Midwest Farmer Day, Sept. 4, 1944.

You gave a memorable thrill to more than 60,000 folks who jammed Yankton for Mid-West Farmer Day honoring the all-out production of America's Farmers in backing up America's Fighters

WNAX
*The Big Aggie Station
Sioux City - Yankton*

**and a big share of thanks to Cliff Samuelson, George Trendle and Mix Dancer*

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The overseas team which roves through the CBI theater making these recordings consists of Lt. Col. Paul L. Jones, Lt. Bert Parks, announcer, and Lt. Finis Farr, continuity man who, was nationally known as a radio script writer before he enlisted in the Army as a private.

As quickly as the dust is swirled by the horse's trot . . . WBYN is on the air with immediate exclusive Track Results . . . 12 to 6:30, every few minutes.

For Availabilities:
WILLIAM NORINS, Gen. Mgr.
Station WBYN, Brooklyn, N. Y.



Windy City Wattage! ! !

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LOS ANGELES

By RALPH WILK

KENNY BAKER, star of the "Blue Baker Program," is a gentleman rancher by avocation, although almost makes a business out of when it comes to Hereford cattle. He has won 14 first prizes in show, and his stock. All of which gives him weight to his nickname of "Blue-bon Baker."

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The SCHOOL of RADIO TECHNIQUE

(America's Oldest School Devoted Exclusively to Radio Broadcasting)

6 Weeks' Day Course

OCTOBER 2

8 Weeks' Evening Course

OCTOBER 16

Taught by Network Professionals, for Beginner & Advanced students, includes:
● ANNOUNCING ● STATION ROUTINE
● NEWSCASTING ● ACTING
● CONTINUITY WRITING ● DICTION
● COMMENTATING ● VOICE

Co-ed. Moderate rates. Inquire! Call or Write for Booklet R.

R.K.O. BUILDING, RADIO CITY, N. Y.
CIRCLE 7-0193

Remember Pearl Harbor

THANK YOU VOX POP*



Parks Johnson, Mrs. Ettesvold, Anton Ettesvold, Warren Hull. Selection of Mr. Ettesvold as Typical Midwest Farmer is being announced to the nation.

More than 60,000 people,
Parks and Warren, enjoyed
watching your network broadcast from
Yankton, announcing to all America the
Mid-west Farmer Award
for 1944.

WNAX

THE BIG AGGIE STATION
SIOUX CITY • YANKTON

*and a big share of thanks to Grant Flynn, Roger Brackett and Dave Grawt

6 CBS Clients Renew On Complete Network

(Continued from Page 1)

of its CBS daytime serial time periods, Monday through Friday from 2:00 to 2:15 p.m., EWT, and from 2:15 to 2:30 p.m., EWT. The former time is now occupied by "Portia Faces Life" which effective Oct. 2 will be replaced by "Joyce Jordan, M.D." The 2:15 to 2:30 p.m., EWT period now contains the Joyce Jordan serial which effective Oct. 2 will be taken over by "Two On A Clue," a new daytime serial of the sophisticated mystery type. The renewal of the above-mentioned 2 to 2:15 time is as of Oct. 2 and the products advertised will be Grape Nuts and Grape Nuts Wheat Meal. Current products are Grape Nuts Flakes and Grape Nuts Wheat Meal. The renewal on the latter time takes effect Sept. 25 with current products advertised being La France, Satina and Postum. Then "Two On A Clue" takes over. In addition to these sponsoring products will be Post's Raisin Bran, Grape Nuts and Grape Nuts Wheat Meal. These renewals were placed by Young & Rubicam, Inc.

R. J. Reynolds' renewal also is effective on Oct. 2 and is for its "Thanks to the Yanks" program time, Monday evenings from 7:30-8, EWT, with rebroadcast at 10:30 p.m., EWT. The quiz program featuring Bob Hawk as master-of-ceremonies, broadcasts for Camel Cigarettes and/or Prince Albert Smoking Tobacco. In addition to its full CBS United States hookup, "Thanks to the Yanks" is also carried by network affiliates in Hilo and Honolulu. William Esty & Company, Inc. handles the account.

Effective Sept. 30, Colgate-Palmolive-Peet renews its CBS mystery drama, "Inner Sanctum." Heard Saturday nights from 8:30 to 8:55, EWT, with rebroadcast at 11:30 p.m., EWT, the program advertises Palmolive Shaving Cream. The agency handling the account is Ted Bates, Inc.

The Texas Company renews its "Texaco Star Theater," heard Sundays from 9:30 to 10:00 p.m., EWT, as of Oct. 1. The 1944-1945 season of the program features tenor James Melton as master-of-ceremonies with a company of musical stars including Celeste Holm, Beatrice Lillie, Mary Martin, Grace Moore and Rise Stevens. Alec Templeton, composer and pianist, has been signed as a regular on the show.

E. R. Squibb & Sons renews its thrice-weekly musical program, "To Your Good Health" effective Sept. 25. Featuring Lyn Murray's Orchestra and Chorus plus an array of guest stars, the show is heard Monday, Wednesday and Friday from 6:15 to

Network Promotion Man

Well grounded in radio promotion and merchandising. Box 902, Radio Daily, 1501 Broadway, New York 18, N. Y.

PROGRAM REVIEWS

ETHEL BARRYMORE

Aluminum Company of America
WJZ-Blue, Sun., 3:30-4 p.m., EWT

Fuller & Smith & Ross

Writer: Charles Robinson

Supervisor: Lee Williams

Director: Bob Nolan

Music: Clark D. Whipple

Fuller & Smith & Ross Agency has acted wisely in selecting Ethel Barrymore to play the role of "Miss Hattie" in the resumption of the series "Lighted Windows." For without the support of the acting of Miss Barrymore's calibre, not to mention the value of the great name itself, the opening number of this series might have tottered just a trifle. It was Miss Barrymore's brisk reading of lines and the warmth of her personality and technique that gave the role a much needed zest.

This department wishes to admit that it never heard last year's series. However, we'll enlighten our readers as to who have returned to the Thompson residence after the hiatus. There's Robert Thompson, a somewhat harrassed yet happily married man and parent of two children, played with enough stamping-of-foot anger by Eric Dressler. Then there's Mrs. Thompson, the patient, loving, moderately doting parent, who is played rather ineffectively by Lois Wilson. One feels that Miss Wilson is working too hard and giving a forced performance. The daughter, a wholesome ingenue, is properly and professionally handled by the talents of Andrea Wallace. While his characterization in the first program was quite docile, Dick Van Patten's role of a 13-year-old will undoubtedly be given greater reign in subsequent programs.

The first script spent the opening 10 minutes in the presence of the Thompson adults, with each trying to recall what Miss Hattie was like during the last meeting. Incidentally, she's the widowed aunt to Mr. Thompson. Consequently, when Miss Barrymore did enter, Charles Robinson, the

Ceremonies At WSAI As Field Takes Over

(Continued from Page 1)

tion. Present for the negotiations were Field, James D. Shouse, vice-president of the Crosley Corporation in charge of broadcasting; Clem J. Randau, business manager of the Chicago "Sun"; Lewis S. Weiss, New York legal counsel for Field, and Charles Sawyer counsel for the Crosley Corporation.

6:30 p.m., EWT. The renewal is through BBD&O.

Sept. 30 marks the beginning of the fourth season on CBS for both Armstrong Cork and for its program, "Theater of Today." The show, heard Saturdays from 12:00 noon to 12:30 p.m., EWT, features top name guest stars in original dramatizations. BBD&O handles the account.

BOP HOPE

Lever Bros. (Pepsodent)

WEAF-NBC, Tue., 10-10:30 p.m., EWT

Foote, Cone & Belding

THE GREAT HOPE BACK FROM THE PACIFIC PACKING AS MUCH FIRE-POWER AS THE COMBINED FLEETS.

Welcome return to the fold is Bob Hope and all his gang, such as Frances Langford, Jerry Colonna, Vera Vague and Skinnay Ennis, band leader recently discharged from the Army, and vocal groups et al. Originating the show in a Mohave desert camp Bob gave out a little about the Pacific trip, or rather gags built around it; Colonna made his whirlwind "return" with a "native gal," Miss Langford was in excellent voice, and Ennis glad to be back in civilian life. Vera Vague was quite chipper adding to the repartee and of course, Hope was just Hope in good form which is enough to inform one and all the show was a terrific start for the new season and the new owners of Pepsodent.

Further discussion coming under the head of "gilding the lily," this item is hereby adjourned.

scripter, found himself squeezed a bit for time and strained the performance in trying to get across to the listeners that Miss Hattie was a broadminded and sophisticated Miss Fix-it, despite her years, etcetera. However, he had the foresight to contribute the best lines of the script to Miss Barrymore's special ability.

On the whole, the production was smooth and the music was appropriate. Commercials in this particular series receive a particular treatment this department hasn't noticed in others. Roland Winters, the narrator, reads "connectives" which weave the institutional commercials into the pattern of the story—a unique and untiring pause between scenes. Old listeners and new should find this comical-dramatic series entertaining. Program is to be retitled, "Miss Hattie."

Sinatra Vimms Program Moving To Monday Time

(Continued from Page 1)

heard at 8 p.m., EWT; Lux Radio Theater, heard at 9-10 p.m., EWT; Screen Guild, heard at 10 p.m., EWT.

The Sinatra program will replace the 8:30-time now being occupied by the "Gay 90s." This means that Lever Brothers will be sponsoring a full hour and a half in succession except for a five-minute news program heard at 8:55-9 p.m.

Socony Renews Swing For 3rd Straight Year

For the third successive year, Socony-Vacuum Oil Company has renewed "Raymond Gram Swing" on the Blue Network. The contract renewal is effective Oct. 2 for a year.

NBC Summer Institute Places 23 Graduate

(Continued from Page 1)

placed in the Central Division Marietta Reynolds of Richmond, N. Y., transcription production; Leonard Berg, Milwaukee, Wis., content and Mrs. Ruth Moore of Evanston, Ill., who will write the public service program, "The Baxters," for NBC.

Other placements were: Silvio WBMM, Danville, Va., Ed Hilly Chicago, announcing; Jeanne Coleman, Merrill, Wis., continuity; Claire Christensen, Chicago, continuity and announcing; WFOR, Hiesburg, Va., John Burns, Chicago, announcing; WMNN, Fairmount, Va., Don Rice, Washington, D. C., announcing; WJPR, Greenville, S.C., Martha De Gravelles, New Iberia, La., announcing and news.

Also Depauw University, Castle, Ind., Elizabeth Turnell Milwaukee, radio instruction, Granite City, Ill., Public Schools; Ona Mcomber, Jacksonville, Ill., radio instruction.

Station WTMA, Charleston, C. Carel Rainey, Pineville, La., announcing, Mrs. Marion Baker, Cumber, N.C., continuity.

WKY, Oklahoma City, Okla., B. Filus, Milwaukee, announcing, Jean Givens, Wichita, Kans., continuity; WMAN, Mansfield, O., Zebeck, Meriden, Conn., announcing; WKPT Kingsport, Tenn., Steele, Asheville, N. C., announcing; Pontiac, Mich., Public Schools, Phlegar, Johnson City, Tenn., radio instruction; WJZM, Clarksville, Tenn., John Kamp, Chicago sales and announcing; WALB, Albany, Ga., Lamark, Pittsburgh, Pa., announcing; WMT, Cedar Rapids, Ia., Matthews, State Center, Iowa, announcing; WBOW, Terre Haute, Ind., Dan Wolfe, St. Louis, Mo., announcing.

Renew Regional Show Originating At W

Nashville—The Lion Oil and Radio Company's regional network radio show, "Sunday Down South," on 16 stations, will continue another year, Dean R. Upson, commercial manager of WSM, Nashville, announced this week.

WANTED

Recognized radio trade paper wants advertising sales manager. Must know station management. Good opportunity. Write—

Box 903, RADIO DAILY
1501 BROADWAY
NEW YORK 18, N. Y.

Wide Communications Urged By Comm. Durr

(Continued from Page 1)

Soon we must decide what to do about our post-war international communications, and that decision may have a very important bearing upon the future peace of the world.

The tremendous expansion of our domestic radio broadcasting, since its beginning in the early 20's is too well known to all of you to require discussion. Today 917 broadcasting stations, two-thirds of which are linked in one or more of the four national networks, bring news, public discussion, also music and other types of entertainment to all receiving sets within their range. Here in New York, you have a wide range of broadcasting fare.

The abundance in broadcasting service we have achieved in less than ten years is astonishing. But this abundance is not for all. One-third of the United States is still outside the daytime service area of any broadcasting station. The unserved areas, it is true, are the less densely populated. They contain about eight percent of our total population. Eight percent is not a large figure—but it means 10,000,000 people.

Urges International Contact

These stranded people do not share the abundance and most of them are likely to remain stranded for some time to come if we continue to think of them primarily in terms of their status as purchasers of advertised goods.

Now coming back to our international communications, what about the hundreds of millions of people outside our own country, most of whom are concentrated in the economically most backward areas? Shall we remain ignorant of what they are doing and thinking, or let them remain ignorant of what we are doing and thinking, until such time as it is financially profitable to establish communications with them? Shall we reserve channels for international broadcasting because they can be used with greater financial profit for other purposes? Shall we hesitate to carry our story of the democratic way of life directly to the people of foreign countries for fear of offending some budding war lord who does not believe in that way of life? Shall we attempt to deny to foreign countries or peoples the right to bring their story directly to our people because we lack confidence in the ability of our ideas to withstand the competition of theirs? Do we still believe that what the people of the rest of the world are doing and thinking is no concern of ours?"

Smith Names District Heads

Smith Radio Corp., through B. J. Ludwig, corporation sales manager of the hearing aid division, has announced the appointments of Wilcie Ely, A. A. Gustafson and Tyson as the divisional sales managers of the hearing aid division.

Ed Noble Pitches Tie Game; Whiteman Umpire From Tank

(Continued from Page 1)

Club, resulted in a 10-10 tie at the end of the seventh inning, the number of innings agreed upon at the outset. Mayor Joseph di Luna, of Lodi pitched the full seven innings and none other than Edward Noble, chairman of the board of the Blue, pitched for his team against the natives of the Jersey Meadows.

Doings included a police escort; the town and schools shut down; music was heard by the high school band and food was served (and devoured) at Tribble's restaurant where all hands were guests of the town and

the Rotary Club. Keith Kiggins was toastmaster and he introduced Noble, Mark Woods and other execs. Entertainment was by Dunninger, Whispering Jack Smith and Gordon Goodman, singer with Fred Waring's band, and others. Paul Whiteman conducted the band for a while.

Game garnered an attendance of 10,000 folks from Lodi. Complete lineup for the Blue was: Noble, pitcher; Woods, catcher; Kiggins, left field; Prialux, right field; Kobak, short field; McNeil, 2nd base; Carlin, center field; Jaeger, short stop; Rund, 3rd

Ascap Obtains Rights To French Catalogue

(Continued from Page 1)

Ascap a substantial increase in its symphonic and concert catalogue and some of the better known French composers represented are: Ravel, Debussy, Milhaud, Saint-Saens, Poulenc d'Indy and others.

Ascap resident counsel Herman Finkelstein, represented the Society in the transaction; Messrs. Werner and Johnson were the attorneys for the Alien Property Custodian.

base and George Milne, 1st base. Paul Whiteman, was umpire, behind two sets of armor.

NBC

*for
Western
Michigan*



★ TOPS IN PROGRAMS

That's why WOOD has more than twice as many Grand Rapids listeners as any other station anywhere

New Radio Legislation Predicted By Wheeler

(Continued from Page 1)
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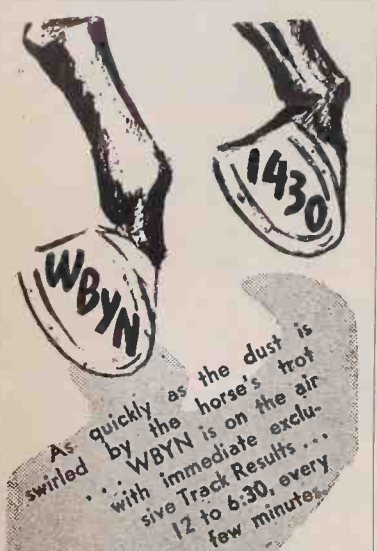
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8 Weeks' Evening Course

OCTOBER 16

Taught by Network Professionals, for Beginner & Advanced students, includes:
● ANNOUNCING ● STATION ROUTING
● NEWSCASTING ● ACTING
● CONTINUITY WRITING ● DICTION
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Co-ed. Moderate rates. Inquire! Call or Write for Booklet R.

R.K.O. BUILDING RADIO CITY, N. Y.
CIRCLE 7-0193

THANK YOU VOX POP*



Panks Johnson, Mrs. Ettesvold, Anton Ettesvold, Warren Hull. Selection of Mr. Ettesvold as Typical Midwest Farmer is being announced to the nation.

*More than 60,000 people,
Parks and Warren, enjoyed
watching your network broadcast from
Yankton, announcing to all America the
Mid-west Farmer Award
for 1944.*

WNAX

THE BIG AGGIE STATION
SIOUX CITY • YANKTON

** and a big share of thanks to Grant Flynn, Roger Brackett and Dave Grant*

6 CBS Clients Renew On Complete Network

(Continued from Page 1)

of its CBS daytime serial time periods, Monday through Friday from 2:00 to 2:15 p.m., EWT, and from 2:15 to 2:30 p.m., EWT. The former time is now occupied by "Portia Faces Life" which effective Oct. 2 will be replaced by "Joyce Jordan, M.D." The 2:15 to 2:30 p.m., EWT period now contains the Joyce Jordan serial which effective Oct. 2 will be taken over by "Two On A Clue," a new daytime serial of the sophisticated mystery type. The renewal of the above-mentioned 2 to 2:15 time is as of Oct. 2 and the products advertised will be Grape Nuts and Grape Nuts Wheat Meal. Current products are Grape Nuts Flakes and Grape Nuts Wheat Meal. The renewal on the latter time takes effect Sept. 25 with current products advertised being La France, Satina and Postum. Then "Two On A Clue" takes over. In addition to these sponsoring products will be Post's Raisin Bran, Grape Nuts and Grape Nuts Wheat Meal. These renewals were placed by Young & Rubicam, Inc.

R. J. Reynolds' renewal also is effective on Oct. 2 and is for its "Thanks to the Yanks" program time, Monday evenings from 7:30-8, EWT, with rebroadcast at 10:30 p.m., EWT. The quiz program featuring Bob Hawk as master-of-ceremonies, broadcasts for Camel Cigarettes and/or Prince Albert Smoking Tobacco. In addition to its full CBS United States hookup, "Thanks to the Yanks" is also carried by network affiliates in Hilo and Honolulu. William Esty & Company, Inc. handles the account.

Effective Sept. 30, Colgate-Palmolive-Peet renews its CBS mystery drama, "Inner Sanctum." Heard Saturday nights from 8:30 to 8:55, EWT, with rebroadcast at 11:30 p.m., EWT, the program advertises Palmolive Shaving Cream. The agency handling the account is Ted Bates, Inc.

The Texas Company renews its "Texaco Star Theater," heard Sundays from 9:30 to 10:00 p.m., EWT, as of Oct. 1. The 1944-1945 season of the program features tenor James Melton as master-of-ceremonies with a company of musical stars including Celeste Holm, Beatrice Lillie, Mary Martin, Grace Moore and Rise Stevens. Alec Templeton, composer and pianist, has been signed as a regular on the show.

E. R. Squibb & Sons renews its thrice-weekly musical program, "To Your Good Health" effective Sept. 25. Featuring Lyn Murray's Orchestra and Chorus plus an array of guest stars, the show is heard Monday, Wednesday and Friday from 6:15 to

PROGRAM REVIEWS

ETHEL BARRYMORE

Aluminum Company of America
WJZ-Blue, Sun., 3:30-4 p.m., EWT
Fuller & Smith & Ross
Writer: Charles Robinson
Supervisor: Lee Williams
Director: Bob Nolan
Music: Clark D. Whipple

Fuller & Smith & Ross Agency has acted wisely in selecting Ethel Barrymore to play the role of "Miss Hattie" in the resumption of the series "Lighted Windows." For without the support of the acting of Miss Barrymore's calibre, not to mention the value of the great name itself, the opening number of this series might have tottered just a trifle. It was Miss Barrymore's brisk reading of lines and the warmth of her personality and technique that gave the role a much needed zest.

This department wishes to admit that it never heard last year's series. However, we'll enlighten our readers as to who have returned to the Thompson residence after the hiatus. There's Robert Thompson, a somewhat harrassed yet happily married man and parent of two children, played with enough stamping-of-foot anger by Eric Dressler. Then there's Mrs. Thompson, the patient, loving, moderately doting parent, who is played rather ineffectively by Lois Wilson. One feels that Miss Wilson is working too hard and giving a forced performance. The daughter, a wholesome ingenue, is properly and professionally handled by the talents of Andrea Wallace. While his characterization in the first program was quite docile, Dick Van Patten's role of a 13-year-old will undoubtedly be given greater reign in subsequent programs.

The first script spent the opening 10 minutes in the presence of the Thompson adults, with each trying to recall what Miss Hattie was like during the last meeting. Incidentally, she's the widowed aunt to Mr. Thompson. Consequently, when Miss Barrymore did enter, Charles Robinson, the

Ceremonies At WSAI As Field Takes Over

(Continued from Page 1)

tion. Present for the negotiations were Field, James D. Shouse, vice-president of the Crosley Corporation in charge of broadcasting; Clem J. Randau, business manager of the Chicago "Sun"; Lewis S. Weiss, New York legal counsel for Field, and Charles Sawyer counsel for the Crosley Corporation.

6:30 p.m., EWT. The renewal is through BBD&O.

Sept. 30 marks the beginning of the fourth season on CBS for both Armstrong Cork and for its program, "Theater of Today." The show, heard Saturdays from 12:00 noon to 12:30 p.m., EWT, features top name guest stars in original dramatizations. BBD&O handles the account.

BOP HOPE

Lever Bros. (Pepsodent)
WEAF-NBC, Tue., 10-10:30 p.m., EWT
Foote, Cone & Belding

THE GREAT HOPE BACK FROM THE PACIFIC PACKING AS MUCH FIRE- POWER AS THE COMBINED FLEETS.

Welcome return to the fold is Bob Hope and all his gang, such as Frances Langford, Jerry Colonna, Vera Vague and Skinnay Ennis, band leader recently discharged from the Army, and vocal groups et al. Originating the show in a Mohave desert camp Bob gave out a little about the Pacific trip, or rather gags built around it; Colonna made his whirlwind "return" with a "native gal," Miss Langford was in excellent voice, and Ennis glad to be back in civilian life. Vera Vague was quite chipper adding to the repartee and of course, Hope was just Hope in good form which is enough to inform one and all the show was a terrific start for the new season and the new owners of Pepsodent.

Further discussion coming under the head of "gilding the lily," this item is hereby adjourned.

scripter, found himself squeezed a bit for time and strained the performance in trying to get across to the listeners that Miss Hattie was a broadminded and sophisticated Miss Fix-it, despite her years, etcetera. However, he had the foresight to contribute the best lines of the script to Miss Barrymore's special ability.

On the whole, the production was smooth and the music was appropriate. Commercials in this particular series receive a particular treatment this department hasn't noticed in others. Roland Winters, the narrator, reads "connectives" which weave the institutional commercials into the pattern of the story—a unique and untiring pause between scenes. Old listeners and new should find this com-dramatic series entertaining. Program is to be retitled, "Miss Hattie."

Sinatra Vimms Program Moving To Monday Time

(Continued from Page 1)

heard at 8 p.m., EWT; Lux Radio Theater, heard at 9-10 p.m., EWT; Screen Guild, heard at 10 p.m., EWT.

The Sinatra program will replace the 8:30-time now being occupied by the "Gay 90s." This means that Lever Brothers will be sponsoring a full hour and a half in succession except for a five-minute news program heard at 8:55-9 p.m.

Socony Renews Swing For 3rd Straight Year

For the third successive year, Socony-Vacuum Oil Company has renewed "Raymond Gram Swing" on the Blue Network. The contract renewal is effective Oct. 2 for a year.

NBC Summer Institute Places 23 Graduate

(Continued from Page 1)

placed in the Central Division. Marietta Reynolds of Richmond, N. Y., transcription production; Edward Berg, Milwaukee, Wis., continuity and Mrs. Ruth Moore of Evanston, Ill., who will write the public service program, "The Baxters," for B.

Other placements were: S. H. WBMM, Danville, Va., Ed F. Chicago, announcing; Jeanne man, Merrill, Wis., continuity; Claire Christensen, Chicago, continuity and announcing; WFOR, Hialeburg, Va., John Burns, Chicago, announcing; WMNN, Fairmount, Va., Don Rice, Washington, D. C., announcing; WJPR, Greenville, S. C., Martha De Gravelles, New Iberia, La., announcing and news.

Also Depauw University, (e) Castle, Ind., Elizabeth Turnell, Milwaukee, radio instruction, Chicago, Ill., Public Schools; Ona McManis, Jacksonville, Ill., radio instruction.

Station WTMA, Charleston, S. C., Carel Rainey, Pineville, La., announcing, Mrs. Marion Baker, Coumbes, S. C., continuity.

WKY, Oklahoma City, Okla., B. Filus, Milwaukee, announcing, I. Jean Givens, Wichita, Kans., continuity; WMAN, Mansfield, O., Zebeck, Meriden, Conn., announcing; WKPT Kingsport, Tenn., Steele, Asheville, N. C., announcing; Pontiac, Mich., Public Schools, Phlegar, Johnson City, Tenn., radio instruction; WJZM, Clarksville, Tenn., John Kamp, Chicago sales and announcing; WALB, Albany, Ga., Lamarck, Pittsburgh, Pa., announcing; WMT, Cedar Rapids, Ia., Keith Matthews, State Center, Iowa, announcing; WBOW, Terre Haute, Ind., Dan Wolfe, St. Louis, Mo., announcing.

Renew Regional Show Originating At W

Nashville—The Lion Oil and Ring Company's regional network radio show, "Sunday Down South," on 16 stations, will continue another year, Dean R. Upson, commercial manager of WSM, Nashville, announced this week.

WANTED

Recognized radio trade paper wants advertising sales manager. Must know station management. Good opportunity. Write—

Box 903, RADIO DAILY
1501 BROADWAY
NEW YORK 18, N. Y.

Network Promotion Man

Well grounded in radio promotion and merchandising. Box 902, Radio Daily, 1501 Broadway, New York 18, N. Y.

Wide Communications Suggested By Comm. Durr

(Continued from Page 1)

Soon we must decide what to do about our post-war international communications, and that decision may have a very important bearing upon the future peace of the world.

The tremendous expansion of our domestic radio broadcasting, since its beginning in the early 20's is too well known to all of you to require discussion. Today 917 broadcasting stations, two-thirds of which are linked in one or more of the four national networks, bring news, public discussion, also music and other types of entertainment to all receiving sets within their range. Here in New York, you have a wide range of broadcasting fare.

The abundance in broadcasting service we have achieved in less than 20 years is astonishing. But this abundance is not for all. One-third of the United States is still outside the daytime service area of any broadcasting station. The unserved areas, it is true, are the less densely populated. They contain about eight percent of our total population. Eight percent is not a large figure—but it means 10,000,000 people.

Urges International Contact

These stranded people do not share the abundance and most of them are likely to remain stranded for some time to come if we continue to think of them primarily in terms of their value as purchasers of advertised goods.

Now coming back to our international communications, what about the hundreds of millions of people outside our own country, most of whom are concentrated in the economically most backward areas? Shall we remain ignorant of what they are doing and thinking, or let them remain ignorant of what we are doing and thinking, until such time as it is financially profitable to establish communications with them? Shall we reserve channels for international broadcasting because they can be used with greater financial profit for other purposes? Shall we hesitate to carry our story of the democratic way of life directly to the people of foreign countries for fear of offending some budding war lord who does not believe in that way of life? Shall we attempt to deny to foreign countries or peoples the right to bring their story directly to our people because we lack confidence in the reality of our ideas to withstand the competition of theirs? Do we still believe that what the people of the rest of the world are doing and thinking is no concern of ours?"

Smith Names District Heads

Smith Radio Corp., through B. J. Smith, corporation sales manager of the hearing aid division, has announced the appointments of Wilcie A. A. Gustafson and Tyson as divisional sales managers of the hearing aid division.

Ed Noble Pitches Tie Game; Whiteman Umpire From Tank

(Continued from Page 1)

Club, resulted in a 10-10 tie at the end of the seventh inning, the number of innings agreed upon at the outset. Mayor Joseph di Luna, of Lodi pitched the full seven innings and none other than Edward Noble, chairman of the board of the Blue, pitched for his team against the natives of the Jersey Meadows.

Doings included a police escort; the town and schools shut down; music was heard by the high school band and food was served (and devoured) at Tribble's restaurant where all hands were guests of the town and

the Rotary Club. Keith Kiggins was toastmaster and he introduced Noble, Mark Woods and other execs. Entertainment was by Dunninger, Whispering Jack Smith and Gordon Goodman, singer with Fred Waring's band, and others. Paul Whiteman conducted the band for a while.

Game garnered an attendance of 10,000 folks from Lodi. Complete lineup for the Blue was: Noble, pitcher; Woods, catcher; Kiggins, left field; Priaulx, right field; Kobak, short field; McNeil, 2nd base; Carlin, center field; Jaeger, short stop; Rund, 3rd

Ascap Obtains Rights To French Catalogue

(Continued from Page 1)

Ascap a substantial increase in its symphonic and concert catalogue and some of the better known French composers represented are: Ravel, Debussy, Milhaud, Saint-Saens, Poulenc d'Indy and others.

Ascap resident counsel Herman Finkelstein, represented the Society in the transaction; Messrs. Werner and Johnson were the attorneys for the Alien Property Custodian.

base and George Milne, 1st base. Paul Whiteman, was umpire, behind two sets of armor.

NBC

*for
Western
Michigan*

WOOD

Grand Rapids



TOPS IN PROGRAMS

That's why WOOD has more than twice as many Grand Rapids listeners as any other station anywhere

Radio Again Proves Powerful As Media For Film Campaign

(Continued from Page 1)

the box-office possibility of their pictures.

Simple formula is as follows:

1. Secure enough desirable spot availabilities to insure saturation coverage in desired territory.

2. Hold on to the spots in volume to insure the desirable time is always available for each succeeding release of product. This precludes last-minute frantic search for availabilities of the kind needed to deliver the goods.

This in substance appears to be the formula of 20th Century-Fox whose campaign for the picture "Wilson," has exceeded any radio exploitation of a motion picture to date. Pix Company which bought 1,000 announcements weekly for a four-week period in order to boost "Wilson" in the New York area, has since exercised options and extended the contracts to 52-weeks in each case and will continue to spot-announce its new releases not only in New York but in key cities throughout the U. S.

Spot-announcement setup in New York is 609 announcements weekly on the following stations; WHN, 80 weekly; WINS, 42; WLIB, 70; WMCA, 70; WPAT, 77; WBYN, 70, and WNEW and WQXR, 70 each. Balance to make up 381 announcements weekly, (total 1,000), are divided among WOV, WEAF, WOR and WJZ.

Format on the "Wilson" spot drive was a 10-day teaser campaign; second 10 days was, the "Woman Speaks" series; five prior to the opening; "Wilson Is a Great Motion Picture"; night before plugs and the day of the premiere, "Tonight Is the Night." Thereafter the copy quoted the radio commentators and "Critics Acclaim 'Wilson'". Subsequently the copy was interspersed with, "Now You Can See 'Wilson'", etc. plus the quotes of the "people in the street" and in all walks of life such as a lawyer, doctor or storekeeper.

Hourly Plugs

Plan was to have at least one plug an hour on each station for 10 hours, seven days a week, thus catching listeners coming and going. In addition the radio campaign included 75 plugs on coast-to-coast programs via various tieups either through 20th Century-Fox stars or otherwise. Typical example was George Jessel, Fox star who not only appeared on 10 programs in as many days, but actually garnered himself nearly \$25,000 while doing it as guest shots. Jessel insisted on mentioning "Wilson" on whatever show he did some comedy.

According to present plans, Fox will duplicate its New York spot buy

in key cities throughout the country for "Wilson" local premieres provided results are as good as in New York where the picture is in its eighth and final week at the Roxy Theater.

Copy and the unusual plugs for "Wilson" in the spot announcement campaign, at least insofar as the picture business is concerned, were handled by the M. H. Hackett agency, in co-operation with Ted Lloyd, radio director of 20th Century-Fox, working under Hal Horne, head of the picture company's publicity and exploitation department.

Interest Growing

Meanwhile the growing interest in radio as a media for the exploitation of motion pictures is indicated in the plans of several companies, apart from any institutional and other shows they may have on the air. RKO is readying for release "Master Race," and it plans to follow the radio formula which made good for "Hitler's Children," using plenty of spots, station-breaks and guest appearances, plus special quarter-hour programs. Later in the Fall, the same company is releasing "The Princess and the Pirate," with Bob Hope. Radio will be used in a lesser degree however.

Paramount's "Frenchman's Creek," will get the benefit of some announcements and station-breaks soon as the film is released. Universal's "Can't Help Singing," with Deanna Durbin, will buy all types of spots to quarter-hour shows or time, possibly for a period of four weeks prior to the opening. Same treatment is scheduled for Universal's "The Merry Monarchs."

M-G-M, largest user of radio time on a program basis has planned an over-all campaign for the exploitation of its fall releases, among them being: "The Seventh Cross," "Canterville Ghost," "Kismet" and "Marriage Is a Private Affair." Sked calls for spot announcements on nationwide basis, as well as tie-ins and guest shots.

Paramount's "National Barn Dance," built around the radio program of the same name and sponsored by Miles Laboratories, will be given a "radio premiere" on Sat., Oct. 14, over the 61 NBC outlets over which the radio program is heard, and originating at WLS, Chicago. Miles will plug film on its other radio shows also.

New Fashion Trend for Feminine Time Buyers



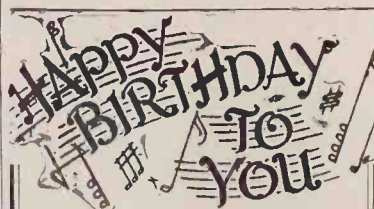
It's a smart woman who knows her trends . . . and the trend is definitely toward buying the **Beeline** this fall. This group of long-established stations covers 41 primary counties in southern California and western Nevada — ranking in population with Los Angeles and greatly exceeding San Francisco in retail sales.

{ Short dinner dress of rayon crepe with a delicate frosting of beads and contrasting rose. }

NO. 4 IN A SERIES
OF FASHIONS FOR
FEMININE TIME BUYERS



REN - KO
SACRAMENTO - KFB
STOCKTON - KW
FRESNO - KMI
BAKERSFIELD - KER



September 21

Del Courtney Allen Stark
Fred Irving Lewis William Hunter

SECRETARY WANTED!

A network radio station in Philadelphia is looking for a secretary for one of its executives. Applicants must have at least two years secretarial experience in a radio station or network with good references. All replies will be held in strict confidence. Address your application to Box 901, Radio Daily, 1501 Broadway, New York 18, N. Y.

Robert A.
STREET
National
Sales Manager

Paul H.
RAYMER CO.
National
Representative

McClatchy
Broadcasting
Company
Sacramento, California

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

L. 28, NO. 58

NEW YORK, N. Y., FRIDAY, SEPTEMBER 22, 1944

TEN CENTS

Congress-Airer Details

Dedicate Short Wave Stations Tomorrow

Washington Bureau, *RADIO DAILY*
Washington—Leaders in radio and governmental affairs will gather here tomorrow night for the dedication of the world's most powerful shortwave stations, built for the Office of War Information and the Co-ordinator of Inter-American Affairs by the broadcasting division of the Crosley Corporation. The dedication ceremonies will be conducted simultaneously in Washington and Cincinnati.

Clmer Davis, director of the Office

(Continued on Page 23)

Shipping Commission Thanks Radio For Aid

Radio's aid to the War Shipping Commission in recruiting men as seamen is the subject of a letter of appreciation received yesterday by the War Relocation Authority from the War Relocation Authority Public Service Department from the Shipping Commission. Letter points out that the campaign resulted in 10,417 telegrams and letters being received from the Washington office and that more than 50 per cent of the inquiries came from qualified men.

Ed Wynn-Andrews Sisters On Paul Whiteman Show

With scenes from "Wilson," comedy by Ed Wynn, and songs by the Andrews Sisters, the "Radio Hall of Fame" will return to the air waves tomorrow, October 1st, over WJZ-Blue. Paul Whiteman has been retained as musical director, and will conduct the "Radio Hall of Fame" orchestra and chorus. The format features a 25-

(Continued on Page 2)

Blood Donors

Employees of the National Broadcasting Company have donated nearly one and one half pints of blood for each of the 407 NBC men in the armed services, Ernest de la Ossa, director of personnel, announced yesterday. This total, de la Ossa said, is being increased each week by the contributions of 10 additional donors from the ranks of the network.

Class To Corn

Detroit—"Anything Can Happen in Radio," yawned Art McPhillips, traffic manager at WJR, Detroit, as he received the following teletype message from the Columbia Broadcasting System in New York: "Correction Kenny Baker program. Sept. 30, cancel Iturbi. Substitute Spike Jones and his City Slickers."

FCC to View Tele As Guests Of RCA

Members of the FCC will be guests of RCA Saturday for a trip to Princeton University where they will inspect latest RCA laboratory developments in television. This trip is designed to acquaint the commissioners with what RCA is ready to put on the market and what it has in the development stage.

Commissioner Clifford J. Durr, who is scheduled to deliver one of the

(Continued on Page 23)

Taylor Reports On Ascaph At West Coast Meeting

Los Angeles—The new Ahlert Classification Plan has been delayed by non-delivery of 12 tabulating machines ordered from International Business Machine Co., Deems Taylor, president of Ascaph, reported to coast members of organization.

Since the plan to license music to industrial plants was inaugurated nine months ago, between 300 and

(Continued on Page 2)

NAB Station Coverage Plan To Be Presented To 4-A Today

Three FM-Tele Requests Forwarded To Commission

Washington Bureau, *RADIO DAILY*
Washington—FM and television applications were received at the FCC yesterday from three broadcasters in different sections of the country. The

(Continued on Page 2)

New programs on WLAW enjoy thorough, advance merchandising and publicity build-ups. Adv.

Rep. Coffee Would Also Make Available Recordings At Cost To Stations; Pepper Amplifies Views

Nat. Safety Council "V-Day" Campaign

Chicago—Urging radio stations to adopt a slogan "Don't Make V-Day A Spree Day," the National Safety Council, yesterday directed a letter to station managers suggesting use of the slogan during station breaks for a 24-hour period following cessation of hostilities in Europe.

"A nation-wide survey of V-Day

(Continued on Page 23)

Political Broadcasts Scheduled By WJZ

Political broadcasts on WJZ, New York have been scheduled by the American Labor Party, the Independent Citizens Committee for Senator Robert F. Wagner and the New Jersey Republican Committee, it was announced yesterday.

CAB Clarifies Plan Of Service To Stations

Scope of the CAB plans for new and increased service to subscribers during the coming year was revealed yesterday in a statement issued at the organization's New York head-

(Continued on Page 23)

Washington Bureau, *RADIO DAILY*
Washington—Details of his bill introduced in Congress earlier this week were made public yesterday by Rep. John M. Coffee, (Dem., Washington) calling for carte blanche permission to broadcasters to pick up debate on the floor of the House and Senate. Coffee indicated that broadcasters unable to take a pickup at certain hours due to previous commitments, could have recordings supplied, and toward this end, his measure calls for making such recordings available at cost to stations and net-

(Continued on Page 23)

NBC's FM Station To Carry Web Shows

Operating under newly assigned call letters, WEAF-FM, the NBC's frequency modulation station in New York begins operations Sunday on a seven-day-a-week basis from 3 to 11 p.m., C. L. Menser, vice-president in

(Continued on Page 23)

Would Cite Press Agents; Lewis Asks Pulitzer Prize

In a letter addressed to the Secretary of Columbia University, New York, George Lewis, exploitation director of Mutual yesterday suggested "A Pulitzer prize award for public-

(Continued on Page 23)

Yom Kippur Salute

Under Secretary of War Robert P. Patterson will review the role of Jewish soldiers in the U. S. Army and make a plea for understanding between all religions, on a special broadcast in observance of Yom Kippur, over CBS Monday, Sept. 25 from 5-5:30 p.m. On another portion of the broadcast, Army Chaplain Edward Sandrow will conduct a special Yom Kippur service.



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JOHN W. ALICOATE : : : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : : : Business Manager

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FINANCIAL

(Thursday, Sept. 21)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	161 3/4	161 3/4	161 3/4	—
Farnsworth T. & R.	14 1/8	13 5/8	13 3/4	- 3/8
General Electric	37 1/4	37	37	—
Philco	34 3/8	33 3/8	33 3/8	- 3/8
RCA Common	11 1/8	10 5/8	10 3/4	- 3/8
RCA First Prd	74 1/2	74 1/2	74 1/2	+ 1/2
Stewart-Warner	15 1/2	15 1/2	15 1/2	—
Westinghouse	102 1/4	102	102	- 3/8
Zenith Radio	42	42	42	- 1/8

NEW YORK CURB EXCHANGE

Nat. Union Radio	5 3/8	5 1/2	5 1/2	+ 1/8
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OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	22	—
WJR (Detroit)	36	—

Ed Wynn-Andrews Sisters On Paul Whiteman Show

(Continued from Page 1)
minute condensation of "Wilson" with the script taken directly from the film. The show will be produced and directed by Tom McNight.

20 YEARS AGO TODAY

(September 22, 1924)

The WGY, Schenectady, presentation of the Goldman Band of New York from the Mall in Central Park was made possible through a direct wire connection to station WJZ in New York. This is the seventh season of the Goldman Band concerts in this city.

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED!

Blue's **KGGO** is THE Bay Area Buy!

Taylor Reports On Ascap At West Coast Meeting

(Continued from Page 1)

400 plants have been licensed by Ascap, and the licensing of symphony orchestras starts this Fall. Suits against juke box operators will be heard in Federal Court, New York, with Ascap insisting their use of songs constitutes a public performance, while the defendants contend coin operated machines are exempt from licensing. The society has admitted 24 new writer members and 12 new publisher members during the past year, with 18 members having died during the last 12 months.

Texas Democratic Confab Aired Over KGKO, Dallas

Dallas, Tex.—Giving the non-attending public thorough and exclusive radio coverage of proceedings of the State Democratic Convention at Fairpark Auditorium last week. KGKO, broadcast direct from the huge auditorium from 10:31 a.m. until noon and throughout the afternoon session.

Working all day Monday, KGKO engineers Orville Mills and Frank Adam, strung lines throughout the auditorium and installed six microphones with microphones in the audience, on the speakers platform, on the Dallas "Morning News table and a roving microphone for the floor of the convention hall. Ralph Maddox, KGKO program director, and announcers Norvell Slater and Eddy Evans broadcast the proceedings.

Stork News

Seven and three-quarter pound boy was born yesterday to Mr. and Mrs. Sol Zatt at Jewish Memorial Hospital. Zatt, recently in the Maritime service has returned to public relations and the better half, professionally known as Jill Stevens, was formerly with WNEW and Du Mont television studios.

Victory Troop's 300th Show

The WJZ Victory Troop will give its 300th performance tomorrow at the Academy of Music in New York. In co-operation with the Skouras Theater chain, the AWVS and the New York "Journal-American," the performance will be free to school children who contribute 100 pounds of waste paper.

"Armstrong Theater" Birthday

With the appearance of Aline MacMahon in an original radio drama on "Armstrong's Theater of Today," the program begins its fourth year on the Columbia network Saturday, Sept. 30 (WABC-CBS, 12:00 noon to 12:30 p.m., EWT).

Network Promotion Man

Well grounded in radio promotion and merchandising. Box 902, Radio Daily, 1501 Broadway, New York 18, N. Y.

NAB Gives Details Today Of Station Coverage Plan

(Continued from Page 1)

"yardstick" for measuring coverage measurement for the radio industry, was unanimously accepted by the NAB War Meet in Chicago last month.

J. Harold Ryan, president of the NAB, announces the appointment of Roger Clipp, WFIL, Philadelphia, as the new chairman of the Research Committee. Ryan, Clipp and Paul F. Peter, research director of the NAB, will be present at the meeting.

The Radio Committee of the AAAA has announced its approval of the proposal; but before it can be put to work, it needs the approval of the ANA, too.

Three FM-Tele Requests Forwarded To Commission

(Continued from Page 1)

FM papers came in from the Southeastern Broadcasting Co., Macon, Ga., licensee of WMAZ in that city, and from the Champaign "News Gazette," Champaign, Ill., licensee of WDWS.

Application for an experimental television station was received from the Intermountain Broadcasting Corp., Salt Lake City. The company, which is licensee of KDYL in that city, seeks authority to operate on Channels 1 and 17.

New Galen Drake Participant

Rosefield Packing Company, Oakland, Cal., for Skippy peanut butter will begin full participation in "Sunrise Salute" and "Housewives Protective League," combination program featuring Galen Drake, on WJZ Oct. 2 for 52 weeks. Garfield & Guild, San Francisco, is the agency.

"Waltz Time" 11 Years Old

"Waltz Time," NBC half hour in three-quarter tempo, begins its 12th year on the air Friday, Sept. 29 (9:00 p.m., EWT).



BEST RADIO BUY in the DETROIT AREA

5,000 WATTS DAY and NIGHT 800 Kc. MUTUAL SYSTEM

Baltimore Still Has Hooper Reports!

You may have heard that Hooper reports had been cancelled in Baltimore.

Such a rumor would be wrong.

Hooper reports are still available on this, the largest market.

It is upon Hooper that this independent station makes its statement that W-I-T-H delivers more for your dollar in Baltimore than any other station.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REE

TELEVISION DAILY

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★ ★ ★ SECTION OF THE RADIO DAILY ★ SEPTMBER 22, 1944 ★ ★ ★

POSTWAR ALLOCATION—MAIN TOPIC

Television School For NBC Engineers

Engineering personnel of the affiliated stations of NBC will attend a special four weeks course covering the technical phases of television in New York beginning October 2, Phillip I. Merryman, director of facilities development and research announced. The course will be given under the direction of the RCA Institute with the faculty augmented by network engineers and executives.

The sessions, as announced by Merryman, will be held for 20 school days with field trips and classes alternating. Room 666 in the NBC Building, Radio City, will be the classroom. Student engineers are to convene daily, Monday through Friday, at 9 a.m. (EWT) and continue their studies until 4 p.m. Because of the compressed course, evenings will be spent in preparation for the lectures.

Among those from NBC who will act as lecturers in the classroom and guides on field trips are O. B. Hanson, vice-president and chief engineer; William S. Hedges, vice-president in charge of stations; Phillip I. Merryman; Robert E. Shelby, development engineer; George M. Nixon, (Continued on Page 5)

Post-War Chi. Exposition Will Feature Tele Display

Chicago—Plans to exploit television in a big way are being worked out in connection with the newly formed national "Congress for the Presentation of Products of Tomorrow" which will stage an industrial show at the Chicago Coliseum early in 1945. A television studio showing programs in production and receivers placed in other parts of the building are included in the plans.

Art of Polling

"The Art of Polling," method by which public opinion is measured in the United States, is discussed by representatives of the major organizations in the field in a WCBW-N. Y. video forum, Friday, September 2, from 9:00 to 9:30 p.m., EWT. This is a half-hour segment of the regularly scheduled two-hour Friday television show on WCBW.

Tele History

Gertrude Niesen, star of the current Broadway musical hit, "Follow The Girls," made television history on the evening of September 17 by pressing the button which officially opened station WABD's new "live talent" television studio. History noted the occasion because it marked the first time that a television station has completely equipped separate studios in order to run consecutive "live talent" shows and as insurance against accidents.

Shepard Gives Views On Postwar Television

Boston—Though he placed high hopes in the future of Frequency Modulation and television, John Shepard, III, Chairman of the Board of Directors of the Yankee Network, held to the opinion of many observers in the radio industry that it will be from one to five years after the war before television will emerge as a household feature, in an interview with the press this week.

Mr. Shepard, whose network applied last week for a commercial television license for WNAC, Boston, key station of the Yankee Network, on Channel 2, 60-66 megacycles, was frank in his opinions of television possibilities. He also disclosed plans to apply for television licenses for his stations in Providence, R. I., and Hartford, Conn., pending the results of hearings on television standards before the Federal Communications Commission. (Continued on Page 5)

W A B D Blazes Commercial Trail

The American Television Society which recruits its membership from all who are interested in television, professionally or otherwise, voted its annual award (1943-44) to station WABD in recognition of the year's outstanding contribution to the art of commercial television. The award was formally presented to Dr. Allen B. Du Mont at the Modern Museum of Art on Thursday evening, September

Seventy-five Parties Seek To Testify at FCC Hearings Opening Next Thursday in Wash.

Committees Named For TBA Conference

Committee appointments for the First Annual Conference of the Television Broadcasters Association, Inc., which will be held in New York City at the Hotel Commodore on December 11 and 12th, were announced yesterday by O. B. Hanson, general chairman.

Chairmen named by Mr. Hanson are as follows:

Speakers: Allen B. Du Mont of the Du Mont Laboratories.

Displays: James McLean of GE, chairman; T. J. Bernard of RCA Victor, James Shouse of Crosley, Leonard Cramer of Du Mont Laboratories and James Carmine of Philco, co-chairmen.

Reception: Robert L. Gibson, GE.
Budget: Douglas Day of Buchanan & Co.

Program: Ralph Austrian of RKO Television, Worthington Miner of CBS and William Morris of the William Morris Agency, co-chairmen.

Awards: Paul Raibourn of Television Productions, Inc.

Panel Meetings: Dorman D. Irael of Emerson Radio and Phonograph Company.

Publicity: Will Baltin of Television Broadcasters Association.

Announcement was made that the Conference will be open to non-members as well as members of TBA.

Washington Bureau, RADIO DAILY

Washington—Unprecedented interest in allocations as it relates to television, FM and all branches of communications is being shown by the industry in the forthcoming series of hearings before the Federal Communications Commission which open next Thursday.

Seventy-five interested parties representing all phases of the industry have filed applications for appearances before the FCC and indications are that a 100 persons or more will be heard during the sessions which may run a month.

Interest centers around the Radio Technical Planning Board's recommendations for Tele and FM allocations with leaders in both groups preparing arguments for or against their adoption.

Rivalry Predicted

It is believed that while the hearing will be technical in nature strong (Continued on Page 5)

German Tele Patent Available For Amer. Use

Washington Bureau, RADIO DAILY

Washington—Television sets, electronic microscopes and other electronic instruments, both scientific and industrial, can be built more compactly if they take advantage of a novel cathode-ray tube, just patented in U. S. Since the inventor, Karl Kohl of Berlin, is a citizen of an enemy nation, his patent, No. 2,350,774, is vested in the Alien Property Custodian and may be used by any American citizen. (Continued on Page 19)

Industrial Tele

Schenectady—General Electric has announced details of plans for "industrial" television systems for use in stores and factories. A fashion show originating on one floor of a department store, for example, can readily be reproduced on all other floors and in the show windows.

Congratulations



WABD

and

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Stromberg-Carlson (WHAM Rochester); W. F. Cotter, on standard and FM; Dr. G. R. Town, television, and Dr. R. H. Manson, RTPB and FM Broadcasters Inc.

Raytheon Mfg. Co., all phases, through Joseph Pierson, former president of Press Wireless; James B. Ferguson, Percy L. Spencer, and John C. Trump.

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Heralds Musical Show As Season's Triumph

(By RAYMOND E. NELSON)

Vice-President, Chas. M. Storm Co.

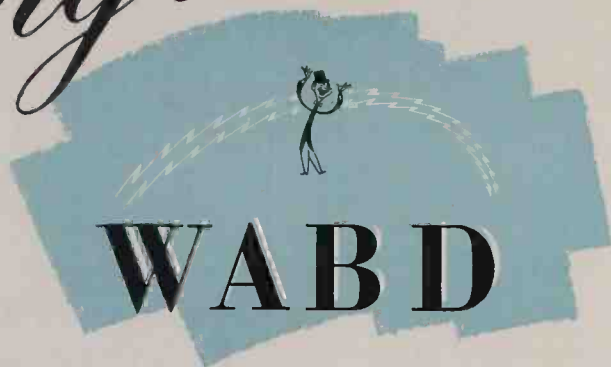
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SURVEY REVEALS POSTWAR PROSPECTS

Wall St. Journal Writer Surveys Trade Outlook

In a comprehensive survey of the post-war television and radio market, Joseph M. Guilfoyle writing in a recent issue of the "Wall Street Journal," New York, predicts early appearance of new radio models two months after Germany falls and that tele sets will start moving out of factories six to nine months after reconversion.

"Prices of the new radio will be substantially above 1941 levels, costing 15 per cent to 50 per cent more than they did in the pre-war days," the article discloses. "Prices of television receivers, never marketed in volume prior to the war, will range from \$125 for the simplest table set

RCA's Outlook

Estimating that only 15 per cent of the potential market is equipped with phonograph turntables, RCA-Victor Division of the Radio Corp. of America predicts, in a news letter to its dealers and distributors, an enormous increase in record sales when production of phonograph instruments for civilians is resumed.

Discussing the so-called "revolutionary" new methods of recording, such as strips of film or tape, or a wire, RCA-Victor reported that its research laboratories are investigating the possibilities of these techniques, but concludes that the present type of recording for home use is regarded as the most practical.

up to \$1,000 or more for luxury models."

The "Wall Street Journal" survey, in part, is as follows:

"The long-awaited television sets, most radio men predict, won't start moving off assembly lines until about six to nine months after production gets under way. It will take that long, they point out, to tool up and get the necessary supplies.

"While there won't be a national market for television receivers for at least five years after the war, manufacturers expect a substantial initial demand for these sets, since the nine telecasting stations now in operation are located in heavily populated areas. Television programs now originate in New York, Philadelphia, Schenectady, Chicago and Los Angeles.

Questions Answered

"What will these television sets be like?"

"They'll range from table models restricted solely to television to con-

sole combinations including standard broadcasting, FM, shortwave and a record player.

"How much will they cost?"

"Table models, naturally, will be the cheapest. In this group, Philco Corp., largest radio maker in the country, plans to offer a set giving just television sight and sound for \$125 to \$150.

"A feature of the Philco television receivers will be a flat-face picture tube, known as the Plane-O-Scope. Most other manufacturers use a curved surface tube to reproduce images. An important advantage claimed for this new tube, which was developed by Philco engineers, is that the picture can be viewed from any angle without suffering distortion. Philco executives say it also will improve the clarity of pictures.

Plan Projection Model

"The Emerson Radio & Phonograph Corp. plans to sell a projection type table television set for \$150. About 18 inches high and 14 inches wide, this set will project the picture from the rear onto a motion picture screen attached to the wall. It will use a three-inch cathode ray tube (the television picture tube) and through the use of a system of lenses, will create a picture 18 inches by 24 inches. This set will also have a standard broadcast attachment.

"For about \$200, the Radio Corp. of America will make a direct view model creating a picture 6½ inches by 8½ inches. This set will also incorporate the standard broadcast feature. The General Electric Co.'s model, which will sell for slightly more than \$200, will show a picture 7½ inches

by 9½ inches. This set will be good only for receiving television programs, having no standard band attachment.

"One large company, for instance, which plans to start its console line at \$300 will give a television picture 6¼ by 8½ inches. In addition, this set will include standard and FM broadcasting services. This company's projection model, which will create a picture 18 by 24 inches, will sell for not less than \$400 and probably more.

"While the industry is well aware that these prices will seem high to the buying public when compared with sound radios, they point out that the cost of the pre-war television set was much higher, ranging between \$500 to \$800. They are confident, however, that as volume increases prices will come down even more.

"Radio men warn, however, that the price of television receivers won't drop, anywhere near as much as those of sound receivers.

"The television receiver, they point out, is an extremely complicated mechanism, embodying many more parts than a sound receiver. A direct view table model set with a 10-inch picture tube, for instance, requires about 20 tubes just for television and its accompanying sound. A projection type model would require about 28 tubes just for television. The average sound receiver today has about five or six tubes.

"The story is the same for other parts. The number of condensers and resistors required in a television receiver runs anywhere from 90 to 115 for each, depending upon the type of set. This compares with about 20 of each for a sound receiver.

"The most expensive single item in

Predict Tele Set Within 6 Months of Reconversion

a television set is the picture tube which before the war cost around \$75 to \$85 for a 12-inch tube. Manufacturers won't say definitely how much these tubes will cost after the war, they are hopeful that through mass production they will be able to get them down to around \$25.

"Meantime, while waiting for the starting gun, manufacturers have surveyed the outlook for their industry and have concluded that they are in the busiest period in the 25-year history of the industry. They estimate there is a pent-up demand for about 25 million radios. Based on present sales of about 10 million sets a year, this would mean that even if the industry could start off at full blast, which, of course, it won't, it will take more than two years to fill these needs.

"The biggest sales volume, is

Beats Hurricane

Uninterrupted service was carried on by CBS Television station WCBW in New York City during the hurricane of last week. This is considered in video circles to be important inasmuch as several radio stations were forced to leave the air because of transmission difficulties.

Industrial Institute Uses Television Media

Jean Allen, director of consumer information of the Can Manufacturers Institute, made a telecast from station WBKB—the Paramount owned television station in Chicago—recently as part of the Institute's extensive program to inform American consumers of the dramatic story played by the steel and tin container in the life of the nation—both in war and peace.

Miss Allen appeared before the television cameras seated at a table. On the table were many cans—such as food, beer, tennis ball and candy containers—familiar to American consumers prior to the outbreak of war. Also on the table were these same cans in their new roles—containers for C rations, blood plasma, bomb fuses, emergency drinking water and medicines.

Thus, with the aid of television, Miss Allen was able to make her audience realize more fully than would be possible by any other means of communication why many containers are no longer available on the homefront. Today, cans are at war.

Read
Television Section
of
1944
RADIO ANNUAL
for
Complete Video
Information

felt, will be in table model for both television and sound, which before the war, it is estimated, accounted for about three quarters of all the sets sold. Of the balance, most of the business, it is anticipated, will be in radio-television—phonograph combinations.

"Heading the list of radio makers is the Philco Corp., which for the period 1930 to 1942 made more receivers (home and auto) than any other company. Other prominent makers include Radio Corp. of America, Zenith Radio Corp., Emerson Radio Phonograph Corp., General Electric Co., Majestic Radio & Television Corp., Farnsworth Television & Radio Corp., Crosley Corp., Stromberg-Carlson, Galvin Mfg. Corp., and Magnavox Co.

"Competing with these and other old line companies for the public radio dollars will be a group of newcomers who, having gotten into the electronics business as a result of the war, now plan to stay in it. One of these is Bendix Aviation Corp., which plans to make a complete line of home receivers. Westinghouse Electric & Manufacturing Co., which stopped making home-type sets in 1929, has announced plans to re-enter the field."



WABD

DUMONT'S PIONEER TELEVISION STATION

Announces

THE OPENING OF A
NEW TELEVISION STUDIO

at 8 P. M., Sunday—September 17, 1944

Second Floor, 515 Madison Avenue, at 53rd Street, New York

The CONOVER COVER GIRL *is a* CONOVER TELEVISION GIRL, *TOO*



Candid camera shot of Conover Cover Girls Bette Bugbee and Frosty Webb introducing "The Television Follies of 1944," telecast on July 13th from WABD.

YES, the glamorous Conover Cover Girl—whose beauty sells millions of dollars worth of merchandise every year through pictorial advertising—is ready to animate your television story. She's a genuinely clever performer, the same vision of loveliness brought to vibrant breath-taking life.

You'll see such Conover tele-visions as Adrian Storms, Bette Bugbee, Frosty Webb, Jacqueline Soans, Joan Pederson, Joy Douglas, Dorsee Brent, Joan Charlton, Jede Charles, Shanna Dean, Titia, Mary Sinclair, Mickie Ames, Jackie Flynn and Elin Carlyle featured in Esquire's "The Boys From Boise." This will be television's first-full-length original musical comedy, and premieres September 28th at 8:00 P.M. on Station WABD.

Our special Television Office is now operating in conjunction with our regular agency services. You are cordially invited to visit us.

HARRY CONOVER

FIFTY-TWO VANDERBILT AVENUE

DU MONT TELEVISION BECOMES OF AGE

Business Policy Outlined By Cuff

Station WABD is often taken to task for not exercising greater censorship over the quality of the shows put on the air," said General Manager Samuel H. Cuff. "Perhaps policy calls for clarification. You know the operation of station WABD is not designed to glorify anyone. It is an experimental station, dedicated to pioneering two objectives: First, to develop an operational pattern for the many garage-size telecasting stations that dot the country when materials are again released . . . and second, to develop a development of successful entertainment and mass-sales techniques in this great new medium. For the latter purpose, we are collaborating constantly with potential television advertisers, agencies and professional talent.



SAMUEL A. CUFF
General Manager of WABD

"If we wished to build a reputation for the quality of our programs, we could turn over all our time on the air to the top television producers. They can be counted on one hand. Our purpose, however, is to educate many talented individuals in the requirements and possibilities of television as possible. Putting shows on the air is the only way for these people to gain skill, to be ready for the rapid post-war expansion of television. They might watch the experts for years, dream up revolutionary techniques, rehearse with cameras for hours, but nothing makes veterans of them except actual telecasting.

Training Important

"We want to see that hundreds of professionals—actors, singers, directors, technicians—are ready when television gets rolling. For this reason, the use of our facilities and assistance are offered gratis to advertisers and agencies.

Du Mont Trademark Distinctive Creation

Alec Electron, the quaint and cocky trade character featured in the national and business-proof advertising of Allen B. Du Mont Laboratories, Inc., during the past year, has been made an integral part of station WABD's test pattern, thereby adding a note of cheerfulness to an otherwise plain design.

Alec Electron has become a well-



loved member of the Du Mont organization. Originally an animation of a physicist's symbol for an electron (4), Alec has taken on the mature stature of an expert who knows all there is to know about electricity, electronics and television . . . and loves to explain them in Du Mont advertising. With such ads as "What Is Electronics?", "What Is Television?", "Is Television Ready?" and "What Will I See On My Television Set?"—Alec has become a celebrity with his own fan mail following.

Inauguration of new WABD Studios Marks Culmination of Years of Intensive Pioneering

By AUSTIN LESCABOURA

A dozen years of intensive pioneering, starting with the commercialization of the cathode-ray tube, the very heart of practical television . . . the development and production of television equipment from camera and transmitter to home television . . . wartime workers operating a television station for the sheer joy of it, after a full day's work producing vital electronic equipment for our armed forces . . . a television kindergarten wherein engineers, entertainers, producers, advertising men and future telecasters have taken their first toddling steps towards commercialized telecasting . . . a fortitude that simply

Du Mont Firsts

Many notable "firsts" are credited to Allen B. Du Mont and his associates in the field of television. Among them are:

First in pioneering clear television reception by the development of the Du Mont cathode-ray tube, the heart of television.

First to design and build three commercially practical television stations now operating in New York, Chicago and Los Angeles.

First to reduce station maintenance and operating costs to an economically sound level.

First to share its operating and programming experience with the industry for the advancement of television.



LEONARD F. CRAMER
Executive Vice-President
Allen B. Du Mont Laboratories

doesn't know the meaning of "impossible"—such is the epic behind the ceremonies marking the first telecast from the new studio of WABD.

All of which, significantly, is reminiscent of the early struggles of radio broadcasting. Today's nation-wide networks, the many large and small broadcasting stations now on the air, the splendid programs—these things also evolved out of a stupendous pioneering effort extending over two decades or more. Have you forgotten? The garage of a radio engineer housed the first broadcast transmitter of widespread fame; the earliest regular broadcasts in the New York area were from a factory cloakroom, hastily hung with old rugs to improve the acoustics if not the esthetics of the improvised studio; standard telephone lines and even poorer telegraph lines, of very limited frequency range, served to link the original networks with no little strain on the ears of music lovers. Yes, radio broadcasting had its kindergarten era, too. It had its countless and often nameless pioneers. And yet from a very modest and uncertain start in the early 'twenties, it has come a long, long way to its gigantic and commanding proportions.

And now it's television, galloping along in the footsteps of its big brother, with the significant parallels

(Continued on Page 11)

ATS Plaque Award To Du Mont



Dr. Allen B. Du Mont receiving the American Television Society's 1943-44 Award to station WABD for its contribution to the art of Commercial Television. Dan D. Halpin, president of ATS, made the presentation.

EVERY WEEK FOR FORTY WEEKS



—The Sign of Television Achievement

"The Boys from Boise," television's most ambitious effort to date, appearing on WABD, 8 P. M., September 28th is another Storm production.

We wish to take this opportunity to salute Station WABD, and to express our appreciation to the undersigned for the friendly cooperation that has helped to make the "Storm Sign" the symbol of stellar television entertainment:

*Sam Cuff
Sal Patremio
Mel Kline
Morris Barton
Lou Sposa
Charles Lewis
Otis Freeman
Dick Lockbara*

*Ken Kistler
Jack Murphy
Vince Piermatti
Bill Lloyd
Herb Schramm
Charles Kelly
Robert Jamieson
Eleanor Balz*

Dotty Wooton

Television clients of the Charles M. Storm Co. have included:

*Alfred Dunhill of London, Inc.
A. W. V. S.
American Red Cross
Casual Clothes, Inc.
Click Magazine
Fat Salvage Campaign
Harvey's Wines*

*Official Detective Magazine
Park & Tilford
Real Story Magazine
The Tintex Company
U. S. Army Ordnance
Mechanix Illustrated Magazine
WAC Recruiting Drive*

Esquire Magazine

CHARLES M. STORM CO., INC.

Advertising

50 EAST 42nd STREET, NEW YORK 17, N. Y.

DU MONT — PIONEERS OF TELEVISION

(Continued from Page 9)

...ady mentioned. A far more intricate since it takes in sound broadcasting PLUS sight broadcasting, television has just graduated from the kindergarten and now takes its first steps towards full commercialization, passing on the way the milestone marked by the opening of the Du Mont studio.

First the Foundation

Station WABD at 515 Madison Avenue in New York City is owned and operated by the Allen B. Du Mont Laboratories, Inc., with main offices in Passaic, N. J. A research and engineering organization primarily, this organization manufactures and sells its ideas in the form of cathode-ray tubes, oscillographs and associated equipment, as well as television studio equipment, transmitters, and television receivers. Since Pearl Harbor the Du Mont organization has been virtually 100 per cent on war work, concentrating on cathode-ray tubes and instruments, as well as radio, radar and other electronic equipment for the armed forces. Its contribution to the war effort was recognized last year by the presentation of the Army-Navy "E" Award for production excellence.

There is an Allen B. Du Mont very much in the picture. In fact, the organization is simply an outgrowth of original ideas, inventions and developments, plus his everyday administrative guidance as president. To get at the beginning of our story:

Allen B. Du Mont dates his television experience all the way back to 1908. In charge of engineering as well as production activities of the Forest Radio Company at that time, he became very much interested in the possibilities of television. The Forest organization had taken over the mechanical scanning system of Francis Jenkins, a pioneer in television as well as the motion picture industry. In 1931, Du Mont was directing the operations of DeForest Television



...cter & Gamble worked out a novel commercial technique for Duz with Remo Buffano's Puppets.

...XWVD, telecasting scheduled sight-and-sound programs five nights a week, with fair success. However, it soon became apparent that the mechanical scanning system, with its crude 60-line images, could never give more than a scientific curiosity.

Some form of electronic scanning, providing far better pictorial definition, was essential if television was to achieve genuine entertainment value. And that called for the use of a very rare thing in those days, the cathode-ray tube.

Retiring in 1932 to his basement laboratory in Upper Montclair, N. J., Du Mont tackled the commercialization of the cathode-ray tube. That meant working out simple, practical, moderate-cost designs, followed by production procedures. Tube after tube was designed, hand-made by a couple of glassblowers who assisted him, and tested. The news got around. Orders began coming in for Du Mont cathode-ray tubes. The basement laboratory soon spread out to the garage as well. And then, as a real business, the scene shifted to a store in the business section of Upper Montclair.

First it was one store. That became overcrowded. A hole was knocked out to the adjacent store. Another hole was knocked out and a third store taken over. Finally there were five stores, connected together by holes in the separating walls. With a personnel now grown to several dozen, and with a sizable volume of business, the Du Mont organization bought its own plant building in Passaic, and felt that, at last, there was enough elbow room for many years to come. However, with the advent of the war and its tremendous electronic implications, the Du Mont organization soon had to build a second and larger building alongside, followed by the purchase of various other buildings until the organization of over a thousand employees is now housed in a dozen or more buildings in Passaic and nearby Clifton.

Originally specializing in cathode-ray tubes, the Du Mont organization soon found it expedient to develop and produce associated equipment as well. Today there are many models of Du Mont oscillographs, or instruments which, using a cathode-ray tube as the indicator, translate electrical values into glowing graphs on a screen. Oscillographs are used for no end of purposes such as analyzing sounds and tones, studying vibration, checking batches of explosives, analyzing radio and electrical circuits, and so on, almost ad infinitum.

Thus the cathode-ray tube, which had been a laboratory curiosity, was commercialized and made commonplace, and the foundation laid for practical television.

First in Commercial Television Receivers
With the tube and instrument business well in hand, Allen B. Du Mont now had time to return to his original love — television. In the late 'thirties he made a trip abroad in order to study British, French and German television progress at first hand. It was a profitable trip; he came back with an excellent summary of European television experience over a dozen years or more. It was in 1938 that the Du Mont organization began producing commercial-

ized television receivers. When scheduled telecasting was inaugurated with the advent of the New York World's Fair in 1939, Du Mont televisions were the only ones generally available and immediately went into action, mainly in public places such as clubs, hotels, taverns and theater lobbies.

Not content with just the reception of television programs put on by others, the Du Mont organization began working on television transmitting equipment. Experimental transmitters were installed at Passaic, and later in the present quarters of Station WABD. Improved synchronizing means were developed and demonstrated, arousing widespread interest.

The Television Kindergarten

Originally intended for an engineering study of telecasting at first hand, operating on an experimental license basis as W2XWV, the Du Mont Station has served as a veritable kindergarten for writers, producers and performers, and more recently for advertising men as well. Also, it has provided boot training for engineers, cameramen, control room operators, transmitter attendants and other technicians who will be operating the television stations of the future.

Engineers have gained invaluable practical experience in the operation of television equipment, much of which is reflected in the present designs of Du Mont cameras, control equipment and transmitters which will be built and ready for the post-war era.

Much has been learned regarding telecast technique. Writers have been invited to study programming at first hand, and many have taken advantage of this "ground floor" opportunity. Producers have become acquainted with the possibilities as well as limitations of television presentation, much of their experience coming out of this trial-and-error method of learning. More recently the advertising angle has been studied, with advertising men and advertisers trying out this idea and that, over the air, in developing a successful sponsorship technique which, of course, will provide the dollars-and-cents basis for commercial television.

A Molehill Out of a Mountain

Station W2XWV started from very humble beginnings, at the very time when television was loudly proclaimed as a gigantic undertaking. It was generally held, several years ago, that television was to be the battle of the Goliaths, with not even standing room for any spunky Davids. Du Mont thought otherwise. Harking back to the early history of radio broadcasting, and having come a long way himself from his basement laboratory to a sizable business, Du Mont decided that a modest start could and should be made in television, rather than waiting for the Goliaths to set the stage in their own sweet time and taste. "Molehills out of mountains" became the slogan of the Du Mont television activities.

Never was more activity crammed

into such tight quarters as that seen on the 42nd floor of the narrow tower at 515 Madison. Until the opening of the studio, theater and offices on the spacious second floor, the top floor had to house the reception room, dressing room, transmitter, control room, and projection room, office and laboratory, PLUS the studio. The actual working space in the studio did not exceed 600 square feet. Yet undaunted by such space as well as equipment limitations, the Du Mont boys carried on month after month, producing an outstanding variety of live-talent features supplemented by films. Other telecasters, spurred on by such an example, resumed their telecasting efforts, war or no war.

Indeed, out of this pint-sized studio have come some outstanding television programs. For instance, last Christmas W2XWV produced Dickens'



"Interesting People" brought Jessica Dragonette to television for Ben Pulitzer Creations.

"Christmas Carol," with startling scenery, lighting effects and camera angles.

A New Studio for Still Greater Things

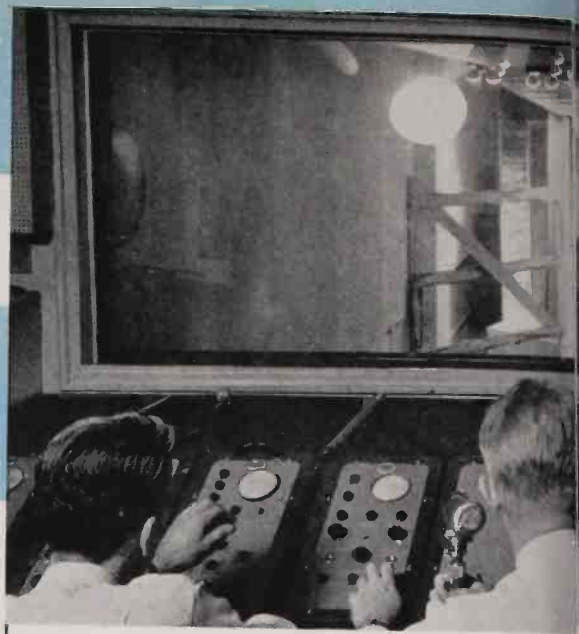
Recently, the Du Mont station obtained its commercial license and became WABD, committed to a minimum number of hours of scheduled telecasting each week. It had already been operating enough hours, anyway. Putting on its long pants, figuratively speaking, WABD simply continues its rapid evolution towards actual commercialization, as it inaugurates its new studio, control room and dressing rooms, together with an attractive theater where telecasts are projected on a large screen for comfortable viewing and reviewing.

The new studio has many advantages over the previous one, in addition to its greater working area. For one thing, there are blowers and ducts providing plenty of fresh air for the comfort of performers and studio staff, in contrast to working under the hot lights, without fresh air, in the previous studio. Again, there is more illumination, so that cameras can be operated with lense diaphragms cut down, thereby providing a greater depth of focus for the telecast images. The control room is up a few steps from the studio floor, providing through its large glass window a real view of what is going on. Control facilities are very much refined.

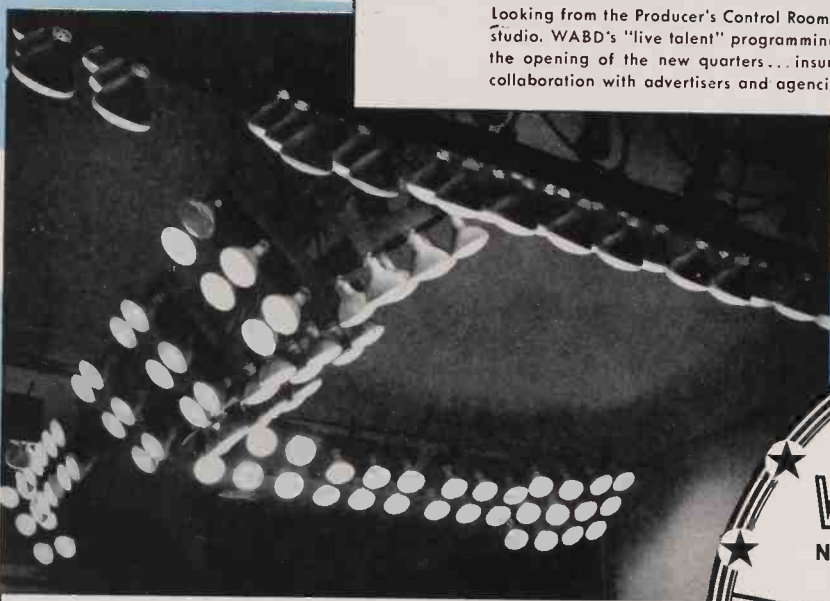
Many Great Names...

of radio, stage, screen, sports and politics have appeared as guests in our small 42nd floor studio. Here are a few from this honor roll:

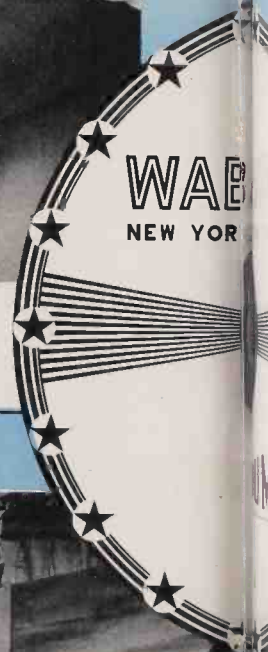
- DOUG ALLEN
- PAULINE ALPERT
- JIM AMECHE
- ANNABELLA
- DON BAKER
- JAN BART
- MADY CHRISTIANS
- MARJORIE CLARKE
- BOB CONSIDINE
- NORD CORNELL
- LILLY DACHE
- DONNA DAY
- MAN MOUNTAIN DEAN
- MARTHA DEANE
- ROGER DE KOVEN
- ANNE DELAFIELD
- JACK DEMPSEY
- ARMAND DENNIS
- CAROL DEXTER
- PETER DONALD
- MORTON DOWNEY
- JESSICA DRAGONETTE
- ED and PEGEEN FITZGERALD
- FRANKIE FROEBA
- MARIA GAMBARELLI
- CAPT DON GENTILE
- GINGER & LANNY
- GOLDEN GATE QUARTET
- GUNDER HAAG
- CONNIE HAINES
- DICK HAYMES
- ROBERTA HOLLYWOOD
- BURTON HOLMES
- HONEY AND THE BEES
- FATHER HUBBARD
- WARREN HULL
- & PARKS JOHNSON
- MAXINE KEITH
- CHARLIE & NICK KENNY
- GUY KIBBEE
- JOHN REED KING
- PAULA LAWRENCE
- CANADA LEE
- JERRY LESTER
- STAN LOMAX
- VINCENT LOPEZ
- CLAIRE LUCE
- MARGO
- ROUBEN MAMOULIAN
- CARL & RUTH MUELLER
- THE NORTON SISTERS
- FRANK PARKER
- RUSSELL PATTERSON
- JACK PEARL
- GERHARD PECHNER
- JANE PICKENS
- GEORGE PUTNAM
- DON RANDOLPH
- PHIL REGAN
- BENNY RUBIN
- ROBERT ST. JOHN
- VERA SARNOFF
- AL SCHAT
- RAYMOND SCOTT
- KAROLE SINGER
- SONNY SKYLAR
- DR. SIGMUND SPAETH
- SAM TAUB
- TOMMY TAYLOR
- UNCLE DON
- DANTON WALKER
- MICKEY WALKER
- FRED WARING
- JERRY WAYNE
- JOSH WHITE
- HARRY WILLS
- JANE WITHERS
- JAMES R. YOUNG
- YVETTE



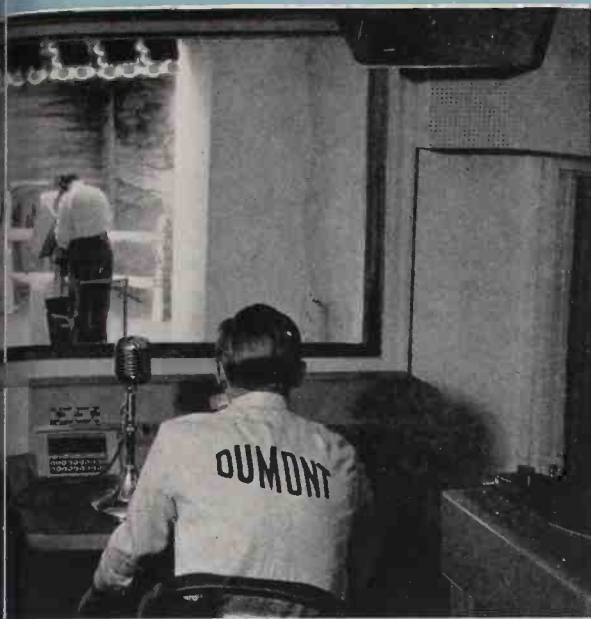
Looking from the Producer's Control Room at a rehearsal in the studio. WABD's "live talent" programming facilities are the opening of the new quarters... insuring a larger collaboration with advertisers and agencies in the department.



The new studio boasts an exceptionally compact and flexible lighting system designed by DuMont technicians for studios of average size. Incandescent lamps in 1800-watt clusters are mounted on universal joints so they may be swiveled quickly and easily into position.



"Designs for Tomorrow" presented by Designer Robert Scull in one of 13 shows sponsored by Durez Plastics & Chemicals, Inc... produced by Irwin Shane, Television Workshop.



ell techniques. With studios on both the 2nd and 42nd
 ABD becomes the first television station to inaugurate
 audio telecasting — quick switching from one studio show
 without film fill-ins.



pern in-
 uMont



Samuel H. Cuff, director of WABD and formerly a well-known radio
 news commentator, keeps in practice on a Lever Brothers' telecast.
 Incidentally, the soundproofing installation behind Mr. Cuff embodies
 the most advanced findings of noted audio engineers.

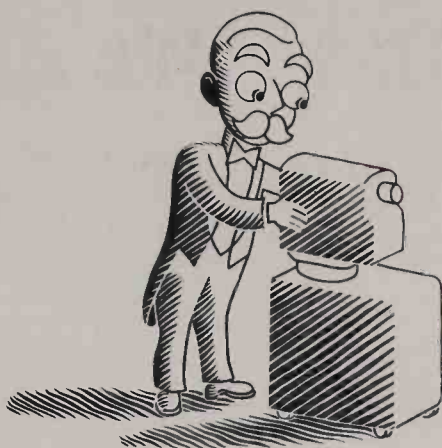


A scene from a two-hour musical, "The Television Follies of 1944," recently sponsored
 by Park & Tilford over WABD... produced by Ray Nelson, Charles M. Storm Co., Inc.

Leading Advertisers...

...and their agencies are
 exploring Television's mass
 sales potential through ex-
 perimental commercial pro-
 grams. Products and services
 pictured over Television
 Station WABD include:

- ADAM HATS
- AIR O-MAGIC SHOES
- ALDENS CHICAGO
MAIL ORDER CO.
- ALKA SELTZER
- BEN PULITZER CREATIONS
- BOOTS AIRCRAFT NUT
- CANADA DRY SPUR
- CASUAL CLOTHES
- CHESTERFIELD CIGARETTES
- CLICK MAGAZINE
- HARRY CONOVER MODELS
- COTY
- MME. LILLY DACHE
- CHARLES DANA GOWNS
- DOBBS HATS
- ALFRED DUNHILL
OF LONDON
- DUREZ PLASTICS
- DUZ
- ESTHER DOROTHY FURS
- EVERFAST FABRICS
- I. J. FOX FURS
- FOX BROWNIE SUITS
- JOHN FREDERICS HATS
- GOTHAM GOLD STRIPE
HOSIERY
- GEORG JENSEN INC.
- HARPER'S BAZAAR
- HARVEY'S SHERRY
- KIRKMAN SOAP FLAKES
- KNOX HATS
- LANZ FIFTH AVE.
- LIFEBUOY SOAP
- MADemoisELLE
- SOCONY VACUUM'S MOBILOil
- NATIONAL PEANUT COUNCIL
- NO MEND HOSIERY
- OFFICIAL DETECTIVE
MAGAZINE
- ONE-A-DAY VITAMINS
- PARK & TILFORD
- "POST-TEN CEREALS"
- PRESS-ON MENDING TAPE
- PROCTOR ELECTRIC
- RADELLE LINGERIE
- REAL STORY MAGAZINE
- RINSO
- RIVAL DOG FOOD
- RKO RADIO PICTURES, INC.
- HELENA RUBINSTEIN, INC.
- SAKS FIFTH AVE.
- LEVER BROS. SPRY
- "STAR DUST" LINGERIE
- TINTEX
- THE SPOOL COTTON CO
- WINTHROP SHOES



Esquire

presents

*TELEVISIONS' FIRST FULL-LENGTH
MUSICAL COMEDY*

*Written and produced
expressly for television*

"The Boys from Boise"

An original two-hour production

featuring

*AN OUTSTANDING CAST OF ARTISTS
AND CONOVER COVER GIRL CHORUS*



*SPONSORED BY ESQUIRE AS A MEANS OF
FURTHERING PROGRESS IN TELEVISION*

September 28, at 8 P. M.

Station WABD, Channel 4, New York

MULTIPLE STUDIOS — WABD INNOVATION

Audio Facilities Greatly Improved By Du Mont

History officially noted the opening of station WABD's new telecasting studio for the reason that it marks a definite advance in programming facilities in this new industry. Since the opening of station WABD in 1940, telecasting activities have been conducted in the "live talent" and studio located on the 42nd floor of 515 Madison Avenue. This pioneer studio continues in use and together with the new, larger and more completely-equipped studio on the 43rd floor of the same building, makes it possible for WABD to produce "live talent" shows consecutively and also to stage much larger productions, without resorting to film replays or fill-ins while scenery is changed and new sets prepared.

Treble Facilities
The new studio virtually trebles WABD facilities for collaboration with advertisers and agencies in developing commercial techniques. It has its own cameras and control room, together with such auxiliary accommodations as large audience viewing galleries, ample dressing rooms, and conference rooms.

The design of the new studio emphasizes many conveniences and innovations born of four years of telecasting experience. The sound-proofing differs from that normally employed in radio studios in many ways and represents the most advanced practice of leading acoustical engineers.

Between the studio proper and other rooms is a vestibule or sound lock. The doors are double-gasketed around all edges and are fitted with special hardware to force the door tight up against the gaskets when it is closed. This arrangement insures against the leakage of sound from the control room and it also effectually excludes extraneous sounds from outside the studio.

Special Lighting
While the lighting system was specifically designed for the new studio, the Du Mont technicians who developed it believe they have built a compact and exceptionally flexible system that can easily be adapted to needs generally of studio of average size, particularly those located in office buildings. Incandescent lamps of 800-watt clusters are mounted on universal joints in such a way that they may be swiveled quickly and easily into position for the lighting of four separate stages, or for focus on collectively on one large stage. Usually flexible and fast control is provided through silent wall switches.

The producer's control room overlooking the new studio, the monitors—or viewing screens which picture the scenes before individual cameras—have been taken from the control desk and mounted overhead.

Many DuMont Pioneers Active In The Development Of Video

The WABD staff is headed by a small group of television pioneers gathered together mainly through their enthusiasm for this new art. The spirit of this group typifies the spirit of the whole organization in its rabid enthusiasm for the advancement of commercial techniques. Since the Du Mont station was founded as an experimental station it was decided at an early date to staff it with persons who not only had the television wherewithal knowledge but those who would be most eager to advance telecasting and programming techniques. With this point in mind the directors of the Du Mont Company have hand picked



ROBERT F. JAMIESON

a small but select group to man station WABD.

Due to the press of wartime production schedules the Du Mont engineering staff at Passaic could be pressed into service only in their leisure hours, and yet working under these adverse circumstances the station has maintained and continues to maintain an enviable record of progress in all phases of telecasting.

The background and work of this station's staff is profoundly interesting and clarifies to a great extent their continued success.

Cuff Heads List

Samuel H. Cuff, general manager of WABD, holds the unique honor of being television's first news commentator. He began on station W2XBS, New York, in 1939. His program was billed as the "Face of the War," a title he still uses in his regular weekly telecasts over station WABD. These weekly reports are a feature of the Lever Bros. Tuesday evening shows. Incidentally, "Face of the War" consistently tops all other Du Mont programs in fan mail pulling power.

Mr. Cuff was brought into the Du Mont organization early in 1943 when it was decided to devote the station's facilities to collaboration with advertisers and agencies for the development of sound mass-sale techniques.

Robert F. Jamieson, Assistant General Manager of WABD, has grown up with television. His experience in this field covers not only station operation but telecasting equipment design and receiver set sales. Mr. Jamieson, while working in the Passaic plant designing telecasting equipment, became greatly interested in the activities of the New York station, then W2XWV, and proceeded to become an integral part of this organization at night while still maintaining his daytime activities at the plant. It was while in this phase of his work that he assisted in the design of much of the present equipment at station WABD. Mr. Jamieson was studio manager for some time previous to his appointment as assistant to Mr. Cuff.

WABD was designed and built from scratch by the engineering staff of Allen B. Du Mont Laboratories, Inc. These men wanted to prove that a million dollars were not required for a telecasting set-up. They were also determined to design equipment of low cost operation, to place television on a basis that would make economic sense. In these goals they have been singularly successful.

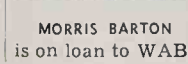
Sal Petremio, chief engineer of WABD, is one of the Du Mont engineers who have given long hours for several years to the building, redesigning and rebuilding of the telecasting equipment at WABD.



SAL PETREMIO

He served for four years in Du Mont's noted research group at Passaic, N. J., before taking on the duties of assistant transmitter engineer at WABD, and subsequently, of chief engineer.

Morris Barton, operating engineer of WABD, served a long radio apprenticeship. He installed many radio stations throughout the southern states and served for some time as chief engineer of radio station WIS, Columbia, S. C. He is on loan to WABD from the research



MORRIS BARTON

staff of Allen B. Du Mont Laboratories, Inc.

Members of the technical crews at WABD are drawn from the three Du Mont plants in Passaic, N. J. At present, WABD has four fully-trained studio crews. A crew consists of nine men: a technical director, stage manager, two camera men, two light men,



ELINOR BALZ



MRS. KENNEDY

one microphone boom operator, and two stage assistants. In addition, of course, other technical men are required or the engineering staff for the audio controls, master control board and transmitter.

The smooth running efficiency of the station organization is maintained by its general office force under the capable direction of Mrs. J. Kennedy, who supervises all the growing personnel and paper work of station WABD.

Another efficient and charming member of the Du Mont staff who is in charge of assisting the advertisers and their agencies to work out their production problems, in the capacity of Production Supervisor, is Miss Elinor Balz. Miss Balz came to Du Mont from station WRGB where she served as a producer director.

Low Cost Operation Is Goal Of Station

"Station WABD provides a working model—a representative pattern—for prospective owners of average-size television stations," declared Leonard F. Cramer, vice-president of Allen B. Du Mont Laboratories, Inc., at a luncheon recently at the Park Lane, attended by a Midwest business group.

"We have learned that you can't jump into television on a shoestring," he continued. "Also that you don't need a million dollars. During the four-year operation of WABD, one objective has dominated our thinking—to demonstrate conclusively that a telecasting station can be operated as a commercially practical venture. Our 42nd floor studio at 515 Madison Avenue was laid out with an eye to every possible economy in space and overhead charges. While our new second floor studio is much larger and much more completely equipped, our original objective was not lost sight of for one moment. We have taken advantage of our four years of experimental operation."

DUMONT STATION WABD

WABD PRODUCTION HIGHLIGHTS

Advertisers and advertising agencies have been learning the ropes of commercial television at Du Mont's WABD, New York, since early in 1943. Facilities of the station and trained technical crews have been turned over gratis to experiment-minded producers. The results have demonstrated the magnificent potentialities of the new medium and have piled up a splendid backlog of sight-and-sound production "know how." One point has been settled definitely: Radio commercials cannot be used successfully "as is." Television caters primarily to the eye. Video material, therefore, has to be prepared by writers with "picture sense."

Cereal Show First

The first commercial put on at WABD made a test of this moot point. It was produced by Ed Reilly, of Benton & Bowles, early in 1943 for Post-Ten Cereals. Following a dramatic playlet, a regular-type radio commercial was read while the camera focused on the product floating in air, suspended by a wire. The test proved that merely showing the product was not enough; it had to be dramatized to capture genuine interest.

A few producers have already carved enviable niches for them-

selves in the new field, notably Tom Hutchinson, Tom Vitor and Lee Cooley with their Lever Bros. shows for Ruthrauff & Ryan, every Wednesday for the past year. These shows have featured, in rotation, Lifebuoy Soap, Spry and Rinso, and occasionally, Lifebuoy Shaving Cream. Simple, direct and effective approaches have been used: cake-making demonstrations for Spry; a lovely model in a bathtub or peeping out of a shower for Lifebuoy. The tub was a prop with no bottom. The model leaned back; the camera caught only enough to stimulate the imagination. Motion picture tricks are useful and humorous. To provide generous suds for a little girl washing her dolly's dishes, warm beer gave a marvelous performance.

A special adaptation of the Dickens' classic, "A Christmas Carol" put on at WABD last December, is generally rated the finest dramatic show produced for television in this country. The script was prepared by William Podmore who played Scrooge. Direction was handled by George Lowther. The entire story was handled in six sets placed in a semi-circle about the cameras.

The education angle has been tackled by a number of producers. An expert for Ben Rus Watches ex-



Fred Waring television testing his Chesterfield show over Du Mont's WABD.

plained the proper care of a good watch. A Dunhill representative talked on the care of a pipe, correct bowl packing, correct lighting of cigars and cigarettes for smoking pleasure. At Ray Nelson's "Television University," a lecturer on natural history, for example, discussed a dozen interesting specimens of sea life. On Irwin Shane's "Hobby Hall of Fame," viewers virtually were tutored by specialists. One show presented exact scale models of the U. S. fleet and discussed each type of ship. A task force was deployed so realistically on the studio floor, that with recorded sound effect, the illusion of riding in

a plane far above them was created.

Film in First Test

Television was tested for the first time in promoting a motion picture—the RKO film, "Behind the Rising Sun." Fifteen minutes of highlights from the film were presented. The star, Margo, and author, James Young, appeared in person. George Putnam reviewed South Pacific news, the scene of the story. R. G. Rigrod handled the production.

Radio station WOR has borrowed the WABD studio every Tuesday evening for many months to try many types of entertainment. Shows have been produced by Ray Nelson, Roger Bower, Tiny Ruffner, Keith Thompson and Bob Emery. Under Emery, the show has been titled "Video Varieties," a format which includes interviews with personal amateur talent and surprises.

Jane Withers, Guy Kibbee, Regan, Jessica Dragonette, and a parade of noted industrial designers were brought to the video waves in such serialized shows as "Interested People" and "Designs for Tomorrow," which were produced by Irwin Shapiro Television Workshop, Inc.

Chesterfield's "Pleasure Time" con-

The postwar period will find DuMont in a position to provide the most advanced and most efficient telecasting equipment, possessing unprecedented quality and flexibility; unmatched for sharp clarity of image transmission and low-cost operation.



Precision Electronics and Television

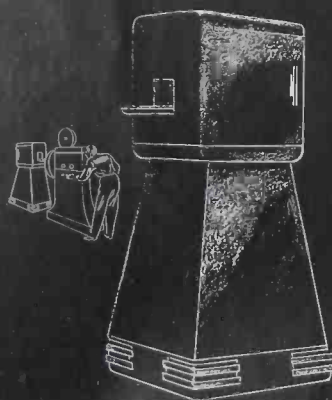


Figure 6. Film Pickup Cameras — for both 16 mm. and 35 mm. film — will play an important role in the television set-up. Most dramas and commercial programs will be made available on videofilm.

Cameramen will find the postwar DuMont Television Camera very light, silent and highly maneuverable; capable of being raised or lowered, moved forward, back or sidewise by foot operation.

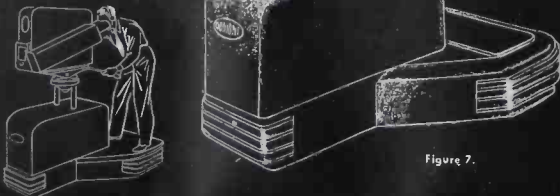


Figure 7.

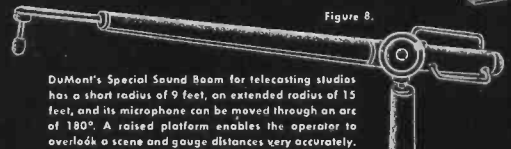


Figure 8. DuMont's Special Sound Boom for telecasting studios has a short radius of 9 feet, an extended radius of 15 feet, and its microphone can be moved through an arc of 180°. A raised platform enables the operator to overlook a scene and gauge distances very accurately.

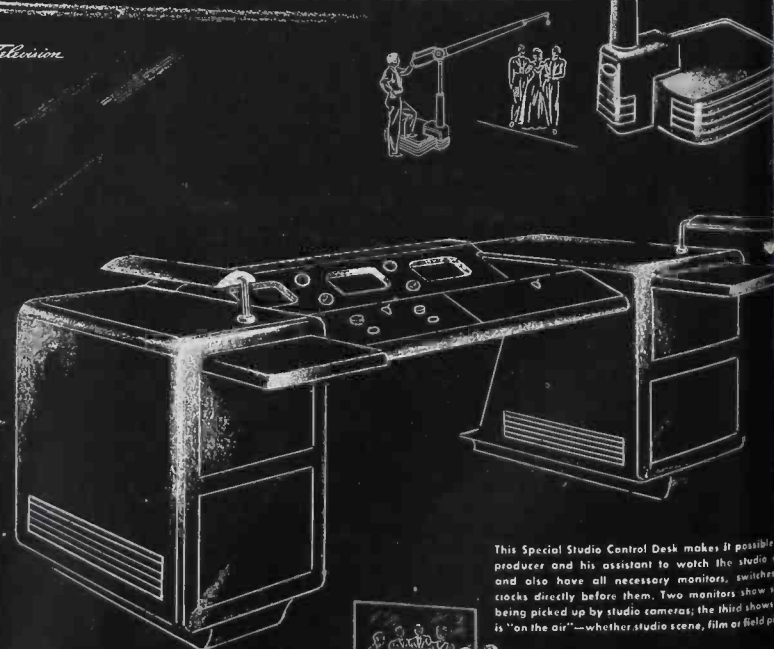


Figure 9.

This Special Studio Control Desk makes it possible producer and his assistant to watch the studio and also have all necessary monitors, switches and clocks directly before them. Two monitors show what is being picked up by studio cameras; the third shows what is "on the air"—whether studio scene, film or field picture.

STORY OF PROGRAMMING TOLD

WABD in a very successful video production produced by Larry Bruff for Well-Emmett. A 45-minute show lasted 17 minutes to a film called "Tobacco Land" and 28 minutes of "talent" featuring Fred Waring, "Bees," Donna Day and "Honey and Bees," and the horseplay routines of Waring's musicians usually seen by radio and stage audiences. A commercial pictured a sailor at a transport rail offering a Chesapeake from a freshly opened pack of lonely GI. On another occasion, the scene cut quickly from Waring's customer in a tobacco shop. Waring spoke the first half of a line: "When you walk into a cigar store, they say . . ." and the customer replied by saying: "A pack of Chesapeake's, please."

When Ransom Dunnell of Newell-Emmett staged "If Men Played Cards Women Do"—a one-acter in one or four males, he added a kitchen scene with a mother and daughter to incorporate a plug for Proctor Electric irons.

Walter Thompson's video maiden voyage took the form of a cleverly staged show for the National Peanut Council. Mr. Peanut in the form of a marionette acted as the narrator and held forth in both the entertain-



A Rinso commercial from one of the regular Wednesday night Lever Bros.' shows.

ment and commercial portions of the show. This brought to the tele-audience Maria Gambarelli for the first time. Bud Gamble has done more to develop video effects, than any producer in the business. The imagination and originality shown in his "Sketch Book" and other shows have drawn considerable fan mail.

Spots Popular

Spot announcements for Canada Dry Spur and other products have usually taken the form of animated film cartoons. Another type of spot plug has been tied to the station test pattern which precedes regular eve-

ning operation. As the music provided for this period is concluded, an announcement is made that "the music played on this test pattern period is supplied by Liberty Music Shops," etc.

Anticipating the postwar style of news dissemination by television, Riley Jackson of the Wade Advertising Agency, Chicago, produced a news telecast for Alka Seltzer and One-a-Day Vitamins featuring Robert St. John. Film shots were used of places, persons and events mentioned. An Alka-Seltzer commercial pictured a copy girl mixing the product for a harassed city editor. A second commercial for One-a-Day Vitamins pictured a druggist in a sales talk scene with a customer.

A *Click Magazine* telecast brought enough celebrities to WABD to popularize a night club. Danton Walker, columnist, m.c.'d the show, backed by a giant blow-up of a *Click* cover. Annabella, Raymond Scott, Jack Dempsey, Mickey Walker, Gerhard Pechner, and others, stepped out of the magazine's pages as they were introduced.

Marionettes have won high audience approval in a number of shows. One of the most successful featured the Remo Buffano Puppets for Proc-

ter & Gamble's Duz. Product and entertainment were cleverly fused in a story about a town that was washed clean and shiny when it rained Duz. James Manilla, of Compton Advertising, Inc., produced the show.

In the field of women's fashions, Glorianne Lehr has blazed a trail for the presentation of millinery, jewelry, gowns, furs, beauty shops and charm schools. Cecil Hackett, of Abbott & Kimball, has developed a formula for *Harper's Bazaar* fashion shows that displays women's wear for noted guests such as Jane Pickens, Jack Pearl and Morton Downey.

Thomas G. Sabin, of Cecil & Presbrey, produced a dozen shows for Boots Aircraft Nut Corp. with commercials confined to an opening and closing title card giving the sponsor's name and a picture of the product—an all-metal self-locking nut.

Other producers whose activities at WABD rate an honorable mention include Tom Fizdale, Richard Hubbell, Francis Hughes, Natalie Knapp, Gene Kuhne, Eleanor Lambert, Rohama Lee, Carl Mark, Harvey Marlow, Bill McGrath, Tom Riley, Nat Rudick, Helen Smith, Bob Stevens, Jay Strong, Tom Vitor, Tom Weatherly and Norman Waters.

DuMont's advanced design for its Master Control Board incorporates conveniences and refinements resulting from more than 3 years' continuous telecasting experience. Shading controls are included, experience having shown that a technician can concentrate best on "picture" shading when freed of studio distractions.

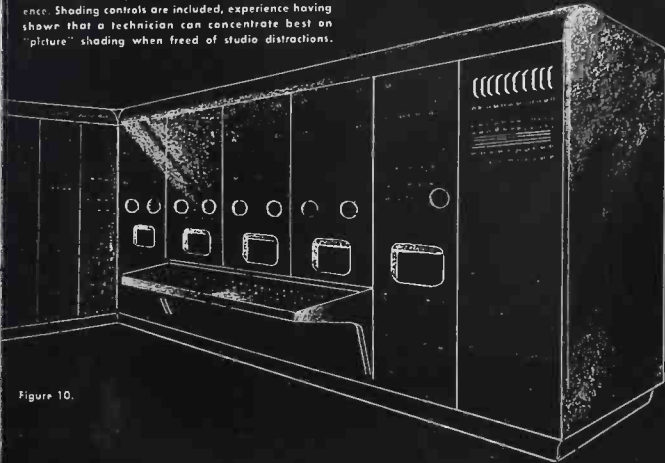


Figure 10.



Figure 11.

A new "high" in easy, safe, high-quality operation is assured by DuMont's postwar Video-Audio Transmitter. All meters and controls are mounted on a Transmitter Control Console (see Figure 13).

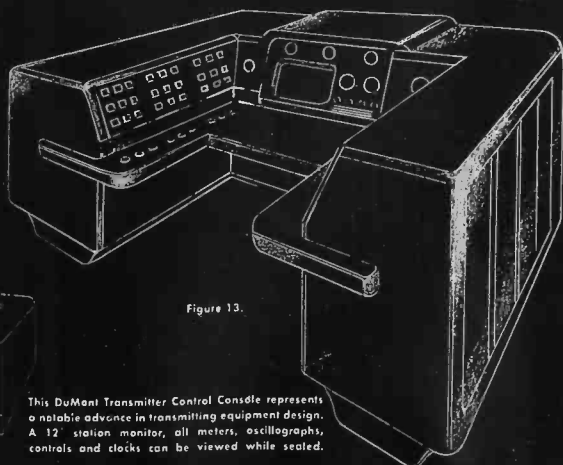
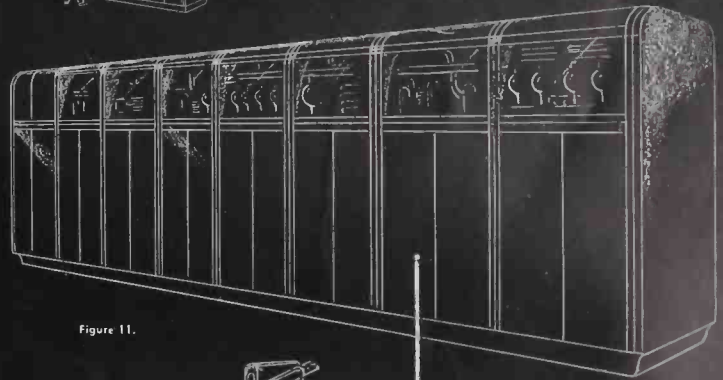


Figure 13.

This DuMont Transmitter Control Console represents a notable advance in transmitting equipment design. A 12 station monitor, all meters, oscillographs, controls and clocks can be viewed while seated.

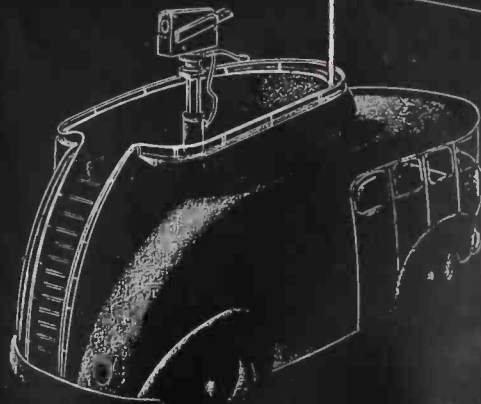


Figure 12.

Coverage of local events calls for fast, mobile units. A DuMont-equipped Television Truck is a small station in itself, consisting of two cameras, camera control equipment, a generator, relay transmitter and transmitting antenna.

DUMONT LEADERSHIP IN TELEVISION

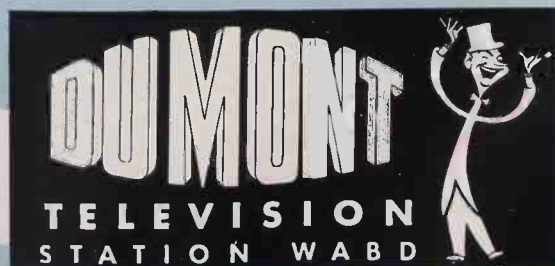
DuMont pioneering in every phase of television has hastened nationwide enjoyment of this great new art by many years.

DuMont's development of the DuMont Cathode-ray Tube (actually the heart of a television receiving set) gave television its first really *clear* "pictures" ...made this great new medium commercially practical.

DuMont was the first to place Television-Radio Receivers on the market... ran the first ad offering them for sale—a page in the *New York Times* on April 30, 1939, the day of the opening of the New York World's Fair.

DuMont designed and constructed 3 of the 9 television stations in service in the United States today...has operated Television Station WABD (formerly W2XWV), New York, for more than 3 years to evolve improved telecasting equipment, test theories of station design and management, acquire data on station maintenance, and explore the extraordinary programming possibilities of sight-wedded-to-sound broadcasting. During this period, DuMont directors have originated many amazing developments in video technique... have been on the air with "live talent" studio productions since 1940.

DuMont is doing everything possible within wartime restrictions to make certain that postwar television—from studio cameras to home receivers—is launched with every technical and artistic advantage. To that end, DuMont collaboration is available in all *your* television planning.



AS Announces Plans For 1944-45 Season

all and winter program schedule of the American Television Society, was announced last week. The schedule is as follows:

- Oct. 12—Television And Government.
 - Nov. 10—30,000,000 Television Sets—When and Where.
 - Dec. 14—Television and Sports.
 - Jan. 11—Seeing Is Believing—Television in Advertising.
 - Feb. 15—Scenic Design—Stage, Screen, Television.
 - Mar. 15—Television At Home or In Theater.
 - Apr. 12—Camera Technique—Screen and Television.
 - May 12—Television And The Visual Arts—Annual Membership Meeting.
- General meetings for members and guests are held at the auditorium of the Museum of Modern Art, 11 West 53rd Street, promptly at 7:30 p.m.

Movie Starlet Reviews Work In West Coast Tele

Liana Lynn, young Paramount film starlet, told members and guests at the American Television Society's fall meeting recently about her experiences while participating in television shows on the West Coast for Television Productions Inc. When she appeared for the first time at the age of 11, the blond starlet said the lights were very hard on her and everything seemed very complicated. She said that time, she has become accustomed to the lights and has found that they don't interfere with her acting. Also, the routine that she goes through appears simpler.

WABD Blazes Com. Trail In Television Field

(Continued from Page 3)
 Station WABD, Mr. Halpin, stated that the American Television Society had taken note of the following factors:

- Quality and number of commercial telecasts.
- Number of agencies using WABD's facilities.
- Variety of commercial program techniques.
- Adeptness of studio engineers, and other personnel, in handling programs.
- Reception of telecasts by press and public.
- Among the many special mentions made by the American Television Society was the outstanding success attained by Thomas H. Hutchinson in producing of the Lever Brothers shows for Ruthrauff & Ryan every Wednesday evening for the past year. Mr. Hutchinson has had especially fine audience reaction from the commercial techniques employed for Lifebuoy Soap, also, Spry and Lifebuoy Shaving Cream.

Reviews Tele Seminar Results

By MURRAY B. GRABHORN

Chairman, Television Seminar, Radio Executives Club of New York

Back in the early months of this year a controversy among certain television broadcasters became so audible as to be heard by the members of the Radio Executives Club of New York. Some said we should go ahead and develop it and make it commercial right away. Other voices, equally strong, contended that it should not be permitted to be standardized at present levels—that color would be a strong factor. The whole picture was very confusing so we decided we'd try and find out about it.

We realized at the outset that no one man could give us the complete story of television. The scientist could give us his viewpoint, the broadcaster his, and the advertiser his. We came to the conclusion that the best way to get all the facts was to evolve a list of pertinent questions and make those questions the topic subjects to be developed by experts and scientists on each individual topic. Inasmuch as all of us are in the advertising business the principal question we wanted answered was "What will be the effect of television on advertising?" We realized, however, that to get the answer to this we had to learn some of the basic fundamentals of the problems which confront the television industry. That was our approach.

The interest in the project was astounding. All through the hot summer months the attendance never fell below 150 and at times went to 400. The reaction was generally favorable. In my opinion one of the most complimentary was the expressed realization that the seminar was not a series of lectures to sell anybody on television, but rather an honest effort to explore its problems and its possibilities. Naturally we talked to all of our speakers regarding the subjects before they came to the platform and told them we wanted the facts as they individually saw them. I would say that the net of what we learned could be summed up as follows.

1. Electronic improvements now in

the laboratory will make the present day television picture so much better when production of these improvements is possible that it will be wholly practical from a commercial and entertainment standpoint, both as to picture size and quality.

2. That some of the things we had dreamed of such as electronic color and third dimension still await the discovery by scientists and inventors before practicability is achieved, and that these dreams, according to present knowledge, present problems which science and invention have not yet solved.

3. That the motion picture industry has a profound confidence in the future of television and is today taking active steps to keep abreast of all the developments in the situation.

4. That architects and designers of television studios are today thinking of new blueprints that will make possible a much better type of production.

5. That television production is going to call for a different technique than hitherto imagined, a sort of combination producer who will employ the best techniques of motion pictures, the theater, and radio.

6. That there will be little difficulty in training engineers who have graduated from the Army with its new intricate electronic equipment to supply the technical personnel demands of a fast growing television industry.

7. And, finally, that advertisers will be willing to experiment with their money to help develop it as a commercial medium.

Those who attended the seminar have come away, I believe, with the realization that there is a pot of gold at the end of the rainbow but that a wave of a magic wand will not bring them to it nor it to them. It will be hard work, trial and error, and like every other advertising and entertainment medium will have to pay its own way as it goes along.

German Tele Patent Available For Amer. Use

(Continued from Page 3)
 upon payment of a small license fee.

Heart of any electronic apparatus that converts electro-magnetic waves into visible light images is a large vacuum tube called a cathode-ray tube. In its conventional form, it is shaped more or less like a trumpet, except that the mouth is closed over.

The German inventor's improvement on this pattern is simple, but important. Instead of using a straight tube, he bends it at right angles, with the target at the bend, set at a 45 degree angle so that it sends the deflated electron stream down to the screen at the wide end. This improvement saves spaces, and permits better construction of device in which the tube is used.

Light Opera Co.

Schenectady—Members of WRGB's Light Opera Company presented excerpts from "Chanticleer Hall," over WRGB, Believed the only one of its kind, the WGRB Light Opera Company was organized by Schenectady amateur musicians to supply the station with unusual musical programs all rehearsed and ready for telecasting.

Complete Tele Shorts

Los Angeles—Television Motion Pictures Co., an affiliate of Hollywood Pictures Corp. announce the completion of 20 shorts made for television broadcast in three-minute lengths. The shorts feature Lena Horne, Ammons and Johnson, Ted Williams and his Cafe Society Orchestra, Leo Reisman and his Waldorf Orchestra and Del Casino, Latin singer.

Electronics Group Active On West Coast

Los Angeles—The West Coast Electronics Manufacturers' Assn., which staged the coast's first Electronics Industry Show in August at the Elks Temple, Los Angeles, is actively engaged in discussions and the furtherance of plans for present and post-war business.

The Los Angeles Council is actively engaged in advising the WPB Reconversion Board in Washington. Members of the San Francisco and Los Angeles Councils continue to exchange ideas and experiences. The chief reconversion effort at this time is to help establish a basic reconversion formula that may be helpful in determining the allocation of materials.

The Assn. has definitely gone on record as favoring the allotment of materials in proportion to all members, based on their production of a half year period preceding the return to civilian production.

WCEMA, organized a year ago and having 55 institutional members, believes that extra material allotments should be given the coast when goods for civilian markets are again manufactured. They believe that when peace comes there will necessarily follow a period of unemployment and many of the workers can be absorbed without loss of time if special treatment is given reconversion problems of the west. Present electronic manufacturers' facilities, it is thought, can initially sustain consumer requirements, providing these suggestions are carried out.

Chicago Mail House Plans Return to Tele

Winding up the final program in a series of three experimental telecasts, the Aldens Chicago Mail Order Company is planning an early return to merchandising via television. Decision came about following a series of discussions between the mail order house and its advertising agency, Buchanan & Co. Future plans call for using the midwest Balaban & Katz video outlet, W9XBK. Programs recently produced were under the guiding hand of Dick Hubbell, tele director for the agency, and were televised through the facilities of WABD, the Du Mont station. Executives of Aldens went on the record as saying, "the programs, while of an experimental nature were very much worthwhile, and opened up an avenue of future promotion with a tremendous outlook."

Cost of the programs produced were estimated as somewhere between \$5,000 and \$15,000 according to George Enzinger, vice-president of Buchanan & Co., and more elaborate restrictions allow the use of more productions may be expected when efficient equipment.

Directory of Advertising Agency Television Directors

AGENCY	TELEVISION DIRECTOR	AGENCY	TELEVISION DIRECTOR	AGENCY	TELEVISION DIRECTOR
Atherton & Currier 420 Lexington Ave. New York, N. Y. MOhawk 4-8795	Joseph Molnar	Critchfield & Co. 720 N. Michigan Ave. Chicago 11, Ill. Superior 3061	M. E. Blackburn	Ralph H. Jones Co. Carew Tower Cincinnati, Ohio Main 3351	C. M. Robertac
Aubrey, Moore & Wallace, Inc. 230 N. Michigan Ave. Chicago 1, Ill. Randolph 0830	J. H. North	D'Arcy Adv. Co. 515 Madison Ave. New York 17, N. Y. PLaza 8-2600	A. N. Steele	H. W. Kastor & Sons, Inc. 360 N. Michigan Ave. Chicago, Ill. Central 5331	Lee James
Ted Bates, Inc. 630 Fifth Ave. New York, N. Y. Circle 6-9700	Tom Revere	Donahue & Co 1270 Sixth Ave. New York 20, N. Y. COlumbus 5-4252	A. Carl Rigrod	The Joseph Katz Co. 444 Madison Ave. New York, N. Y. Wickersham 2-2740	Allen J. Cantro
B.B.D.O. 383 Madison Ave. New York 17, N. Y. ELdorado 5-5800	Ted Long	William Esty & Co. 100 E. 42nd St. New York 17, N. Y. CAledonia 5-1900	John Coark	Kelly, Zahrdt & Kelly, Inc. 745 Cotton Belt Bldg. St. Louis 1, Mo. Garfield 0777	Chas. F. Kelly,
Benton & Bowles, Inc. 444 Madison Ave. New York 22, N. Y. Wickersham 2-0400	Walter Craig	Foote, Cone & Belding 247 Park Ave. New York 17, N. Y. Wickersham 2-6600	Paul J. Rickenbacher	Kenyon & Eckhardt, Inc. 247 Park Ave. New York 17, N. Y. PLaza 3-0700	Robert Stevens
Birmingham, Castleman & Pierce, Paul Wing 136 East 38th St. New York 16, N. Y. LExington 2-7550		Albert Frank-Guenther Law 131 Ceder St. New York 6, N. Y. COrtlandt 7-5060	Russell Clevenger	Abbott Kimball Co., Inc. 250 Park Ave. New York 17, N. Y. PLaza 3-9600	Cecil H. Hackett
The Biow Co., Inc. 9 Rockefeller Plaza New York 20, N. Y. Circle 6-9300	Harry Spears	Harry M. Frost Co., Inc. 260 Tremont Ave. Boston, Mass. Liberty 0813	H. P. Newcomb	Arthur Kudner, Inc. 630 Park Ave. New York 20, N. Y. Circle 6-3200	Myron P. Kirk
Blaine-Thompson Co., Inc. 234 W. 44th St. New York 18, N. Y. BRyant 9-2480	Marlo Lewis	Fuller & Smith & Ross, Inc. 71 Vanderbilt Ave. New York 17, N. Y. MUrray Hill 6-5600	Lee Williams	Lake-Spiro-Shurman, Inc. 2800 Sterick Town Memphis 3, Tenn. Memphis 5-1571	C. R. Brown
J. Carson Brantley Post Bldg. Salisbury, N. C. Salisbury 900	J. Carson Brantley	Goodkind, Joice & Morgan 919 N. Michigan Ave. Chicago, Ill. Superior 6747	Harlow Roberts	Marschalk & Pratt 535 Fifth Ave. New York 17, N. Y. Vanderbilt 6-2022	John Allen
Buchanan & Co., Inc. 1501 Broadway New York 18, N. Y. MEDallion 3-3380	Jack Wyatt	Gotham Adv. Co. 2 West 46th St. New York 19, N. Y. LONgacre 5-2616	Arthur A. Kron	Maxon, Inc. 2761 E. Jefferson Ave. Detroit, Mich. FUzroy 5710	Preston H. Pump
Leo Burnett Co. 360 N. Michigan Ave. Chicago 1, Ill. Central 5959	Frank Ferrin	Grant Adv. Inc. 1313 Gulf States Bldg. Dallas, Texas Riverside 8121	Harry Holcombe	McCann-Erickson, Inc. 50 Rockefeller Plaza New York 20, N. Y. Circle 5-7000	Lloyd Coulter
Harold Cabot & Co. 24 Mill St. Boston 9, Mass. Hancock 7690	James L. O'Brien	Lawrence C. Gumbinner 9 E. 41st St. New York 17, N. Y. MUrray Hill 2-5680	Paul G. Gumbinner	McJunkin Adv. Co. 228 N. LaSalle St. Chicago, Ill. State 5060	Hal R. Makelin
Cecil & Presbrey 247 Park Ave. New York 17, N. Y. Wickersham 2-8200	Thomas G. Sabin	Henri, Hurst & McDonald, Inc. 520 Michigan Ave. Chicago, Ill. Superior 3000	W. S. Shartle	McKee & Albright, Inc. 1400 S. Penn. Sq. Phila., Pa. Locust 4737	J. A. McFadden
Compton Adv. 630 Fifth Ave. New York 11, N. Y. Circle 6-2800	James Manilla	H. B. Humphrey Co. 1235 Statler Bldg. Boston 16, Mass. Liberty 4714	Wm. H. Eynon	Mitchell-Faust Adv. Co 230 N. Michigan Ave. Chicago, Ill. State 6100	Hildred Sanders
				Morse International, Inc. 122 E. 42nd St. New York 17, N. Y. LExington 2-6727	Chester C. Slayba

TELEVISION SECTION

Scophony President Explains Co. Structure

The accomplishments that have earned SCA (Scophony Corporation America) its recognition are the invention of 'Supersonic' and "Skia-Television—the only alternate method to that known to have been developed by all other experimentalists." Arthur Levey, declared in a recent interview.

Established in London, England, in 1938, Scophony's scientists and engineers early discovered the important principle of "storage of light," present in both the "Supersonic" and "Skia" systems of television, and since have been engaged in a never-ending search to know more about this subject and to apply the knowledge towards constant improvement of Scophony television projectors in varying models suitable for the home, schools, and the motion picture theater.

According to Mr. Levey, founder and president of SCA, the motion picture exhibitor is most vulnerable in this ever-changing world that brings electrical contrivances and new things as television. "Exhibitors are obliged to wire their theaters that film took on a voice," says Mr. Levey, "and they would do well to recall that the London experiences of Scophony prove all boxoffice records can be topped by proper showmanship in the presentation of revised events shown at theaters."

"Live Action"-Preferred—

By PATRICK MICHAEL CUNNING

"Live action" is the answer to the television problems of the independent broadcasting station not only because it effectively serves every purpose but also because its production costs are one-twentieth of that of Telecine production.

The virtues of "live action," as compared with Telecine, are numerous. Nucleus of the setup is a tele-stock company or unit comprising of from five to 12 persons who are expert at working together with harmony and speed. Such an arrangement affords not only a flexibility of subjects but also provides productions at a minimum of costs and a maximum of quality. From the angle of costs, obviously "live action" productions eliminates camerawork, all film costs, and recording costs, laboratory overhead, prints and scoring, all of which, collectively, are likely to make television production just about prohibitive for the independent station.

It has been my experience that shows which run 44 minutes afford the most acceptable features. We have learned that in order to produce a production of this quality, we must use a minimum of 12 sets, including miniatures.

Musical subjects, we have learned, are most popular, as the tele-audience enjoys stories involving light action far from the grim realities of the present era. We have also discovered that close shots, permitting greater intimacy on the part of the audience, are far more effective than long shots.

After prolonged experimentation, we have perfected a technique for preserving continuity of scenes through the employment of miniature sets and the use of youngsters to replace the adult players who must change their costumes for the following full-stage sequence. These miniature sets approximate six feet by three feet and are three feet in height.

The technique goes like this. We must switch from a scene involving a boy in a hospital bed and a nurse beside him to an exterior sequence with the same boy wearing a heavy fur coat and smoking a pipe and the same girl wearing a fur coat and muffler. By cutting to a miniature set, with children doubling for our principals in what amounts to a long shot, we are able to effect a complete costume change and resume action with our stars in exactly 22 seconds.

Live action is a preview of television production of tomorrow. Unlike Telecine production, it is not a warmed-up potato. It brings to audiences a reality and freshness which cannot be supplied through shows previously recorded on Telecine.

Hold Coast Meetings On Television Plans

Los Angeles—Approximately 200 representatives of Southern California newspaper, broadcasting, theater and merchandising fields, gathered at the Ambassador Hotel to hear General Electric Company officials present current plans and probable post-war trends in straight sound as well as television broadcasting.

Television Predictions

During the meeting, J. D. McLean, salesmanager of General Electric's Television Broadcasting Equipment, Schenectady, pictured Television as having post-war possibilities equal to the tremendous publicity it has recently been receiving in the press. Mr. McLean stated that immediately after the war, Master Broadcasting Stations will be established in the larger population centers throughout the nation. Shortly thereafter, networks will be established to provide wide distribution of television programs. Operating from these networks will be many low-power, low-cost "satellite" television stations capable of providing television program service in the smaller population centers. McLean predicted that within five years after the war, at least 100 master television broadcasting stations would be in operation throughout the country and that western television networks would cover the Pacific Coast, using ultra-high-frequency relay stations about 30 miles apart.

Directory of Advertising Agency Television Directors

(Continued from Page 20)

AGENCY	TELEVISION DIRECTOR	AGENCY	TELEVISION DIRECTOR	AGENCY	TELEVISION DIRECTOR
Well-Emmett Co. 401 34th St. New York 16, N. Y. MAland 4-4900	Edwin Franklin Ransom P. Dunnell	Schwimmer & Scott 75 E. Wacker Dr. Chicago 1, Ill.	Cecil Widdifield	Wade Adv. Agency 208 W. Washington St. Chicago 6, Ill. State 736	W. A. Wade
Pear & Ryan & Lusk, Inc. 21 Park Ave. New York, N. Y. PLza 5-1500	E. G. Sisson, Jr.	Russel M. Seeds Co., Inc. Palmolive Bldg. Chicago 11, Ill. Delaware 1045	Hub Jackson	Walker & Downing Oliver Bldg. Pittsburgh, Pa. Grant 1900	R. C. Woodruff
P. Ba, Fellers & Presba 3 N. Michigan Ave. Chicago, Ill. Central 7683	Marquis Smith	Sherman & Marquette, Inc. Palmolive Bldg. Chicago, Ill. Delaware 8000	Morgan Ryan	Erwin Wasey Co., Inc. 420 Lexington Ave. New York 17, N. Y. MOhawk 4-8700	C. H. Cottingham
Max Reeves Adv., Inc. 60 First National Bank Bldg. Minneapolis 2, Minn. Bgeport 7701	Lloyd Griffin	Raymond Spector Co. 595 Madison Ave. New York 17, N. Y. ELdorado 5-1270	Edna Zimmerman	Norman D. Waters & Assoc. 1140 Broadway New York 1, N. Y. CAledonia 5-7430	Norman D. Waters
The Williams & Cunyngnam, 3 S. Michigan Ave. Chicago, Ill. Brisson 8490	Phil Stewart	Chas. M. Storm Co. 50 E. 42nd St. New York 17, N. Y. MUray Hill 6-2820	Raymond E. Nelson	William H. Weltraub & Co. 30 Rockefeller Plaza New York 20, N. Y. Circle 7-4282	Elkin Kaufman
Thrauff & Ryan, Inc. 4 Lexington Ave. New York 17, N. Y. MUray Hill 6-6400	Lee Cooley	J. Walter Thompson Co. 420 Lexington Ave. New York 17, N. Y. MUrray Hill 3-2000	Gene Kuhne	Young & Rubicam, Inc. 285 Madison Ave. New York 17, N. Y. ASHland 4-8400	John Southwell



1919

1944

**25 YEARS OF PROGRESS
IN
RADIO AND ELECTRONICS**

From 1919 to 1944 . . . RCA has pioneered in the science of radio and electronics . . . from world-wide wireless to national network and international short-wave broadcasting . . . from electron tubes to electron microscopes and radiothermics . . . from television to radar.

Twenty-five years of service to the Nation and the public have made RCA a symbol of achievement and progress . . . it is a monogram of quality in radio-electronic instruments and dependability in communications throughout the world.



RADIO CORPORATION OF AMERICA

LEADS THE WAY . . . in Radio . . . Television . . . Phonographs . . . Records . . . Tubes . . . Electronics

Dedicate Short Wave Stations Tomorrow

(Continued from Page 1)

War Information; Nelson Rockefeller, Co-ordinator of Inter-American Affairs, and Clifford J. Durr, member of the Federal Communications Commission, will be heard during a coast-to-coast NBC broadcast, originating at WLW, which will be broadcast from 7 to 7:30 p.m., EWT. The theme of the broadcast, which emanate from both Washington and Cincinnati, is the part that shortwave broadcasting is playing in psychological warfare in keeping our armies and peoples of the Allied nations at all times informed of the progress of the war.

The ceremonies at Cincinnati will be held at the site of the new transmitter, WLWL, WLWR and WLWS, Maany, Ohio, 20 miles from Cincinnati. In Washington the gathering will be at the Willard Hotel.

James D. Shouse, vice-president of the Crosley Corporation in charge of broadcasting, will be present in Washington while Robert E. Dunville, vice-president of the Crosley Corporation and general manager of WLW, will preside over the Cincinnati activities.

NBC Clarifies Plan Of Service To Clients

(Continued from Page 1)

quarters. The service plan, predicated on its new interviewing schedule in the cities, is as follows:

Program Report twice a month listing alphabetically, chronologically and by nationally broadcast radio program.

Light sponsor identification reports appear on nationally broadcast programs.

Four reports a year giving the number of men, women and children listening to each program.

Three reports a year analyzing U.S. radio listening by geographic areas and by city size groups to an extensive degree never before possible.

At least three comprehensive reports a year giving a general summary of program trends, listening trends and ratings of programs by geographic areas and city size groups."

How To View Tele As Guests Of RCA

(Continued from Page 1)

ing addresses on the new Crosley Shortwave International Station Saturday, will probably not be in the party, but Commissioners Fly, Walker, Wakefield and Case are expected to take the trip.

HELP WANTED

ed two good announcers for NBC affiliate Kw. station. Good hours, good pay. If interested, send complete details in letter with voice transcription to Jack Rathbun, COA, Pensacola, Florida.

Coffee, Pepper Amplify Views Re Broadcasting Of Congress

(Continued from Page 1)

works which desire to broadcast them. Thus stations could limit themselves to debate from home state Congressmen should they so desire, or cover the activity at greater length. Rep. Coffee said that the next session of Congress would probably be one of the most important in American history and for that reason believed all proceedings should be fully aired as a service to the public. Coffee will deliver a nationwide address on his bill from Seattle next month.

Coffee's bill, which is similar to that introduced in the Senate last month by Sen. Claude Pepper of Florida, follows:

Text of Resolution

Whereas during the coming months and years most of the major social, economic, and political issues of the United States and the world will be debated by the Congress of the United States; and

Whereas the interests of every citizen are vitally affected by these proceedings and their outcome; and

Whereas there has been mounting public interest throughout the country in the proceedings of the Senate and the House of Representatives; and

Whereas the proceedings of the Senate and the House of Representatives are of necessity presented only in brief extracts or summaries by newspapers and news broadcasters, with the result that issues and the stands taken by Senators and Representatives are frequently misunderstood; and

Whereas radio broadcasting makes it possible to bring the proceedings of the Senate and the House of Representatives directly to the people of the United States; therefore be it

Resolved by the Senate and House of Representatives of the United States of America in Congress assembled, that radio broadcasting stations and radio broadcasting networks are hereby authorized to broadcast

any proceedings on the floor of the Senate or of the House of Representatives; provided, however, that no station or network shall be required to broadcast any proceeding, nor shall any proceedings of either House be broadcast when such House otherwise orders; and

That the Architect of the Capitol is authorized and directed to make such arrangements as may be necessary to make available the proceedings of the Senate and the House of Representatives for broadcasting by stations and networks; and that the Architect of the Capitol is further authorized and directed to install such recordings or transcribing equipment as may be necessary to make a complete and continuous mechanical recording of the proceedings; and

That the Architect of the Capitol is further authorized and directed to make available at cost copies of such mechanical recordings to broadcasting stations and networks desiring to broadcast them.

Pepper Holds Interview

Reaction of both the broadcasters and the people in general to his joint resolution recently introduced calling for the broadcasting of the proceedings of the House and Senate has been most gratifying, Senator Claude Pepper, Florida Democrat, announced in an exclusive interview yesterday afternoon at the headquarters of the Democratic National Committee.

While the details for the proposal haven't been outlined as yet, Sen. Pepper pointed out that it is important that the entire proceedings of any debate be broadcast, and not in part only. He explained that this is necessary in order to give the American people an idea of how their government operates.

"Radio is the marvel of the ages," he said, "and it is important during these times that this great medium be utilized for this purpose."

With regard to the possibility of these programs turning out as public service programs or commercially sponsored, Sen. Pepper said he couldn't see any reason why each station couldn't do as it saw fit. Asked whether any opposition was voiced to his joint resolution, he said he remembered vaguely that the Speaker of the House, Samuel Rayburn had made an oppositional statement. Outside of that, there were no others, he added.

Straus Sounds Out Stations

Nathan Straus, president of WMCA, New York, revealed to RADIO DAILY, that in response to the survey he was conducting among the independently operated stations throughout the country, the replies have been overwhelmingly in favor, with 42 stations presenting letters of unqualified yes's, four letters of unqualified no's and eight letters from station managers "who are undecided and do not know just where they stand as yet."

These stations represent the follow-

NBC's FM Station To Carry Web Shows

(Continued from Page 1)

charge of programs, announced yesterday. Sponsored programs falling within the period of the station's operating time will be carried complete with commercials without added service charge.

This dual service plan was proposed earlier in the year on a statement issued by Niles Trammell, NBC president. In part, Mr. Trammell said: "Recognizing that co-operation with advertisers is necessary to ensure sound economic foundation for FM, NBC proposes that no additional charge be made to advertisers for the use of companion FM stations during the development period."

Nat. Safety Council "V-Day" Campaign

(Continued from Page 1)

plans just completed by the National Safety Council reveals that public officials, management, labor, safety organizations and churches almost unanimously agree that V-Day should be a day of commemoration and dedication," the Safety Council letter states. The thought was repeatedly expressed that "too many lives have already been lost and too much remains to be done in the Pacific for a reckless and riotous celebration of Germany's surrender to the armies of the Allies."

Dan Thompson, director of radio for the National Safety Council, is conducting the campaign among broadcasters for "V-Day" co-operation.

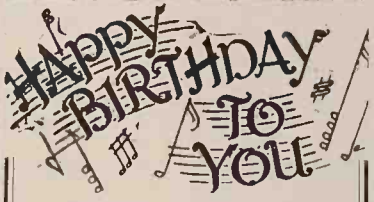
Would Cite Press Agents; Lewis Asks Pulitzer Prize

(Continued from Page 1)

ists." Lewis believes "the profession of publicist has made such great advance that it is possible for it to be recognized as a part of the World of Letters and a distinct service to the American public."

ing states: New Jersey, New York, Louisiana, Pennsylvania, Ohio, Indiana, Iowa, Michigan, Wisconsin, Illinois, Colorado, Virginia, Connecticut, Mississippi, Massachusetts, Texas, Florida, Oklahoma, Alabama, Vermont and Utah.

Sen. Pepper explained that it would be better to have the proceedings transcribed during the day, when such was normally conducted, and have them broadcast in the evening when the whole family was able to sit around the radio to listen.



- September 22
- | | |
|--------------------|-----------------|
| Travis Chapman | William Elliott |
| Clyde Kittell | Valerie Lomas |
| Dorothea Lawrence | Hanley Stafford |
| "Poley" McClintock | Joe Parsons |
| Betty Wragge | Maurice Barrett |
- September 23
- | | |
|----------------|------------------------|
| Don Bestor | Artie Dunn |
| Bob Dryenforth | Helen Marshall |
| Bill Pennell | Col. Elliott Roosevelt |
| Leo B. Tyson | Fred Vosberg |
- September 24
- | | |
|-----------------|-------------------|
| Jack Armstrong | Charles F. Gannon |
| Margaret Potter | Bowen Jim Lucas |

**Two Networks!
Three City Market!!**

CBS WENT MUTUAL

Gloversville • Johnstown • Amsterda

• THOMAS CLARK, Nat. Rep. •

AMOS 'N' ANDY

FREEMAN F. GOSDEN CHAS. J. CORRELL

NBC
FRIDAY NIGHT
for
RINSO



WRITING STAFF

Robert J. Ross
Harvey Helm
Paul Franklin
Arthur Stander
Robert Fisher

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

28, NO. 59

NEW YORK, N. Y., MONDAY, SEPTEMBER 25, 1944

TEN CENTS

RTPB Spokesmen Listed

Roche Asks Clients Set V-E Day Plans

It appears to be the first official move of Chester La Roche, newly appointed vice-chairman of the board of the Blue Network, is a letter sent to agencies and clients relating to the plans of the network on V-E Day (Victory-in-Europe). The network takes into consideration the possibilities of a lingering guerrilla warfare in Germany, the possible drop in production here and any restriction that might hinder the network than aid the complete war effort.

(Continued on Page 7)

WPO Cancels Own Show Carry 'Town Meeting'

Cincinnati—When WSAI, regular affiliate here was unable to carry "Town Meeting of the Air," a Friday night due to commitment to broadcast the Cincinnati Red's twin double-header from Philadelphia, WPO canceled its own commercial program to take on the "Town Meeting." Mortimer Watters, WPO general manager broadcast.

(Continued on Page 2)

Addresses Astor Meet Held By Palestine Group

James L. Fly, chairman of the FCC, and members and guests attending a luncheon meeting at the Hotel Astor, New York City, last Thursday afternoon, discussed the post-war expansion of radio and television. The meeting will develop a need for more equipment greater than in any time in history. The meeting was held in the afternoon.

(Continued on Page 3)

Tele Training

Chicago—Depicting battle techniques and equipment used by the Marines, a series of tele-casts are being presented over WBKB in Chicago. These programs may point the way for the use of tele training soldiers in the future, as well as explaining military problems to the public as is being done through the medium of video at the present time.

Retort Perfect

The diplomatic service could learn much from the tact and courtesy of radio announcers. Barry Gray, Mutual network speaker who handled the Mike during the Wallace speech at the Garden Thursday, later ran into a Dewey-ite and an FDR-er arguing hotly in the lobby. Noticing Gray listening, they asked: "Who are you plugging for." Replied Gray: "I am Mutual."

Atlantic Pigskin Sets 12 Games On Tele Web

Atlantic Refining Co. schedule of 167 football games to be aired over 73 stations in the East, will be augmented with a series of 12 televised games to be picked up in Philadelphia from Franklin Field and Shibe Park. The former are college games including all University of Pennsylvania tussles and the Shibe Park pickups will be three of four professional.

(Continued on Page 7)

Staff Changes With OWI Announced In Washington

Washington Bureau, RADIO DAILY Washington—One new appointment and a number of staff changes were announced by George P. Ludlam, chief of the domestic radio bureau of the Office of War Information.

Harold Rosenberg, chief of the special section.

(Continued on Page 7)

Approximately 100 Witnesses Scheduled For FCC's Allocation Hearings Which Begin Thursday

ANA Acts Favorably To NAB "Yardstick"

NAB's coverage committee on Friday made its presentation before a committee representing the Association of National Advertisers at the Hotel Biltmore and received tentative approval which is expected shortly to be fully ratified along with similar action by the Four A's. J. Harold Ryan, president of the NAB introduced Hugh Feltis, who made the actual presentation.

Paul West head of the ANA, after

(Continued on Page 3)

RCA Speaker To Tour Midwest On Television

Chicago—Dick Hooper, regional RCA advertising-publicity manager, has left this city for Boulder, Col., recently where he will address students at the University of Colorado.

(Continued on Page 3)

Minor, Farnham To Talk At Local SMPE Meeting

The program of the SMPE Atlantic Coast Section scheduled for this Wednesday evening at the Hotel Pennsylvania, New York City, will feature

(Continued on Page 2)

Approximately 100 witnesses sponsored by the Radio Technical Planning Board will make appearances during the sessions of the FCC allocations hearings which open Thursday in Washington it was revealed Friday when Dr. W. R. G. Baker, chairman of RTPB, forwarded the list of witnesses and suggested

(Continued on Page 6)

CBS Resigns From TBA; Letters Are Exchanged

As a sequel to Columbia Broadcasting System's resignation from membership in the Television Broadcasters Association, Inc., Allen B. DuMont, president of TBA, Friday released copies of letters exchanged between him and Worthington Miner, head of the CBS television department.

The Miner letter of CBS resignation.

(Continued on Page 5)

Dems Set Half-Hour Play For Wed. Night Over Blue

The 7-7:30 p.m., EWT time bought on the Blue Network for next Wednesday night by the Democratic National Committee via its Women's

(Continued on Page 2)

★ THE WEEK IN RADIO ★

Pro Congressional Airings

By CHARLES MANN

CONGRESS now has two bills to study for the possibility of having debates of the House and Senate broadcast to the American people. These two bills have been introduced separately by Sen. Claude Pepper, Florida Democrat, and Rep. John M. Coffee, Washington Democrat. However, it was Sen. Pepper who in-

roduced the first bill. . . . Meanwhile, in New York, Nathan Straus, president of WMCA, first independent station to announce its support for such a proposal, is conducting a poll among independent broadcasters. Although survey is incomplete, results indicate that more than 90 per cent are in

(Continued on Page 3)

Good programming, well-handled publicity and merchandising cooperation are keystones of WFLW's service.

National, as well as local advertisers appreciate the sales assistance provided by WFLW. Investigate!

'Mercury' Series

A new series of shows fashioned after the living newspaper idea has been launched by "American Mercury" magazine. Titled "The American Mercury On the Air" the series will feature transcribed dramatized scripts based on articles from the magazine, and has been syndicated to 200 stations coast to coast. Each program is of fifteen minutes duration.



Vol. 28, No. 59 Mon., Sept. 25, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(September 22)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

Table with columns: Bid, Asked. Row: Stromberg-Carlson.

Stork News

Lou Dinning of the Dinning Sisters, in private life the wife of Eugene Franklin Betz now of the army, became the mother of a daughter, Barbara Lou, at Wesley Memorial Hospital, Chicago, Thursday. The baby weighs seven pounds and ten ounces.

20 YEARS AGO TODAY

(September 25, 1924)

The first Radio World's Fair will be held in the 69th Regiment Armory this week, with one of the features being an amateur builders contest with entries at work continuously... When the Loyal Order of Moose convened in New York last month, the Mooseheart Pledge was repeated by thousands of voices over the airwaves.

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED! Blue's KGO is THE Bay Area Buy!

Coming and Going

TOM SLATER, Mutual network director of sports, is back from Champaign, Ill., where on Saturday he broadcast the football game between Illinois and Indiana.

HERB MOSS, director of the Hildegarde show, left by plane last night for Detroit, where the program is originating.

LT. KENNY GARDNER, former vocalist with Guy Lombardo and husband of Elaine Lombardo, is in New York prior to his expected departure for service overseas.

J. E. "DINTY" DOYLE, manager of press information for WABC, key outlet of CBS in New York, is confined to St. John's Hospital, Long Island City, with a touch of the flu.

ALLAN KALMUS, NBC press writer, returns to the network today following a two-week honeymoon. His bride, the former Jane Waring, returns to her desk at the Tom Fixdale office.

FRED MOSELEY, commercial manager of WACF, Dothan, Ala., here Friday for talks with the national representatives of the station.

KEN CHURCH, general manager of WKRC, Cincinnati, in town for confabs at the headquarters of the station's national representatives.

BRUFF W. OLIN, JR., general manager of WKIP, Poughkeepsie, N. Y., a visitor last week at the headquarters of the Blue Network.

VICTORIA LEE, reporter, writer and producer on WHAS, Louisville, Ky., is expected in New York for a stay of several weeks during which she will make observations at the headquarters of the Columbia network.

ROBERT G. SOULE, vice-president and merchandising manager of WFBL, Syracuse, is spending 10 days at the Triton Club in Canada. OSCAR F. SOULE, treasurer of the station, has just returned from a stay of two weeks at Lake Ste. Anne, Laurentide National Park.

RUSS HODGES, sportscaster on WOL-Mutual, returns to the Nation's Capital today after having given the play-by-play last Saturday for the Illinois-Indiana gridiron tussle.

HARRY WISMER, sports announcer on the Blue Network, was in Chicago last Saturday for the broadcasting of the game between Purdue and Great Lakes Naval Station.

CLARK A. LUTHER, national sales and promotion manager of KFH, Columbia network affiliate in Wichita, has arrived from Kansas for confabs at the offices of the web.

STERLING WRIGHT, program director of WSPA, Spartanburg, S. C., and ROGER SHAFER, director of public relations for the station, off on a combined business-and-vacation trip to Washington, D. C., and New York. They will confer at CBS on many subjects, particularly FM and television.

WCPO Cancels Own Show To Carry 'Town Meeting'

(Continued from Page 1)

The "Town Meeting" debate on the CIO's PAC status as a "public service," and in the future, will "attempt to carry all public service programs of importance when both sides are represented and the show cannot be heard over the regular Cincinnati outlet for the network."

WCPO with the co-operation of the Blue Network and Walter Callahan, WSAI manager, carried the Blue program without charge. A second commercial on WCPO was deferred to another time.

Dems Set Half-Hour Play For Wed. Night Over Blue

(Continued from Page 1)

Committee, will consist of a half-hour playlet entitled, "The Hour of Decision." Cast will include Ingrid Bergman, Howard Lindsay, playwright, and Mrs. Franklin P. Adams as well as others.

Minor, Farnham To Talk At Local SMPE Meeting

(Continued from Page 1)

include talks by Worthington C. Miner, in charge of CBS television program operations, and R. E. Farnham, commercial engineer of the Nela Park branch of General Electric, it was announced over the week-end.

Miner will speak on illumination used in CBS tele studios; while Farnham will address the group on the "Appraisal of Illuminants for Television Studio Lighting." The 100 SMPE members expected to attend this tele meeting will be increased by other industry officials.

White Gets WIRE Post

The appointment of Samuel R. White as manager of the newly formed sales promotion and merchandising department of WIRE in Indianapolis was announced recently by E. C. Pulliam, president of Indianapolis Broadcasting Inc. Until his recent resignation to accept this new position, White was director of sales promotion for WLW.



...but you can't, etc.

That old saw about the horse and water still holds true... particularly with smart time buyers. There was once a time when you could show him a radio trough full up to the brim with glamour call letter power, and "acceptance"... and he'd water his whole budget.

But not any more!

Maybe that's one reason W-I-T-H the successful independent in Baltimore, has come so far, so fast. For W-I-T-H delivers the goods at the lowest cost per dollar spent than any other station in town. If you want to check a sound sales idea... use Baltimore as your test city... and to make sure you give it every chance to prove out... use W-I-T-H.

There are a lot of sales performance facts to prove our W-I-T-H point... but there's nothing so satisfying as seeing it work for your own product.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REE



That's why...

ALL PHILADELPHIA

has formed the habit of dialing 1400 regularly.

THAT'S WHY SPONSORS BUY TIME ON

WDAS

ANA Acts Favorably To NAB "Yardstick"

(Continued from Page 1)

introduced spoke highly of the proposed new method of station coverage by listeners ballot plan and was followed by Fred Gamble of the NAB's, organization already indicating that it was favorable to the method as a standard yardstick. Discussions were conducted pro and con regarding the presentation and the speakers, many questions being asked and all ironed out satisfactorily.

An informal ANA vote was taken and it was found to favor the proposals of the NAB. This however does not yet bind the ANA to give approval until further action is taken on. Meanwhile, it was suggested that the committees of all concerned meet for further discussions and the establishment of a recognized bureau to carry out the work with Gamble representing the Four as were representatives of the organization's radio, research and timekeeping committees, in Abbott Spence of J. Walter Thompson; Louis H. Weld of McCann-Erickson, and Carlos Franco, of Young & Rubicam.

About 50 people were present all day and the NAB group in addition to President Harold Ryan and Hugh Curtis, chairman of the measurement committee, were: Roger Clipp, Paul Miller and Lew Avery.

The combined meeting will be set for next week. Friday's meeting held at the Hotel Biltmore instead of the Waldorf-Astoria came out through both sides scheduling meetings, but at different hotels.

NAB officials said after the meeting that they were highly pleased at the way the presentation was made and the excellent manner in which the meeting was received.

Thomas Again Chairman of N. Y. Advt. Club Course

Radio production clinic of the Advertising and Selling Course, sponsored by the Advertising Club of New York, will again have as chairman Eugene S. Thomas, sales manager of the Bamberger Broadcasting Service.

Among the leaders of the various meetings will be Julius F. Seebach, Robert A. Simon, and Roger Power, from WOR. Others include Frank Dahm, from Blue; Joseph A. Moran of Y & R; and Dorothy Lewis from NAB.

The course opens October 9th at the Engineering Societies Bldg.

Woodhead To Speak

H. G. W. Woodhead, often called the dean of journalists in the Far East, will be the guest-speaker at the Celebrity-Forum luncheon of the Advertising Club of New York, Wednesday, Sept. 27, 12:30 p.m. Woodhead, editor of the Peking and Tientsin Times for 17 years, will discuss "How the War Came To the Far East."

THE WEEK IN RADIO

Pro Congressional Airings

(Continued from Page 1)

favor of having the measures passed.

Tele-Topic: More than 100 persons are expected to participate in the FCC hearings scheduled to begin next Thursday with reference to allocations as it pertains to television, FM and other branches of communications, it was disclosed in last week's issue of Television Daily.

Box Office: 20th Century-Fox's unprecedented utilization of radio to exploit "Wilson" is making the other major film production companies cognizant of the medium's power to make current films increasingly popular. RKO, Paramount, M-G-M and Universal are following suit, with national radio promotion campaigns in evidence.

FM: Dr. Augustin Frigon, general manager of the Canadian Broadcasting Corporation, predicted that frequency modulation stations will be established on a widespread scale after the war for the purpose of improving broadcasting in Canada.

Scrap: Huge quantities of radio and Radar parts manufactured for the Signal Corps and used by sub-contractors of General Electric and other manufacturers are being junked in order to keep these materials from getting into the hands of the retail market.

Board: Canada is taking steps to organize a Radio Technical Planning Board along the pattern of the RTPB in the United States, it has been disclosed by Glen Bannerman, president of the CAB.

Tele Tales: Television sets, electron microscopes and other electronic instruments, both scientific and industrial, can be built more compactly, according to the terms of a new patent No. 2,350,774.

NBC will conduct a four-week course on the technical phases of television beginning Oct. 2. . . Post-war prospects surveyed in last week's issue of Television Daily. . . Du Mont's television policy is outlined in this issue, too. . . Murray B. Grabhorn, chairman of Television Seminar of REC of New York, reviews tele seminar results. . . Issue lists tele directors of leading advertising agencies.

People: Carlos Franco, manager of radio time buying and head of station relations division of Young & Rubicam, Inc., has been named associate director of radio. . . Christopher

Fly Addresses Astor Meet Held By Palestine Group

(Continued from Page 1)

held by the Radio and Allied Industries Committee for the Kisch Memorial Laboratories to raise \$50,000 toward the national goal of \$500,000 for the construction of laboratories for electrical and industrial engineering at the Hebrew Institute of Technology in Haifa, Palestine, in honor of Brigadier General Frederick H. Kisch, late chief engineer of the British 8th Army.

Cross, assistant publicity director of MBS, resigns Oct. 15, to be public relations manager for the BBC in this country. . . Chester J. LaRoche has been appointed chief executive officer of the Blue. . . Walter Gorman has rejoined Young & Rubicam as a staff director. . . Wright Bryan, NBC war correspondent, is a German prisoner. . . George Maynard has returned to his post as assistant production manager of the NBC division in Hollywood. . . Robert St. John, popular newscaster, plans his third trip to the ETO.

Suggestion: This weekly news digest may interest someone from radio now in the armed forces. Clip and mail it along.

RCA Speaker To Tour Midwest On Television

(Continued from Page 1)

This Wednesday on the topic "Television and Its Progress." The following day, Hopper will talk on the same subject at the Denver Advertising Club, supplementing it with slides and maps showing coaxial cable route and proposed stations. He is scheduled to make a similar speech Oct. 10 at Bradley Polytechnic Institute, Peoria, Ill.

Engagement

Barbara Mindlin, formerly of the William Morris agency, has announced her engagement to Lieut. Jesse Lichger, currently stationed at Ft. Hamilton, Brooklyn, and recently returned from the European theater of war.

top programs

make the big difference among New York independents!

norman jay
His pertinent open letters to world personalities bring an illuminating new slant to the news. Opinions widely quoted. "Very Truly Yours", 9:15 - 9:30 p.m. Monday-Wednesday-Friday.

the grange hall
Stars Ed Durlacher & Company in an hour of lively square dancing. Infectious, entertaining, good listening. Matches network barn dances in music, pacing, production. 9:30 - 10:30 p.m. Saturday.

dean martin
Newest singing sensation en route to swoon. "Threat to Sinatra" . . . "biggest new star of 1944" . . . "gals swoon, guys cheer" . . . rave New York critics. 7:45 - 8 p.m. Monday-Friday.

t.l.i.b.
"They Live in Brooklyn" - highly lauded comic-dramatic series on the trials and triumphs of two lovable Brooklyn families. Sure bet for network. Leon Janney heads all star cast. 9:30 - 10 p.m. Monday.

Yes, they're now available on

wmca NEW YORK

AMERICA'S LEADING INDEPENDENT STATION

LOS ANGELES

By RALPH WILK

FANNY BRICE is one of Hollywood's most distinguished interior decorators. She has planned the homes of Eddie Cantor, Elsa Maxwell, Ira Gershwin, Anita Loos, Dinah Shore, Hanley Stafford and many others.

James Walsh, formerly with the Los Angeles Examiner and KPRO, has joined KMPC as an account executive. M. H. Gresham has also joined KMPC as an account executive. He was active in the Chicago advertising field before coming to the Coast.

John Henry, KFI staff announcer for the past two years, has moved to Tulsa, Okla., where he will do football and ice hockey broadcasts as well as production work for KVOO.

Bob Burns, according to current reports, will have beautiful Shirley Ross as romantic interest on his show with the fall cycle starting Oct. 5.

During Ken Niles' three weeks vacation in Montana, his brother, Wendell, is handling Ken's announcing chores on "Life of Riley," the Kenny Baker and "Blondie" shows. In other words, Wendell now has to do duty on 15 shows per week.

Freeman F. Gosden (Amos of Amos 'n' Andy) formerly one of Hollywood's most eligible bachelors, is that no longer—just before starting his 18th year on the air this fall he was married to the former Jane Stoneham.

Effie Klinker, Charlie McCarthy's new maiden aunt, calls herself one of the "Vermont Klinkers."

Jerry Cooper has had his option renewed by Campus Makeup and went transcontinental commencing Sunday, September 10th, with his "Song of the Week" show for CBS.

Jimmy Durante is a man who thinks of everything. Schnozzola, who has announced himself as candidate for the office of President of the United States—via the Moore-Durante airshow—has already written a song titled "Why I Wasn't Nominated" which will probably hit the airwaves during November election week.

Henry (Hank) Weaver, Blue Network announcer in Hollywood before he joined the marines a year ago, has just been made a combat correspondent for the Marine Corps, with the rank of Sergeant.

Joe Hernandez' contract has been renewed by Marshall and Clampett, auto dealers, and his "There They Go" horse race broadcast will be heard every Monday through Saturday at 6:30 a.m. over KRKD. Deal was set by Smith and Bull advertising agency.



Memos of an Innocent Bystander. . . !

● ● ● Git along little doggie, git along dep't. . . . a letter sent to this desk by Ray Nelson, vee-pee in charge of radio and television for the Charles M. Storm Agency states—quote:—I see by your column as how Tom Hutchinson's television alumni have organized an "eight to the bar" program. . . . just thought I'd tell you that in case they're looking for a vacation spot, they might try the "Eight to the Bar-X Ranch." That's the locale of the "Boys From Boise," two-hour television musical we're producing for Esquire Magazine, Sept. 28 via WABD. . . . unquote:—

● Radiolite Jean Lewis will be seen in the role of "Georgie Stowe" when Helen Hayes' "Harriet" returns to Broadway Wednesday. . .

● Lt. Jack Raymond, honorably discharged from the Army, after two and a half years of service, has returned to the Ivan Black Praise-Agency.

● Morrey Davidson of the Stanford Zucker office has a find in Baritone Michael Raymond, who used to vocalize with the Johnny Long and Gene Krupa Bands. . . ● Herman Starr, Warner Bros. Music Exec. left for the Coast over the week-end for a look-see at the new musicals. . .

● There's a very easy-to-read article on "the clown prince of base-ball," in the next issue of Argosy Mag. . . . authored by Paul Gardner of the Blue Net's press Dept. . . ● Bob Burns, NBCorn-fed "Arkansas Traveller," resumes his "bazookapers" Oct. 5. . . ● The new director of research for Doherty, Clifford & Shenfield, Edward M. Reynolds, was formerly with J. Walter Thompson's London office.



● ● ● Indicative of the interest in television was the turnout at the cocktail party staged in the new studios of WABD, Du Mont station, last Thursday. Tom Hutchinson and Ralph Austrian of RKO Television Corporation seen chatting with WABD's General Manager Sam Cuff. . . . Bob Emery of WOR and Marvin Kirsch of Radio Daily caught being televised with WABD's Bob Jamieson directing their studio debut. . . . Frances Hughes of Mademoiselle among the ladies of the press present. . . . Agency crowd included such folks as Bill Lewis, R. Wolfe and Mr. Brillmeyer of Kenyon & Eckhardt; Ray Nelson of Charles Storm; Larry Marks and John Southwell of Young and Rubicam; Reggie Morgan and Lee Cooley of Ruthrauff & Ryan; Jim Lannon, R. Rockefeller, G. Richardson of Buchanan agency; Harry Walsh, Ed Franklin and Rand Gudnell of Newell & Emmett; Harry Spears of Biow agency. . . . Paramount's Paul Raibourne greeting television friends. . . . bright studio lights, cocktails, Conover models, and smiling Dave Alber, Du Mont Boswell, added to the scene.



● ● ● Because of political differences of opinion, a New Orleans newspaper, recently dropped Drew Pearson's column, "Washington Merry-Go-Round" . . . radio, in the person of a wide-awake WDSU executive, purchased the rights to read the column via its wave-length six days per week from the United Features Syndicate and promptly SOLD the program. . . ● PFC Fred Feibel and PFC Walter Gross, former CBS staff organist and conductor, respectively, are both stationed at Camp Shanks, New York. . . ● Lookalikes (in fact they could pass as twins). . . . Kay Kyser and Bert Gilbert one of the funniest comics in the show business. . . . incidentally Gilbert is a find for radio. . . . some agency should catch his routine, sign him up and then Thank us. . . ● Johnny Johnson, currently "selling his songs" at the Belmont-Plaza Glass Hat, is the newest addition to the Blue Net's songsters and will be heard every Friday (1:45-2:00 p.m.). . . ● Maestro Isham Jones, whose ditty, "It Had to Be You," is getting another terrific ride on the kilocycles these days, will head for the Coast in a fortnight to write for the movies.



Remember Pearl Harbor

CHICAGO

By BILL IRVIN

WALTER DAVIDSON has been appointed director of musician music contractor for WIND. Davidson formerly was in show business being the Keith-Orpheum circuit in East and Balaban & Katz houses Chicago.

Orders for eight 15-minute broadcasts on behalf of John T. Dempsey, Republican candidate for State Attorney of Cook County, and William J. Tuohy, Democratic candidate for the same office, stepped up business for station WMAQ (Chicago) last week, it was announced by O. Morton, local and spot sales manager for the NBC central division. Tuohy broadcasts, ordered through Wendel Muench, were scheduled September 16 and 30, and Oct. 14, 28. The Dempsey broadcasts, ordered through Schwimmer and Scott, were scheduled for Sept. 23, Oct. 7 and Nov. 4. All will be heard 10:15-10:30 p.m., CWT.

The Chicago Motor Club, currently sponsoring Jim Blade and his motor show on Mondays, Wednesdays and days, 6:00-6:15 p.m., CWT, will expand to five-a-week at the same period, effective Monday Oct. 2. The order was placed by Agency Service Corporation.

A WMAQ renewal contract signed with Wilson & Compagnoni through U. S. Advertising Corp., for the five-minute news program held Mondays through Saturdays at 8:00 a.m., CWT. The contract, for two weeks, became effective Sept. 18. Products are Ideal Dog Food and M. Spot announcement business WMAQ was headed by an order from E. J. Brach & Sons (Brach Campaign) through Hill Blackett & Company, 65 one-minute transcribed announcements to be heard over a 13-week period beginning Sept. 18.

Edward Skotch is the newest addition to the Blue Network central division production department. Skotch was formerly a producer at KY Philadelphia, Pa.

Everett Mitchell, NBC's "Voice of the Dairy Farmer," is visiting state and county fairs in Oklahoma, Nebraska, Missouri and Iowa.



"WFDF, Flint, says post-war planning is OK now."

Gale Associates
SPECIALISTS
IN RADIO PACKAGES
AND TALENT

48 West 48th St. • New York City
LO. 3-0350

CBS Resigns As Member Of TBA; Web, Association Exchange Letters

AGENCIES

(Continued from Page 1)
from the Television Broadcasters Association, Inc., follows:

"I have been concerned ever since the organization of the TBA because the fact that its membership was no time fully representative of the broadcaster's point of view, uncolored by any intimate affiliation with the manufacturing end of the industry. It is true that the active members now enrolled represent the only television broadcasters in this country; yet there is a wide difference of perspective between broadcasting units organized as promotional show-windows for the manufacturer, and broadcasting units set up for the simple and sole purpose of broadcasting to the public.

For many months now, all major problems of policy have been viewed from one end and by the rest of TBA from the other point of view which are totally at variance. As a result, any resolutions designed to create an effective activity on the part of this trade organization have resulted in some form of compromise, which has not been altogether satisfactory to anyone concerned.

The point has now been reached, where it is impossible for me with complete integrity to compromise either with the majority point of view of the organization. I cannot feel that there is any advantage to us, or to you, in Columbia's remaining a member of an organization merely to exercise the privilege of voting to each resolution as it is proposed. There is so strong a matter of principle involved in our difference of opinion, that a compromise is no longer a desirable objective.

Were TBA to be in fact, as well in name, a genuine representative of the broadcaster's point of view, continuation of this association might be fruitful. Under present conditions, it does not appear to be the case and consequently I feel that the only possible course for Columbia to take is to withdraw from the organization. I should appreciate it, therefore, if you will accept this letter as our resignation from the Television Broadcasters Association."

President Du Mont' reply follows:
I received your letter of September

19, 1944, and noted with surprise the decision of the Columbia Broadcasting System to withdraw from membership in TBA.

"I have reviewed the minutes of the meetings of the Television Broadcasters Association, Inc., and nowhere can I find anything to substantiate your assertion that 'any resolutions designed to create an effective activity on the part of this trade organization have resulted in some form of compromise.'

"The Directors of TBA have always been unanimous in their resolutions on all matters including those dealing with post-war allocations. At no time have the Directors sought to compromise their position that allocations for television should be other than those favored by the best engineering minds in the country, as represented on the Radio Technical Planning Board.

Expresses Resentment

"The only existing resolution on allocations, expressing the policy of the Association on allocations, unanimously adopted, which set forth the point 'considered the major premises involved in the matter of allocations,' was not only introduced by you, but you actually dictated every word of it. In your resolution you had every right to speak your own mind and I'm quite sure you did.

"I resent, and I'm sure the other Directors of the Association must feel likewise, your attack upon the integrity of the Television Broadcasters Association, Inc. I refer specifically to your assertion that the point of view taken by the Association is colored by 'intimate affiliations with the manufacturing end of the industry' and that television broadcasters, with the exception of CBS, are merely

'promotional show-windows for the manufacturer.'

"The facts belie such an assertion. On our Board of Directors there are nine members, five of whom are connected with organizations not engaged in the manufacture of television equipment. These include: Lewis Allen Weiss of Don Lee, Paul Raibourn of Television Productions, Inc., Curtis W. Mason of Earle C. Anthony, E. A. Hayes of Hughes Productions, and yourself. And, looking at the roster of active members, one finds that of the 14 organizations listed, nine are not engaged in television equipment manufacture. They include: Don Lee, Television Productions, Inc., Earle C. Anthony, The Journal Company, CBS, Hughes Productions, Bamberger Broadcasting Service, Balaban & Katz and WGN, Inc. Mr. Weiss is vice-president of the organization.

"From this group of names, you reach the conclusion that CBS is the only member with a genuine representation of the broadcaster's point of view. Isn't that an unwarranted supposition, after you dictated the statement of the Association allocation policy and the CBS engineers affirmed that view on the RTPB?"

"Your letter carries one thought to

WARWICK & LEGLER, INC. has resigned the William R. Warner & Company, Inc. account effective Jan. 5th, 1945.

THE RONEY PLAZA HOTEL of Miami Beach, Fla., announces the appointment of the M. H. Hackett Company to handle its advertising.

DOHERTY, CLIFFORD & SHENFIELD, INC., New York, has been elected to membership in the American Association of Advertising Agencies.

LINCOLN PUBLICATIONS, INC., publishers of Record Retailing and Resonance Publishers Corp., publishers of Listen Magazine, announce the appointment of Marcel Schulhoff & Co., to handle their advertising.

which I can accede and subscribe, i.e., that 'it is true the active members now enrolled (in TBA) represent the only television broadcasters in this country.' In view of this situation, one wonders if this resignation and the accompanying publicity could be an adroit publicity move to dramatize the hopes of the management of CBS regarding allocations?

"Your resignation as a member of TBA has been directed to the attention of the Directors."

THE WORLD'S
IN HER HANDS
AT ANY
TIME



On WBYN you never dial in "too late" for a news broadcast . . . always "in time" because every few minutes you get latest news of war, politics, sports, racing.

WBYN
1430 ON DIAL

For Availabilities:
WILLIAM NORINS, Gen. Mgr.
Station WBYN, Brooklyn, N. Y.



3 KEYS For Your Spots

WDRG gives you not one—but three keys to successful spot radio advertising. In the Hartford Market, WDRG has the winning combination of 1) coverage, 2) programs and 3) rate!



WDRG
HARTFORD 4 CONNECTICUT

BASIC CBS
Connecticut's
Pioneer
Broadcaster

WANTED

Recognized radio trade paper wants advertising salesman. Must know station managers. Good opportunity. Write—

Box 903, RADIO DAILY
1501 BROADWAY
NEW YORK 18, N. Y.

RTPB Spokesmen Listed

Numerous Exhibits Filed To Bolster Panel Reports

(Continued from Page 1)
order of appearance to T. J. Slowie, secretary of FCC. The RTPB spokesmen are in addition to the 75 other parties from the industry who have already filed requests before the FCC for appearances at the hearings.

The RTPB witnesses, whose statements and testimony will cover all phases of communications will support their appearances with charts and exhibits which have already been placed on file with FCC. According to tentative plans the RTPB participation in the hearings will get under way Thursday at 10:30 a.m. at the Inter-Departmental Auditorium in Washington. The hearing will open with testimony by the Commission's staff and will be followed by a general statement of Dr. Baker.

The Baker statement will be followed by H. R. Frazier, chairman of Panel 4, standard broadcasting; C. M.

Jansky, chairman of Panel 5, FM broadcasting; D. B. Smith, chairman of Panel 6, Television Broadcasting; J. V. L. Hogan, chairman of Panel 7, Radio Facsimile Services; Haraden Pratt, chairman of Panel 8, Radio Communications; E. W. Engstrom, chairman of Panel 9, Radio Relays; W. P. Hilliard, chairman of Panel 10; D. W. Rentzel, chairman of Panel 11, Aeronautical Radio; A. Senauke, chairman of Panel 12, Industrial Heating and D. E. Noble, chairman of Panel 13, who will make a general statement on the various committees of this panel.

Goldsmith Report Awaited

Interest at the outset of the hearings centers in the report of Dr. A. N. Goldsmith, chairman of Panel 10, who will be heard on spectrum utilization affected by service requirements and carrier frequency capabilities. The report of this panel, will cover the subjects of FM and television channels as well as other phases of spectrum utilization. Dr. C. B. Jolliffe's report as chairman of Panel 2 which deals with frequency allocations likewise is looked forward too

with a great deal of interest.

Following the statements of the various RTPB panel chairman the Commission will proceed to consider the various services. According to the tentative schedule the testimony on FM and Television allocations is scheduled between October 9 and 16.

Many Exhibits Filed

Supporting the RTPB's long list of witnesses is the impressive lineup of reports and exhibits which have already been forwarded to Washington. These reports and exhibits include:

Report on Standards and Frequency Allocations for Post-War FM Broadcasting. Panel 5; Report on Standards and Frequency Allocations for Post-War Television. Panel 6. First Report; Second Report on Standards and Frequency Allocations for Post-War Television. Panel 6. Television; Committee 1 Report on Television Channel—Panel 6; Committee 2 Report on Synchronization Standards and Video Modulation—Panel 6; Committee 3 Report on Review of Old Standards and Proposed New Standards—Panel 6; Committee 3—Second

Await Statements From Dr. Baker And Goldsmith

Report—of Review of Old Standards and Proposed New Standards—Panel 6; Committee 4—Frequency Allocation and Service Limits—Panel 6; Committee 5—Standard

Also Committee 5—Standard Good Engineering Practice for Television Transmitters—Panel 6; Committee 5—Second Report on Standards of Good Engineering Practice for Television Transmitters—Panel 6; Committee 6—Relay Links—Panel 6; Second Report—Committee 6—Relay Links—Panel 6; Panel 9—Radio Systems; Committee 8—Panel 13—Report No. 1 of the Subcommittee of the Oil Industry. (This will be in Panels 8 and 13) (Common Carrier Mobile Service for Oil Industry—Committee 4—Power Utilities Radio Communications Systems—Report 4 to Panel 13 Relative to Channel requirements, Technical Requirements and Operating Regulations for frequencies between 0.3 and 3000 M

RTPB Witnesses At Allocation Hearings Of FCC

RTPB Representative	Subject	Time	RTPB Representative	Subject	Time	
H. S. Frazier, Chrmn., Panel 4	Standard Broadcasting	½ Hr.	Intercity Motor Bus	{Total Time—3½ Hours		
A. D. Ring, Chrmn., Allocations Committee of Panel 4	Standard Broadcasting	½ Hr.	A. M. Hill, Pres., Nat'l Assoc. of Motor Bus Operators	General Introduction	15 M.	
C. M. Jansky, Chrmn., Panel 5	FM Broadcasting	½ Hr.	K. C. Hoffman, Pres., Carolina Coach Co.	General Introduction	15 M.	
D. B. Smith, Chrmn., Panel 6	Television Broadcasting	½ Hr.	A. N. Brion, Safety Dir., Greyhound Corporation	Safety Problems	10 M.	
J. V. L. Hogan, Chrmn., Panel 7	Radio Facsimile Services	½ Hr.	Hyland Young, Safety Consultant (Independent)	Safety Problems	10 M.	
Haraden Pratt, Chrmn., Panel 8	Radio Communication	½ Hr.	L. H. Ristow, Chrmn., Nat'l Bus Traffic Assoc.	Dispatching and Traffic Problems	10 M.	
C. C. Harris, Chrmn., Committee 2 of Panel 8 or alternate	Mobile Services	40 Mins.	R. F. Thompson, V.-P., Vermont Transit Co.	Dispatching and Traffic Problems	10 M.	
R. F. Guy, Chrmn., Committee 3 of Panel 8	International Broadcasting	30 Mins.	L. Williams, Gen'l Traffic Manager, Greyhound Corp.	Dispatching and Traffic Problems	10 M.	
A. H. Riney, Western Radio Tel. Co.	Requirements of the Oil Industry	30 Mins.	G. A. Huguelot, V.-P. & Gen'l Mgr., Southeastern Greyhound Lines	General Operational Problems	10 M.	
E. W. Engstrom, Chrmn., Panel 9	Radio Relays	30 Mins.	F. O. Spofford, Ass't Gen'l Mgr., Blue Ridge Lines	General Operational Problems	10 M.	
D. W. Rentzel, Chrmn., Panel 11	Aeronautical Radio	1 ½ Hrs.	W. A. Duvall, Supt. Maintenance, Greyhound Corp.	Maintenance Problems	10 M.	
G. A. O'Reilly	Aeronautical Radio		Mr. Taussig, Supt. of Maintenance, Burlington Transportation Co.	Maintenance Problems	5 M.	
C. Swanson	Aeronautical Radio		A. A. Junger, Supt. of Maintenance, Santa Fe Trails Transportation Co.	Maintenance Problems	5 M.	
J. R. Cunningham	Industrial Heating Applications	30 Mins.	Marion Bond, General Electric Co.	Radio Technical Analysis	30 M.	
A. Senauke, Chrmn., Panel 12	Medical and Surgical Applications	30 Mins.	R. E. Samuelson, General Electric Co.	Radio Technical Analysis	30 M.	
To be designated later	Scientific Instruments	30 Mins.	L. W. Goosetree, General Electric Co.	Radio Technical Analysis	30 M.	
To be designated later	General Statement on all Panel 13 Committees	30 Mins.	Taxi Dispatching	(Total Time—1 Hour)		
D. E. Noble, Chrmn., Panel 13			O. W. Moore			
Police Committee 1	(Total time 6 ½ Hours)		Truck Dispatching	Representative to be designated later	General Statement of Interest	15 M.
Fire Service Radio System Committee 2			Herbert A. Friede		1 Hour	
Forest Fire & Conservation Committee 3	(Total time—4 ½ Hours)		Common Carrier Radio Mobile Service for Oil Industry		1 Hr.	
Power Utilities Committee 4	(Total Time—3 ½ Hours)		A. H. Riney			
R. V. Dondanville, Chrmn.			Centercasting	Representative to be designated later	30 M.	
Transit Utilities Committee 5	(Total Time—50 Mins.)		Oil Industrial Provision Service—Committee 9	Representative to be designated later	30 M.	
A. W. Baker	History and Status of Radio Use	15 Mins.	Dr. A. N. Goldsmith, Chrmn., Panel 10	Spectrum Utilization affected by service requirements and carrier frequency capabilities	Total Time—1 Hour	
K. M. Hoover, Chrmn.	Introduction	20 Mins.	Possibly Dr. B. E. Shackelford, Chairman, Committee 1			
M. L. Prescott	Analysis of Channel Requirements	15 Mins.	Mr. W. C. Leit, Chairman, Committee 2			
Highway Systems Radio Communications Committee 6	(Total Time—45 Mins.)		Dr. C. B. Jolliffe, Chrmn., Panel 2	Frequencies above 30 mc.	Total Time—1 Day	
Henry T. Ward, Chrmn.			F. M. Ryan, V.-Chrmn., Panel 2	Frequencies below 30 mc.		
Railroads Radio Communications Services—Committee 7	(Total Time—30 Mins.)					
J. L. Niese	Introduction	15 Mins.				
J. L. Prendergast	Allocation Requirements	15 Mins.				
New Services Committee 8	(Total Time—7 ½ Hours)					
George Brown, Chrmn.	Introduction	15 Mins.				
D. E. Noble	Limited Private Radio Telephone Service	30 Mins.				
Austin Bailey	Common Carrier General Mobile Radio-Telephone Service	30 Mins.				
Austin Bailey	Common Carrier Emergency Service	15 Mins.				

Atlantic Pigskin Sets Games On Tele Web

(Continued from Page 1)

all games, with the Philadelphia Eagles. Atlantic television series will be in co-operation with Philco through WPTZ, Philadelphia and lines are so close that the games will also be seen and heard over the NBC station in New York, WNBT and the General Electric outlet in Schenectady, WRGB. This is probably the first time a pigskin series has been carried over a television network.

Stanton, NBC announcer for the football games to Philco and he will handle the games with Paul Knight, program director of WPTZ. Both Stanton and Knight addressed the Atlantic line-up of announcers for the football games in Philadelphia last week on television broadcasting of the games and its outlook. Bill Stern, head of NBC sports department was in full accord with the tele football plan and readily agreed to loan Stanton for the various games. Stern did not attend the Philly meeting.

Atlantic Briels Spielers

For the full schedule on radio games to be broadcast, a two-day session was held in the Philadelphia offices of W. W. Ayer & Son, Inc. Changes in the collegiate gridiron playing rules for the coming season were explained to some 42 sports announcers present from various stations which will carry the games. Ellwood Geiges of EIFA, Advisory Board of Football Rules Committee and Charles Gault, an official of EIFA addressed the gathering on these points.

Commercial announcement policies, play-by-play routine, the best methods of using spotter identification boards and the company's system of keeping account of the games were discussed in detail by the Atlantic commentators. Atlantic executives also addressed those in attendance and the announcers were taken on an inspection trip of the company's Point Breeze refinery. At a luncheon at the Hotel Warwick, head of the George Munger "U" of Pennsylvania; Ray Morrison, Temple "U" and Earle Neale, of the Philadelphia Eagles, discussed the season's prospects for their squads. These games are prominent in the Atlantic sked. It was recently announced in RADIO DAILY, the Atlantic games will be heard along the Eastern seaboard to Miami and as far west as Cleveland.

Gets MBS Traffic Post

The appointment of Dorothy Driscoll to the position of station traffic manager at Mutual was announced yesterday. She succeeds Paula Nicoll, resigned.

Network Promotion Man Wanted

Well grounded in radio promotion and merchandising. Box 902, Radio Daily, 501 Broadway, New York 18, N. Y.

La Roche Asks Blue Clients To Prepare V-E Day Plans

(Continued from Page 1)

effort. La Roche asks the clients for views and possible changes in commercial copy.

Two points are brought out by La Roche, as follows:

(1) "The possibility that there will be no clear-cut surrender by Germany but, rather, a series of capitulations and a sequence of what might be called 'mopping up' days;

(2) "The uncertainty concerning reaction of the people to the news. Many believe there will be confetti in the streets and much out and out insobriety. Others hope and believe that there will be a prevalent reaction of relief and sober prayerful thanksgiving—and a determination to take up another notch in our belts and show the Japs how fast we can put them where they belong."

La Roche's letter further ran along lines already indicated as a possible means of procedure by networks and stations and read in part:

"The Blue thinks that V-E Day will present a splendid opportunity for both the advertisers and the network to do a real job in the public interest. There are now millions of U. S. servicemen fighting on European soil who will realize on V-E Day that they must now be moved to the Pacific theater of operations. Those who control Army policy in Washington feel that riotous celebration or any unauthorized "laying off" period here at home would have an unfortunate effect on the morale of those troops abroad.

Big Job For Radio

"We feel it is therefore our job as a radio network operating 'in the service of the people' to help channel that natural, human exuberance into constructive effort which will shorten the war with Japan. The government has pointed out, and we agree, that to the people here at home it should be emphasized to the utmost that their boys in Europe will not be returning immediately.

"Another point to underline is that the war in the Pacific may last another year before our young men and women can come home. The public's general impression is that the war in the Pacific will be a naval war, fought by many ships and planes but few soldiers. The Army and the Navy have no such misconception—they know it is team-work that is winning the victory over Germany and they know there must be that same team-work in the Pacific if we are to win the war against Japan.

"Again, after Germany surrenders, a certain amount of confusion will be evident on the home front in so far as war production is concerned. The Army intends cancellation of many war contracts in order to eliminate as much waste as is possible—yet, certain war production must be kept running at full speed in order to provide enough of the right kinds of materiel.

"In short, the Blue Network agrees

with the Government that V-E Day must be a day of re-dedication, a day in which—on our fighting fronts and on our home front—we demonstrate to the world that we have not lost our singleness of purpose, our determination to drive out all forms of brutal aggression from both hemispheres: to show that by this singleness of purpose and the speed with which we reorganize our strength and direct it toward the Pacific, we can save countless American lives.

Special Blue Plans

"The Blue Network is planning not only to provide its audience with all the news available on V-E Day but in our sustaining periods we intend to bring to our microphones the most distinguished and informed speakers and the most outstanding features we can present which will illuminate the above point of view. It is our desire to work with advertising agencies so that their shows can participate in the Blue Network's plans for the day Germany surrenders. Naturally, no one can tell what day of the week or what time of that day the announcement will be made. It may therefore be impossible, because of the nature of your show, to reconstruct and rebuild it to fit the occasion. However, this letter is an attempt to acquaint you with the way we are thinking about V-E Day in the hope that whatever plans you may make will coincide.

"Naturally, in the rebuilding of your show it becomes apparent that you would want to substitute a different type of commercial than the straight selling copy you now employ for purposes of normal broadcasting. We hope that for both the rebuilding of your show and its commercial, this letter can serve as a preliminary guide.

"Since the surrender of Germany is now assured and the hour of capitulation draws nearer as each day passes,

Staff Changes In OWI Announced In Capital

(Continued from Page 1)

cial assignments division of the OWI radio bureau since April, has been named deputy chief of the bureau in charge of the New York office. Mr. Rosenberg, who has been with the bureau since 1942, will continue to act also as chief of special assignments.

New assistant deputy chief in New York is Harry P. Bailey, formerly of the radio bureau's writers section and recently an assistant in the special assignment division. Prior to his first assignment with the bureau Bailey was a free lance writer-producer in New York and Washington.

Brooks Made Copy Chief

Mrs. Marjorie Cunningham has been appointed assistant chief of the special assignment division in charge of the division's Washington office to fill the vacancy caused by the resignation of Mrs. Betty Narter. Widely known as a news and radio writer, Mrs. Cunningham, before her appointment to OWI, was connected for two years with the OCD radio section. Jerome Brooks, formerly of Benton & Bowles, and lately assistant copy chief at OWI, is now chief of the copy and production section of the editorial and production division, with headquarters in New York. He will continue to be primarily responsible for the radio bureau fact sheets and for the preparation and production of spot discs for the station announcement plan.

Lee House, who has been with the bureau since 1942, has been appointed chief of the tariff section of the editorial and production division with headquarters in Washington. House was formerly with WLW, Cincinnati.

Roderick Holmgren, who has been for sometime assistant station relations chief in the Chicago office, has been promoted to assistant deputy bureau chief in Chicago.

there is very little time to lose. May we know your plans as soon as possible?"

BUCKS COUNTY FARM IN THE HEART OF THE TOP THEATRICAL COLONY

A charming farm of 130 acres in the fashionable New Hope section, 100 under cultivation. Views of unsurpassed beauty. A true colonial house, built by family of William Penn. Contains original pine panelling, dated 1770. Surrounded by wide flagstone terraces and beautifully landscaped rolling lawns. Completely modernized for places, servant's room and bath. Post-war all electric kitchen. Freeze room with 2 freezing units, newest type garage with additional servants' quarters. A delightful guest house. An all electrified big modern barn and all electric new scientific chicken house for 2,000 chickens. All new farm equipment available. Stocked with pheasant and deer. Priced way below replacement value at \$65,000. Easy terms. Box No. 904, Radio Daily, 1501 Broadway, New York 18, N. Y.

★ ★ ★ COAST - TO - COAST ★ ★ ★

— NEW YORK —

NEW YORK—New addition to continuity dept. of WNEW is Gene Hurlley, just out of the Army. Guesting on WMCA's "Good Health to You" this Saturday will be Irma Minges of the New York Tuberculosis and Health Association. Well-known racing commentator Clem McCarthy has been signed to do a six day a week show over WHN starting October 2.

— NEW HAMPSHIRE —

PORTSMOUTH—When the recent hurricane cut off the power at Exeter hospital, emergency power was brought into play in the maternity room to aid in the birth of Erica Flint Georges daughter of Mr. and Mrs. Bert Georges of the WHEB staff. Station suggestions that the new arrival be named Gale were turned down.

— NEW JERSEY —

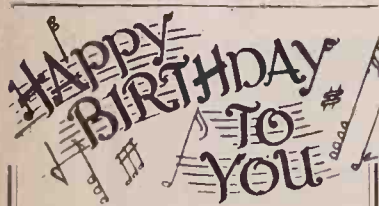
PATERSON—Replies to WPAT's invitation to participate in the special hour-long "V-Day" program have been pouring in. Most of the prominent and famous men in the state have accepted the invitation.

— CALIFORNIA —

SAN FRANCISCO—The appointment of T. B. Palmer as manager of KGO has been announced by Don Searle, former manager and newly appointed general manager of Blue's Western Division. . . . Released from active duty as a lieutenant in the Navy, Wm. D. Pabst has returned to his post as general manager of KFRC. . . . **OAKLAND**—A cooperative tie-up with the Oakland Post Enquirer and KROW is resulting in publicity for its public service "Australia Calling KROW" shortwaved from "down under". . . . **SAN LUIS OBISPO**—Among the graduates of the Army School for Special and Morale Services conducted at Camp San Luis Obispo is Cpl. Walter Kaner, former director of publicity and special features at WLIB, Brooklyn.

— FLORIDA —

ST. AUGUSTINE—Using all the available reports on the recent NAB convention, J. Allen Brown, general manager of WFOY, wove an interesting and complete story of the convention's activities which he presented in a talk to the local Kiwanis Club this week.



September 25

Jack Denny Carl Hoff
Charles Parker Tom Revere
Robert Simmons Tommy Taylor
Ruth Wentworth

— PENNSYLVANIA —

PHILADELPHIA—The promotion department of WFIL has installed a giant window display in behalf of the new Blue Fred Waring show, in the window of a well-known Philly men's store. The display features an actual mike, and life size photos of Waring and thrush Donna Dae. **PITTSBURGH**—New announcer at WCAE is Otto Kienn.

— WEST VIRGINIA —

CHARLESTON—Borrowing some of the names from NBC's Parade of Stars, WKV plans to use them on turtles when they hold their Turtle Derby soon. The prizes for the turtles are war bonds and stamps, and the funds collected will be turned over to the local PTA groups to organize a local Teen Age Youth Center with.

— CONNECTICUT —

HARTFORD—The first Connecticut soldier to win the Congressional Medal of Honor, ex-Pic. Wm. J. Johnston was interviewed over WTIC Sunday. Johnston received the decoration for beating off two German counter-attacks on the Anzio beachhead.

— NORTH CAROLINA —

RALEIGH—Additions to the staff of WPTF include Bill Alspaugh, formerly with WAIR, who joined the announcing staff, and Ann Seltman, a newcomer to radio, who has been added to the continuity department.

CHARLOTTE—An impromptu entertainment for the children in the local polio hospital was staged recently by WBT production manager Larry Walker when he picked up a cheap ukelele and strolled through the wards playing and singing. **GREENSBORO**—At a recent meeting of the Mayor's War Production Committee WBIG was credited with doing the major part of the drive to keep absenteeism in the local war industries to a minimum, with their spots and a special weekly program.

— INDIANA —

FORT WAYNE—Answering a special request from the patients at the station hospital at Baer Field near here, many members of WOWO's "Famous Hoosier Hop" made a personal appearance for the benefit of the wounded servicemen.

— PENNSYLVANIA —

PHILADELPHIA—Anticipating the desire on the part of the Board of Education to in some way urge the local students to return to school, KYW prepared a "package" consisting of a series of spots and a 15 minute program to this end. They offered it gratis as a public service to the Board and of course, the offer was accepted. . . . Newcomer to WFIL's sales department is Gertrude Groer, former civilian employee of the Army.

— WASHINGTON —

SEATTLE—With the awarding of three trophies and over eleven hundred ribbons, KIRO has completed its second 4-H enrollment contest, and reports that the membership has increased 103 per cent over last year.

— OHIO —

CLEVELAND—Two new members of the WJW sales staff are Oliver Miller and Albert G. Fink, who walked in on an old friendship. They had worked together a few years ago, but had separated. . . . The world's largest "musical echo chamber" is now in operation in the NBC-WTAM studios. It is six feet square and 16 stories high, and was converted from an unused ventilator shaft, by sealing it off and placing a speaker at the top and a drop mike at the bottom. It makes an ordinary pipe organ sound like a cathedral instrument.

— NEW YORK —

SYRACUSE—Newest feature on the WFBL "Farm Show" is the daily airing of all the promotions and awards to the men and women in the nearby army camps.

— CANADA —

TRAIL—Taking over his new duties as manager of CJAT this month will be Eric C. Aylen, originally with CKOV. Retiring manager is Walter Dales, who has taken over the managership of CKBI, Prince Albert.

— MASSACHUSETTS —

BOSTON—Former actor Eddie Kaspar partner of Kaspar-Gordon transcript firm, is being considered for the part of John Dillinger by the motion picture company planning to film Dillinger's life. . . . The highlight of WNAC's "Thank to America" yesterday was a salute Constitution Day. . . . **SPRINGFIELD**—T thrice weekly commentary of Marvin Belens, WBZ commentator and World War II veteran is now sponsored by Muelle. . . . **WORCESTER**—Former WTAG studio orchestra cellist David M. Levenson has been signed with the Cleveland Symphony Orchestra for this season.

— IDAHO —

BOISE—KIDO's new program director is George Snell, who came to the station from KDYL where he was production manager.

— MASSACHUSETTS —

BOSTON—The appointment to the professorial advisory board of Boston University's radio department, of C. S. Young, general manager of WBZ and WBZA, has been announced by Dean W. G. S.cliffe. The board at the present time also includes other Boston station managers.

If you are interested in training for RADIO . . .

For more than ten years NEW YORK UNIVERSITY has offered the outstanding program of instruction and practice in the techniques of radio programming. In its Washington Square classes and studios hundreds of students from almost every state in the country have been trained under outstanding writers, producers, directors, and executives from the networks and leading radio agencies.

Courses Beginning Week of October 2, 1944, include:

BEGINNING RADIO WRITING: Albert R. Perkins (formerly CBS, now director film and radio for LOOK).

ADVANCED RADIO WRITING: Jean Holloway (well known writer of current "Dangerously Yours" and other top network shows, including Kate Smith hour).

BEGINNING AND ADVANCED PRODUCTION AND DIRECTION: Ernest Ricca (Independent Producer-Director for Air Features and Buchanan Agency).

RADIO NEWS, SPECIAL FEATURES, PUBLIC RELATIONS: Leon Goldstein (Vice-President, Director News and Special Features, WMCA).

RADIO ANNOUNCING: Lee Bland (Supervisor, Network Operations, in charge of announcers, auditions, CBS).

BUSINESS SIDE OF RADIO: C. E. Midgley (Sales Service Manager, CBS).

RADIO ACTING: Wallace House (Actor for Stage and Radio and for many years Teacher of Acting, New York University).

TELEVISION PROGRAMMING: (Instructor to be announced).

Script criticism, recording practice, studio and control room practice under professional conditions. Early registration advised. Fee for most classes (each meeting 15 weeks, total of 30 hours) \$30. For Bulletin A-1 giving full information concerning teaching staff, hours and fees, address:

Division of **NEW YORK UNIVERSITY**
General Education
100 WASHINGTON SQUARE EAST NEW YORK 3, N. Y.
ROOM 211, MAIN BUILDING SPring 7-2000, Extensions 291-2-3

Radio Rivalry Growing

Day Set World Pact To Aid "Free Press"

Washington Bureau, RADIO DAILY
 Washington—There is conjecture within the State Department on the eventual scheduling of a "free press agreement," world-wide in scope. This would include all forms of news communication—radio, press and motion pictures—and would be signed for by all the United Nations, or could be a part of the charter of any world security organization which might be set up.
 For a long time there was a move
 (Continued on Page 3)

CBS Station News-Heads Briefed For Election Day

News directors of CBS-owned stations met over the week-end with Paul White, network director of public affairs and news, to discuss the forthcoming coverage of the balloting on election night, Nov. 7.
 Attending the conference held at web headquarters in New York were: Richard Fisher, KMOX, St. Louis; James Crusinberry, WBBM, Chicago; Jack Knell, WBT, Charlotte,
 (Continued on Page 6)

Two Colgate Programs Renewed Over Network

Two NBC programs have been renewed by Colgate-Palmolive-Peet Co. effective Sept. 30, both through the Ted Bates agency. One of the shows is "Palmolive Party," Sat. 10:30 p.m., EWT with Barry Wood, Patsy Kelly and guest stars, for
 (Continued on Page 5)

Youthful

Montreal—Youngest accredited correspondent at the UNRRA conference in Montreal is 16-year-old Bob Smith who represents station CHOV, Pembroke, Ontario, and reports daily with a recorded commentary. Six foot three and weighing 190 lbs, Bob became acquainted two years ago with broadcasting. He is a fifth-year student at Pembroke Collegiate.

Compliment

Sailors stationed in the Caribbean area have a favorite program it seems, one watted forth by the NBC Int'l Division in French and meant for listeners in Africa and France. One of the sailors on leave from the Caribbean walked into NBC yesterday to find out if the team of "Michele et Victor" were real people, so he could later tell his buddies about them.

Federal Tele Division Listing Requirements

Washington Bureau, RADIO DAILY
 Washington—The State Department's tele-communications division is plodding along steadily toward the December 1 deadline for its compilation of facts on United States air-wave needs, with the FCC frequency conference expected to provide much material. Francis C. DeWolf, head of the tele-communications division, said yesterday he rather expects to
 (Continued on Page 6)

Eddie Cantor's Plans Include Hospital Tours

Hollywood—Eddie Cantor & Company, begin a nation-wide Christmas tour of all the servicemen's hospitals Wednesday, Sept. 27, with the first and all subsequent programs to originate from the various hospitals in the country.
 In a message to the press, Cantor
 (Continued on Page 2)

Kobak Explains Blue Plans For Expansion In Tele-FM

FCC Gets Applications For 3 New FM Stations

Washington Bureau, RADIO DAILY
 Washington—Application for three new FM stations were filed with the FCC yesterday, from Syracuse, N. Y.;
 (Continued on Page 6)

Your radio schedule North of Boston isn't complete without WLAW! Send for a coverage map! Advt.

Republican, Democratic Managers Alert On Radio Tieups For Campaigns; Ether Fireworks Promised

Record Production Shown In Canada

Montreal—Manufacture of communications equipment for the forces of Canada and her Allies, one of the less publicized phases of this country's industrial war effort, will reach the record figure of \$200,000,000 this year, officials of the Department of Munitions and Supply, state.
 Measured by dollar value the output of wireless sets, telephone equip-
 (Continued on Page 6)

Army Queries To Stations Bring Protest From NAB

Washington Bureau, RADIO DAILY
 Washington—Circulation of a questionnaire designed to elicit details of time usage by broadcasters in the Sixth Corps Area by the Detroit Army headquarters has been pro-
 (Continued on Page 5)

Press-Radio Tieup Set On World Series Celebs

St. Louis—"World series comment" programs with Grantland Rice and Manager Billy Southworth of the pennant-winning St. Louis Cardinals
 (Continued on Page 5)

Fast work of the GOP in lining up a half hour time on the Blue Network to augment their NBC coverage of Governor Thomas Dewey's talk from Oklahoma City last night is indicative of the growing radio battle between the Republican and Democratic parties.

The decision to use the Blue time in addition to NBC came as a sequel to President Franklin D. Roosevelt's talk in Washington Saturday night over the NBC and CBS networks;
 (Continued on Page 5)

Balloting Starts For Annual Award

Chicago—Ballots for the fifth annual election of the person who has done outstanding work in the field of educational radio during the past year have been mailed to the members of the Advisory Committee of the School Broadcast Conference, together with an invitation to attend the annual conference in Chicago;
 (Continued on Page 5)

WNYC's Annual Report Issued In Brochure Form

Brochure issued this week by WNYC reveals that the 1944-1945 budget allocates \$111,645 to maintain and operate the Municipal Broad-
 (Continued on Page 2)

Missionaries

The Christian Science Monitor, in an article titled "Baker Street Regulars," credits Basil Rathbone and Nigel Bruce, stars of Mutual's "Adventures of Sherlock Holmes," with doing most to make Sherlock Holmes a perpetual figure in American homes. It calls imperoration of the famous detective the best in entertainment history of this country or any other.

One reason for WLAW's popularity is its 5000 W. clear-channel signal at 680 kc. Advt.



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FRANK SWIRE : : : : : Editor
MARVIN KIRSCH : : : Business Manager

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FINANCIAL (Monday, Sept. 25)

Table with columns: Am. Tel. & Tel., CBS A, CBS B, Crosley Corp., Farnsworth T. & R., Gen. Electric, Philco, RCA Common, RCA First Pfd, Stewart-Warner, Westinghouse, Zenith Radio. Includes 'OVER THE COUNTER' and 'Bid Asked' columns.

Bruce Robertson Bruce Robertson, chief announcer on station WHB, Kansas City, died Saturday morning, September 23 of a heart attack at the Kansas City St. Mary's Hospital. He was 31 years old and had been with WHB three years.

20 YEARS AGO TODAY

(September 26, 1924) Politically minded radio listeners can be heartened by the fact that Theodore Roosevelt, Jr., Assistant Secretary of the Navy, has enlisted in the Republican national speakers' corps, and indicated his willingness to participate in the New York campaign.

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED! Blues KINGO is THE Bay Area Buy!

Eddie Cantor's Plans Include Hospital Tours

(Continued from Page 1) announces the following as his schedule to date:

"This Wednesday nite I start my thirteenth year in Radio. This season as in past years we hope to offer your readers and our listening audience entertainment combining a bit of public service. Our variety show will again include Harry Von Zell, Bert Gordon the mad Russian, Nora Martin, who last year scored so successfully with her singing, and a newcomer for this season Leonard Sues. His trumpet and his orchestra will replace Cookie Fairchild. During the summer season while away from radio we spent practically all of our time entertaining wounded service men from Coast to Coast. We strongly feel their welfare and well being is of utmost importance to every person in the nation.

"Therefore, beginning with our opening program and for 12 successive weeks up to and including Dec. 20, we are starting a nationwide drive to see that every hospitalized man in service has the kind of Christmas that he merits. With the approval of the National Body of The American Legion and with their assistance, we hope to inspire and present a Christmas gift to every serviceman in a hospital here in America."

WEAF Sells Beatty

Morgan Beatty, NBC newscaster has been sold on WEAF twice weekly to Stahl-Meyer, Inc. meat packers through the Blaker Advertising Agency. Effective Oct. 3, Beatty will be heard Tuesdays and Thursdays 1:45-2 p.m., EWT. Ready to eat meats and Ferris ham will be the products.

Stork News

Son, Richard, was born to Mr. and Mrs. Ben Selvin, at Polyclinic Hospital, New York, last week. Mother and six-pound heir are doing nicely. Father who is impresario for all Muzak recordings plans to bring the family home shortly.

The SCHOOL of RADIO TECHNIQUE (America's Oldest School Devoted Exclusively to Radio Broadcasting) 6 Weeks' Day Course OCTOBER 2 8 Weeks' Evening Course OCTOBER 16 Taught by Network Professionals, for Beginner & Advanced students, include: ANNOUNCING, STATION ROUTINE, NEWSCASTING, ACTING, CONTINUITY WRITING, DICTION, COMMENTATING, VOICE. Co-ed. Moderate rates. Inquire! Call or Write for Booklet R. R.K.O. BUILDING, RADIO CITY, N. Y. CIRCLE 7-0193

WNYC's Annual Report Issued In Brochure Form

(Continued from Page 1)

casting System, WNYC, WNYC-FM, and all other public address facilities of the City of New York. The cost to operate WNYC for the year 1943, it further states, was \$21.24 per hour, as compared with \$22.92 per hour in 1942, the lowest cost in recent years.

Fifty-four per cent of WNYC's entire broadcast schedule is devoted to war effort and civilian defense programs, a record, this release states "no station can match." In addition to this feature, in 1943 there were 759 classroom radios in city schools. Via these receivers, more than 75,000 students participated in Board of Education broadcasts.

It is also estimated that WNYC broadcasts over 58 per cent of all the health programs heard over all New York City radio stations combined.

Over 56 per cent of this station's broadcasting hours project music.

The brochure points out that a "conservative estimate of the cost of public address installations, if carried by commercial sound companies, would be from \$30,000 to \$40,000." The last page lists the awards WNYC has received since 1939, 14 in all.

WFIL Buys Building As Philadelphia Home

Philadelphia—The Widener Building, one of the most well-known landmarks of Philadelphia, has been purchased by the WFIL Broadcasting Company, it was announced recently. The station, which has been located there for several years, plans to occupy more space, and to improve the building when materials are available.

DAILY DOUBLE 1. exclusive, continuous "from the track" reports while races are on... 12 to 6:30 2. Racing Resume at 5:30 and 8:30 P. M. daily... complete coverage on 1430 ON YOUR DIAL BELMONT ON WBYN For Availabilities: WILLIAM NORINS, Gen. Mgr. Station WBYN, Brooklyn, N. Y.



Booby trap

That gadget up there, in the language of the British Army, is a German anti-personnel bomb. The troops call it a booby trap.

It looks innocent... but it can kick your head off.

Radio time buyers can take a tip from that bomb. Some radio station buys look good, sound good... but the high cost, low sales results often kick the bottom out of a sound campaign.

In the 6th largest market we offer you a radio station that delivers more sales per dollar than any of the other four stations in town.

The station we are talking about is W-I-T-H, the successful independent. There are some hard-boiled, sales producing facts about W-I-T-H for you to look at... before you buy any time in Baltimore. We'll be glad to show them to you.

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

May Set World Pact To Aid "Free Press"

(Continued from Page 1)

Within the State Department to put through such an agreement with Britain and this country, but this has been shelved in favor of a more inclusive pact.

Congressional Probe Likely Of News Commentators

Washington Bureau, RADIO DAILY
 Washington—A congressional move against news commentators to force impartiality—long a subject of discussion in both Houses of Congress—may become a reality within the next few weeks. Chairman Clinton Anderson of the House Campaign Expenses Committee said yesterday that he is looking into the matter and may call hearings to determine the procedure whereby "firms which the committee does not permit to contribute to campaign chests are able to buy radio time and, in effect, turn the time over to political groups." He did not expect to open action of this sort, but added that it is obvious many commentators are working closely with one of the other major parties. Many of them, he said, sound almost like paid speakers for these parties. He revealed that NAM President Gaylord told the committee a few weeks ago that he did not believe in "subterfuge" so far as radio programs were concerned. Gaylord's statement was in reply to a question by Rep. John Murphy, who had charged incidentally that although some firms buy time supposedly to advertise their product the time is used primarily to further political candidacies. Anderson has not discussed the matter yet with his full committee—where he can be expected to run into opposition—but he has made it plain that he intends to look into the matter thoroughly.

Groves To Sponsor New Ziv Series Of ETs

Groves, St. Louis, will sponsor the new Ziv musical transcribed series "Pleasure Parade" starring Jimmy Ballington as Master of Ceremonies, the Glen Miller Modernaires, Bob Kennedy of the original cast of "Oklahoma," Kay Lorraine, and Irving Miller and 16-piece orchestra on the following list of stations: WCCO, Minneapolis; WWL, New Orleans; WJ, Detroit; WOW, Omaha; WSM, Nashville; WPTF, Raleigh; WTAR, Norfolk; WRNL, Richmond; KOMO, Seattle; KMBC, Kansas City; KRLZ, Dallas; KYW, Philadelphia; KGW, Portland; WBZ, Boston; KPO, San Francisco. Business placed through Bonahue & Coe Agency, New York, and Russel M. Seeds Agency, Chicago. "Pleasure Parade" programs are recorded "open-end," produced by Frederic W. Ziv Company, and made available for regional sponsorship. Series inaugurated September 10th, three quarter-hours per week.



THIS LITTLE ADVERTISER

went to market

(but he wasn't any "pig")

Last July J. W. Landenberger & Company of Chicago decided to test the voice of WENR and one of its most ardent disciples, Beulah Karney. They wanted to see if that heretofore winning combination would draw any requests for Footlets, those miniature socks that protect stockingless feet from shoes and vice versa.

Two one-minute announcements were planned but look what happened!

2200 letters were received within twenty-four hours of the first plug. The client, overwhelmed, cancelled the second one. In all, 5169 requests came pouring in.

We quote: the result was twice the total returns received from another similar test on another station—end of quote —AND:

Quote: we want to take this opportunity to thank you and Miss Karney for your cooperation and to assure you that we are thoroughly sold on WENR—end of quote.

Just goes to show what can happen when you don't confine your message to Chicago but tell it to no less than one tenth of the nation—at a lower cost per 1000 families than any other Chicago station.



Chicago's Basic Blue Network Station
 890 kc.—50,000 watts—clear channel

Owned and Operated by The Blue Network Company • Represented Nationally by Blue Spot Sales
 NEW YORK • CHICAGO • SAN FRANCISCO • HOLLYWOOD • DETROIT • PITTSBURGH

CHICAGO

By BILL IRVIN

HALL BROTHERS, INC. (Hall Mark Greeting Cards), Kansas City, Mo., are expected to use the full facilities of the Blue Network for a new dramatic program which makes its debut Sunday, Oct 15, it was announced by E. K. Hartenbower, sales manager of the Blue Network central division. Name of the show and talent have yet to be selected, but the program to be aired from 3:00-3:30 p.m., EWT, will originate in Hollywood. The contract, for 52 weeks, was placed through Foote, Cone & Belding, Chicago.

The California Wine Co. of Lodi, Calif., through Irving Meyerson Agency, Chicago, is sponsoring Capt. Michael Fielding, Chicago radio commentator, in a series of three nightly commentaries a week, Monday, Wednesday and Friday, 11:00-11:15 p.m., on WENR for 52 weeks.

The Art Van Damme quartet popular swing and instrumental group of Chicago theater and night club circles, has been added to the musical staff of the NBC central division and will be featured exclusively on NBC programs, it was announced by Jules Herbuveaux, program manager.

Kasper-Gordon Announce 60 Sponsors For ET Series

Boston—More than 60 sponsors have signed for the new transcribed series "Furs On Parade," a product of Kasper-Gordon, Incorporated, national program producer. Among them are: Van Dyke Fur Company, Oklahoma City, Okla., KOMA; Polar Fur Company, Yakima, Wash., KIT; Thrift Furs, Dayton, Ohio, WHIO; Jonas Shoppers, Richmond, Va., WMBG; C. C. Fur Company, Sheridan, Wyoming, KWYO; Marhoul Fur Company, Clinton, Iowa, KROS; Three Rivers Furs, Kalamazoo, Mich., WKZO; Lacterman's, San Louis Obispo, Calif., KVEC; Morton's Boston, Mass., WMEX; Nelkin Brothers, Joplin, Mo., WMBH; Sam's Style Shop, Pensacola, Fla., WCOA; Kaiser-Lilienthal, Inc., Columbus, Ga., WRBL; The Darling Shop, Kingsport, Tenn., WKPT; Feller's Ladies Apparel, Harrisburg, Pa., WKBO.



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Sunkist Sidelights!

• • • Several children in the Orange Drive-Rosewood district in Hollywood considered Marilyn Maxwell the most likable resident of their neighborhood and were among her well-wishers when she married John Conte, Sept. 17. Daily, for months, the youngsters swarmed around her car when she would leave

Los Angeles

her Orange Drive home each morning and always eagerly awaited her return from the M-G-M studios in the evening. Recently Marilyn and John took 12 of the neighborhood youngsters for an outing at the beach, while the children always insisted on Marilyn trying out her new songs on them. . . • Working consistently for better, more original presentation, and working often from early morning until late evening, petite Thelma Kircher, manager of KGFJ, who has devoted most of her life to radio and its advancement, holds conferences daily with her assistants, Carolyn Caro, program director, and Rene Bozarth, musical director. And through the "open door" policy established by Miss Kirchner, KGFJ has changed in one year from strict, run-of-the-mill programming, to dynamic, original, audience stylized schedules.

★ ★ ★

• • • One of the busiest announcers in Oakland, Calif., is Jan Kenyon, who comes from a family of announcers, her sisters, Jean and Wynn, having been spielers for several years. Jan handles "Jan's Journal" and "Kitchen Aid" on KLS. When Gracie Allen first started on the stage she always played the part of an Irish colleen. Her brogue became so natural that when she started work with George Burns she couldn't drop it. . . • Bill Goodwin, who recently bought Lou Costello's ranch at Dos Palos, Calif., is planning to plant 150 acres of cotton. The emcee of the Burns and Allen program also owns another and smaller ranch in the same locality where he concentrates on alfalfa. . . • Oscar "Bob" Reichenbach, currently a sergeant in the Army, was recently married at St. Louis to Geraldine Louise Botkin, of St. Louis. Bob was formerly with KNX-CBS in the sales promotion department and later joined KMOX, St. Louis.

★ ★ ★

• • • The boys are still talking about the terrific hit Georgia Gibbs made at the Ascap dinner at the Trocadero. It was her first appearance at a West Coast night club and she scored with her three songs. She was in very fast entertaining company, which included Jimmy Durante and Lauritz Melchior. . . • Lewis Allen Weiss and George A. Richards were among the radio executives who attended the reception given in honor of Governor and Mrs. Thomas E. Dewey at the Ambassador . . .

• Fleetwood Lawton, noted war correspondent and news commentator, has arrived from Pearl Harbor, following two months of observation of battleline stations in the South Pacific. During his overseas jaunt, Lawton, under contract to NBC, put in 25 hours of combat flying over the Philippine Islands. . . • Count Basie and Gordon Jenkins filled the guest spots on Ira Cook's "Off the Record" show over KMPG Sept. 24.

★ ★ ★

• • • Ozzie Nelson and Harriet Hilliard are in daily huddles with writers Jack Douglas and John P. Medbury on material for their ether show take-off, "Adventures Of Ozzie And Harriet" Oct. 8, over CBS, for International Silver. . . • Peggy Ryan, young and pert Universal star, starred in C. P. MacGregor's "Skippy Hollywood Theater," over KFI, Sept. 24. "Spring Fancy," by Virginia Allen McIntire, was her vehicle.

★ ★ ★

Remember Pearl Harbor

Tell 'em



and you . . .
sell 'em!

Advertisers are finding WINX unusually productive.

Their "acc-in-the-hole" is repetition . . . because you can buy two or three spots on WINX for the same amount of money that you would ordinarily pay for one . . . in a comparable market.

The Best Test Market at
MINIMUM COST



WINX

The Washington Post Station
Washington 1, D. C.

Represented Nationally by
FORJOE & COMPANY

OP And Democrats Battle For Air Time

(Continued from Page 1)
President Roosevelt's speech before the Teamsters Union convention was every sense a fighting campaign speech and aroused the GOP advisors to seek an immediate increase in radio coverage of Governor Dewey's Alabama talk.

Action in New York
Some of the background which led to the acquiring of the Blue Network's facilities for the broadcast was gained at the New York headquarters of GOP yesterday. Henry Turnbull, radio director for the Republican National Committee, heard the Dewey train was in touch with Chairman Herbert Brownell, following Roosevelt's Saturday night speech. Telephone conversations resulted in a decision to make a bid for the Blue time Monday night. Ted Church, Turnbull's assistant, and Virginia Butler, time buyer, went into action with the result that the period between 10 and 11:30 p.m., was cleared through both sponsors and agency.

Strategy Changes Expected
It was indicated in New York yesterday that the radio strategy of both parties will undergo considerable changes as the campaign progresses. Leonard Reinsch, radio director for the Democratic party, was back from Washington highly pleased with the President's talk of Saturday. At Republican headquarters the radio staff forecast some real fighting talks by Dewey and other GOP leaders in the weeks to come.

Two Colgate Programs Renewed Over Network

(Continued from Page 1)
Molive soap and Halo shampoo. Other program is "Can You Top This" heard Sat. at 9:30-10 p.m., EWT with Harry Hershfield, "Senator" Ford and Joe Laurie, Jr. for Colgate tal cream.

Southern New England People are in the Habit of Listening to WTIC



WTIC
50,000 WATTS

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

★ AGENCY NEWSCAST ★

KLINGER ADVERTISING CORP. has been appointed the agency to handle all statewide business for the Democratic State Committee. They have purchased time for 15 programs on 14 stations: WENY, Elmira; WMBO, Auburn; WBTA, Batavia; WGR, Buffalo; WHCU, Ithaca; WGTN, Jamestown; WMCA, New York; WBYN, Brooklyn; WMSS, Plattsburgh; WHEC, Rochester; WGY, Schenectady; WSBL, Syracuse; WIBX, Utica; WATN, Watertown. More stations are to follow.

GEORGE M. BURBACH, JR., has joined the radio department of McCann-Erickson, Inc. He had been eastern sales service supervisor of Mutual Broadcasting System for the past year and prior to that time was with NBC for eight years. He was editor of Broadcasting's first Year Book.

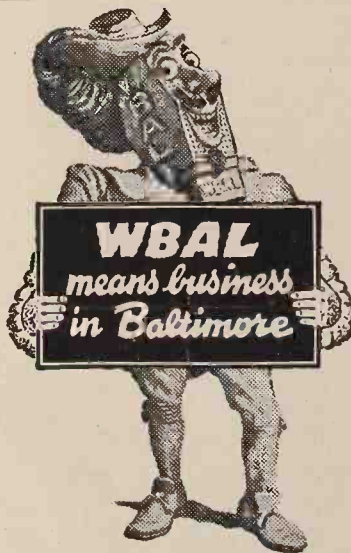
Format Change Oct. 27 For Cities Service Show

A change in format of the Cities Service program on NBC will go into effect Oct. 27. The show will be under the direction of Paul Lavalle, who will conduct a 35-piece, all-string orchestra and will feature as vocalists young artists now "on the way up" in the musical world.

The program, which formerly had Frank Black as conductor of the orchestra and Lucille Manners as soprano soloist, is heard at 8 p.m. each Friday evening over the NBC network.

Eulalia Fortune

Eulalia Fortune, mother of Cab Calloway, passed away Sunday at her home in Philadelphia after a lingering illness. The mother of the maestro was 62.



WBAL
means business
in Baltimore

Edward Petry & Co., National Representative

CLIFFORD S. REUTER, retired, formerly head of his own advertising agency, was elected a member of the board of directors of the Advertising Club of New York, at their meeting recently to serve out the unexpired term of the late Quincy P. Emery.

MYRON V. HULSE, formerly with the Theodore J. Funt Agency, has joined McCann-Erickson's media department, outdoor division.

Effective September 1, 1944, the partnership which has formed the Lane-Freiberger Advertising Agency, Denver, Colo., was dissolved.

FLACK ADVERTISING AGENCY, Syracuse, New York, has been elected to membership in the American Association of Advertising Agencies.

Army Queries To Stations Bring Protest From NAB

(Continued from Page 1)
tested by the NAB, it has been revealed here. The questionnaire asked licensees to provide detailed answers to seven questions concerning each quarter-hour of the day. NAB feels that subject of questionnaire is beyond proper interests of the Army.

Balloting Starts For Annual Award

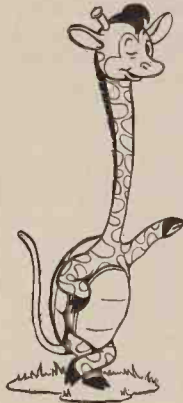
(Continued from Page 1)
The meetings will take place at the Morrison Hotel, Chicago, on October 22 and 23. During the course of these meetings the Fifth Annual Award will be presented to the person selected by the ballots.

Press-Radio Tieup Set On World Series Celebs

(Continued from Page 1)
will be sponsored on the NBC network by the St. Louis "Post-Dispatch" and its radio station, KSD.

The broadcasts represent a step forward in press-radio co-operation. This is the first time, so far as is known, that a major city newspaper has adventured into the use of a nationwide radio hook-up, teaming newspaper and radio talent for a service program.

The program will be shortwaved overseas and will be on NBC at 5:15 p.m., CWT after each scheduled game except on Sunday. The broadcasts will originate from KSD when the Cardinals are the home team, on October 4, 5 and 6. Dates of the remaining broadcasts depend on the playing schedule worked out for the American League pennant winner.



THE GRANDEST OF CHRISTMAS SHOWS...

"Happy THE Humbug"

A radio-cartoon for kids up to 60 about the amazing adventures of that half-sad, half-glad hybrid of the animal kingdom and his unusual associates. Complete promotional kit including a 16-page Coloring Book, poster-prints, animal cut-out patterns and other publicity material. 15 quarter-hours for pre-Christmas broadcast at rate of 3-a-week. 39 additional shows for continuation past New Year's. Two series may be bought separately or in combination.

THE MAGIC CHRISTMAS WINDOW—another star NBC Recorded Show! Two typical kids discover the secret of walking through the Magic Christmas Window into a world of living toys. Such familiar tales as "The Shoemaker and the Elves"... "A Visit From St. Nicholas"... plus several modern stories are among the 12 thrilling adventures dramatized. Offers unlimited tie-ins with sponsor's own Christmas windows. 12 programs for a suggested 4 week pre-Christmas campaign, using 3 a week.

Write, wire or phone for audition records today!

National Broadcasting Co.



A Service of Radio Corporation of America

NBC RADIO-RECORDING DIVISION

AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, N. Y. Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D. C. Sunset and Vine, Hollywood, Cal.

Record Production Shown In Canada

(Continued from Page 1)

ment and Radar rank sixth in war products, but from the point of view of expansion it rates considerably higher.

Before the war Canada's radio and electrical industry turned out goods at the rate of about \$16,000,000 a year. Switching to war materials the output for 1940 was \$1,000,000. The next year the industry had struck its stride and production jumped to \$60,000,000. In 1943 it stood at \$136,000,000. Expectations are that the 1945 war production will be about half of this year's or \$100,000,000.

Rated by volume the most important piece of equipment of this type carries the unromantic name of No. 19 wireless set. Used to equip tanks and armored fighting vehicles with a ready means of communication it has been made at the rate of several thousands monthly.

The complexity of the signals business is illustrated by this set which provides for three separate channels of two-way communication. Speech can be carried on by wire telephone among members of the tank crew; telephone conversations can be maintained with other vehicles in the immediate vicinity and either telephone or telegraph communication with fixed stations many miles distant—and all simultaneously.

The full story of Radar equipment will not be told until after the war, but it has been disclosed that Canada is making some 200 major types. The largest, used for anti-aircraft defense, has 60,000 parts including 270 radio tubes and is mounted on several large trucks.

One important job carried out by the signals production branch of the Munitions Department has been a standardization of radio component parts. Simplifying manufacture and facilitating replacements it has been found possible to reduce 256 types of radio tubes in use to 56; 31 kinds of paint have been cut down to four and 50 types of microphones replaced by three.

CBS Station News-Heads Briefed For Election Day

(Continued from Page 1)

N. C.; Sig Michelson, WCCO, Minneapolis; Lou Sargent, WEEI, Boston; Robert S. Wood, WTOP, Washington. KNX, Los Angeles, was not represented at the meeting but the station staff is being briefed on the election coverage by Philip Woodruff, assistant to the director of CBS newscasts who recently left to supervise the web's election setup in Los Angeles and San Francisco.

Network recently announced that the first wartime presidential election since the Civil war would get unprecedented coverage, especially after 8 p.m., Nov. 7, when the programming will be rearranged to suit the news.

Kobak Explains Blue Plans For Expansion In Tele-FM

(Continued from Page 1)

Astoria Hotel. Kobak told those present of the Blue's fast development and growth since it cut loose from NBC and traced the expansion of the web in the commercial AM field, but explained that when NBC sold the Blue, it could not very well sell half of its television outlets nor a share in certain FM stations.

Thus Kobak said, the Blue is looking toward FM for one thing, to place it on an even keel with competing webs and in FM all will be starting from scratch in so far as FM network operations is concerned. FM he believed, will definitely be the network of the future and the Blue had



EDGAR KOBAK

to hurry to get ready. As to television, the network had no such item on hand and its engineers along with the officials of the company have been discussing the best possible equipment on the market. In this respect, Kobak

stated the Blue again had an advantage since it had no ties with manufacturers and could go out into the open market with an absolutely open mind. Television as it stands now is good, in the opinion of Kobak, but tends to be tiresome at times and will most certainly be subject to further improvement. The ideal tele program he said, will be the one that will not require constant looking, but one whose continuity will permit one to look away for awhile and still hold the drift of the show. Thus he cited last week's CBS forum and debate on a political issue which was just as good for the ear as the eye, and permitted the televiewer turning away from the set on occasion.

Sides With CBS on Tele

As a personal observation, Kobak said he sided with the CBS viewpoint on television and believed that it would be best to keep the public waiting for awhile if necessary rather than rush the new entertainment medium out prematurely. He thought this a safer procedure in the long run. He saw many problems of production to be ironed out and admitted there were other engineering problems also, all of which he was leaving to the engineers. However he declared he would eventually interest himself in the programming end of both tele and FM.

FM programs had to be made available all over before the public should be induced to buy such receiving sets and the Blue itself will build FM outlets in key cities. Questionnaires now in the mails sought to find out

from the Blue affiliates just how they stand as to stations, CPs and future plans.

In keeping with the expansion plans, Kobak pointed out it would be necessary for the Blue to acquire sites for studios and offices in New York, Chicago, Los Angeles and San Francisco. Agreement with NBC was that the Blue must move into its own quarters within two years after such building would become permissible and wartime restrictions lifted. Toward this end Kobak stated he would look after the acquisition of sites and supervise the building of studios, etc. These, he said, need not always be located in the heart of a city. This goes for the FM and tele locations in particular. Many sites have been offered he said, a possible 16 in New York alone, but the judgment of himself and the engineers would make final decisions.

Facsimile Considered Important

Facsimile took up considerable time during the question period in which Kobak answered questions put by those in attendance. He saw facsimile as being the "circulation outlet" for many publications, but there were also many problems involved, and as he stated previously, he did not pretend to know the answers to all of them, as yet.

Problem of finances, he said in answer to a question, would no doubt be met from increased capitalization of the Blue, but that the money would be forthcoming from present stockholders of the web. Also, transmitters and much equipment did not necessarily have to be bought for cash, as the trade usually doesn't anyway.

A tieup with some television organization would be made in the near future, according to Kobak, who explained that the attitude of those in tele has been to share as much as possible. The tieup would be necessary so that the Blue did not lose any additional time in experimenting and learning more about the new art, while licenses were acquired and its own facilities were being built.

In conclusion, Kobak reminded those present, that the Blue was still in the business of AM broadcasting and did not intend to neglect that part of the routine and he would still have his hands full along that line since both Chester La Roche and Mark Woods would be out of town occasionally on business.

FCC Gets Applications For 3 New FM Stations

(Continued from Page 1)

Providence, R. I., and Los Angeles. The first was filed by WAGE, Inc., licensees of WAGE, Syracuse; the second by the Providence Journal, and the third by the Los Angeles Times.

Federal Tele Division Listing Requirements

(Continued from Page 1)

meet the deadline, but that setting the December date is of no especial significance.

Allocation of frequencies among the various nations will have to be entirely reworked, it appears, with all earlier agreements pretty much outmoded in view of the expansion of frequency utilization all over the world. Eventually there will be a world-wide conference, but nothing definite of this nature has yet been planned. General feeling in the division, however, is that American domestic services need not worry much about interference from abroad. Engineering technics, it is felt, will enable FM, tele and facsimile broadcasters to operate without difficulty on local channels which might be used elsewhere in the world or even elsewhere in this country. The difficulties will come, it is felt, the division of such things as marine radio channels, aviation frequencies and others of that type.

Armstrong, Shapley File For Allocation Meeting

Washington Bureau, RADIO DAILY

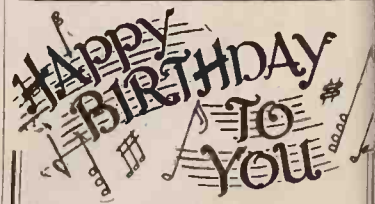
Washington—Major Edwin V. Armstrong, father of FM, and Prof. Harold Shapley, eminent Harvard astronomer, have filed for permission to testify before the FCC during the forthcoming frequency allocation conference, it was revealed yesterday. Maj. Armstrong will discuss the frequency needs of the FM service and Dr. Shapley will talk on educational requirements for airwaves.

WMBO Joins Mutual

Newest member of Mutual WMBO, Auburn, N. Y., which joined the web October 1st. Owned and operated by the Auburn Citizen-Advertiser, the station operates on 25 watts and 1,340 kilocycles.

"Ink Spots" Join Kate Smith

"The Ink Spots," prominent Negro quartette, will be a regular feature of the Kate Smith show on CBS starting with the program of Sunday, Oct. 8, it was announced yesterday by Ted Collins.



September 26

Elizabeth Bennett Hal Hackett
Del Casino Forrest U. Daughdrill
Harold Essex Kermit Moss

★ ★ COAST-TO-COAST ★ ★

— VIRGINIA —
CHMOND—A special program was arranged by the staff of WL at the patients auditorium of McGuire General Hospital to mark receiving of "orchids" by the city. Mutual commentator Tom Brenneke for the city's efforts in raising \$100 so that wounded service-men telephone home free of charge when they entered the hospital. Station personnel, as well as that of the city took part in the show, which was emceed by Mallory Freeman, assistant director of WRNL.

— CANADA —
EDMONTON—A new and somewhat in addition to the staff of CJCA has been made in the person of Duncan Innes, former Edmonton high school teacher, who is now on the staff as "station critic," and his main duty is to listen to the station's output and correct grammar and pronunciation as well as any other constructive criticism that will tend to improve presentation.

— NEW YORK —
NEW YORK—The story of Fascism in Latin America will be told by Josephs, author of "Argentine Today" when he guests on WQXR on September 27. The new chairman of the Overseas Press Club Program Committee is Tom Morgan, WOV commentator and AP and UP foreign correspondent. A new weekly program dealing with the problems of post-war reconstruction will be aired over WNEW and will feature Searchinger, historian and pioneer in international broadcasting. Ekstine and his new swing will guest on "Amateur Night in Harlem," heard weekly over WCA, on the 27th. When the city pulled an "invasion" of Lido Beach, L. I., a few days ago, complete with shooting and demolitions, WJN special events director Walt Dennis waded ashore with the troops to "cover" the invasion.

— ILLINOIS —
CHICAGO—Direct broadcast of all Chicago Bears pro football games will be heard over WIND this season under the sponsorship of the Atlas Brewing Co. Wilson will handle the mike for the series, started on Sunday, September 24.

— IOWA —
DES MOINES—At a recent meeting of the board of directors of the Iowa Broadcasting Company, Philip Hoffman, manager of KRNT was elected vice-president of IBC, and Don Enman was named vice-president and treasurer of WNAX in Yankton, S. D.

— LOUISIANA —
NEW ORLEANS—A new five-a-week series titled "Mister and Missus" had its premiere yesterday over WWL. Designed purely for the feminine audience, and written in an informal dialogue style, the new show will feature Orrie Summers and Deane Long.

— MICHIGAN —
DETROIT—New chief announcer at WXYZ is former special events man John Slagle, who replaces Jack McCarthy while the latter is serving as a lieutenant in the Marines.

— NEW YORK —
SYRACUSE—CBS Fall promotion was launched in Syracuse with a WFBL luncheon addressed by R. G. Soule, promotion manager. All members of the program and merchandising departments were present. . . . **SCHENECTADY**—Latest addition to the announcer staff at WGY is Vinc Williams, formerly with WBNY, Buffalo.

— UTAH —
SALT LAKE CITY—New additions to the KDYL staff include Bob Cornwell as announcer, formerly with KFEL, Ned Serrell, former announcer from WIND and Tommy Greenhow, new director of publicity and promotion, formerly on the staff of KSL.

— FLORIDA —
WEST PALM BEACH—On being informed recently that two small girls were lost somewhere in the outskirts of the city, WJNO broadcast an alarm immediately and within 20 minutes of the announcement the children were safe at home, having been picked up by a WJO listener who heard the flash while driving and subsequently noticed the children.

— KANSAS —
HUTCHINSON—When it was announced over KWBW recently that the station would telephone the news of Germany's surrender if the news occurred at night to any of their listeners that sent them a post card with their number, the news room was deluged. So many cards were received that it will take until the next day to answer them, and so the news staff has decided that they will have to find out via the airwaves. . . . **SALINA**—Attendance was doubled at the Saline County 4-H fair this year, and the sponsoring Lions Club credits

KSAL with most of the increase due to the extensive promotion of the event on its broadcasts.

— DISTRICT OF COLUMBIA —
WASHINGTON, D. C.—Climaxing a week-long one man drive urging people who have never done so to give blood to the Red Cross, Arthur Godfrey of WTOP gave a pint of his own blood last Friday night during a CBS television program.

— OHIO —
CINCINNATI—An information booth has been built in Fountain Square by WCKY as a public service feature. Upon completion of the booth it was turned over to, and is now operated by, the Navy League of the United States, but will be partially maintained by WCKY. . . . **CO-LUMBUS**—In order to reach some 20,000 war workers who change shifts between 1 and 6 a.m. WCOL has gone on a 24-hour a day sked. The new early morning show is called "The Night Owl Club" and consist of discs and news.

— INDIANA —
FORT WAYNE—A souvenir program of WOWO's "Famous Hoosier Hop" show has been prepared. In the form of a 10-page booklet, it contains a resume of the "Hop's" eight years on the air, rotogravure pictures of the cast accompanied by short biographical sketches.

— NORTH CAROLINA —
GREENSBORO—A recent "command" performance was played by Johnnie Harris and his Ramblers, and A Father and Three Sons, WBIG talent, for the GI's confined to the base hospital here.

— CALIFORNIA —
LOS ANGELES—Recently discharged from the Navy, Leslie Ecklund has joined the staff of Ralph Taylor, sales promotion manager for the Columbia Pacific web, to handle exploitation. . . . Making its debut over WHI-Mutual next Monday will be Sunny Skylar, composer and songwriter, who, with Henry Sylvern and orch. will start his new series "Sunny Skylar Serenade."

First
PAST

21 years of continuous leadership. Programs, public service, alertness . . . and of course . . . advertiser's preference.

First
PRESENT

All surveys agree WRC leads morning, afternoon and night.

First
FUTURE

Washington will have the first NBC television station to be constructed after the war.

But This is the Usual Story for WRC We've Been First Continuously Since 1923

WRC
 Washington

"JUST GIVE HER JEWELRY"
"DIAMONDS SYMBOLIZE LOVE"

TWO OF THE MOST ELABORATE ONE-MINUTE TRANSCRIBED SINGING COMMERCIALS YET PRODUCED ON A SYNDICATED BASIS! SPECIALLY COMPOSED AND PRODUCED FOR LOCAL JEWELERS. A FULL CAST OF FORTY. READY FOR IMMEDIATE DELIVERY ON A SYNDICATED BASIS EXCLUSIVE TO ONE JEWELER IN A CITY. FOR LEASE PRICES, AVAILABILITIES AND AUDITION SAMPLE, WRITE OR WIRE:

ASSOCIATED RADIO-TELEVISION PRODUCTIONS, INC.
 489 Fifth Avenue, New York 17, N. Y.
"SHOWMANSHIP COMBINED WITH SALES APPEAL"

KCKN
The VOICE of
GREATER KANSAS CITY
24 Hours a Day
 BASIC MUTUAL
 AFTER 6 P.M.

Two Networks! Three City Market!!
CBS WENT MUTUAL
 Loversville • Johnstown • Amsterdam
 THOMAS CLARK, Nat. Rep.



History of Communications. Number Ten of a Series

COMMUNICATION BY THE HELIOGRAPH



World War I saw the Heliograph play a prominent part in communications. The Heliograph, a device which flashes the rays of the sun in coded intervals, has been used since the days of Ancient Greece. Dependent upon the elements of nature for its power, its operation is prohibited by bad weather. Typical of means of communication other than Electronic Voice Communication, translation of its signal must be made by specially trained personnel.

After Victory is ours, civilian electronic voice communications will again be placed in the hands of the skilled Universal Engineers for still further advancements in microphones and recording components.

Model CU-2, illustrated at left, is a palm microphone with press-to-talk switch. One of the several military types available through your Radio Parts Jobber.



UNIVERSAL MICROPHONE COMPANY
INGLEWOOD, CALIFORNIA



FOREIGN DIVISION: 301 CLAY STREET, SAN FRANCISCO 11, CALIFORNIA · CANADIAN DIVISION: 560 KING STREET WEST, TORONTO 1, ONTARIO, CANADA



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 28, NO. 61

NEW YORK, N. Y., WEDNESDAY, SEPTEMBER 27, 1944

TEN CENTS

ATS Seeks FCC Hearing

FCC Permits Philco Tele Station In N. Y.

Washington Bureau, RADIO DAILY
 Washington — Permission was granted Philco yesterday by the FCC to erect a new experimental television relay station in New York, to operate with a 15-watt output on Channels 11 and 12, or from 204 to 216 megacycles. The new station will be used for experiments and programs of WTPZ, Philadelphia, as tele outlet in New York, and will also be employed to link New York and Philadelphia telecasts.

P. & G. Sets Jack Kirkwood On CBS Pacific Network

Jack Kirkwood, heading the NBC "Mirth and Madness" sustainer Monday through Friday 9-9:30 p.m., EWT has had his option taken up by Procter & Gamble, through the Compton agency, and moved to CBS 7-7:15 p.m. and a repeat, both shows being heard on the Coast only until further notice. New setup is effective Nov. 13. Currently Kirkwood is heard with Lillian Lee, Billy Gray and
 (Continued on Page 3)

Ohio's Fall Time Changes Affecting Broadcasters

Columbus—Change from Eastern War Time to Central War Time in most Ohio cities during late September and early October is causing the usual program scramble confusion for both radio executives and listeners.
 Total of 29 Ohio cities make the
 (Continued on Page 6)

Speed Merchant

Robert St. John, NBC commentator who broadcast from the New York studios last Friday and from London, Tuesday, lost no time in making his presence there felt. Within ten minutes after his first broadcast from the British capital, all the wire services here were carrying his story that L,000 German tanks had been knocked out on the Western Front in the past ten days.

NBC Gets Tele Rights To Major Boxing Bouts

Deal was consummated yesterday between Mike Jacobs, sports promoter; Gillette Safety Razor Co. and NBC whereby all major bouts handled by Jacobs at Madison Square Garden and St. Nicholas Arena, will be televised over an Eastern tele network.
 Fights will be picked up by NBC's New York outlet WNBT and relayed
 (Continued on Page 6)

Sherwood Resigns Post As OWI Overseas Director

Washington Bureau, RADIO DAILY
 Washington—In order to maintain the non-partisan stand of the OWI, Robert Sherwood, director of the Overseas Branch of the OWI, resigned this week to devote his attention to President Roosevelt's re-election campaign. It has been indicated
 (Continued on Page 6)

N. Y. Film Executives Form New Television Company

Breneman's New Show Set For Kellogg On Blue

Kellogg Co. has set Tom Breneman in a new comedy program over the Blue's Pacific Network to start Oct. 16, Mondays 9:30-10 p.m., PWT and
 (Continued on Page 7)

227,396 radio homes in its daytime primary coverage area make WLAW the "buy" North of Boston!

American Television Society Spokesmen Ask Voice Before Commission At Allocations Hearing

Democrats Buy Time On CBS Commercials

Five minute network time contracts have been cleared by the Democratic National Committee on CBS and other network contracts of similar nature are pending. On CBS five minutes will be lopped off "Your Hit Parade," on Saturday nights Oct. 7, and 21, and Nov. 4. The program
 (Continued on Page 2)

"March Of Time" Returns To Blue Network Nov. 2

"March Of Time," sponsored by Time, Inc. will return to the Blue Network Thursday, Nov. 2 at 10:30-11 p.m., EWT. This is the same time now used by the program over NBC and will replace on the Blue the Joe
 (Continued on Page 6)

Zionist Disc Series Set On 100 Stations

New series of 15-minute sustaining dramatic disks have been set on approximately 100 stations by the Zionist Organization of America. Each of the recordings has a cast including
 (Continued on Page 2)

Expressing concern over the prospect that television channels may be shifted from the lower frequencies to high frequencies, Norman D. Waters, chairman of the policy committee of the American Television Society, yesterday appealed to Chairman James L. Fly of FCC for an ATS voice at the allocations hearings opening in Washington tomorrow.

The ATS wire to Chairman Fly follows:
 "According to the trade press there is a definite implication based on Mr. Fly's address in New York last week
 (Continued on Page 6)

Web Official Gives Content Of Speech

Address made behind closed doors by Chester J. La Roche, vice-chairman of the Blue Network before a meeting of station affiliates held recently in Chicago, has been made public and indicates both a state-
 (Continued on Page 6)

Chicago Agency Executive Making N. Y. Tele Survey

David W. Dole, Chicago, associate radio director of Henri, Hurst & McDonald, Inc. is in New York and visiting in adjacent territory covering television activities now under way at General Electric at Schenec-
 (Continued on Page 3)

Vote Appeal

Kate Smith and Ted Collins, on their noon-time news broadcast tomorrow "Kate Smith Speaks," will devote the major portion of the show to the "getting-out-the-vote" movement. Miss Smith will address women who will be voting in greater number this year, and otherwise tell her CBS audience of the importance of voting in this presidential campaign.

Perspectives

Alan Young, honorably discharged from the Canadian Navy, tells of the time he was in uniform and assigned to do a Navy show. To brush up on his technique, he came to New York to participate in a few productions. While here, he took the perennially favorite tour through Radio City. And now, less than a year later, he's been signed for his own Blue-web show.

A CBS affiliate, WLAW is also known for its interesting, carefully selected local featured Advt.



Vol. 28, No. 61 Wed., Sept. 27, 1944 Price 10 Cts.

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

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

Coming and Going

CARL J. BURKLAND, general manager of WTOP, CBS-owned station in Washington, D. C., a visitor at the headquarters of the network.

JACK SIMPSON, radio director for the Russel M. Seeds Co., Chicago, is back in the Windy City after having spent three weeks in New York getting the new Raleigh cigarette show (Cartoon of Cheer) on its way.

ANN THOMAS, comedy star of the "Junior Miss" sketches heard each Sunday on the "Mary Small Revue," off for Hollywood to embark on a film career.

MARJORIE HILL, secretary to Sam Cook, president of WFBL, Syracuse, a vacationer at Clayton in the Thousand Islands.

GLENN MARSHALL, JR., commercial manager and sales promotion director of WMBR, CBS affiliate in Jacksonville, Fla., is in Gotham for conferences at the offices of the web.

EDWARD SKOTCH, formerly with KYW, Philadelphia and WSL, Roanoke, Va., is now in Chicago and has taken over his new duties as a member of the production department in the Blue Network's central division.

SAM MANNING has arrived from Chicago to produce the "Harlem on the Beam" series over WMCA.

CLARK SANDERS, recently transferred from the KGO-Blue Network engineering department in San Francisco to the overseas staff of the news and special features division as technician-reporter, has arrived at Pearl Harbor.

TED HUSING and JIMMY DOLAN, sports reporters on the Columbia network, have returned from Great Lakes, Ill., where on Saturday they aired the game between Purdue and the Great Lakes Naval Training Station.

BILL BRENNAN, producer in the music division of CBS, has left on a vacation to Camden, Me. While he's away, his duties on the daily network program, "Terry Allen and Three Sisters," will be taken over by Ace Ochs.

MARY SUSAN WOODALL, continually writer at WPTF, Raleigh, N. C., is in New York, where she will combine the business of confabs at NBC with the pleasure of a shopping spree.

BEN CONLON, Hillman magazine editor, who is a regular on the Hillman Crime Quiz heard each Sunday over WNEW, has left for a vacation of two weeks in New England.

PAUL MANNING, war correspondent heard on WOR, left on a nation-wide lecture tour following Sunday's program. His future broadcasts will be picked up by special wire from whichever city he is visiting.



FINANCIAL

(Tuesday, Sept. 26)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

Henry Kaiser Hildegard Guest

Henry Kaiser, shipbuilder, who appeared Monday as guest on the "Information Please" show over NBC, will be heard again on the network when he appears with Hildegard on her program of Tuesday, Oct. 3, at 10:30 p.m., EWT.

Democrats Buy Time On CBS Commercials

(Continued from Page 1)

which usually runs 9-9:45 p.m., EWT with repeats three hours later will be heard on those dates 9-9:40 p.m.

"Brewster Boy" sponsored by Quaker Oats, will also cut five minutes Friday nights Oct. 20 and 27 and instead of being heard 9:30-10 p.m., EWT will be heard 9:30-9:55 p.m. This program has no repeat show.

Similar time is up for clearance at NBC and possibly other webs. Until last night no official word had come down that NBC had set the time.

To List Winners Saturday In 'Grand Central' Contest

First winners in the "Name the Play" contest sponsored by the Pillsbury Flour Mills Co., will be announced on CBS "Grand Central Station" Saturday, Oct. 7. Eleven war bond prizes are awarded each week—top prize, a \$500 war bond—and ten \$25 war bonds.

Zionist Disc Series Set On 100 Stations

(Continued from Page 1)

at least one star of stage, screen or radio, with Ben Grauer as the regular announcer. Stars in the cast include Louis Calhern, Helen Menken, Victor Jory, Gene Kelly, Sidney Blackmer, Joseph Schildkraut and others.

First of the series will start in the New York area over WHN Sunday, 1:45-2 p.m., EWT and in keeping with AFRA rules, each disk will be played but once in a city. Stories told by the disks will concern the accomplishments of the Jews in Palestine and the comparable Davy Crocketts and similar heroes. First of the disks will tell the story of 87 volunteers who dropped behind the German lines at Bardia at the time of the El Alamein push and routed an entire German division.

Warner Tele Site

The site for a future tele studio has been purchased in Hollywood by Warner Bros. Pictures. The studios will be erected as soon as materials are available.

20 YEARS AGO TODAY

(September 27, 1924)

George D. Hay, the "Solemn Old Judge" of WLS, Chicago, has been accredited the world's most popular announcer in a contest conducted by Radio Digest. Hay has been in New York attending Radio World Fair and yesterday was publicly presented with the prize.

COVER THE 3rd LARGEST MARKET IN THE COUNTRY'S GREATEST STATE OVER STATION

WSAY ROCHESTER N. Y.

ON TARGET!

"PATTERN BROADCASTING" OVER STATION WDAS COVERS PHILADELPHIA



Cover your market with a package of spots that cover the day.

To assure intensive coverage, ask Philadelphia's Outstanding Full-Time Independent Station about "Pattern Broadcasting."

Shout your head off!

There's one advantage that ship's officer has that some radio advertisers don't have . . . he knows his audience is listening!

Down here in Baltimore we've got a way to fix that for advertisers. It is suggested that they check into the W-I-T-H radio audience.

This is the independent station that delivers more results per dollar spent than any other station in town. It has the audience and the audience has the money to buy.

There is a pile of cold-as-steel facts that proves that if you want coverage that pans out on a low cost per sale basis, your best bet in Baltimore is W-I-T-H.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

N. Y. Film Executives Form New Television Company

(Continued from Page 1)

dent of Microstat Corporation, N. Y. C. Negotiations with General Aircraft Equipment Company for the manufacture of 16mm projectors and television equipment are, now in the process of completion, the announcement stated. Circle Film Laboratories will be affiliated with the new company for the purpose of handling the new company's laboratory printing.

The company's plan calls for the opening within the next few months of 16mm branch offices for the sale of its own projector and television equipment in four different models, ranging from home to auditorium use.

In television circles the announcement was received with some speculation. It is the opinion of one spokesman for the video industry that the new company will make a bid for the television film distribution among the nation's video stations and will also place on the market a projected image receiver at popular prices.

This is the second group from the motion picture industry to announce activities in the television film distribution field. Some months ago RKO set up the RKO Television Corporation headed by Ralph Austriah for the purpose of producing films for television. Their first assignment was to produce television pictures of the Republican and Democratic national conventions for the NBC video station in the city of New York.

The new International Theatrical and Television Corporation, according to their announcement, have a contemplated capital basis of \$1,000,000 in common stock and \$5,000,000 in preferred stock. Territorial franchises through the United States and the world will be available with deals already pending for the United States, England and several Latin American countries. Headquarters of the organization will be maintained in New York City at the present offices of the Microstat Corporation and Film Classics.

Chicago Agency Executive Making N. Y. Tele Survey

(Continued from Page 1)

tady as well as New York studios. He is making personal contacts with various tele directors of active New York agencies.

Dole was chairman of the Television Committee of the Chicago Radio Management Club, which arranged a series of lectures on the subject in co-operation with B. & K. Television in Chicago. He plans to organize an experimental television-production group this fall.

Helen Britt Demonstrates Television Merchandising

During one of a current series of experimental commercial telecasts being presented over WABD by Cecil & Presbrey Inc. Helen J. Britt, home economist, gave a demonstration for toll-house cookies and Nestle's Semi-Sweet Chocolate. Several other of Cecil & Presbrey's clients are being featured in this series.

Wolly sez



WASHINGTON WORKS 24 HRS A DAY - AND

WOL

REACHES THEM EVERY MINUTE OF THE DAY -

★ WOL ★

WASHINGTON'S ONLY 24 HOUR STATION

... Sell Them on

WOL

Affiliated with Mutual

Nat'l Reps. SPOT SALES, INC. New York, Chicago, San Francisco

P. & G. Sets Jack Kirkwood On CBS Pacific Network

(Continued from Page 1)

Don Reid, tenor, plus a band, and has made considerable progress as a morning variety show.

Kirkwood was brought East by Clarence Menser, NBC vice-president, but Kirkwood, who is desirous of returning to the Coast signed a contract with P. & G. last June. Understood that the "Mirth and Madness" title remains the property of

P. & G. will continue its "I Love A Mystery" on CBS in the 7-7:15 p.m., EWT slot in the East, Middle West and Mountain States, it is believed, until another time is found for it. At that time it is presumed the Kirkwood show will also be heard in the East.

WKY IS HEARD REGULARLY BY MORE OKLAHOMA LISTENERS THAN IS ANY OTHER STATION

says

The OKLAHOMA RADIO AUDIENCE OF 1944

STUDY BY THE PRESS

WKY—Oklahoma City



New Fashion Trend for Feminine Time Buyers

It's a smart woman

who knows her trends . . . and the trend is definitely toward buying the *Beeline* this fall. This group of long-established stations covers 41 primary counties in southern California and western Nevada—ranking in population with Los Angeles and greatly exceeding San Francisco in retail sales.

{ Simplicity of line, soft draping, and rich color create an arresting after-five frock. }

NO. 5 IN A SERIES OF FASHIONS FOR FEMININE TIME BUYERS

— THE BEE LINE



McClatchy Broadcasting Company

Sacramento, California

Robert A. STREET National Sales Manager

Paul H. RAYMER CO. National Representative

- RENO - KOH
- SACRAMENTO - KFBK
- STOCKTON - KWG
- FRESNO - KMJ
- BAKERSFIELD - KERN

**WHY
PORTLAND, OREGON
PEOPLE PREFER
KGW**



Queen JoAnne is crowned by Prime Minister in this year's Rose Festival coronation.

**READE M. IRELAND
PRESIDENT OF THE 1944
PORTLAND ROSE FESTIVAL**

SAYS: "KGW is a real part of the Rose Festival tradition—which is itself now an inseparable part of Portland. From the selection of the candidates for Queen at city high schools, through the coronation ceremony itself—KGW cooperates all the way. This year, for instance, the coronation was staged through the cooperation of the whole KGW staff—script writers, announcers, orchestra. KGW always knows the entertainment value of public service—plus..."



READE M. IRELAND

THE STATION WITH EAR APPEAL
KGW PORTLAND OREGON

Affiliated with the National Broadcasting Co.
Represented nationally by Edward Potry & Co., Inc.



Notes From a Ringside Seat...!

● ● ● Thomas A. Koppel rates a low bow for inaugurating a new service which will make the lot of radio editors much easier and at the same time give radio stations and their clients, added accuracy in their log listings... it's called Consolidated Daily Radio Program...

● We hear that Jack Kirkwood's morning NBCComedy, "Mirth & Madness," has now become a CBSponsored by the Compton Agency and will be renamed, "Madhouse"... this being true, we can't understand NBC allowing to slip from its fingers this program which includes, besides Kirkwood, Irving Miller's Orchestra and Don Reid's vocalisthenics... we've raved about the show since Kirkwood came east last year and amazed easterners with his ability to turn out six fast-moving laugh-filled scripts per week.



● ● ● Johannes Steel, WMCAnalyst of-the-news, has completed his latest book, "The Future of Europe," which will be published by Henry Holt & Co. for November release... ● Starting October 8, the fast-climbing vocal quintette, "Four Chicks and Chuck," another group about whom we raved (see 'Main Street' on Monday, September 18) will appear for 39 weeks on the Kate CBSmith Hour... ● Mary Rollins, editorial supervisor of the MBSHow, "Real Stories from Real Life," was visiting her native town down in Georgia when the late unlamented hurricane struck... cutting her vacation short, Mary decided to leave the scene forthwith and return to her home in Great Neck, but on her arrival, learned to her dismay that the hurricane once more preceded her... she found that a tree had crashed through the roof of her house... ● Dunninger will bring his show to the Lakehurst Naval Training Station, October 11... Lt. (sg) Albert G. Miller, has been honorably discharged from the U. S. Navy and will again turn to radio where he was a writer-director.



● ● ● Peter Donald and his new bride, actress Jo Janis were married last Saturday at 10 a.m. and had their wedding breakfast a half hour later at the NBCoffee Shop, during which they had to listen to Martin Ragaway's gags... (Ragaway writes the scripts for Donald's "Guess Who?" program)... ● Carl Erbe's latest 'Erbe-blurbe' is a letter with a sample of the champaign velvet material which will decorate the new Cafe Zanzibar on the site of the former Hurricane, second time today that we've referred to 'that big wind'... NO NO, not you, Carl, we're referring to 'Hurricane'... and besides, how can one call a five-foot-two man 'big'?



● ● ● CBSongstress Joan Brooks will really get the air Friday... the monitormen in the control rooms of three stations will at various times throughout the day 'give her the nod' starting with "Off The Record," at 4:45 p.m., via CBS, followed by guest appearances with Jerry Lawrence and Johnny Olsen at 7:00 p.m. over WMCA and 12:05 a.m. over WJZ, respectively, with her own 15 minutes at 11:15 p.m. via CBS, sandwiched in between... ● Her performance in the 'Junior Miss' spot on the "Mary Small Revue" via the Blue Network last Sunday was such, that Betty Philson, earned herself a regular berth on the program... ● George Hines, former Nick D'Amico vocalist, is now 'sending the bobby-sock Brigade' with Enoch Light's Orchestra at the Hotel Biltmore in Gotham... ● Al Friedman heads for Hollywood once more, this time to take over the Witmark office there.



Remember Pearl Harbor

NBC BASIC STATION

**W
D
E
L**

1150 KC
Wilmington, Delaware

**5000
WATTS**

DAY & NIGHT

REPRESENTED BY

RAYMER

AGENCY NEWSCAST ★

CLINICS of the Advertising Selling Course, sponsored by Advertising Club of New York, directed by Walter A. Lowen, A. Lowen Placement Agency, those who will serve as lead the various meetings are: L. Miller, vice-president of ... & Co., Alfred Eichler, copy ... ve, Ruthrauff & Ryan, Inc.; Welsh, vice-president, Geyer & Newell, Inc.; Erwin Dewitt vice-president and copy di- Dancer, Fitzgerald & Sample; Schwab, Schwab & Beatty, Inc.; ... Newton, vice-president, J. M. ... Inc.; Walter J. Weir, vice- ... nt Kenyon & Eckhardt, Inc.; ... Cunningham, vice-president, ... Emmett Co.; Julien Field, ... director, Wm. Esty & Co., and ... F. Egan, vice-president and ... chief, Lennen & Mitchell, Inc.

DO GREES HOUSEHOLD ... ER has appointed J. M. Korn ... o handle its advertising.

AK & TILFORD has just released ... Fall advertising campaign for ... Koric Tintex Tints and Dyes. ... appropriation is 72 per cent above ... ll and the largest in Tintex ... for a comparable period. ... M. Storm Co., Inc. is the ad- ... ag agency. The drive, which ... continue to December, will em- ... dio, newspapers, weekly maga- ... supplements, home economics ... nes and trade publications.

ON KEATING, formerly with ... Thomas and more recently in- ... and public relations consul- ... r several eastern manufactur- ... us announced the opening of ... n advertising agency in Cin- ... The firm will be known as the ... Keating Company.

K F. CROSSIN, formerly in ... gton as contact man for the ... Distributing Corp., has been ... national sales manager of ... on Radio Corp., manufactur- ... Olympic radios, according to an ... cement by A. A. Juviler, presi- ... Hamilton. The company plans ... ce a line of receivers, both ... ad AM sets, as soon as material ... ions are lifted.

MERTY, CLIFFORD & SHEN- ... announce the appointment of ... Bruyere as manager of the pro- ... department. Prior to his join- ... e agency he was with Dallas ... for two years, Paris & Peart ... o years and the Paris office of ... n-Erickson for five years.

Gale Associates
SPECIALISTS
IN RADIO PACKAGES
AND TALENT
West 48th St. • New York City
LO. 3-0350

MILTON BYRON, formerly with the OWI, Sterling Products International, Lennen & Mitchell, station WINS, Biow agency, Scheck Advertising Agency, World Broadcasting Company, station WOKO, McCoy Associates, the New York Herald in Paris, and the New Yorker Magazine, has joined the N. W. Ayer agency in the copy department.

BARRETT BRADY, formerly with Maxon, Inc., has joined Warwick & Legler, Inc. as copy chief.

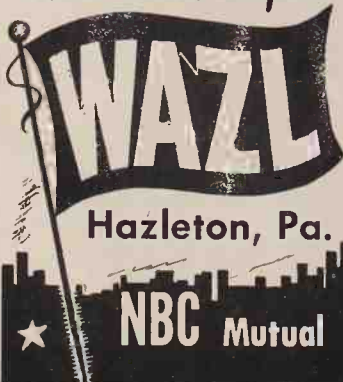
ROBERT E. BOYD, formerly with The William G. Rambeau Company, and more recently on the sales staff of The Addressograph Company, has rejoined the Chicago office of the Rambeau organization.

PAUL O. RIDINGS, director of public relations and advertising at Illinois Institute of Technology in Chicago for the past two and a half years, has been appointed director of public relations of the Minneapolis office of McCann-Erickson, Inc. He assumed his new duties September 11. A former Texas newspaperman. Ridings has been in college public relations work for four years. He served as business manager of the American College Publicity Association during 1943-44, and was re-elected for 1944-45.

RUSSELL H. LASCHE has been appointed director of engineering and research for the Fairchild Camera & Instrument Corp. of New York, one of the country's largest manufacturers of radio compasses.

RUSSELL & ROBERTS, advertising agency of Paterson, N. J., has been retained to handle the New York State radio campaign for the American Labor Party and the New Jersey state radio campaign for the Industrial Union Council, C.I.O.

Sell the Booming
Hard Coal Region!



WAZL
Hazleton, Pa.
NBC Mutual



Meet WHB's Don Davis — of Kansas City, Hollywood, Chicago and New York!

Here's a gent who lives on a merry-go-round, the better to serve WHB advertisers! WHB is the only station in America whose president travels as its national advertising representative. He can be reached through any of the offices listed below; and time clearances are made *the same day*, by telegraph, telephone or air mail letter, from headquarters in Kansas City!

Ten years' experience as an advertising agency account executive preceded Davis' appointment as WHB's president, in 1931. He's had lots of fun in radio ever since, operating WHB as "the station with agency point-of-view", where every advertiser is a *client* who must get his money's worth in *results*. If you want to sell the Kansas City market, WHB is your *happy* medium!

For WHB Availabilities, 'Phone DON DAVIS

- KANSAS CITY — Scarritt Building — HArrison 1161
- NEW YORK CITY — 507 Fifth Avenue — VAnderbilt 6-2550
- CHICAGO — 333 North Michigan Blvd. — CENTral 7980
- HOLLYWOOD — 5855 Hollywood Blvd. — HOLlywood 6211

KEY STATION for the KANSAS STATE NETWORK
 Kansas City • Wichita • Salina • Great Bend • Emporia
 Missouri Kansas Kansas Kansas Kansas

HOOPER MORNING INDEX JULY—AUGUST MON. THRU FRI. 8-12 A. M.	Station A	Station B	Station C	Station D	WHB	Station E
	13.7	11.4	28.0	13.7	31.0	2.2
HOOPER AFTERNOON INDEX JULY—AUGUST MON. THRU FRI. 12-6 P. M.	Station A	Station B	Station C	Station D	WHB	Station E
	18.1	5.8	19.1	29.1	24.7	2.3

ATS Would Be Heard At Allocations Confab

(Continued from Page 1)

that Television will soon be shifted from its present frequency to those above 400 megacycles. While we are definitely in favor of channel allocation between 400 and 1,000 megacycles for experimental purposes, we are amazed that any consideration should be given to eliminating the present frequencies, as we feel their continued use will make it possible for television to become a public service immediately upon cessation of hostilities and aid materially in absorbing labor from war plants and give jobs to returning veterans. We urge you to leave present television channels undisturbed, and that you grant hearing to a representative of the American Television Society, an independent, non-profit organization with no axe to grind other than the futherance of Television as a public service."

Policy Committee New

Creation of a policy committee was voted upon and passed by a recent meeting of the American Television Society. This new committee is authorized to make recommendations to the board of directors for positions on which the ATS should take a stand re Television.

"If the FCC wants to boost the frequency from its present status, it should do so on an experimental basis," Waters declared. "The FCC should permit the lower frequencies to operate on a commercial basis until the high frequencies have been perfected. And when this is accomplished, a gradual transition should take place if television is going to hit the stride expected after the war," he added.

Leave for Washington

Among those leaving for the Washington allocations hearings today will be Will Baltin of the Television Broadcasters, Inc.; Dr. A. N. Goldsmith, of RTPB; O. B. Hanson, vice-president and chief engineer of NBC; Worthington Miner of CBS. Walter Damm, president of the FM Broadcasters Inc., and general manager of WTMJ, Milwaukee, will also be among those attending the hearings.

"March Of Time" Returns To Blue Network Nov. 2

(Continued from Page 1)

E. Brown quiz, "Stop Or Go" which may possibly move to another time. Agency on the "March Of Time" is Young & Rubicam, Inc.

Baukhage Signed

"Baukhage Talking," has been signed by C. F. Mueller Co. for its macaroni products, Monday through Friday over WGR, Buffalo, N. Y. Same client sponsors the local cooperative program on WTRY, Troy, and WARM, Scranton. Program is heard Monday through Friday 1-1:15 p.m., EWT. Duane Jones Co. is the agency.

★ PROMOTION ★

Shows For Sale

The Blue Network has issued a new promotion piece covered in blue for the purpose of announcing that it has 30 packaged programs for sale.

As a preview to the 4th, 5th, 6th and 7th pages which list the programs available for sponsorship, pages 2 and 3 list some of this network's best programs and their sponsors.

The pages following the non-sponsored programs include two articles written by Phillips Carlin, vice-president in charge of programs of the Blue. One is called "The Blue Looks Itself Over—Via the Barnum Angle," and the other is "Scanning the Blue Horizon—A Reflective Commentary," both of which appeared in the RADIO DAILY Annuals of 1943 and 1944 respectively.

The brochure should stimulate interest among nationally-minded sponsors.

WTOP Release

Using a reproduction of an article titled "See Radio Columns Returning Soon As News Print Eases Up" published in the September 6th issue of RADIO DAILY, WTOP in Washington, D. C. has released a promotion letter welcoming the increasing recognition of radio news, programs and personalities in the newspapers. They also say that today radio news is the third most popular feature read in today's daily newspapers.

Sherwood Resigns Post As OWI Overseas Director

(Continued from Page 1)

that Sherwood will write the President's campaign speeches.

Sherwood's letter to Elmer Davis, OWI director, read in part: "This, regretfully tendered, is a request that you accept my resignation as Overseas Director of OWI to take effect immediately. My sole purpose in resigning from a job on which I have worked constantly for more than three years, a job which has given me the profound satisfaction of constructive service, is to return to private life so that I may take an active part in the campaign for the re-election of President Roosevelt.

"It is my conviction that Mr. Roosevelt's re-election, and the people's endorsement of the principles both domestic and foreign for which his Administration stands, are of supreme importance in this hour of history.

"As both you and I have said repeatedly in statements to the Congress, OWI must maintain a rigidly non-partisan position. Were I to participate in this campaign while maintaining any connection with OWI, such as taking advantage of the leave allowances which have been accumulating for three years, I should inevitably compromise the position of the OWI. Therefore, a clean, complete break is necessary."

Talent Search

The annual search for the most talented boy and girl in the East staged by Uncle Don, favorite children's entertainer is skedded to start this week, with auditions in the WOR studios. This year additional auditions will be held in several other cities along the Atlantic seaboard. Prizes will be announced at a later date. As in other years, the winners will be sent to Hollywood for a tour of the motion picture studios—if transportation can be arranged.

Lever Bros. Award

The September 25 broadcast of the "Lux Radio Theater" over the CBS web also was made the occasion for awarding the Lever Bros. Co., sponsors of the show, an award from the National Safety Council because of the safety devices they have installed in their plants. Cecil B. DeMille, producer and director of the program accepted the award on behalf of the sponsor.

Facsimile

WELD, Ohio's first FM station, presents its story of facsimile in red, white and blue on a 12-page brochure. Briefly, it reviews its own facsimile operation, including illustrations of transmitted copy. It explains the possible commercial use of facsimile either as an independent service or in conjunction with aural programs.

Ohio's Fall Time Changes Affecting Broadcasters

(Continued from Page 1)

change, with lesser communities following suit as a matter of convenience. A few places remained on Central War Time throughout the summer.

On Oct. 1 the following cities turn their clocks back one hour: Columbus, Cincinnati, Dayton, Findlay, Marietta, Marion, Toledo, Zanesville and Middletown.

Changing on Sept. 24 were: Cleveland, Akron, Lorain, Mansfield, Portsmouth, Warren and Youngstown.

Lima, O., changed its time on Sept. 3; while Bellaire, East Liverpool, Martins Ferry and Conneaut, on the eastern border, contemplate no switch from EWT. Bryan is on CWT the entire year.

NBC Gets Tele Rights For Major Boxing Bouts

(Continued from Page 1)

to WPTZ, Philadelphia (Philco) and WWGB, Schenectady, the General Electric outlet.

First bout will be the Willie Pepp-Chalky Wright bout Friday night from Madison Square Garden. This is a feather-weight championship fight. Subsequent bouts will be those considered of sufficient importance to be picked up.

Web Official Give Content Of Spe

(Continued from Page 1)

ment of policy by the web frank statement by La Roche network and affiliates must we gether.

La Roche mentioned his ass in operating the Blue Network as Edward Noble, Roy Larsen, las Priaulx, Earl Anderson others. He stressed the impo of the part-ownership of Tirm Life, Inc. and indicated that must be a reciprocal relationship pointed out the progress of the under the guidance of Mark and Edgar Kobak. He liste web's shows analytically and tained that clients keeping low shows of little value hurt other sors and the listening aud. These he said would be aske helped to improve their show if nothing happened the Blue have to ask these sponsors to the network, or at least its pre time.

Long-time connection with & Rubicam was brought out to his association with radio for years on the other side of the. Thus he stated, he was well of the ramifications involved Roche also mentioned the show and gained by the Blue, but as case of Duffy's Tavern, ac gained by getting another show place and having Duffy's for years while a spot on anothe was being readied.

In conclusion La Roche aske affiliates to mull long-range lems, that progress would come working together and that he to meet them again often, eith his office or while he was m visits out of town.

Joins Frederic W. Ziv

Gene Weil, formerly account e tive, station WSGN, Birmingham resigned to join Frederic W. Ziv pany as southern representative their electrical transcription div. Before going into radio, Weil connected with the United Pre Buenos Aires and Montevideo later in charge of night wires fo in New Orleans. In November he joined the staff of WSGN as duction manager and in July shifted to the sales staff of W where he specialized in the de ment store field. He will repr Ziv in the southern states form covered by the late Tad. W. Jaco

Harry Abbott, Jr.

Hollywood—Harry Abbott, Jr., brother and business manager of comedian Bud Abbott, passed a here Tuesday, Sept. 19, at the Samaritan Hospital after an ill of two months. He and his bro had worked together since their trance into show business as yo men at Coney Island, N. Y. Surviv him are his widow, and two sist Olive Abbott and Mrs. James Mud

President Invited Address REC Group

Harold Ryan, president of NAB, will be the principal speaker at the fall and winter luncheons of the Radio Executives Club of New York at the Hotel Roosevelt on Monday, October 9, it was announced today. Ryan with Paul F. Peters, executive director of NAB, will discuss the Research committee's plan for a standard method of measuring audience in radio. Warren Jennings, REC's new president, arranged the meeting because of the wide interest among broadcasters and executives on the subject.

New Accounts On Blue's Fall Sked

Fall sked of new commercial spots for Blue reveals that over half of the sponsors are new to radio, about one third have never used radio advertising before. Some of the new accounts are as follows: Cham Mfg. Company, "The Chamber Shopper—Lois Long," Saturday 11:15 a.m., EWT, complete Blue (begins Sept. 30); Raytheon Mfg. Company, "Meet Your Navy," Saturday 7:30 to 8 p.m., EWT, complete (begins Oct. 14); Reader's Digest, "Town Hall Meeting of the Air," Sunday, 8:30 to 9:30 p.m., EWT, complete Blue; Scripto Mfg. Company (pencil leads), "George Hicks in Europe," Sunday, 1:15 to 1:30 p.m., EWT, complete Blue; Lederle Laboratories, Inc. (pharmaceuticals and biologicals), "The Doctors Talker," Friday, 10:30 to 10:45 p.m., complete Blue (begins Oct. 6); H. Breck, Inc. (hair shampoo), "Lifelike Music," Wednesday, 3:30 p.m., EWT, 11 stations.

Man's New Show Set For Kellogg On Blue

(Continued from Page 1)
The "Tom Breneman Highspots" Program appears to be a new idea in that it will feature transcribed highspots from the breakfast at Sardi's program heard on the web in the morning during the week. Kellogg Cereal Co., is the sponsor. Myron & Eckhardt is the agency.



September 27
at Barrett Edwin H. Kasper
Bill Cook Annette King
Bob Keller Walter Hubert Lewis
Billy A. Hoff Edward Tomlinson
Mary Hester Richardson

WOMEN IN RADIO

By MILDRED O'NEILL

A 25-YEAR anniversary was celebrated this month that deserves mention. At a luncheon in New York's Waldorf-Astoria, the Advertising Federation of America paid honor to Helen A. Holby, director of the Federation's club contact department, and advertising bigwigs, both men and women from all over the country, turned out in recognition of Miss Holby's work during the years as an inspiration and a service. "The remarkable thing about her," said President Dawson, "is her God-given faculty for making friends, while carrying on the duties of her office with a high degree of efficiency and patience." Among the advertising women who attended the luncheon were Caroline Hood, president of the Advertising Women of New York; Mabel G. Flanley and Sally Woodward; president Lillian Cohen of the Philadelphia Club of Advertising Women; Margaret Higgins, president of the Women's Advertising Club of Providence; Ida Sulkln of the Women's Advertising Club of Toledo; and Anna Steese Richardson of Woman's Home Companion fame.

★ ★ ★

The Corporal was "somewhere in India" and very homesick as he walked into an American Red Cross recreation center. When would he see any of the old crowd again? The possibility seemed very remote at the moment. Then the miracle happened. The gal who served him that cup of good American coffee and homelike snack looked awfully familiar—and well she should—for Teresa Morgan, recently arrived in India with a contingent of Red Cross workers, was a fellow Brooklynite and had gone to school with the lonesome Corporal. Before joining the Red Cross, Teresa had been a script writer and one of radio's earlier femme announcers at WJHP (Jacksonville) and WGAC (Augusta) . . . which is the reason for our little story.

★ ★ ★

'Tis said that orchids speak for themselves, which is certainly not a brilliant observation, because they shout out loud most of the time, which makes Fannie Hurst's choice of the calla lily as her symbol a refreshing variation. At the end of every informal note or letter Fannie writes is a red ink sketch of a calla lily. Wherever she appears, whether on the lecture platform, at a social gathering, or before the WJZ-Blue mike for her "Fannie Hurst Presents" program, she is wearing a gemmed facsimile of the blossom. Given to her, she says, by a friend who tired of seeing her wear wax flowers that always "looked weary," the calla pin is of white-enamel, with an amethyst topaz stamen and diamond stem. The story behind it . . . she just likes calla lilies.

★ ★ ★

"An ideal wartime employee" is the way Elizabeth Carter of KUTA (Salt Lake City) has been described. The story about Elizabeth goes on to say that she joined the station as receptionist, later taking over all studio transcribing from the chief engineer when research forced him to abandon routine duties and that now, in one week, she handles 20 hours of transcription on Blue Network shows. Also, she acts as secretary to the program director, maintains the transcription and record library, and broadcasts a woman's feature daily . . . Ed. note: We bow to an ideal "alltime" employee.

★ ★ ★

The power of radio was demonstrated in more ways than one during the recent hurricane, as NBC phone gals in Radio City have reason to know. When WEAJ went off the air due to power failure, the telephone exchange became swamped with calls. One femme listener who had been following the trials of "Charlie Chan" with bated breath, begged that someone read her the balance of the script. Another female fan couldn't see why the Kraft Music Hall should be cut off "because the program came from Hollywood and the storm hasn't hit out there." A third tormented soul up in Riverdale had been advised that bed might be the safest place for her in the emergency . . . and did NBC have any thoughts in the matter?

★ ★ ★

—Be A Rational National!

WTAG Plans Series For United Nations

Worcester, Mass.—WTAG will sponsor a series of programs designed to give listeners a better understanding of the United Nations, beginning this week under the direction of the mayor's committee. In introducing the plan, the CBS "People's Platform," which has been devoted in recent weeks to post-war subjects, will originate from Clark University, Saturday, Sept. 30. Subsequent programs for this station will originate from Clark University each Thursday, beginning October 5.

NBC Recording Division Hosts Maj. General Byron

Radio Recording Division of NBC last night was host at a banquet to Major General J. W. Byron, director of special services of the Army Air Forces, in the Jade Room of the Waldorf-Astoria Hotel. Occasion commemorated the first anniversary of the V-Disks made here by top stars and sent overseas. More than 500,000 of the recordings have been made since the inauguration of the series a year ago.

Party given to the numerous men in uniform along with General Byron, heard talks on the progress of the special services unit as to supplying the disks. Lloyd Egner, Bill Parsons and Henry Hayes, were among the NBC recording men in attendance.

Venuta On FDR Committee

Benay Venuta has been appointed chairman of the theatrical division of the Service Wives for Roosevelt Committee and is planning a midnight rally in the near future, for women in radio and allied fields in New York, whose husbands are in the service. Principal function is to stimulate everyone to register and vote in the presidential campaign.

Few Stations in the Nation
Can Equal KOA's Dominance:

68.8% DEALER PREFERENCE
69% LISTENER LOYALTY
9 OUT OF 10 TOP PROGRAMS
50,000 WATT POWER
7 STATE COVERAGE

FIRST IN DENVER **KOA** 50,000 WATTS 850 KC

REPRESENTED NATIONALLY BY SPOT

★ ★ ★ COAST - TO - COAST ★ ★

— NEW YORK —

NEW YORK—His tenth year with WINS will be started by Henry Sylvern on the first of October. A new show to start soon over WEVD is "Meet Miriam Kressyn." In the interests of Premier Food Products, the program will star Miriam Kressyn of the Jewish stage and radio. Recent guest on Jerry Lawrence's "Air Theater" heard regularly over WMCA was Barry Wood, radio and recording artist. Fred Waring was a guest on a platter show for the first time last week when he guested on WHN's afternoon disc program emceed by Dick Gilbert.

— CALIFORNIA —

SAN FRANCISCO—KPO's farm editor Henry Schacht announces that he plans to throw away his alarm clock, as last week he was presented with a baby girl, or as he terms it "a living alarm clock." New comer will be named Linda Joan. . . . New addition to the KGO-Blue sales department is Frank McHugh, formerly with KJBS.

— NEBRASKA —

OMAHA—As a salute to the splendid work the members of the local 4-H clubs have been doing on the home food front, John J. Gillin, Jr., president of WOW gave a banquet to all members. The party was emceed Lyle DeMoss, WOW program director.

— CONNECTICUT —

HARTFORD—An outstanding musician, program manager Leonard J. Patricelli of WTC has been chosen to act as one of the judges for the voice auditions now being staged by the Hartford School of Music. . . . New "skipper" of WRDC's musical headliner show heard week-day afternoons, is announcer Miff Colton. . . . **BRIDGEPORT**—The career of Col. Carlos P. Romulo, the last man to leave Bataan, was dramatized over WICC-Mutual on their "Freedom of Opportunity" show Friday.

— NEW YORK —

SYRACUSE—Service men participate in a weekly bond drawing at WFBL with the employees putting up the bond and the local service men taking it. . . . **BUFFALO**—When the second alarm went off announcer Clair Allen and news editor Bill Schweitzer of WEBR grabbed their portable recording equipment and lit out for the scene of the fire post-haste. Borrowing an outlet in a nearby house, they interviewed the fire chief and several of the firemen. Only difficulty was keeping kids from climbing onto the turntable.

OFF RECORDINGS
THE MIRACOUS TIC RECORDINGS
 by CARL FISCHER, Inc.
 CI-7 2965
 119 WEST 57th STREET, N. Y.

— NEW JERSEY —

ATLANTIC CITY—WFGP is still receiving letters of praise from their listeners on the way they handled the hurricane in spite of the way the hurricane handled them. . . . **PATERSON**—Several WAVES were guests on Helen Taylor's "Luncheon With Helen" heard over WPAT, last week. They discussed such subjects as compulsory conscription for women as well as men.

— PENNSYLVANIA —

PHILADELPHIA—Last week Joseph Franzosa started his 12th year as musical director of WPEN. Some time ago Zella Drake Harper, conductor of WIBG's women's programs mentioned that her pet canary had died. Last week was her birthday, and she was presented with a replacement by the Philadelphia Lighthouse of the Blind, an institution to which she devotes considerable attention. . . . The Widener Bldg., a Philly landmark, has been bought by WFIL, which has been located there for several years. . . . **PITTSBURGH**—Wedding bells are skedded soon for Raymond L. Bryant who plans to marry a local girl, and Shirley Leiser who will marry an Army captain. Both Bryant and Leiser are members of the KDKA staff. Again this year WWSW will air the local high school football games under the sponsorship of the Ruben Furniture Co.

— MASSACHUSETTS —

BOSTON—Twice weekly from the Terrace Room of the Hotel Staller George Duffy and his orch is heard over WEEI. . . . New show to bow in over WNAC, of Yankee and Mutual webs, is "Terry's House Party" featuring Terry Pepin as song-hostess. . . . **WORCESTER**—To present conflicting viewpoints on the recent student strike in which 4,000 students walked out in protest of an extra hour a day sked, WTAG presented a special program by the education authorities and later in the evening gave the students time in which to present their side of the arguments.

for
SMN
 it's
WHN
 DIAL—1050
 50,000 WATTS
 * SPORTS · MUSIC · NEWS

— ILLINOIS —

CHICAGO—A show designed specially for the high schoolers returns to the air waves this week over WJJD in the person of 16-year-old Al Hattis and his "Kid Commentator" show. Guesting on his first show will be Coast Guardsmen Gerald Haddon, a hero of "D-Day" who has seen all of 15 summers. . . . New additions to the staff of WIND include Walter Davidson as director of music, and Everett Lande to the sales staff.

— INDIANA —

FORT WAYNE—The WOWO-WGL staff has formed a bowling team. Sequel (?) One down on the WOWO-WGL announcing staff; the casualty is Bob Young with a broken ankle.

— NORTH CAROLINA —

ASHEVILLE—A new feature on WWNC's weekly program from the Moore General Hospital will be the interviewing of several wounded servicemen by emcee Bill Melia right in their wards.

— MISSOURI —

ST. LOUIS—Last week KXOK, owned and operated by the St. Louis "Star-Times," celebrated its sixth birthday and 2,192 consecutive days on the air since it first began operation September 19, 1938.

— MINNESOTA —

ST. PAUL—Chairman of the Twin Cities Radio Institute, to be held in Minneapolis about the middle of October is Dorothy Spicer, KSTP director of public service and educational programs. One of the guest speakers will be Doris Corwith, from NBC's New York public service department.

— VIRGINIA —

RICHMOND—When a local boy ran away from home recently, his distracted mother made an appeal to Joe Brown emcee of several WRVA programs to find him. On Saturday Joe put the mother's plea on the air, and on Sunday a.m. the prodigal walked in to his mother's kitchen, just in time for breakfast.

CHATTANOOGA

IN THE
 HEART OF
 TVA
 POWER EMPIRE

WDOD
CBS

5,000 WATTS
 DAY AND NIGHT
 PAUL H. RAYMER CO.

— NEW JERSEY —

WEST ORANGE—With the operation of the Signal Corp. the local ration board a defense in this city was kept in operation during the recent storm in spite of power failure. The Corps sent mobile generator and the board used 55 gallons of gasoline, kept the plant supplied with electricity until regular power was stored.

— OHIO —

CINCINNATI—Director of special for WKRC, Nelson King, has been promoted to sales promotion manager. **TOLEDO**—After a ten-week vacation, Smith and his Tennesseans resumed air last week to start their 12th year. **PORTSMOUTH**—The tion of an AP news wire has been announced by WPAY. The new wire augments a wire of the United which has been in use for the past years.

— KENTUCKY —

LOUISVILLE—The promoter Jean Clos, WHAS announcer to reduction manager was announced recently by A. W. Marlin, manager. A participating telephone company The Home Makers Treasure Club began a year's run over WINN month.

Swarthout Signed

With the signing of Gladys Swarthout, Met star, for 16 broadcasts the "Voice of Firestone" featuring Richard Crooks, and heard over NBC the leading man and woman singers of classical songs have been brought together under the sponsorship for the first time.

HOW TO ELECT OUR NEXT PRESIDENT



Listen to the news of campaign speeches. — Be "minutely" informed through WBYN every few minutes. . . . then form your own opinion!

World News Minute Service on 1430 **WBYN**

For Availabilities:
 WILLIAM NORINS, Gen. Mgr.
 Station WBYN, Brooklyn, N. Y.

FCC's Hearings Opening

Allocations

The radio industry, on the threshold of a great era of post-war development and prosperity, will watch with keen interest developments of the allocations hearings which get under way in Washington today.

Rumors of commercial greed taking precedence over thoughts of allocations serving the best interests of the greatest number have been bandied about in industry circles the past few weeks.

Charges that the FM and Television interests are in conflict on the allocations issues; inferences that some interests would retard developments for selfish motives and implications that others are trying to force rapid development of both FM and video have been going the rounds.

Despite all these rumors one thing is clear. The Radio Technical Planning Board and the Federal Communications Commission have taken an orderly, intelligent approach in their evaluation of the importance of post-war allocations. Their decisions and procedure hold

(Continued on Page 3)

Commendable

The Philco Company has presented a specially made radio equipped with two foot pedals, one a switch and the other a station selector, to the Valley Forge General Hospital at Phoenixville, Pa., for two overseas veterans who are blind and without arms. Valley Forge General is one of the hospitals where wonders are being accomplished in medical plastics.

Advance Booking

Louis P. Lochner is going back to Berlin. The West Coast NBC commentator's new assignment calls for him to follow the Allied armies into the German capital to re-establish the Associated Press bureau there. Lochner, headed the Berlin AP bureau for 14 years.

OWI Issues Letter On 'V-E Day' Outlook

Washington Bureau, *RADIO DAILY*
Washington—In response to numerous requests from broadcasters, the OWI radio bureau yesterday released a special letter of advice on "V-E Day" broadcasting which it has sent all advertisers, agencies, networks and stations. The letter is purely a guidance note without specific recommendations other than that the fact of the Pacific war not be forgotten in the excitement of Nazi capitulation.

Bureau Chief George P. Ludlam,
(Continued on Page 5)

McGrann Leaves Agency; Accepts U. S. Foreign Post

Frank McGrann, in charge of Radio, Stage, Screen and Television in the Position Securing Bureau, has resigned to undertake a secret mission to the Far East for the U. S. Government.

McGrann, who was a captain in
(Continued on Page 3)

Dinner to Celebrate Season's Premiere of Boston Symphony

Sherer Becomes V. P. Of McCann-Erickson, Inc.

Chicago—Albert W. Sherer, advertising manager of the National Biscuit Company, has joined McCann-Erickson, Inc. as vice-president, it was announced by H. K. McCann,
(Continued on Page 2)

188,107 radio homes in its nite-time primary coverage area make WLAW the "boy" North of Boston!

First Session of Allocations Meeting Gets Under Way in Washington—RTPB Chairman To Be Heard

New Priorities Order Aids Equip't Buying

In accordance with a new order issued in Washington yesterday, broadcasters now may use priorities for new capital equipment. Provision for securing priorities assistance in broadcasting, commercial recording and public address systems for maintenance, repair and operating have
(Continued on Page 6)

Platter Turners Issue Before NWLB Today

Hearings will open this morning before the National War Labor Board on the petition of the American Federation of Musicians which seeks jurisdiction over the platter turners in station studios. Petition will be fought by NBC and the Blue Net-
(Continued on Page 2)

Public Service Leaders Conclude NBC Meeting

Semi-annual meeting of the NBC Public Service Department concluded a three-day session in New York yesterday with Dr. James Row-
(Continued on Page 3)

Washington Bureau, *RADIO DAILY*
Washington—Engineers, scientists, technicians and broadcasting executives representing all branches of communications are gathered in Washington today for the opening of the momentous hearings of the FCC on the subject of allocations.

The hearings, covering the matter of allocation of frequencies to the various classes of non-governmental services in the radio spectrum, embrace AM, FM, Television, facsimile, shortwave, from 10 kilocycles to 30,000,000 kilocycles. Every phase will be included in the testimony of ap-
(Continued on Page 6)

NBC's Election Plans Announced By Brooks

Plans for NBC's election coverage on Nov. 7 have been worked out, according to William F. Brooks, director of news and special events, with the assignment of the web's topflight news commentators to handle the national news and affiliated stations
(Continued on Page 7)

Ohio Paper And Weiland File FCC Applications

Washington Bureau, *RADIO DAILY*
Washington—The "Eagle-Gazette" of Lancaster, Ohio, has filed with the FCC an application for a new standard broadcast station, to operate day-
(Continued on Page 2)

"Noble" Gesture

Ted Malone, on the Westinghouse program recently, told of how, when in France, he sought out a vintner from whom to purchase some champagne to take to England. When he took out his money to pay for the "vin," the wine merchant noted three packages of Life Savers, and offered the quart for the 15 cents in candy. So says the Blue Network.

Along with its CBS programs, WLAW prides itself on its "market-wise" local features! Advt.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL
(Wednesday, Sept. 27)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	162 5/8	162 1/2	162 1/2	0
CBS B	31 1/2	31 1/2	31 1/2	+ 1/8
Crosley Corp.	21 3/4	21 3/4	21 3/4	- 1/8
Farnsworth T. & R.	13 7/8	13 3/4	13 3/4	0
Gen. Electric	37 3/8	37 1/8	37 3/8	+ 1/4
Philco	34 3/8	34 1/8	34 3/8	+ 1/4
RCA Common	10 3/4	10 5/8	10 5/8	+ 1/4
Westinghouse	103	102	103	0
Zenith Radio	42	42	42	- 5/8

OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	163 3/8	173 3/8
WCAO (Baltimore)	21	
WJR (Detroit)	36	

New Platter Show
A new series of platter shows titled "Music at Mid-Day" will get under way over WOR, October 2, under the sponsorship of General Foods. Bob Shepard, staff announcer will handle the commentary and discs.

Wedding Bells
Joan Alexander, star of CBS "Bright Horizon" will marry John Sylvester, radio actor who plays on the same show, in Bedford Village, N. Y. at St. Mary's Church at 2:30 p.m., Saturday, Sept. 30.

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

Coming and Going

KINGSLEY HORTON, assistant manager-director of programs and sales at WEEI, CBS-owned station in Boston, a visitor on Tuesday at the headquarters of the network.

C. W. "BILL" EVANS, chief engineer of KGA, Blue Network outlet in Spokane, Wash., is here from the West Coast after having made short stops in Washington, D. C., and Schenectady. He'll return to the home offices probably on Monday or Tuesday.

E. S. GREGG, vice-president of Western Electric Export Corp., has left on an inspection trip in the British Isles in connection with the company's war and other business interests. He'll be gone for several weeks.

SAMMY KAYE and the members of his band leave today on a theater tour during which the maestro will inaugurate his new audience-participation feature, "So You Want To Be a Star." His "Tangee Varieties," Tuesday show on WOR, will be heard on Thursday nights beginning Oct. 5.

ARTHUR B. CHURCH, president of KMBC, Columbia network affiliate in Kansas City, Mo., in New York this week on business.

BENEDICT GIMBEL, JR., president and general manager of WIP, Philadelphia, will be in New York today and tomorrow for conferences with officials of the Mutual network, with which his station is affiliated.

FELIX PALAVICINI, former Ambassador from Mexico to Argentina and Spain and now a radio commentator well known below the Rio Grande, is visiting New York at the invitation of the CIAA. He will broadcast over NBC next Saturday.

RALPH EDWARDS, together with the program entourage of his "Truth or Consequences" show heard on NBC, is in Syracuse today for a bond rally. This follows a similar rally in Hartford last night.

EDMUND R. "CURLY" VADEBONCOEUR, assistant to the president at WSYR, NBC outlet in Syracuse, in New York this week on station and network business.

MOSE GUMBLE, of Music Publishers Holding Corp., has left on a 10-day business trip to Chicago and Cincinnati.

ALLAN MELTZER, public relations director, left yesterday for the West Coast, where he'll conduct the new publicity campaign for the Dinah Shore program which will make its debut on the air Oct. 5.

CHARLES SMITH, supervisor of research for CBS-owned stations, off on a trip to several of the network's outlets. He will discuss the use and application of the CBS "Listener Diary Study" and other forms of research.

Platter Turners Issue Before NWLB Today

(Continued from Page 1)
work both of whom will be represented at the hearings to be held in the Trial Room of the Bar Association offices.

Joseph McDonald of NBC legal staff will represent NBC along with George McElrath of the engineering department. AFM attorneys will include Henry A. Friedman and possibly Jos. A. Padway, special counsel for the AFM and who is general counsel for the American Federation of Labor. James C. Petrillo, AFM prexy will also attend.

CBS went on record sometime ago as not opposing the AFM platter-turner move.

Ohio Paper And Weiland File FCC Applications

(Continued from Page 1)
time only with power of one kilowatt. The channel requested is 880 kilocycles.
Application was received also from Jonas Weiland, of Petersburg, Va., for a 100-watt local on the 1,490 band.

Sherer Becomes V. P. Of McCann-Erickson, Inc.

(Continued from Page 1)
president. Mr. Sherer will make his headquarters in the Chicago office of McCann-Erickson.

WMIT To Headley-Reed

WMIT, the FM station located at Clingman's Peak, Mount Mitchell, N. C. has appointed the Headley-Reed Company as exclusive national representative, effective immediately. This station, affiliated with WSJS, Winston-Salem, is owned and operated by Capt. Gordon Gray and managed by Harold Essex.

Meteorologist Honored For Hurricane Services

By way of paying tribute for his unusual work before and during the recent hurricane, Benjamin Parry, chief meteorologist in New York for the U. S. Weather Bureau, was honored with a scroll last night over the WOR Newsreel 6:15 p.m. Scroll was tendered Parry by Dave Driscoll on behalf of the station's war services and news division and read in part: "For outstanding public service to the citizens of the Eastern seaboard during the hurricane of Sept. 14.

Blue Adds Two

Effective October 8, two stations will join the Blue web as basic supplementary affiliates. They are WHOT, South Bend, Ind., owned and operated by the South Bend Broadcasting Co., and WHBU, Anderson, Ind., owned and operated by the Anderson Broadcasting Corp.



Hook them... then boat them

A fish that hasn't come to gaff is still a long way from being in the boat. And a radio audience that doesn't produce sales at low cost, misses the boat too.

Advertisers and buyers of radio time are taking a new look at the figures all over the country. And when they look at Baltimore... W-I-T-H gets the okay oftener and oftener these days.

The shrewd radio advertiser has found a common denominator for smarter time buying... he's using coverage, popularity, and cost. Using that sane 3-way yardstick in Baltimore, they're finding that W-I-T-H produces the greatest results per dollar spent.

If you have something to sell in this 6th largest market... W-I-T-H is your best bet.

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

BUMPER PEACH CROP
Colorado Elbertas were moving to market in early September. In August alone, Colorado shipped 6,465 carloads of fruits and vegetables.

KIZ
560 Kc
5000 W
DENVER
REPRESENTED BY THE KATZ AGENCY

Allocations

(Continued from Page 1)

promise of a unbiased airing of the all-important issues at hand.

Time and testimony will tell the story. In the final analysis the consumer public—ultimate jury—will pass on the wisdom of the decisions.

BURKE.

McGrann Leaves Agency; Accepts U. S. Foreign Post

(Continued from Page 1)

the last war, has a long theatrical, picture and radio background. Before entering the agency business he was a radio writer-producer-director and marketed several packaged shows of his own. Prior to that he held an executive post in Columbia Pictures, and before that was press agent for several well-known stage and movie personalities, among them Ethel Barrymore, Cary Grant, Jeannette MacDonald, Mme. Jeritza, Cecile Sorel of France, and others.

He expects to start on his new assignment in two weeks.

Public Service Leaders Conclude NBC Meeting

(Continued from Page 1)

land Angell, public service counselor, presiding. Attending were:

Dwight B. Herrick, manager of the department; Sterling Fisher, director of the NBC University of the Air and assistant public service counselor; Margaret Cuthbert, Jane Tiffany Wagner and Doris Corwith, co-chairwomen of the Women's Activity Division; Judith Waller, public service manager, Central Division; Jennings Pierce, public service manager and stations relations manager, Western Division; Gilbert Chase, music consultant for the University of the Air; Helen Hiett, director of research for the University; Dr. Max Jordan, director of Religious Broadcasts; William E. Drips, director of Agriculture; Arthur Forrest, in charge of public service promotion, and Allan Kalmus, Press.

Others who addressed sessions were Wynn Wright, national production manager; Richard McDonagh, manager of the script division, and John T. Murphy of station relations.

Ellis Resigns From WPB; Chatten Will Replace Him

Washington Bureau, RADIO DAILY

Washington—Resignation of Ray Ellis as head of the WPB radio and Radar division effective Saturday, was confirmed yesterday by his office. Ellis will return to General Motors, taking up new duties in New York.

Coming here from General Motors, Marion, Ind. plant, Ellis has been head of the Radio and Radar division for about two years, piloting it through one of the toughest of the military production jobs in Washington. Current satisfactory supply status of the Signal Corps and Naval Communications is largely due to his direction of the WPB operation.

Ellis will be succeeded by L. J. Chatten, who has been with the branch for a year and a half.

Broadcast From Helsinki

The first web broadcast from Helsinki since Finland signed an armistice with Russia was made yesterday by Bjorn Bjornson, NBC's reporter in that theater. Arriving in the Finnish capital Sunday, he phoned the broadcast to Stockholm yesterday, where it was relayed to NBC in New York by RCA.

Award To Welles

The second annual Freedom Award, presented by the Freedom House, will be received by Sumner Welles, former Undersecretary of State who begins a series of weekly commentaries over Mutual's web October 11.

Whitney Retiring

Ed Whitney, of Blue production, is retiring effective Oct. 1. Whitney has been in radio for more than 15 years.

WAKR

Sells!

THAT'S WHY

AKRON
FURNITURE DEALERS
SPEND OVER 80%
OF THEIR RADIO
ADVERTISING DOLLAR
ON WAKR

WAKR TOWERS
OVER AKRON



Basic Blue Network
5000 WATTS
DAY AND NIGHT

★
Weed & Co.
 National Representatives

YOU
MAKE
SALES..

WHEN
YOU BUY
SPOTS

ask a John Blair man

JOHN BLAIR
& COMPANY

REPRESENTING LEADING RADIO STATIONS

LOS ANGELES

By RALPH WILK

LYNNE RANDLE has resigned as fashion editor of the Columbia Pacific press department, and has opened a free-lance radio publicity office at 6406 Sunset Blvd. She has been succeeded at CBS by Emily Howard, who was secretary to Lloyd Brownfield, head of the Columbia Pacific press department.

Pinky Tomlin had cause for celebration Sept. 21 at the Biltmore Bowl, because it was the tenth anniversary of his opening at that nitery with Jimmy Grier when he introduced "The Object of My Affections" on an NBC broadcast.

Sara Berner has just completed a series of recordings of comedy routines in dialects for shipment overseas. The recordings were made in eight different dialects.

NBC producer Tom Hargis has been set by the network for the supervisory spot on the Bob Hope and Bing Crosby shows. He is also guiding the "Gallant Heart" and "Those We Love" shows for the NBC network.

Cass Daley, zany comedienne on the Frank Morgan show, starred in four quarter-hour transcriptions, which were cut this week for Rexall. Others on the program included Robert Benchley, Charles Butterworth, Ray Eberle and Lud Gluskin's orchestra.

The Mexican dialect that Harry Lang uses for his character of "Pedro" on "Potluck Party" is only one of the many dialects Harry has in stock. He does more than a hundred, including Japs, Italians, Germans, Englishmen, gunmen—and his favorite is talking while meowing like a cat!

A daily hit parade, "Record Jack Pot," heard at 3 p.m. Monday through Friday, over KGFJ, presents the day-to-day tune favorites as reported in the musical and broadcasting journals.

Jean Heather, the girl in "Going My Way" and now starring in Paramount's "National Barn Dance," has been signed by C. P. MacGregor to star in a new Skippy Hollywood Theater comedy, "A Flyer For Two," by Hector Chevigny and Paul Franklin. It will be released coincidentally with national release of "National Barn Dance."



Windy City Wordage!

● ● ● Bob Hope and his troupe aired their Pepsodent show from the Eighth Street Theater Tuesday night before an audience of 1,000 GIs and WACS stationed at nearby Fort Sheridan . . . The broadcast and

Chicago

a personal appearance by the radio stars later in the evening at the Chicago Arena to kickoff the Community and War Fund Drive were the high spots of a busy three-day visit by the Hope entourage. Scheduled to arrive in Chicago Sunday, the NBC comedian and his cohorts stayed over in Akron, Ohio, where Hope, at the request of Gen. Somervell, addressed a huge gathering of Akron rubber workers . . . Arriving in Chicago Monday, the Hope crew spent a hectic twenty-four in script and rehearsal sessions for their Tuesday night show . . . They had been scheduled to hold a press conference in the studios of WGN which the station had planned to put on the air Monday night as a fifteen-minute broadcast to plug the war fund drive, but had to be cancelled due to last-minute work on their NBC show. They topped off their Chicago visit with a cocktail party in their honor at the Ambassador East Hotel, arranged by Jack Ryan, Chicago NBC press chief.

★ ★ ★ Perry Como, who also does things to the bobby-socks brigade with his crooning, is booked for the Chicago Theater, following Harry Cool. ● Marvin Mueller, former Chicago announcer-actor, is handling the announcing chores on the new WGN-Mutual quiz, "Stop That Villain," originating in the Hollywood studios of KHJ . . . and Rod O'Connor, former WGN staffer, is announcing Mutual's "What's the Name of That Song," also from the film capital. ● The Independent Voters of Illinois have extended their campaign for Roosevelt and a Democratic Congress to the airlines with six broadcasts a week over WCFL and WJJD.

"Studs" Terkel, local commentator, is handling the airings as the voice of the IVI, under the general title "X Marks the Spot." ● Chuck Acree, the talkative Oklahoman, is in his seventh straight year as emcee of the WLS "Man on the Farm" program, which originates every Saturday noon from the Quaker Oats experimental farm near Libertyville, Illinois.

★ ★ ★ Major Edwin Armstrong, inventor of FM, recently visited Chicago's Museum of Science and Industry in Jackson Park, and paused briefly at the exhibit on the science of sound. In the course of demonstrating instruments that reproduced sound the girl guide singled out one and announced, "This is FM, which stands for frequency modulation." Then she looked dubiously at Major Armstrong. "I'm afraid," she said sweetly, "it's too technical for you to understand." ● The National Barn Dance haylofters journey down to Elkhart, Indiana, Saturday night to do their NBC broadcast in connection with a police benefit show in the Elkhart high school gymnasium . . . Incidentally, the barn dance troupe will be celebrating their eleventh anniversary on the NBC network. ● Smiley Burnette, cowboy star of the cinema, renewed acquaintance with a former San Fernando Valley neighbor, Jack Owens, the Cruising Crooner of the Airlines, when Smiley visited Don McNeill's Breakfast Club last week.

★ ★ ★ It was also on the Breakfast Club last week that several delegates to the American Legion convention in Chicago who attended the broadcast were poignantly reminded of the favorite song of World War I, "Mademoiselle from Armentieres." Legionnaires in the studio audience cheered when McNeill discovered that among his guest was none other than a Mlle. Suzanne Vanoye, of Armentieres, France.

SOUTHWEST

SGT. WALTER MELSON of the Pampa Army Airfield, Texas, is relieving the manpower shortage for KPND by pitching in at the mike for the regular Friday night football broadcasts, assisting announcer Sarr Fenberg. Melson, prior to going into the Army, was with WWL, New Orleans.

Latest station to join the KMAC, San Antonio, original radio show, "Name The Tune," is WSOC at Charlotte. This brings the total of stations throughout the country now airing the program to 39.

The Fair Department Store in Fort Worth is now airing "Tobe's Topics" for a quarter hour each Tuesday and Thursday over KGKO. Program presents the latest fashion news by Tobe, well known fashion designer.

Tex DeWeese, editor of the Pampa "Daily News," has started his fifth year as a newscaster under the same sponsorship with a noonday quarter-hour for the Southwestern Public Service Company . . . Lovely gal announcer, Molly McCoy, continues to pack 'em in with her daily KPND, Pampa, "Save-A-Nickel" hour, designed for the boys to whom she sends her much sought-after picture for pin-up purposes.

"Hangar Flying" is the title of a five-minute summary aired over KNOW, Austin, each Wednesday through Friday under sponsorship of the Ragsdale Flying Service of Austin . . . Fant Milling Company, makers of Gladiola Flour, are airing a quarter-hour newscast Tuesday through Saturday over KNOW and affiliated stations of the Texas State Network.

Newcomer to WRR, Dallas, is Fred Kincaid, former sportscaster for WFAA.

The Gebhardt Chili Powder Company, long away from the local airwaves, has returned to WOAI, San Antonio, to sponsor the 10 p.m. newscast of Bud Thorpe six days a week. Gebhardt is featuring a story concerning its special Christmas package to be sent to service men . . . Barnet Nover, well known columnist on international affairs, heard on the transcribed "Washington Views and Interviews," now being sponsored by the Alamo National Bank, San Antonio. Each week a well known Washington personality is interviewed.

The staff of KRLD, Dallas, is mighty proud of the expansion program now under way at the studio. Upon completion within the next several weeks, KRLD will occupy the entire east wing of the mezzanine of the Adolphus Hotel.

COMPOSER - PIANIST

of national reputation desires connection with radio, recording or music corporation. Thorough musical background, familiar with orchestral and vocal music, program arranging, editing, etc. Box 906, Radio Daily, 1501 Broadway, New York 18, N. Y.

MIMEOGRAPHED

- Copy electromatically typed
- Reasonable rates and quick Service
- Promotional mailings handled efficiently

LEE LETTER 19 W. 44th STREET
R. VA. 6-4137 - N. Y.

★ ★ ★ Remember Pearl Harbor

Issues Letter 'V-E Day' Outlook

(Continued from Page 1)

If a master of understatement, that the "best current appraisal of probable public reaction in Europe is that there will be restrained rejoicing." Along with the letter he sent a fact sheet on the present military situation for reference by station scripters and others. The "unrestrained rejoicing" Luciwrote:

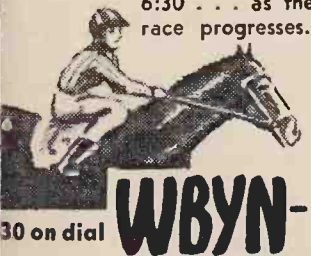
Correspondents who have asked whether or not to carry and to slant comment messages regularly scheduled on the various radio bureau facility plans, reply to them has "It is the earnest hope of the bureau that advertisers, networks, and stations will find it possible to adhere closely to scheduled commitments on 'V-E Day' and therefore perhaps re-writing messages to make pertinent copy slants on the final point—you will shortly receive a comprehensive analysis on the most 'V-E Day' status of all war information programs, prepared and issued by Office of War Information cooperating with the War Advertising Council, which suggests that certain subjects will be dropped or given reduced emphasis following victory in Europe. Nothing in this may need disturb your radio plans, has already been taken into account in radio bureau scheduling."

Lt. Axtell Promoted

Second Lt. Eugene N. Axtell, former assistant to the president of Russel M. Seeds Advertising Agency, Chicago, now stationed at George G. Meade, Md., has been promoted to the rank of First Lieutenant.

TODAY'S RACE RECORD!

clocked in at the races
... and simultaneously on
WBYN only every few
minutes 12 to
6:30 ... as the
race progresses.



For Availabilities:
WILLIAM NORINS, Gen. Mgr.
Station WBYN, Brooklyn, N. Y.

★ AGENCY NEWSCAST ★

MEMBERS OF THE COMMITTEE for the Advertising and Selling Course, sponsored by the Advertising Club of New York, will be at the Club, 23 Park Avenue, at 35th Street, Tuesday, Oct. 3 and Thursday, Oct. 5 to answer questions concerning the course and receive enrollments.

DOHERTY, CLIFFORD & SHENFIELD, INC., have engaged Edward M. Reynolds as director of research. Prior to his appointment he was with Curtis Publishing Company where he was assistant to the manager of their research department for four and one half years.

LADY PEMBROOKE LINGERIE COMPANY have appointed Norman D. Waters and Associates, New York agency, to handle national and trade advertising for Lady Pembroke Slips, effective October 1st.

R. A. NEAL, vice-president of the Westinghouse Electric & Manufacturing Company, has appointed J. H. Jewell as manager of the Industry Departments of the company. Jewell has been a member of the Westinghouse organization since joining the company training course in 1920 as a sales student.

A. K. HAMILTON, vice-president and general manager of Siboney Distilling Corporation, makers of Siboney, Port Royal and Minute Man New England rums; Gladstone and M.F.H. Gins; Gladstone Whiskey; and also Robertson B.E.B. and Yellow Label Scotch Whiskies, has named Kenyon & Eckhardt, Inc. as advertising counselors effective October 1, 1944.

SHELDON MORSE HUTCHINS & EASTON, INC., publicity and adver-

tising agency, has engaged Adele Gilruth, for consumer publicity, and Lillian Gordon, as technical copywriter. Miss Gordon holds a Master's Degree in Chemistry from Columbia University and, prior to her present position, worked as a research chemist as well as writer. Miss Gilruth received her training in Journalism at New York University and has worked on publicity and public relations at Campbell-Ewald, the Mandeville Press Bureau, Town Meeting of the Air, and with Bob Hawk ("Thanks to the Yanks").

THE AMERICAN BRAKE SHOE COMPANY has appointed Cecil & Presbrey, Inc. as advertising counsel. In preparation is a national campaign designed to influence the company's post-war business.

Sen. Wagner On WOR For 12 Political Talks

Senator Robert F. Wagner has purchased time on WOR for a series of 12 political broadcasts beginning Thursday, October 5. He will speak on Thursdays and Saturdays, from 8:15 to 8:30 p.m., with two special broadcasts on Monday, October 30, and Tuesday, October 31, when he will be heard from 10:15 to 10:30 p.m. J. R. Kupsick is the advertising agency handling the account.

Gets New Sponsor

Johnny Olsen's "Rumpus Room," 12:05 to 12:30 p.m., EWT, on WJZ, has a new participating sponsor, Inner Sight Lens, Inc., for Tuesday and Thursday. Gay Blades Roller-drome is participating Monday, Wednesday and Friday.

★ First independent
radio station to
broadcast war news
by its own exclusive
war correspondent
from the European
theatre.



1220 KC

BASIC C. B. S. STATION



FREE SPEECH
"MIKE"

Three Station Web Sets Midwest Football Games

Chicago—Marshal Field's WJJD will be the Chicago outlet in a special three-station network, which will include WJR, Detroit, and WLW, Cincinnati, for the play-by-play broadcasts of 10 major midwest football games, beginning with the Indiana-Michigan contest at Ann Arbor on Sept. 30. Dick Bray, former Xavier University football, basketball and baseball star, will handle the announcing. The complete schedule of broadcasts, sponsored by the MacGregor-Goldsmith Sporting Goods Co., Inc. of Cincinnati, is as follows: Oct. 7, Tulane-Notre Dame, at South Bend; Oct. 14, Northwestern-Michigan, at Ann Arbor; Oct. 21 Wisconsin-Notre Dame, at South Bend; Oct. 28, Notre Dame-Illinois, at Campaign; Nov. 4, Notre Dame-Navy, at Annapolis; Nov. 11, Pittsburgh-Ohio State, at Columbus; Nov. 18, Northwestern-Notre Dame, at South Bend; Nov. 25, Michigan-Ohio State, at Columbus, and Dec. 2, Great Lakes-Notre Dame, at South Bend.

Allocation Hearings Today In Washington

(Continued from Page 1)
proximately 150 interested parties scheduled to be heard.

Today's Highlights

Highlights of the opening session today will be the statements of Dr. W. R. G. Baker, chairman of the Radio Technical Planning Board; Dr. A. N. Goldsmith, chairman of Panel 1 on spectrum utilization and Dr. C. B. Jolliffe's report as chairman of Panel 2 on frequency allocations. In addition the chairman of the 11 other panels of the RTPB will be heard in general statements covering their panel activities.

The RTPB participation in the FCC hearing is at the invitation of the government agency. For the past year engineers and scientists of this organization have been conducting panel discussions and reaching conclusions on their various aspects of communications. These conclusions will be supported by testimony of nearly 100 of their members as the hearings progress.

Change Schedule

In a bulletin issued yesterday, T. J. Slowie, secretary of the FCC, reported a change in the days for scheduled hearings. The hearings will be held on Tuesday, Wednesday, Thursday, Friday and Saturday of each week instead of Monday, Wednesday, Thursday, Friday and Saturday as set forth in an earlier notice. Hearings will get under way at 10:30 a.m., on scheduled days in the Interdepartmental Auditorium in Washington.

Important Sessions

Industry interest centers in the hearings tentatively scheduled for October 10, 11, 12, 13, 14 and 17th under the heading of "Group Two." This series will cover standard broadcast, high frequency (FM) broadcast, non-commercial educational, television, facsimile broadcast and other broadcast services.

New York Group Leaves

More than a score of New York radio and television executives left last night for Washington to be present at the opening of the FCC allocations hearing this morning.

Allen B. Du Mont, president and Will Baltin, secretary, headed the Television Broadcasters, Inc., delegation. Edgar Kobak, executive vice-president of the Blue Network, accompanied by Frank Marx, advisor on FM and television, were the network's representatives going to Washington.

Paul W. Kesten, executive vice-president of CBS, headed the network's representation which included: Joseph H. Ream, vice-president and secretary; William B. Lodge, acting director of engineering; Dr. Peter Goldmark, chief of CBS television engineering and Frank Stanton, vice-president.

O. B. Hanson, vice-president and chief engineer of NBC, was accom-

★ PROMOTION ★

Educational

The Columbia Broadcasting System, in anticipation of its fifteenth season for the CBS American School of the Air, 1944-1945, has just released the calendar which starts October 9 and extends through April 27, 1945. This is in attractive booklet form and is in itself of educational value. Format consists of complete program for every day of the season, with editorial comment on each, in connection with which there is valuable suggested reading.

Hooper Poll

Keystone Broadcasting System tells an interesting story in its new brochure "Elected Local Favorites! Win In Hooper Poll!" Instead of stressing artwork, which isn't ignored completely, KBS is more concerned about telling a story about 208 stations of the Keystone network. The brochure points out that the network can be divided into three categories. They are: Category A, stations located in cities which receive no appreciable signal from major wired network stations; Category B, stations located in cities which receive no better than secondary or tertiary signals from major wired network stations; Category C, stations located in cities which receive primary signals from major wired network stations. Advertisers should find this factual document helpful.

Texan Joins Overseas Staff Of NBC In Pacific

San Antonio, Texas—Owen (Pat) Flaherty for many years identified with WOAI in this city broadcasting sports events news and doing special events has been added to the National Broadcasting Company's Pacific war theater staff of war reporters. Flaherty left San Antonio last November for overseas duty as field director with the American Red Cross after his arrival in Australia last year he became an accredited war correspondent attached to the Red Cross and has worked in the forward areas of Southwest Pacific battle fronts prior to his new appointment with NBC.

Reddy Joins Blue

New addition to the Blue staff is Tom Reddy. Reddy, formerly with WHO, Des Moines, has been emcee of the "Fitch Bandwagon" program as well as chief announcer for KSCJ, Sioux City.

panied by Robert Shelby and Raymond F. Guy of the network's engineering department. Phillip I. Merryman of the web's research department also made the trip.

Thomas Harris of the law firm of Wright, Gordon, Zachary, Parlin & Cahill, will represent RCA at the hearings, it was announced. Louis Coldwell, Washington attorney, will be Mutual's representative at the opening session.

Acre Of Air

Tibor Gergley, nationally known children's illustrator, is the artist responsible for the clever, figurative illustrations in the Mutual Broadcasting System's new brochure entitled "How much can you reap from an acre of air . . . ?"

Attractively colored in theme colors of yellow and green, the promotion piece goes on to reveal in appropriately stylized copy "a report on a bumper crop of sales and profits by a client of MBS."

Available For Sponsorship

In a small, convenient pamphlet, CBS has again printed the programs that are available for sponsorship for this fall and winter. Some of these shows, have served as summer replacements in which capacity they proved very popular and thus received a high Hooper rating.

The programs are arranged under six different classifications; variety, drama, news, music, daytime (five-a-week) and miscellaneous. In the foreword of this issue, the fourth published by CBS, attention is centered on the fact that numerous CBS-created programs are now sponsored by leading business and industrial firms of America. Typical of this group is the CBS-created "Romance" which this summer has become the "Theater of Romance" backed by Colgate-Palmolive-Peet Co.

OWI Issues News Release On Our Pacific War Status

Washington Bureau, RADIO DAILY

Washington—Office of War Information yesterday issued a comprehensive report on the status of the Pacific war for reference use by both the radio and the press in their coverage of Southwest Pacific developments.

A significant conclusion reached by OWI after compiling facts and figures gained at military and other governmental agencies is that "overall military plans are based on the assumption that it may take years, rather than months, to defeat Japan. One and a half to two years after the defeat of Germany is considered absolute minimum."

WMCA War Fund Shows

In conjunction with the current New York War Fund drive, WMCA will present a series of special forum-type programs, the first of which is skedded for today at 9:30 p.m. Today's speakers will be Richard W. Lawrence, chairman of the drive and president of the Bankers Commercial Corp.; Col. A. V. McDermott, of N. Y. Selective Service; James B. Carey of the CIO; and Colby Chester, General Foods' chairman of the board. The subject under discussion will be industry's responsibility to the returning servicemen seeking rehabilitation.

New Priorities Order Aids Equip't Buy

(Continued from Page 1)
been transferred from WPB P-133 to Controlled Materials Regulations 5, and Direction CMP Regulations 5, the WPB announced. Simultaneously P-133 was revoked.

Point-to-Point Affected

To insure the adequacy of communications, international to-point radio communication companies may now secure special assistance under CMP Regulation 23. International to-point communication companies defined as those owning stations licensed by the FCC for international communications, including voice and pictorial matter.

The special rule allowing international carriers to use MRO priority rating AA-1 for rearranging modifying their facilities forms P-133, will be continued.

Limitations as to the cost of materials used in any one such order have been increased from \$1,250.

Station Assistance Covered

The general requirements covering MRO assistance to all other types of radio stations, previously covered P-133, were revised, officials said.

Under P-133, a broadcaster was permitted to use the MRO rating new capital equipment. Interim No. 1 to P-133 specifically pointed out that the rating could not be for capital replacements or additions such as amplifiers, turntables, radios, phones, etc. Under CMP Regulations however, stations will be able to use their MRO rating for the purchase of new equipment of this kind, whether for replacement or as additional equipment, so long as the total value of the new equipment for any complete capital addition does not exceed \$500. Radio and Radar Division officials said.

Another provision of P-133 limited stations to one new and one spare tube per socket, whereas new regulation does not place a specific limit on the number of spare tubes that may be kept on hand.

Expenditure Limited

Heretofore under P-133 no money was placed on the money spent for MRO purposes provided purchases were in strict accordance with the limits of the order. Hereafter, total amount that may be spent for MRO under CMP-5 in any calendar quarter may not exceed one-fifth of the expenditures in the whole of 1942; except that if present expenditures do not exceed \$5,000 a quarter the purchases do not have to be based on 1942 purchases. It pointed out, however, that if limitation works any hardship on a station, an appeal for increased MRO quota may be filed under CMP-5.

It was made clear that this rule does not legalize MRO ratings that have been illegally extended in the past.

's Election Plans Announced By Brooks

(Continued from Page 1)

ing local plans into the over-all picture. Election coverage will begin the 6 to 8 p.m., EWT, period two regularly scheduled news programs, Lowell Thomas and H. V. born offered to stations not carrying them. In addition, programs will stand ready to news cut-ins.

8 p.m., until the Presidential has been decided, NBC will go "at" for election return coverage. Five minutes of news will be cast on each hour and half hour. In addition to election results from free news services, AP, UP, INS, will receive returns from its and operated stations by direct and telephone.

ing the evening there also will half-hour roundup from eight key election centers around country.

In addition NBC crews have been sent to Presidential and Vice-presidential candidates of the two parties. National Democratic Republican headquarters also covered.

's New York and Washington will work together to cover various contests on Election H. V. Kaltenborn and Richard press are assigned to the Presidential race; Morgan Beatty to Congressional results and gubernatorial contests of national interest, and W. Vandercook, Don Hollenand Don Goddard to others of night's highlights.

In addition, many of NBC listeners will be able to follow election more accurately than in other by means of score sheets which be distributed by local stations. ns will be broadcast in a form ed to the charts.

nderwarker Promoted

ordon G. Vanderwarker, manager e Blue Network political sales ptment, has been named assistant to C. P. Jaeger, national sales ager of the network. Vanderwarker joined the Blue in January two years service in the Navy lieutenant (j.g.) having received a medical discharge.

RADIO EMPLOYMENT MAN

Take going placement desk in fine town employment agency. Magnificent post-war opportunity Radio Television professional fields. Present very successful incumbent elled for overseas duty. High profit-sharing arrangement without investment. Write fully in confidence.

RADIO DAILY, Box 302,
01 Broadway New York 18, N. Y.

★ WORDS AND MUSIC ★

—BY HERMAN PINCUS—

... And Boy Is It True?

THIS is an item about a songwriter, whom we shall call Gerald Marks (for that is his name) who got the thrill of a lifetime one day last week. Gerald had just completed playing a medley of his hits, to name a few, "All Of Me," "Dust Off That Old Pianna," "You're The One You Beautiful Son of a Gun" and of course "Is It True What They Say About Dixie," (with a half-hour session of gin-rummy sandwiched in between the first and second endings of the latter jingle, when his eyes chanced upon a picture . . . now there are pictures and pictures and this one happened to be the kind that arrests the focus, a vision of a blonde lovely named Phyllis Dixey of the English stage . . . Gerald eyed the smiling face of Phyllis for a few moments and then idly scanned the accompanying paragraph . . . and almost jumped out of his skin . . . for he was reading an account of a story which described the heroic 'show must go on' display on the part of Miss Dixey, who was dancing to the tune of the song, "Is It True What They Say About Dixie," (her theme song) and kept her London audience spell-bound, even though the crashing of robot bombs could be heard outside . . . Marks feels that it was a wonderful display of courage on the part of the audience, not one member of which, rose from his seat to dash pell-mell for the exits . . . we agree with the songwriter . . . however, in all candor we must complete the story . . . Miss Phyllis Dixie, at the climactic moment, was in the last stages of her striptease act.

★ ★ ★

RADIOLOGY:—Last Thursday over WHN, we heard an announcer during a plug for the M-G-Movie, "The Seventh Cross," make the statement . . . quote:—tomorrow, Thursday, Sept. 21, etc., etc. . . unquote . . . we realized his error . . . but when a few moments later, he repeated the mistake, many diners about us (it was during the lunch hour) seemed confused and began asking 'is today Wednesday or Thursday?' . . . too bad both the script department or the announcer didn't catch the error. . . ● One of the pioneers of Television, Jay Strong, has joined Basch Radio Productions as Television Director. . . ● Dale Belmont, heard every Saturday over WMCA will henceforth WMCAress the ears five times a week . . . there are four remotes now from the Gothic Room of the Hotel Duane, where she sings nightly. . . ● Vincent Lopez has signed to make several sides for Nat Abramson's Feature Records . . . incidentally, Adrian Rollini's rendition of "Hesitation Blues" backed with "Is You Is Or Is You Ain't?" for the same discs outfit, is a MUST. . . ● McGraw-Hill will publish Barbara Benson's (she's record-head of WMCA) book on industrial music . . . ● Linda Marlowe's characterizations on the stage, is Big Time . . . should be heard on the airwaves. . . ● Barry Mineah, new 'leading man' on "A Date With Judy," has screen-test dates with two major studios.

★ ★ ★

TIN PAN ALLEY-OOPS:—The National Jazz Foundation has selected Benny Goodman to conduct its first jazz concert which will take place Oct. 4 at the New Orleans Municipal Auditorium, located on the famed "Cradle of Jazz," Basin Street. . . ● Glad to see Claude Hopkins back in harness . . . the maestro has reorganized his band and will open at the Zanzibar, Oct. 6 . . . Claude is deservedly popular with tin pan alleyites for he leaves the 'curves' to baseball pitchers . . . we could name a few ork pilots who might follow a similar policy . . . ● Skyline Music Co. has a likely looking standard song titled, "Season's Greetings" written by Art Berman and Morrey Davidson, which falls easy on the ears. . . ● And a ballad that shows hit parade tendencies, is "Anything Can Happen When You're Lonesome," written by Joe Schuster, Johnny Tucker and Jack Val and published by Sunset Music Co. . . ● Bob Miller, Inc. has published a Democratic Campaign song, "Mr. President, We're A Hundred Per Cent For You" and to show impartiality, has also just released one for the Republican candidate, titled, "Dewey-We Do."

—Be A Rational National—

Dinner To Celebrate Boston Sym. Opening

(Continued from Page 1)

Dr. Serge Koussevitzky, conductor of the Boston Symphony, as the host at the dinner which will precede the first of the series of 24 programs which will originate from Symphony Hall. For the initial broadcast, Dr. Koussevitzky has selected Beethoven's "Eroica" Symphony which he is dedicating to the "heroes of the United Nations."

The Boston Symphony series is being sponsored for the second season by Allis-Chalmers Manufacturing Company of Milwaukee. While most of the programs will originate in Boston plans are being made for broadcasts from New York and one from Milwaukee, home of Allis-Chalmers. A feature of the programs this year will be "industrial salutes" paying tribute to industry for its contributions to the war effort. Special speakers will be selected for these. Frank Knight will be announcer for the series with Addison Amor as producer.

Twenty Football Games Scheduled For West Coast

Los Angeles—Tidewater Associated Oil Company, through Buchanan & Company, San Francisco, has just signed with KMPC to carry 20 Pacific Coast football games this Fall. The first game was played September 24 and the schedule calls for five night games and 15 afternoon games. Teams included in the schedule are: Alameda Coast Guard, Fleet City, St. Marys Pre-Flight, El Toro Marines, Naval Training Center, Second Air Force, U.S.C., College of the Pacific, San Diego Naval Center, U:C:L:A., Washington, March Field, and Randolph Field, and the last game will be played on December 10. Part of the broadcast will be handled by Frank Bull and Ted Myers and the other games by Harry Mitchell and Woody Hattie.

Walker To Emcee Tele Show

Danton Walker, New York "Daily News" columnist, will be the master of ceremonies at the presentation of Esquire magazine's television musical comedy, "The Boys From Boise" over WABD, Thursday night. "The Boys From Boise" is being produced by the Charles M. Storm Co. under the direction of Raymond E. Nelson, v.p. in charge of radio and television.

New P & G Serial

Procter & Gamble will sponsor a new daytime serial over the NBC network, starting Monday, October 2, 11:15-11:30 a.m., EWT, (Mon. through Fri.). To be called "Rosemary," the serial will be used to promote White Laundry Soap, Ivory Flakes and Dash. Benton & Bowles, Inc. is the agency. Writer is Elaine Carrington, and featured actress is Betty Winkler. Others are Jons Allison, Marion Barney, Lawson Zerbe, and Mary Hilby.

★ ★ ★ COAST-TO-COAST ★ ★ ★

—NEW YORK—

NEW YORK—The resignation of WHN's special events director Walt Dennis has been announced. He will become manager of the Radio and Television Bureau of the Allied Purchasing Corp. . . . The entire series of the games skeddled for the Brooklyn Tigers, pro football team, will be aired by WINS with Don Dunphy and Stan Lomax handling the mike . . . Guesting Friday on Jerry Lawrence's "Air Theater" heard over WMCA, will be band-leader Jimmy Lunceford . . . The opener in the WNEW series of telecasts to be transmitted over WABD starting October 1st is "The Crime Quiz" with WNEW's Wm. B. McGrath producing . . . Blow-by-blow broadcasts of the Ridgewood Grove fights are skeddled over WBYN starting Saturday . . . Differences with the local musicians union having been ironed out, the show "Broadway Barn Dance" will resume the airwaves over WOV November 4, it has been announced. . . . Guest on "From WQXR's Greenroom" October 6 will be Frederick Jacobi, American composer.

—SOUTH CAROLINA—

COLUMBIA—New addition to the announcing staff at WCOS is Bill Ferguson, formerly with WFIG in Sumter . . . New music director at WIS is Lillian Pitts.

—CANADA—

TORONTO—Wedding bells rang recently for CJBC announcer Gordon Cook and Gertrude K. Symons of Regina. Del Mott, also of the CJBC announcing staff was best man.

—NEW YORK—

SYRACUSE—WFBL's "Friendly Philosopher" program which now originates from the station's studios, and features Jim DeLine will shift to Loew's State Theater starting October 3. Under the new setup the show will only be heard two days per week instead of six, and will feature organ music for background.

—FLORIDA—

MIAMI—WIOD commentator Leslie Balogh Bain has joined the staff of the McNaught syndicate, and has gone to Washington preparatory to going to Russia as an accredited war correspondent.

—CALIFORNIA—

LOS ANGELES—Making its debut over KHJ-Don Lee, October 1st is "Steel Horizons" featuring Met star John Baker and a weekly singing Cinderella, selected from auditions being held in the large cities of the country . . . After serving two years in the Marines as a Master Sergeant, Max Armstrong has joined the staff of Ralph Taylor, sales promotion director for the Columbia Pacific web, as advertising copywriter.

—INDIANA—

FORT WAYNE—New sales staff member of WOWO-WGL is John Camp, formerly commercial manager of WDAK . . . New sales manager of Magnavox Co. is G. H. Smith, formerly with Edison General Electric in Chicago.

—KENTUCKY—

LOUISVILLE—Newest addition to the WHAS announcing staff is Frank Allan, formerly with WWL in New Orleans.

—LOUISIANA—

NEW ORLEANS—By spotlighting local talent on many of their daytime shows, execs at WWL have unearthed several "finds" who now have shows of their own, among them Dottie O'Dair and Gene Paul.

—OHIO—

CLEVELAND—Recently inaugurated over WJW is their "Newspaper of the Air" consisting of several consecutive news reports and analyses arranged so as to present a complete picture of the events of the day. . . . **TOLEDO**—Unable to think of a name for his new-born baby girl, Al Ruhel, continuity head of WSPD offered a prize over Gene William's "Off the Record" show, and to date they are swamped with names, but no selection has been made yet . . . Chairman of the Toledo committee to make recommendations for the 1944 winners of the George Foster Peabody radio awards is Harry Lamb, radio director of the Toledo board of education. . . . **AKRON**—Contracts have been completed between WHKK and Press Association Inc. for the special AP radio wire.

—NEBRASKA—

OMAHA—The election of Chester A. Colvin to the post of alternate director for the mid-west division of the American Radio Relay League was recently announced. He will serve out the term of Capt. Wm. H. Graham, killed in a crash in New Guinea . . . Production manager Ray Olson of WOW is leaving for Chicago soon to report for duty with NBC.

—MONTANA—

BILLINGS—The appointment of Franz Robischon to the post of general manager of KGHL to succeed Ed Yocum, resigned, was announced recently by C. O. Campbell, president of the North-Western Auto Supply, operators of KGHL . . . **MIS-SOULA**—Rejoining the news and promotion staff of KGVO after her summer vacation is Marilyn Wentz, journalism student at Montana State.

—MISSOURI—

KANSAS CITY—When KCMO made an offer of an autographed photo of a young air hero recently, the response that most impressed them was from a lieutenant with a Pacific overseas address. They estimate that the lieutenant is about 8,407 miles from their transmitter.

—ILLINOIS—

CHICAGO—Immediately following all Sunday broadcasts of the Chicago Bears football games, Reg Underhill, WIND sports announcer will take the air with "Musical Scoreboard" giving all scores and news relating to the week-end's games interpolated with a musical background.

—MARYLAND—

BALTIMORE—Skeddled to start October 2nd over WFBR is a new women's show titled "Dottie Gibson—That Gal From Gaxtons" and featuring Dorothy Cotton, formerly director of women's activities at WIOD, Miami.

—MASSACHUSETTS—

BOSTON—Newly appointed news editor of WCOP is Arthur Scott, while Dick Lance is the latest addition to the record session staff . . . **WORCESTER**—Army veteran Harmon H. Hyde is now the program director of WAAB.

—NORTH CAROLINA—

RALEIGH—Former WPTF co-city writer Mary Hanford visited studios recently en route to her training in the WAC . . . **GREENSBORO**—Recordings by WBIG and sent to the South Atlantic headquarters of the Do Voorhees National Federation test to select the amateur music program doing most to aid the effort, were instrumental in winning second place for the local Eub Club.

—MISSISSIPPI—

COLUMBUS—WCBI-WELO at Columbus and Tupelo are currently engaged covering two weeks of fair activities. Columbus Fair was aired by WCBI, the Tupelo Fair will be beamed WELO. The Mid-South Network unit, in charge of Jack V. Jones, will be used at both fairs to supply complete coverage.

—MICHIGAN—

DETROIT—As the "Hermit" show begins its tenth year on WJLB the producers have decided to do a little experimenting with the format. They have decided to try for a new musical background with the use of a Hammond organ and a Novachord.



Adventures from immortal classics of James Fenimore Cooper

• 78 quarter-hours that bring alive the ageless classics of James Fenimore Cooper, dramatizing the daring . . . courage . . . the spirit of adventure that is our American heritage. First, *The Deerslayer* . . . 39 recorded programs. Next, *The Last of the Mohicans* . . . 39 programs. Later, other Leather Stocking Tales. Thrilling listening for children of all ages . . . for grown-up "children," too, who relive the stories of these familiar novels! *Destiny Trails* . . . sky-high in writing, acting and production . . . all the time-tested elements of a success program for a vast variety of sponsors. Judge for yourself! Write, phone, or wire for audition record today.

National Broadcasting Co.



A Service of Radio Corporation of America

NBC RADIO-RECORDING DIVISION
AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, N. Y. . . Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D. C. . . Sunset and Vine, Hollywood, Cal.

HAPPY BIRTHDAY TO YOU

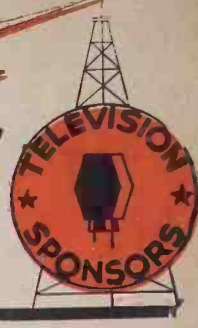
September 28

Bob Athearn Daniel Barlow
Lynn Brandt Boake Carter
Perry Martin Marlyn Stuart
William S. Paley Dick Brown



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 28, NO. 63

NEW YORK, N. Y., FRIDAY, SEPTEMBER 29, 1944

TEN CENTS

IRAC's Report Released

Baker, Jansky, Hogan Allocations Speakers

Washington Bureau, RADIO DAILY
Washington—Until the frequency allocations are decided upon, manufacturers will not be able to produce transmitters or receivers, Dr. W. R. G. Baker, head of RTPB, said yesterday in his remarks opening the FCC frequency allocation conference. Commercial exploitation is completely hung up until these allocations are analyzed, he said, continuing to point out the extreme sociological importance of the industry aside from the benefits of broadcast. Radio and al-

(Continued on Page 6)

Ransom Sherman Gets MC Spot On 'Mirth & Madness'

Ransom Sherman, popular comedian, has been signed to emcee the "Mirth and Madness" program heard over NBC, Mon. through Fri., 9-9:30 a.m., EWT, starting Oct. 2, it has been announced by Clarence L. Menser, NBC vice-president in charge of programs. Sherman's previous affiliates have been "Three Doctors,"

(Continued on Page 4)

Shomo Named Sales Chief Of WBBM In Chicago

Chicago—Ernest Shomo has been appointed sales manager of WBBM, effective this week, it has been announced by J. Kelly Smith, general sales manager of radio sales. Shomo served as eastern sales manager for WBBM from August, 1942, until the present appointment. Previous to

(Continued on Page 2)

10th Anniversary

Phil Spitalny and his all-girl "Hour of Charm" orchestra will celebrate their tenth anniversary on the air Sunday, October 1. The broadcast will originate from the NBC studios in Cleveland and will feature ten selections that have played a major part in the history of the organization, now recognized as the foremost all-feminine orchestral and vocal organization.

Post-War Planning?

Henry W. Kaiser, the ship builder, will find himself collaborating with Dunninger, the mentalist, when he makes a guest appearance on the Dunninger program on the Blue Network, Wednesday, Oct. 4. Kaiser will mentally create a ship of the future and Dunninger will attempt to read his mind.

Hub Robinson Joins Blue Web As V.-P.

Hubbell Robinson, radio director and vice-president of the Young & Rubicam agency, becomes a vice-president of the Blue Network on November 15 and will direct all programming and production for the network. Chester J. La Roche, vice-chairman of the Blue Network, announced yesterday.

Two other organizational changes were also announced by Mr. La Roche. Fred Smith, now an assistant

(Continued on Page 6)

GOP Radio Schedule For October Released

Republican National Committee has released the following schedule for the network speakers for the early part of October: Gov. Earl Warren of California will speak from Minneapolis, October 2, 10:15-10:30 p.m., EWT, over the Mutual network; Gov. Thomas E. Dewey will speak

(Continued on Page 2)

NABET-AFM Hearing Opens On Platter-Turner Petition

BBC Handles World Series For Servicemen In Europe

Fifteen-minute commentaries and flashes of each game of the World Series will be transmitted to the servicemen in Europe by the BBC Pro-

(Continued on Page 2)

WLAW . . . CBS's Voice North of Boston . . . delivers a complete merchandising and promotional follow-through!

Federal Committee Recommendations Made Public At Opening Of FCC's Allocation Hearing

New Fall Business Lined Up In Chicago

Chicago—The Campana Sales Company through Ferry-Hanley Company will launch a new series of weekly half hour dramatic programs, titled "Campana's Grand Hotel," on the full NBC network, Saturday, November 4 from 4:00 to 4:30 p.m., CWT. Products advertised will be two hand lotions, original Campana balm, and Campana cream balm, and Solitair cake make-up.

Each of the dramas will be com-

(Continued on Page 7)

N. Y. Radio Council Formed By Nat. Council Of Women

To bring closer co-operation between radio and the listening audience, an organization called the New York Radio Council has been formed,

(Continued on Page 4)

Advertising Club Names WAC Executive Committee

Allan T. Preyer, president of the Advertising Club of New York, has announced the appointment of the following members to the club's ex-

(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—initial session of the FCC Frequency Allocation hearing yesterday saw public release of the frequency recommendations of the Federal Government's Interdepartmental Radio Advisory Committee. This document was prepared for the State department's frequency conference hearing dur-

(Continued on Page 6)

Urges Radio Freedom To End All Prejudice

"A free interchange of honest news by press and radio is the most powerful weapon to destroy the prejudices which so often have led people to war," declared Congressman J. W. Fulbright of Arkansas, during an interview on the March of Time program last night. Congressman Ful-

(Continued on Page 5)

Radio Station Owner New Ambassador To Belgium

Springfield, O.—Charles Sawyer, owner of radio stations WING, Dayton, O. and WIZE, Springfield, O., has been appointed by President Roosevelt as Ambassador to Belgium and

(Continued on Page 2)

SAG Studies Tele

Hollywood—The Screen Actors Guild currently has a committee studying television. Committee-men are said to feel that when a film in which actors work is sold for video use, the actors should profit additionally. It is felt that television eventually will create a new type of acting technique, requiring a continuous performance without audience or script.

A signed contract is the beginning . . . not the end . . . of merchandising assistance at WLAW!

Advt.



Vol. 28, No. 63 Fri., Sept. 29, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : : : Business Manager

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REPRESENTED BY HEADLEY-REED

FINANCIAL

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Am. Tel. & Tel.	162 1/2	162 1/2	162 1/2	
Crosley Corp.	21 1/2	21 1/2	21 1/2	- 1/4
Farnsworth T. & R.	13 3/4	13 3/4	13 3/4	
Gen. Electric	37 3/4	37 1/4	37 3/4	
Philco	34 1/2	34 1/2	34 1/2	+ 1/8
RCA Common	10 7/8	10 7/8	10 7/8	+ 1/4
RCA First Pfd.	75 5/8	75 1/2	75 1/2	+ 1/2
Stewart-Warner	15 7/8	15 7/8	15 7/8	
Westinghouse	103	102 3/4	103	
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N. Y. Radio Council Formed By N. C. Of W.

(Continued from Page 1)

composed of representatives of women's groups, patriotic, civic, fraternal and educational societies, it has been announced by Mrs. Harold V. Milligan, president of the National Council of Women, and chairman pro-tem.

"While there are now some 40 radio councils in other cities," Mrs. Milligan pointed out, "this is the first time that the movement to bring radio and the listening public into closer contact has been attempted in New York."

The purpose of the Council will be to interpret the problems of the radio industry to the public and to bring the wishes of the listeners to the broadcasters; to provide a meeting ground for the industry, lay participants in radio and the listening public in the promotion of American Radio in its democratic process; to promote civic interests more effectively by developing closer co-operation between local organizations and the radio stations; to develop and maintain highest individual standards of radio appreciation.

Among the organizations represented are: Radio Directors Guild, J. Walter Thompson, Women's Action Committee, N. Y. Federation of Churches, Yonkers Teachers Radio Committee, New York Public Library, New York City School Teachers, New York Federation of Music Clubs, Association of University Women, National Council of Women, National Council of YMCA, National Girl Scouts, New York Federation of Women's Clubs, National Boy Scouts, New York State DAR, Camp Fire Girls, National YWCA.

The following stations were represented at the first meeting held this week: WJZ, WEA, WABC, WOR, WQXR, WMCA WNYC, WHN, WLIB, WINS and WHOM.

The Radio Council's first move will be to recruit the participation of every eligible organization and institution in the city. Radio clinics, evaluation of established radio programs in all categories, and study of the extent to which radio is now being utilized in the public and private schools of New York City will also come under consideration in the future.

Ransom Sherman Gets MC Spot On 'Mirth & Madness'

(Continued from Page 1)

"Club Matinee" and "Fibber McGee and Molly." Sherman replaces Jack Kirkwood.

JOHN TILLMAN

CBS Announcer

Now serving in the Army
of the United States



Tribute To A Modest Man!

● ● ● Modest Morris Novik, director of New York's municipal radio station WNYC, was toasted by fellow broadcasters, the press and civic leaders at a luncheon at the Hotel Astor yesterday . . . It was a representative turnout of radio folks honoring one of radio's most capable and unassuming executives. Arthur Hull Hayes, general manager of WABC, was toastmaster and expressed the sentiments of all when he said Novik's role as wartime director of WNYC had been efficient and effective in conducting the affairs of Civilian Defense.

★ ★ ★

● ● ● Grover Whalen, representing Civilian Defense, paid tribute to Novik's astute administration and praised everyone in radio for their unselfish wartime roles . . . Taking note of a suggestion made by Novik, Whalen volunteered the information that special OCD citations would be prepared and presented to New York radio stations and personalities in tribute for their co-operation . . . Novik's word of appreciation was more a testimonial to radio and the co-operation of radio folks than it was a speech accepting their honor . . . he was genuinely sincere in his appraisal of the works of others.

★ ★ ★

● ● ● Nathan Straus, president of WMCA, was there and so was his able associate, Leon Goldstein, who doted about as impresario of the whole affair . . . affable Johnny Johnstone, director of news and special events of the Blue seen chatting with WNEW's alert Jo Ranson . . . George Crandall, CBS press chief, glimpsed greeting Morris Novik . . . Arnold Blum of PM also among Novik's well wishers . . . others attending the luncheon included Thomas Verlotta of WJZ; Delancey Provost of WEA; Dave Driscoll and Eugene S. Thomas of WOR; Ted Coit and William B. McGrath of WNEW; Charles Stark of WMCA; Fred Raphael of WHN; Elliott M. Sanger of WQXR; Frank Burke, RADIO DAILY; Henry Greenfield of WEVD; Bruce Robertson of Broadcasting magazine; Jerry Franken, Variety; Elias Godofsky and Louis Berne of WLIB; Ralph N. Weil of WOV; Harry Levin of OWI; Sonia Bigman, Time; Jack Gould, New York Times; Joseph Long, station representative; Ben Gross, Daily News; Lou Frankel, Billboard; G. Richard Swift, CBS; Arthur Sinsheimer; William Norins of WBYN.

★ ★ ★

● ● ● Gertrude Berg has turned over the key of her Bedford Hills home to Joan Alexander and John Sylvester . . . they will be married this Saturday and will honeymoon there . . . Virginia Travers, publicity director of the Compton agency, has a new angle: she writes a radio column called "The Woman Listener," . . . so far more than 60 papers have signed up for the syndication . . . needless to say that Compton's clients get plenty of plugs . . . The stork has swooped down upon this agency and the prospective mothers are Joan Bel Geddes, Isabelle Olmstead, Kathleen McGowan and Alice Hausman . . . We can't say for whom it is, but Norman Corwin and Frank Sinatra are huddling over a birthday party celebration for one of radio's best loved writers next month . . . We have often given Joe Seiferth and his WJZ Victory Troupe a RADIOKAY for their continued activities on behalf of servicemen and women at camps, bases or hospitals . . . Today, we had the pleasure of becoming (unofficially) a member of the group which journeys to Norfolk Naval Base, Norfolk, Va., for a program, thence to George Washington U. in the Nation's Capital to put on a great show for high-ranking Naval officers and civilian Navy personnel, returning to Gotham late Sunday nite . . . for the record this is the 306th appearance of this fine gang of radiolites.

★ ★ ★

— Remember Pearl Harbor —

PROGRAM REVIEWS

"POST TOASTIES TIME"

Fanny Brice
General Foods
Benton & Bowles

CBS-WABC, Sundays, 6:30-7 p.m., EWT
Production Supervisor: Walter Craig
Writer: Everett Freeman
Director: Al Kaye
Music: Carmon Dragon

Fanny Brice is very well able to stand up on her own in her new radio program "Post Toasties Time." In short, the ether medium reveals to the many people who have never seen Miss Brice in a musical or movie that she is a most versatile actress of immeasurable charm. The listeners who felt a little cheated because of her previous affiliation with over-starred shows, will get their fill of laughter with Miss Brice.

She's permitted to carry on precociously as Baby Snooks. But in addition to this inimitable characterization, she has been given a new role—that of Irma Potts, a dull-witted spinster whose habitual chore it'll be to lose her job, if we are to judge from the second stanza of the show. Playing opposite her in this particular sequence is Danny Thomas who plays the role of the garrulous postman and her morale supporter. Thomas' talents are new to this department; however, Walter Craig is justified in his presence. Thomas' antics, new to radio as a steady yet delectable diet, are a little reminiscent of the paces of Danny Kaye. Nor is this a criticism of the adaptation of his particular ability to the ether. There is more than a slight indication that his comicabilities will help him attain greater heights.

Hanley Stafford, consistently agitated Daddy to Snooks, has resumed his chores with the vitality and impatience respected by all. Everett Freeman has produced a script containing a happy number of laughs, with the exception of one or two spots slightly discolored by poor judgment. However, the format of the program should provide him with an endless number of situations.

This program should ride atop the Hooper-Crossley meter with all the fanfare Carmon Dragon and his orchestra are able to project. Post Toasties commercials are tastefully written—pun unintentional. Tobe Reed praises his product in a sales-like manner. Al Kaye's direction is tight, which is by way of saying that Craig has scored again for Benton & Bowles.

Leaves Blue Web

Anne Kelly, who has been with the Blue and NBC for 14 years, will join the William Morris Agency, Oct. 2. Miss Kelly, now assistant to Adrian Samish, national production manager of the Blue, and Lindsay MacHarrie, New York production manager, will work on the Borden Company's Blue Network show, "Happy Island" starring Ed Wynn.

Press Radio Freedom To End All Prejudice

(Continued from Page 1)

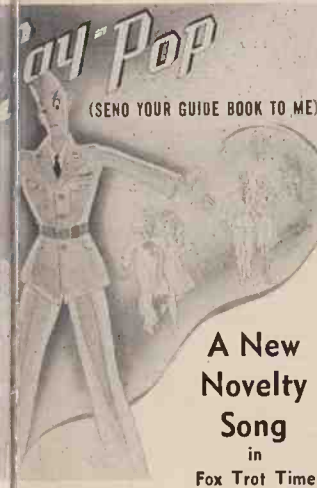
... is the author of the resolution
... worldwide press freedom passed
... the House of Representatives
... ectly.

WAT Buys Newark Mosque As Studio Site

Purchase of the Mosque Theater
... building in Newark, N. J. was an-
... nounced yesterday by Irving Robert
... shaus, executive vice-president
... general manager of station
... AT, Newark. In Birmingham,
... lauma, where contracts for the
... of the property were signed by
... former owners, Frank V. Merritt
... and Anna Lois Waters, Rosenhaus
... is quoted as saying the Bremer
... Broadcasting Corporation, operators
... of WAT, and licensee of FM station
... WAW, bought the building with an
... eye to the great future of radio and
... television.

Women's Viewpoint

Operating on the theory that wo-
... men may cast the deciding vote in
... the presidential election this fall,
... Theodore Granik has invited four
... well-known women to discuss the
... topic on Mutual's "American Forum
... In The Air" October 3. The partici-
... pants will be Fannie Hurst, Edna
... Murphy Miller, Dr. Ruth Alexander
... and Marion E. Martin.



Pop
(SEND YOUR GUIDE BOOK TO ME)

**A New
Novelty
Song**
in
Fox Trot Time

AS TIMELY AS YOUR
DAILY NEWSPAPER

All Material Available

RYTVOC, Inc.

85 Broadway, N. Y. 19, N. Y.

NABET-AFM Hearings Opened To Settle Platter-Turners Dispute

(Continued from Page 1)

New York before NLRB Trial Ex-
... aminer James C. Paradise. Hearing
... was held in the Trial Room of the
... New York Bar Assn. rooms and was
... attended by numerous attorneys for
... both sides as well as witnesses from
... Washington, Chicago and New York.
... Hearing is expected to be concluded
... late this afternoon, according to ten-
... tative information from both sides.

Appearing for NABET as counsel
... was Martin O'Donoghue, Joseph A.
... McDonald, NBC attorney, and George
... McElrath, the web's operating engi-
... neer. Walter Emerson, appeared as
... counsel for the Blue Network, plus
... George Milne, chief engineer for the
... Blue. A. T. Powley, president of
... NABET was on hand for his organi-
... zation along with C. A. Allen, secre-
... tary and George Riley, vice-presi-
... dent; B. M. Fredendall, NBC Chicago
... engineer and Burr Whyland, engi-
... neer with WLS, Chicago. Sydney
... Kaye, was on hand as an observing
... attorney.

Padway Reps AFM

Joseph A. Padway, special AFM
... counsel and general counsel for the
... American Federation of Labor, took
... a leading part in the AFM examina-
... tion of witness; Henry A. Friedman,
... AFM attorney and David Katz, attor-
... ney for Chicago AFM Local 10 also
... handled cross examination of wit-
... nesses.

At the outset of the hearing the
... usual flareups between counsel re-
... sulted in O'Donoghue and Padway
... uttering a few words and later Pad-
... way said he didn't know but what
... the hearing should have been held in
... Chicago in the first place, as most of
... his witnesses were there. O'Donoghue
... objected and said he also had Chi-
... cago witnesses but they were present
... in the room. Since the petition by
... the NABET was directed at the AFM,
... Examiner Paradise agreed to let
... Padway file an intervenor for the
... Chicago Local No. 10 which he said
... he would do in course of the day.
... Subsequently with Harry Sacker, at-
... torney for AFM Local 802, New York,
... in attendance, Padway said that local
... would also intervene.

Exhibits took up the opening half
... hour and these included photographs
... of studios with turntable equipment
... in the control booths. These were in-
... troduced by NABET counsel to show
... the workings of the turntable and
... the advisability of having it where
... the engineer could readily handle
... both jobs at hand as against having
... the turntable out in the studio pro-
... per and the engineer depending upon
... an extra person to transmit thought
... or signals etc.

Powley First Witness

Powley, head of NABET took the
... stand and was questioned by O'Dono-
... ghue. As in nearly all cases the
... witnesses were asked and gave out
... considerable technical testimony,
... apart from a general review of their
... work and the workings of record-

ing and transcriptions. This included
... the handling of dubbing for delayed
... broadcasts, various playbacks and
... other studios chores. It was conceded
... for purposes of facilitating the hear-
... ing that NABET be recognized as a
... labor union representing its mem-
... bers. Powley said NABET was col-

Tough Man

*During course of yesterday
NLRB hearing on the NABET
petition against the AFM, the pri-
vate phone in a little room be-
hind the Examiner rang out and
for the second time it was an "im-
portant message," this time for
Joseph A. Padway, AFM counsel.
"Tell them not to do it again"
said Examiner Paradise. "Can't
tell him anything," exclaimed
Padway hustling to the phone.
Nearly everybody in the room
murmured something about Pe-
trillo.*

lective bargaining agent or repre-
... sented at least all NBC and Blue
... owned and operated outlets, plus
... WPTF, WLS, WOW, WOR, WWJ and
... others.

NABET contracts with NBC and
... the Blue as renewed or revised the
... past few years were placed in evi-
... dence and the testimony dealt with
... certain network practices of either
... closing or opening the fader com-
... pletely while disks were being cued.
... This particular point seemed to con-
... cern Attorney Katz for the Chicago
... AFM local.

Jockey Qualifications

It became apparent in course of the
... testimony that a disk jockey did not
... need to know a single note of music,
... much less require a musical educa-
... tion. However, it was indicated that
... it was desirable to have someone
... with common sense in the care of
... handling delicate recording equipment
... and more desirable to have someone
... who had a knowledge of engineering
... to the point where he understood the
... actual working of radio engineering.

AFRAS's jurisdiction over sound
... effects men was brought up and that
... there was no NABET jurisdiction
... over them and none was sought. No
... specific engineers were assigned to
... handle turntables, Powley said, since
... engineers rotated and may be on a
... remote job one day and inside the
... next. The turntable was part of the
... engineers' routine, he stated.

Chi. Men on Stand

B. M. Fredendall, NBC engineer-
... ing supervisor of Chicago took the
... stand for the opening of the after-
... noon session, giving his background
... and current duties for NBC, also say-
... ing that he had a part in developing
... some of the turntable equipment now
... in use by NBC. He proved a good
... witness who handled himself well
... during nearly two hours of inter-
... rogation. Apart from the technical
... angles, Fredendall was cross-exam-
... ined on NABET memberships and ac-

tivities, some of which was objected
... to and sustained by the Examiner.
... Fredendall said about 90 per cent of
... station turntables were located in
... control booths as against the open
... studios as obtained in Chicago. He
... also revealed the need of engineers
... who could rectify trouble after he
... decided on the cause as against plat-
... ter-turners unable to better the
... sound output.

Strictly Jurisdictional

While various arguments were be-
... ing propounded pro and con, Trial
... Examiner Paradise stated that there
... were many extraneous questions, but
... for purposes of arriving at an issue,
... the issue appeared to be plainly that
... of who should have jurisdiction job.
... This was agreed upon by both sides
... as the crux of the matter.

Padway stated unequivocally that
... the AFM was not interested in dis-
... placing any technicians whatsoever
... and that no AFM platter-turner was
... to replace any NABET men or other
... engineers, on any job. He also stated
... that the AFM members were not
... interested in maintenance, repair
... work or installing any turntable
... equipment. They merely wanted the
... jobs of handling the recordings on the
... turntables.

Burr Whyland, of WLS was the
... final witness and proved a lively en-
... gineer on the stand. He gave testi-
... mony on the background of platter-
... turners in the Chicago area the past
... two decades or so. Previously and
... during Whyland's testimony, ques-
... tions on WMAQ were raised, asking
... when it went under NABET juris-
... diction as far as engineers were con-
... cerned. AFM counsel had brought
... out that some of its men were hand-
... ling disks in Chicago before WMAQ
... was sold to NBC.

Hearing will be resumed at 10 a.m.
... this morning.

How It Works

*Burr Whyland, on the stand for
NABET yesterday listed the plat-
ter-turners at WLS. There were
at least a half dozen, or more he
said, one for instance being a
gal, Madeleine Lorch who didn't
know music at all but was better
technically than a skilled musi-
cian named Gaston. Gaston is a
concert violinist, temperamental
and always dreaming when he
should be on the ball with a new
platter; thus at the cue he usual-
ly jumped out of deep thought.
Both are AFM members.*

*On the other hand when asked
if anyone else beside an AFM
member handled disks at WLS,
Whyland said, "Sure, plenty of
occasions. Especially the wee
hours in the morning when some
musician holding the job turns
over in bed and phones that he
will be late again. In which case
any employee in the building
puts on the pancakes."*

Baker, Jansky, Hogan Allocations Speakers

(Continued from Page 1)

lied services, he said, mean employment for hundreds of thousands after the war—both in broadcast and in manufacture.

Dr. Baker said that "it is probable that during the period of the war the employment provided by the radio industry will have been increased by a factor of four. There is therefore, that increase in potential labor force available to the production of equipment for civilian supply. In addition, however, there is another important labor force available. This is the hundreds of thousands, who through their specialized training and experience in the armed force have been prepared for, and in a large part may wish to work in the radio industry.

Cites Receiver Shortage

"Awaiting freeing of the productive capacity of such a labor force there is a deficit of home receivers developed through the years since the radio industry went to war. However, such a demand can do little but to provide a market through the earlier phases of the return to production for civilian supply. For any large and permanent expansion of the employment capacity of the radio industry resort must inevitably be had—not only alone to expanding old services but most importantly to the inauguration of new services. Maintaining of the FM portion of the spectrum at its present level, beginning with 42,000 megacycles, an expansion in both directions which will in the higher frequencies run into the present tele channel No. 1 was recommended to the FCC yesterday by C. M. Jansky, Jr., for the RTPB FM panel. Jansky called for 75 FM channels, each 200 megacycles wide, lying between 41,000 and 56,000 kilocycles. The current FM portion runs only from 42,000 to 50,000 kc.

Almost Unanimous

Jansky outlined the reasons for the panel's decision, in which only one of 28 members dissented, as three-fold; technical evidence has now shown by practical operating experience that FM can provide a satisfactory service in its present position in the frequency spectrum; "there is no technical evidence to indicate that certain erratic propagation characteristics of the presently assigned portion of the spectrum would be improved by any shift in the present allocations, or that there would be any other advantages accruing through the use of other locations of the spectrum; there is already a substantial public investment in FM equipment and a highly organized public service already being rendered by existing FM stations in this position of the spectrum."

Hogan Speaks for Facsimile

J. V. L. Hogan, for the facsimile panel, asked for 20 channels of 100 kc width in the 100-200 megacycle band for exclusive use of facsimile, which he said is far ahead of what it was before the war.

List IRAC Recommendations At FCC Allocations Hearing

(Continued from Page 1)

ing the past summer, where it met with sharp criticism from some industry quarters including international broadcasters, whose service would be ruled out by IRAC.

IRAC recommended no change in the present standard broadcast band. About 61 per cent of the spectrum between 42 and 1,000 megacycles has been assigned to FM, Television and their relay services.

Suggests Tele Allocations

The suggested allocation for television contemplates nine six megacycle channels between 54 and 108 mc and three 12 mc or six six-mc channels between 158 and 218 mc. The latter are suggested primarily for television relay, but possibly could be utilized for Television broadcasting. The space between 158 and 170 mc is shared between urban television relay operations and rural government mobile services. In addition, the plan suggests 30 16 mc channels between 460 and 956 mc, with one additional 16 mc channel between 508 and 524 mc to be allocated for television when no longer required for navigational aids. Therefore, the plan provides for a total of 15 six mc channels between 300 mc as against the present allocation of 18 such channels, and in addition provides for the eventual use of 31 16 mc channels between 450 and 1,000 mc for high definition television. If 20 mc channels are required, it is suggested that the ultimate allocation be extended to 960 mc which would permit 25 20 mc channels.

Explain Recommendations

"In suggesting the foregoing allocation to television," said IRAC, "the committee gave weight to the absolute necessity of providing sufficient space between 100 and 400 mc for essential radio communications for maritime and aviation services, including aids to air and sea navigation. Likewise, the committee was influenced by the fact that pre-war television developments had not advanced to the stage where frequencies much above 100 mc were utilized in actual practice. The committee also gave great weight to the fact that wartime research has provided a reasonable opportunity for the development of practical television broadcasting operating on channels between 400 and 1,000 mc and utilizing vastly improved standards as compared to those developed prior to the war.

Recommends Flexibility

"IRAC makes no suggestion as to television standards, but remarked that the suggested allocation will permit a continuation of television on pre-war standards pending the establishment of new standards. It also makes possible the operation of television on a dual standard basis. While the committee prefers a single standard basis, we realize that many factors control the situation and there-

fore believe it best to provide an allocation which affords flexibility of decision. If it is determined to operate television on a single standard based upon technical progress made during the war, the frequencies between 54 and 108 mc should be re-distributed among services other than television, particularly amateur and mobile services which were sorely crowded elsewhere to make room for television. Sixty FM channels are recommended.

FM Needs Noted

"FM requirements can be met," says IRAC, and "the conflict between FM and television resolved by the allocation of spectrum space between 42 and 54 mc for FM broadcasting. Further, should certain propagation information, now being collected, indicate that FM broadcasting is too low in the spectrum, a shift can be made between FM and television without seriously disrupting either and without effect to other services. The space suggested by the committee would permit 60 200 kc channels, 80 150 kc channels, or 120 100 kc channels leaving decisions concerning the width of FM broadcast channels to be made at a later date. However, the committee as a result of information available to it, suggests that if more than 60 channels are required, there are distinct advantages in utilizing narrower channel widths rather than more spectrum space to secure the additional channels.

Finds Shortwave System "Unsound"

"IRAC found the present international broadcast system 'unsound' from an engineering standpoint because of number of stations which are crowded into the small bands now allocated and because of the consequent tremendous interference which exists between these stations. It is apparent to the committee than an effective direct international broadcast service free of serious interference would require an inordinate amount of spectrum space. Because of the wide bands used for direct broadcasting and the inefficiency of the receivers in the hands of the general public as compared to those operated by common carriers or government operating agencies, it is estimated that, instead of the present seven per cent, more than 50 per cent of the spectrum between four and 20 mc would have to be allocated to provide an adequate international broadcast service with a consequent dangerous restriction in the amount of space available for aviation, maritime, fixed and other international communications of the entire world. 41 per cent of the space between four and 20 mc would be required if Great Britain, Russia and the United States should operate only 18 transmitters each simultaneously (the United States and Great Britain now operate 36 each) for direct international

Hub Robinson Joins Blue Web As V.

(Continued from Page 1)

to the Secretary of Treasury, been named director of advertising and promotion and Ivor Kenway, formerly assistant to the executive vice-president of the Blue, became advertising manager. Mr. Smith joined the Blue on Oct. 2 and Mr. Kenway became advertising manager Sept. 27.

Mr. Robinson brings to the Blue 16 years experience in all departments of radio activity. He supervised the creation of the first station relations department at Young Rubicam and was head of the agency's program building and talent department.

Samish Duties Enlarged

Phillips Carlin, vice-president in charge of program operations, and Adrian Samish, recently named national production manager for the Blue, will co-ordinate their activities with Mr. Robinson. Mr. Samish is being given enlarged duties in the field of producing new, and revamping existing, radio shows for the Blue.

Mr. Smith has varied experience in promotion and advertising. For eight years he was associated with Batten, Barton, Durstine & Osborn and then formed his own public relations firm, Smith & Selva. He is now an assistant to the Secretary of the Treasury, specializing in the war loan and similar activities in the war effort.

Mr. Kenway joined the Blue Network in January, 1944, as special assistant to the executive vice-president. For 20 years previous, he was associated with Devoe & Reynolds Paint Company, as director of advertising and sales.

broadcasting and 30 of the larger stations should operate only two transmitters each and 30 smaller stations should use only one transmitter each.

Propagation Conditions a Factor

"This estimate is based on the assumption that only half of the 144 stations would have an overlapping service area in which case stations could be assigned 10 kc apart. Four channels would have to be assigned to each transmitter because of the variation in propagation conditions in the high frequency spectrum. On the other hand, programs are transmitted by point-to-point relay for rebroadcast on the domestic broadcast system of the world. Modern scientific methods to conserve spectrum space could be used and thus make it possible to fulfill some of the requirements of other radio services. For foregoing reasons, the committee was unable to effect an allocation for the service of direct international broadcasting, and pending a decision as to the policy to be adopted, was required to assume that the relay method would be employed by stations operating in the spectrum space assigned to fixed service.

Objectives Of RTPB Outlined By Frazier

Washington Bureau, RADIO DAILY
 Washington—Main objectives of standard broadcast panel of Howard S. Frazier, chairman, yesterday at the FCC frequency allocation hearing's opening session, have been improvement of rural coverage and the alleviation of interference conditions in the standard broadcast band. One recommendation has been the extension of the end of the band to 520 kilo-

cycles recommended, because it has been passed upon finally by the FCC. It is a suggestion for the use of the 10-400 band for rural broadcast. Another recommendation is to increase the field intensity of existing stations in populous areas now suffering from interference, or not receiving sufficient signal from the best transmitters, through the use of attended satellite stations operating as synchronous transmitters on the presently assigned frequency. The use of satellite transmitters in itself is a revolutionary or new but the FCC proposes that these satellites be connected to the main transmitter through ultra high and super high frequency channels. It is believed the method of connecting the satellite transmitter will overcome many technical and economic factors which have discouraged the use of satellites in the past.

Other studies, of sufficient importance to warrant mention now, include, said Frazier, "consideration of large sky wave curves, review of FCC standards of good engineering practice, the use of directional antennas by local channel stations, methods of measuring directional antenna power, the use of half-wave antennas by local stations, possible improvements in broadcast antenna systems, the use of sub-audible frequencies for signaling and other purposes, static neutralizers, the reduction of receiver radiation and the use of frequencies in the band between three and 17 megacycles for rural broadcast service."

Radio Station Serves Ohio College Group

Zanesville, O.—Wallace C. Fothergill, instructor in speech at Muskingum College, New Concord, Ohio, presents WHIZ, Zanesville, O., as a program co-ordinator on the campus which has set up a radio broadcasting studio, complete with control room for student programs and recording.

Allen-Benny's Guest

In the first broadcast of his thirty-year career on the air skedded for the first time over NBC, Jack Benny's guest will be Fred Allen, and no one is barred. Benny has just returned from the South seas, where he has given over 150 performances for servicemen.

Commercial Black-White Television Suggested For Post-War Era

Washington Bureau, RADIO DAILY
 Washington—Deferment of consideration for commercial exploitation of color and theater television is recommended by David B. Smith, chairman of the RTPB tele panel, in his testimony at the opening of the FCC frequency allocation hearings.

An "overwhelming majority" of the panel, he said, favors immediate post-war exploitation of commercial television with color still to be held an experimental matter. It was suggested that higher frequencies be assigned for color experiments—these frequencies eventually to be released for commercial use as well.

The major recommendations of the panel follow:

"(1) Commercial monochrome television broadcasting should be continued on six-megacycle channels and on the present standards with the minor revisions outlined in the report.

"(2) Provision should be made for the licensing of relay stations for point-to-point service of the following types:

- "(a) Studio to transmitter links.
- "(b) Portable mobile pickup.
- "(c) Inter-city links.
- "(d) Intra-city links.

"These stations will primarily carry the picture signal but should also be permitted to carry the accompanying sound. They should be licensed for the transmission of commercial programs within a given system or network and not for transmission to the general public. Suggested standards and frequency allocations are given in the report.

"(e) Every effort should be made to provide a continuous frequency spectrum of 30 channels for immediate post-war commercial monochrome television broadcast. This spectrum should include the present Group A channels. It is recognized that this ideal may not be capable of attainment without undue sacrifice on the part of other services. To this end an allocation plan is included in the report which provides for 26 television channels to be available soon after the war and so designed that additional channels to give a more continuous spectrum could be interposed in the event that the intervening services find it feasible to move to other frequencies.

"(4) With respect to color television, it was decided that adequate standards for color television for a six megacycle channel cannot be established at this time. This action was taken without prejudice to the continuation of experimentation in color television in such channels.

"(5) Provision should be made at this time for higher frequency channels in which experimentation and development may be conducted looking toward an improved service which may include color, higher definition and any other improvements

which may occur. It is recommended that these channels be 20 megacycles wide, but that no other standards be established for them at this time. It is further recommended that these channels be assigned on the basis that they will subsequently be utilized for commercial broadcasting of the improved television service at such time as standards may be adopted.

"(6) Provision should likewise be made for experimental relay stations of all types as part of the development program outlined in Part (4) above. More specific allocations for this service are included in the report."

"The panel was of the unanimous opinion," Smith said, "that commercial television broadcasting should be resumed and expanded on the present six megacycle Group A channels plus some additional ones. It found as a technical fact, that the theoretical lower limit of television broadcasting is approximately 40 megacycles. It estimates that in order to provide a competitive system in accordance with the American way of broadcasting, approximately 30 channels would be required and that for technical reasons these channels should be grouped together in a substantially continuous band.

Must Consider Other Services

"The panel recognized that as a practical matter it would have to consider the needs of other services, and with this in mind proposed an allocation plan that would provide 26 six megacycles channels between 50 mc and 246 mc. This allocation plan includes gaps for some existing private and government services. The panel hopes that it may be possible within the next few years for some of these intervening services to move to other frequencies, and in that event, television can take over the channels and fulfill the requirements of an ideal allocation scheme."

Smith said the panel believes tele must be expanded and eventually find a place for itself in the higher frequencies where high gain, highly directional antennae may be employed. To this end, the panel recommended channel assignments in several bands from 300 mc up to and beyond 10,000 mc, in which such operations might be conducted.

The panel also suggested the authorization of a sufficient number of experimental channels in the higher frequencies for this purpose, and that these frequencies be labeled for eventual commercial broadcast service. However, it strongly pointed out that little is known of such frequencies and that no standards of any sort could be established for such service at the present time, since laboratory and field experience with television operations at these frequencies is wholly lacking.

To provide immediate low-cost-service to the public, Smith asked:

- "1. A sufficient number of six

New Fall Business Lined Up In Chicago

(Continued from Page 1)

plete in itself. The nature of the productions will range from comedies to mysteries, romance and adventure stories, in keeping with the latest preferences of listeners. Contract is for 52 weeks with John McCormick as the account executive for NBC.

The Andies Candies Company of Chicago has contracted with WBBM for 52 week sponsorship of the King's Jesters, effective Sept. 30. Program will be aired each Thursday 5:15 to 5:30 p.m. Business was placed through George H. Hartman Advertising Agency.

Standard Brands, Inc. of New York, has contracted with WBBM for 26-week sponsorship of interview programs from Chicago Servicemen's Centers beginning October 3, 1944. Program will be aired on Tuesday and Thursday from 10:45 to 11:00 p.m. Title is "Salute to Victory." Commercial will be in behalf of "Stan-B," a vitamin product. Contract was placed through H. W. Kasstor & Sons, Chicago.

Griffin Signs

Griffin Manufacturing Company (Shoe Polish), Brooklyn, N. Y., has contracted with WBBM for sponsorship of "H. Eugene Read and the News," on Tuesday and Thursday nights, 10:30 to 10:45 CWT beginning September 26. Contract was placed through Birmingham, Castleman & Pierce, Inc., New York.

New sponsors for two news programs and the placement of 219 new time signal announcements topped the business week at station WMAQ. Peter Paul, Inc., (Candy), through Platt-Forbes, New York, will sponsor the newscast aired by Hub Jackson, Mondays, Wednesdays, and Fridays from 12:30 to 12:45 p.m., CWT, for 52 weeks, beginning Oct. 2.

Of the new time signal announcements, 154 were placed by the Pinex Company (Pinex Cough Syrup), through Russel M. Seeds Company, to run seven a week for 22 weeks, starting October 9.

megacycle channels in the region of the present A and B television channels to provide a competitive nationwide service.

"2. Authorization and licensing of commercial tele relay stations with sufficient channels between 300 and 3,000 megacycles."

The first of the 26 channels for immediate commercial use, he proposed, would begin at 50 megacycles, with channels two to nine running from 62 to 108 megacycles. Tenth would be from 120 to 126 megacycles, Eleventh from 132 to 138, twelfth and thirteenth from 144 to 156, fourteenth through twenty-third from 162 to 222, with three local channels for crowded eastern seaboard areas placed between 222 and 246 megacycles.

★ ★ ★ COAST - TO - COAST ★ ★ ★

— CONNECTICUT —

HARTFORD—"How Should We Punish War Criminals" will be the subject of Prof. George Dession of Yale on his talk on the "College Digest" program Sunday October 1 over WDRC . . . WNBC's "Shows for Servicemen" celebrated its first anniversary this week when they put on an all-star entertainment at the Rocky Hill Veteran's Hospital . . . Ceremonies marking the formal opening of the Hartford Information Center for Servicemen were broadcast by WTIC and carried over NBC recently.

— RHODE ISLAND —

PAWTUCKET—In order to avoid confusion in their names, Paul Clinton Heines, formerly of WJHP, has joined the WFCI announcing staff under the name of Paul Clinton, while Jimmy Hines, coming from WEEI to the WFCI announcing staff will broadcast under his regular name.

— CALIFORNIA —

SAN FRANCISCO—From backstage where he is art director for the RKO Golden Gate Theater, Doug Thompson has moved up to the post of emcee on "Sing With Your Favorite Band," heard Sundays over KGO.

Hal Burdick, writer, producer and only actor of "Night Editor" heard weekly over KPO-NBC started his eleventh year on the air last week. . . . Mutual war correspondent Larry Meier is here working with KFRC manager Bill Pabst on plans for an increased MBS news staff . . . A new series designed for the high school girl group is skedded for October 7 over KQW. Titled "Calling All Girls" the show will be under the sponsorship of Kahn's Department Store in Oakland.

— CANADA —

TORONTO—Norman C. Brown, former fighter pilot during the Battle of Britain, and recently discharged from the RCAF, has been named commercial rep for CJBC.

PICTURE OF THE WEEK



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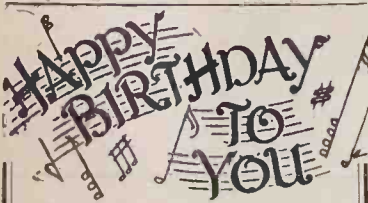
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September 29

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Pat Murphy Ed. R. Dunning, Jr.
Lou Dinning Robert Regent

September 30

Kenny Baker Ruth Brinley
Nancy Brook Nat Brusiloff
Dorothy Goodman Shirley Lewis

October 1

Curtis Arnall Joe Rines
Lt. Norman Weiser

WANTED

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STUDIO CONTROL EXPERIENCE REQUIRED
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**IN
NEW YORK CITY
UNDER PLEASANT WORKING CONDITIONS**

Our Employees have seen a copy of this ad
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★ ★ ★ COAST - TO - COAST ★ ★ ★

— CONNECTICUT —

HARTFORD—"How Should We Punish War Criminals" will be the subject of Prof. George Dession of Yale on his talk on the "College Digest" program Sunday October 1 over WDRC . . . WNBC's "Shows for Servicemen" celebrated its first anniversary this week when they put on an all-star entertainment at the Rocky Hill Veteran's Hospital Ceremonies marking the formal opening of the Hartford Information Center for Servicemen were broadcast by WTIC and carried over NBC recently.

— RHODE ISLAND —

PAWTUCKET—In order to avoid confusion in their names, Paul Clinton Heines, formerly of WJHP, has joined the WFCI announcing staff under the name of Paul Clinton, while Jimmy Hines, coming from WEEI to the WFCI announcing staff will broadcast under his regular name.

— CALIFORNIA —

SAN FRANCISCO—From backstage where he is art director for the RKO Golden Gate Theater, Doug Thompson has moved up to the post of emcee on "Sing With Your Favorite Band," heard Sundays over KGO.

Hal Burdick, writer, producer and only actor of "Night Editor" heard weekly over KPO-NBC started his eleventh year on the air last week. . . . Mutual war correspondent Larry Meier is here working with KFRC manager Bill Pabst on plans for an increased MBS news staff . . . A new series designed for the high school girl group is skedded for October 7 over KQW. Titled "Calling All Girls" the show will be under the sponsorship of Kahn's Department Store in Oakland.

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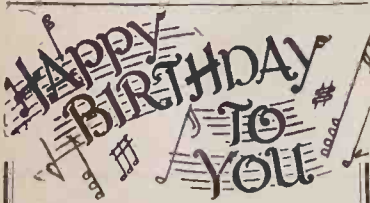
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