

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 31, NO. 1

NEW YORK, N. Y., MONDAY, APRIL 2, 1945

TEN CENTS

## Record 'Frisco Coverage

### Retrial Motion Filed In Nebr. Ascap Case

Omaha—Changes of threats and coercion were contained in the motion for retrial filed Friday in Federal District Court here by defendants in infringement suits brought by Ascap against Nebraska radio stations, hotels, and amusement places.

Decision by Federal Judge John Delehant recently held one section of Nebraska law banning Ascap from the state as unconstitutional. The defendants attacked the decision on the grounds that in 1941 the U. S. Supreme Court refused to uphold a similar ruling.

The defendants seek to subpoena

(Continued on Page 7)

### Plan One Day Conference By Chi. Educational Group

Chicago—The Radio Council of the Chicago Public Schools and the Illinois Congress of Parents and Teachers will sponsor a one-day radio conference on April 10 in the Board of Education headquarters in the Builders Building. The conference will open at 9 a.m. with registration and open house and exhibits of student work motivated by classroom broad-

(Continued on Page 2)

### Cox Stations Group Meet; Review Porter FCC Speech

Miami—J. Leonard Reinsch, managing director of the James M. Cox stations, at a series of meetings held here last week for general managers and chief engineers, reviewed the recent speech of FCC head Paul Porter

(Continued on Page 2)

### 'By Any Other Name'

Coincidental with its forthcoming change in time schedule, "Finders Keepers," will in the future be called "Happy Felton in Finders Keepers." Program, heard Monday through Friday over WEAJ-NBC 10:30-11 a.m., EWT goes to 11-11:30 a.m. effective April 16. Parlor game show starring Felton is written by Marjorie Fisher and directed by Herbert Rice.

### 20th-Fox Tele Division Leases WIXG, Boston

Marking an increase of its interest in the television field, Twentieth Century-Fox has leased from General Television Corp. the presently inactive tele station, WIXG, Boston. The film company will ask for an experimental license to operate the station. Its plans include programming and the use of sound films for entertainment purposes.

#### Lloyd Heads New Radio Dept.

Formation of a new radio department with Ted Lloyd at the helm was announced yesterday by Hal

(Continued on Page 7)

### Vera Vague Being Offered In Half Hour Package Show

Hollywood—A half-hour comedy show starring Vera Vague has been packaged by Foote, Cone and Belding and will be auditioned Monday. Deal calling for an exclusive option on

(Continued on Page 4)

### Radio Report To Be Greatest Ever Given To Any Single International Session; 243 Representatives Accredited

Washington Bureau, RADIO DAILY

Washington—Radio is preparing to give the San Francisco conference the greatest coverage any single international session has ever had. In addition to 208 representatives of the four major networks accredited to the conference, another 35 American broadcasting stations have been permitted to send one; and sometimes two, special correspondents. Wire arrangements are being made for direct broadcast by most of these correspondents from San Francisco.

In addition, Transradio Press will

(Continued on Page 5)

### War Ad Council Plans Readied For 7th Loan

War Advertising Council has announced its plans for the all-media participation in the "Mighty 7th War Loan" drive which begins May 14 to June 30, considered the most extensive promotion program in history. Transcribed radio programs, to be distributed among stations throughout the country for local sponsorship will

(Continued on Page 5)

### WNEW To Larger Quarters Set For Early Next Year

WNEW, owned and operated by the Greater New York Broadcasting Corp., has signed a 10-year lease to occupy the second and third floors at 565 Fifth Avenue, corner of 46th Street, the building formerly known

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### New AFL Series On Web Will Dramatize 'Seabees'

American Federation of Labor and CBS will collaborate on a new series which starts Sat. April 7, for a 13-week run at 3.45-4 p.m., EWT over the network, according to Douglas

(Continued on Page 2)

### Public Walkie-Talkie Discussed By E. K. Jett

Low power transmitters and receivers for use in the Citizens Radiocommunication Service (walkie-talkie) will have to be priced within reason if the new medium is to prove affluent in the post-war era for the people who look to it as a vital means, E. K. Jett, FCC commissioner, an-

(Continued on Page 7)

### Promotion Contest Set By Lombardo Sponsor

Larus & Brother, Inc. of Richmond, Virginia, makers of Chelsea Cigarettes and Edgeworth Tobacco and the sponsor of the Guy Lombardo Musical Autograph Program, heard Mondays

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## Washington Front

By ANDREW H. OLDER

THE FCC has served notice that the passing of Larry Fly does not mean that the Commission will be any less pugnacious than before. Its action of Tuesday in revoking the WOKO license and refusing to permit the purchase of WOV by the Mester Brothers is a clear warning that it intends to enforce the law given it without playing around. We look for

that policy to be maintained—in the face of the huge expansion of broadcasting looked for after the war, the Commission intends to see to it that the industry is kept just as clean as can possibly be done. . . . Although industry circles here are sympathetic toward WOKO, they haven't to our knowledge had any complaint about

(Continued on Page 7)

New England is testing ground of United States. WLAW has met every test—and always produces.

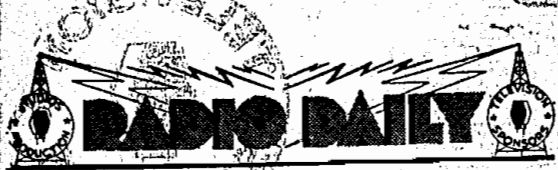
Worth trying—WLAW (5000 Watts) serves New England's third largest concentrated radio audience.

### Bandwagon

The very word "Bandwagon" calls to mind the circus parade and its gaudy—but talented—musicians. With Ringling Brothers-Barnum & Bailey Circus in town, producers of the "Fitch Bandwagon" program have taken the opportunity to invite the well-known B & B band to guest on the show. It will be heard over NBC from Madison Square Garden on Sun. Apr. 15.

### Sworn In

Washington—Charles R. Denny was sworn in Friday as the seventh member of the FCC, bringing the Commission to its full strength for the first time since T. A. M. Craven left last June. Denny's place as general counsel will be filled. It was announced Friday, by Rosel H. Hyde of Idaho, FCC attorney who has been Chief of the Broadcast Division.



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

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**Cox Stations Group Meet; Review Porter FCC Speech**

(Continued from Page 1)

on higher standards of public service for broadcasters. Group discussed ways and means to improve its quality of service as well as FM and television plans. The James M. Cox stations are WSB, Atlanta, WHIO, Dayton, and WIOD, Miami.

Among those present at the meetings were John Outler, general manager and C. F. Dougherty, chief engineer of WSB; Robert Moody, general manager and Ernest Adams, chief engineer; WHIO; James M. LeGate, general manager, Wilton Chiles, chief engineer, WIOD; Harry Cummings, Jacksonville; Robert L. Fidler and Tom McCullough, WIOD.

**Gets Treasury Appointment**

Samuel J. Cohen has been appointed chief of the retail stores section of the War Finance Division of the U. S. Treasury Department, Ted R. Gamble, National War Finance Director, has announced. Cohen succeeds F. Edwards Pulte, Jr.

**20 YEARS AGO TODAY**

(April 2, 1925)

Newcomer to the airwaves is Lowell Thomas who made his bow in radio over KDKA, Pittsburgh, on March 30. Mr. Thomas, who has been historian for the U. S. Army Air Corps, gave an account of "man's first flight around the world."

**W M BLUE NETWORK**  
Plattsburg, N. Y.  
**F F**  
CONSISTENTLY SELLING THE NORTH COUNTRY'S RICHEST MARKET  
SPOT SALES, INC., Nat. Rep.

**Coming and Going**

**EUGENE JUSTER**, continuity editor of WRC, Washington, D. C., spent Easter week-end in New York. He has just been named new chief of WRC's public service division and will take over his new duties April 9.

**BERT LEVY**, president of Tel-Pic Syndicate, radio news picture service of New York, has left for Detroit, where he will attend the regional meeting of the NAB.

**J. WYTHE WALKER**, president of The Walker Company, national station reps, has arrived in Chicago from Los Angeles, after contacting West Coast clients.

**MARTHA TILTON**, vocalist, is back in New York following a theater engagement in Boston.

**LEONARD ASCH**, owner of WBCA, Boston FM station, a visitor last week at the offices of the Mutual web.

**ERIC HAY** was here from WJLB, Detroit, last Friday. After a short confab at the offices of the station's national reps he left for Roanoke, where he will join John L. Booth, the owner of WJLB.

**O. F. SOULE**, president of WFBL, Syracuse, is back at the station after a few days in Gotham.

**ROBERT J. DEAN**, station and commercial manager of KOBH, Rapid City, S. D., is back at the station following a short trip to New York, during which he visited the networks and national representatives.

**ARCH OBOLER** is in town for conferences with Phillips Carlin, vice-president of Mutual in charge of programs. Oboler's show bows in over Mutual on April 5.

**WILLIAM SKIDMORE**, promotion manager of WFPL, Fort Lauderdale, in town from Florida. Conferred late last week with the national representatives of the station.

**CEDRIC FOSTER**, commentator on the Yankee Network, is here for confabs with Mutual executives.

**JOHN VAN ZANT**, radio publicity director of the Chicago office of J. Walter Thompson, is in New York conferring with agency executives. He is expected to return to Chicago Monday.

**GARRY MOORE** is here from the West Coast to make some transcriptions at NCAC.

**DICK MOONEY**, of the Steve Hannegan office, has returned from a business trip to Cleveland and Detroit in the interest of Morton Downey and the Coca-Cola "Spotlight Bands" program.

**Plan One Day Conference By Chi. Educational Group**

(Continued from Page 1)

casts. Speakers at a forum on "the in-school use of radio" at 11:00 a.m. will be Robert Hoadley, educational director WBBM-CBS; E. Jerry Walker, educational director WLS, and George Jennings, acting director, Radio Council of the Chicago Public Schools and WBEZ, Paul McCluer, sales manager of the NBC central division will speak on "the sponsored program" at the afternoon session at 3:30.

**New Martha Dean Sponsor**

Canada Dry Ginger Ale has been added to the participating sponsor list of Martha Dean's program, heard across the board over WOR, 3-3:30 p.m. The 52-week contract was handled through J. M. Mathes, Inc. Eugene McCarthy is the WOR account executive.

**Hildy Going In Persian Room**

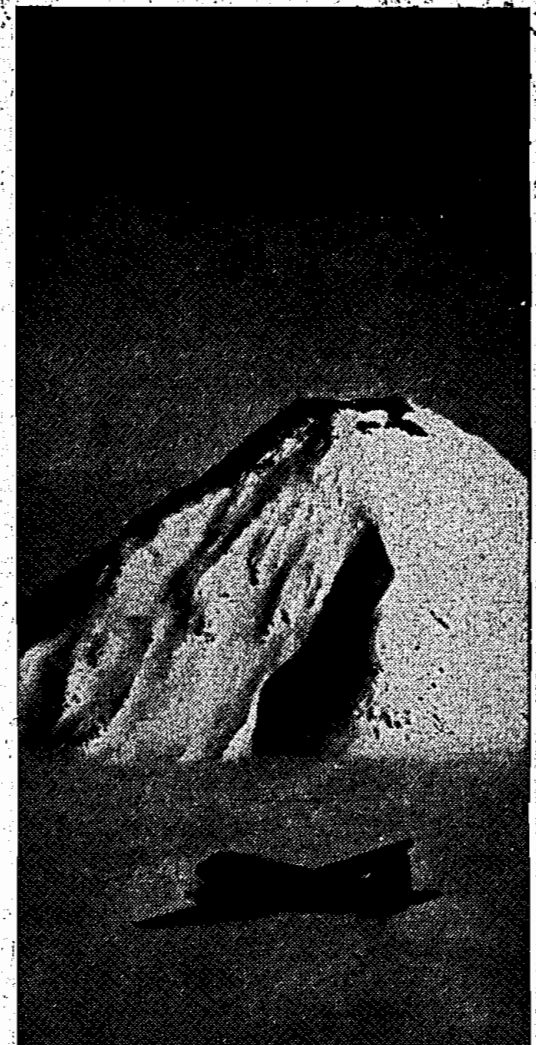
Hildegard, whose "Raleigh Room" heard over NBC will return from Chicago to New York on April 24, will open an engagement at the Persian Room of the Plaza on May 3.

**New AFL Series On Web Will Dramatize 'Seabees'**

(Continued from Page 1)

Coulter, vice-president in charge of programs. New series will take over the time vacated by the CIO's "Job for Tomorrow," which will have completed a 13-week presentation. Titled "Builders of Victory," the Seabees will be dramatized, with each program handling an outstanding episode, the first dealing with Guadalcanal.

*Chicago's*  
**BEST NEWS SERVICE AP-UP-INS W-I-N-D**  
560 Kc. 5000 WATTS



**ABOVE THE FOG**

That's the snow blanketed volcano on Gareloi Island in The Aleutians. Almost unknown and unseen before Pearl Harbor... it is now a landmark on the way to Attu for some 2,500 Navy Transport pilots and groundsmen.

There's another landmark that in a few short years has become the safe guide for smart radio time buying. It's in Baltimore. And the station is W-I-T-H, the independent.

In this 5 station town the facts show that W-I-T-H delivers the greatest results at the lowest cost.

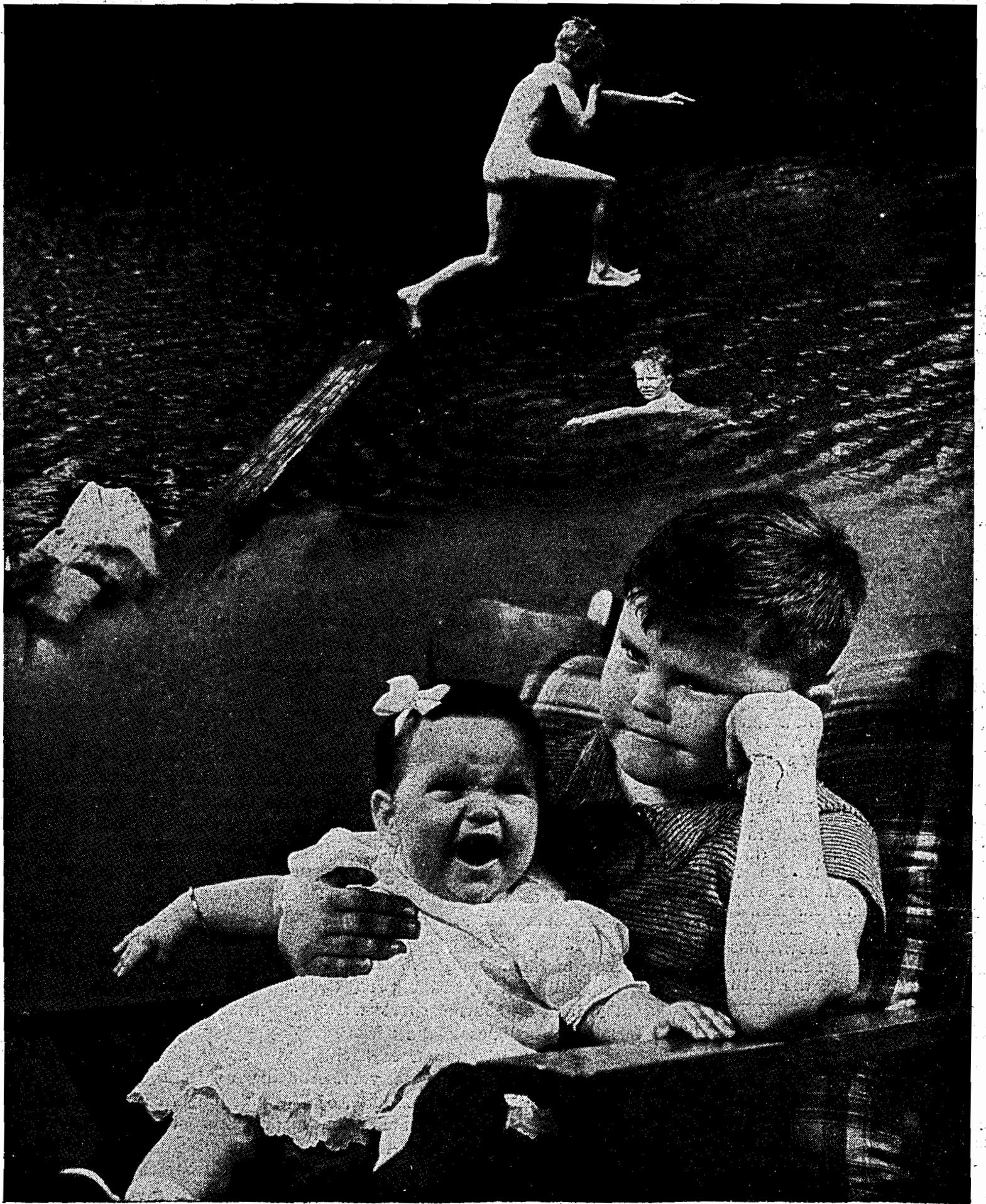
Those facts are as obvious as that volcano peak above the fog. We're glad to show them to anybody with a sales problem in this, the 6th largest market.



**W-I-T-H IN BALTIMORE**

TOM TINSLEY, President  
REPRESENTED BY HEADLEY-REED

**MUSIC has power**  
WDAS is the only Philadelphia radio station featuring three hours of classical music daily  
No wonder WDAS audiences say "Thank You!"



## Why is a little boy like a radio audience?

Little boys want what they want *when they want it.*

They are exactly like a radio audience in this respect. The only difference is that a radio audience finds it easier to get what it wants.

That brings you abruptly to the point of this message.

As a Basic Station of the Columbia Network, WDRG is proud to be part of the fine network programming, day

and night, seven days a week, which gives the great American listening audience *what it wants.*

As Connecticut's Pioneer Broadcaster, WDRG has contributed to the local scene with news and public service

programs, to give the Hartford audience *what it wants.*

It all adds up to the fact that advertisers want WDRG—when they want a real selling job in the rich Hartford Market.



**WDRG**  
HARTFORD 4 CONNECTICUT  
WDRG-FM

BASIC CBS  
Connecticut's  
Pioneer  
Broadcaster

LOS ANGELES

By RALPH WILK

**JACK BENNY**, Paulette Goddard, Rochester and Arthur Treacher, with Dick Aurandt and a swing group, were featured on the "G. I. Journal," overseas show which was waxed before a Hollywood Canteen audience last week.

Charlotte Greenwood, lovable lanky star of her own "Charlotte Greenwood Show," aired Sundays, over the Blue Network, was hostess at a dinner party for members of the cast of her show and their wives and husbands, following the weekly broadcast Sunday (25). After dinner the entire group attended the performance of Ken Murray's record-breaking Hollywood stage hit, "Blackouts of 1945," at the El Capitan Theater.

Freeman Gosden and Charles Correll (Amos 'n' Andy) get a good deal of fan mail, but that which they prize above all the rest comes from servicemen overseas. The fighting boys write to tell the comedians how much they appreciate listening to Amos 'n' Andy transcriptions, and how close it brings them to home.

Ozzie Nelson has been signed by Producers Bill Pine and Bill Thomas for a featured comedy role in "People Are Funny," marking first time in his movie career that Nelson will do straight acting and not wield the baton for his orchestra. Bob Graham recently heard on Ed Gardner's "Duffy's Tavern" show, has been loaned by Paramount to the two Bills for a singing role in the picture.

**Vera Vague Being Offered In Half Hour Package Show**

(Continued from Page 1)

Miss Vague's services is unusual, inasmuch as agency is not waxing audition for any special client, having strong belief in comedienne's potentialities. Format will be built around Vera Vague character as used in Bob Hope's airer. Before signing with agency, Miss Vague secured release from Hope in event new show is sold prior to his return to air in Fall.



**Reporter At Large . . . !**

● ● ● When Joe E. Lewis arrives on the Coast, he's due there any day now, they're gonna wax a show with him as the comic, Martha Stewart on the vocals and Frankie Carle's music. . . . 20th Century-Fox is dangling a tempting offer in front of the willing eyes of Earl Wrightson. . . . The Bill Gernants (Lois January) are Hollywood-bound, with Bill taking over an executive producer's berth with one of the majors. . . . Talk around that two large coast talent agencies will merge. . . . Hope Emerson plotting a show along Joan Davis lines. . . . Victor Borge's off-mike antics on the Borden show a week ago won't add to his popularity among the talent signers. . . . Jerry Seelen, Fanny Brice writer, is I-A. Fanny, incidentally, was gifted with flowers by her ex, Billy Rose, on her arrival here. . . . The Frank Lovejoys (Joan Banks) are expecting another visit from the stork. . . . John Cole, former Vox Popper, en route to the U. S. after having been wounded at Leyte. . . . Phil Brito describes Lily Pons (who's overseas) as the Bomb Diva.



● ● ● Robert Merrill copped the Metropolitan Auditions of the Air—winning for himself a thousand bucks and a Met contract. . . . Shirley Eder approached for a role in Canada Lee's "On Whitman Avenue" . . . Arthur Gary pinch-hitting for Don Goddard on WEA's morning news with latter bedded down with the flu. . . . Thelma Carpenter signed for "Memphis Bound" . . . Kenyon & Eckhart eyeing "Genius at Work" for possible Bracken summer replacement. . . . Fred Catania and his ballerina gal friend, Albertina Horstmann, signed for "Passing Show of 1945" . . . Talk around that "Young Man of Manhattan," the Katherine Brush best seller, radio adapted by Edith Meiser, is being sought as a summer replacement. . . . Paul Gardner, ex-Journal sports writer now doing publicity for the Blue, sold two articles to the slicks for May—"Esquire" and "Red Book." Ernie Lehman, another ex-flack, is also doing okay with 15 articles published during the past year. And the April "Esquire" is carrying a story by Don Carle Gillette, of Warner's, on "The Prince of Pitchmen" . . . Personal nomination for radio's purtiest p.a.: Frances Robinson. . . . Sgt. Mel Allen has come up with a new Sports Quiz idea for overseas waxing—a sort of sports "Info, Please," using the top names in the country.



● ● ● There's an ork leader in town who hasn't picked up his own check for a month now. He even manages to run into the song-pluggers for breakfast! . . . Jackie Cooper is playing the drums in a Honolulu band. . . . Patti Palmer, J. Dorsey's thrush, has retired from the bandstand to await the coming of the stork. Replacing is a Memphis belle, Jean Cromwell. . . . Add television bets: Dorothie Littlefield, of "Song of Norway" . . . Announcer-producer Keyes Perrin dons khaki April 13th . . . Sid Sprague, producer of Leon & Eddie's floor show, is going into the legit producing field and has the theater, backing and everything. Everything, that is, except a script. He's looking for a comedy drama. . . . When Jack Eigen heard Sinatra was getting a bodyguard, he cracked that what the guy needs is a body! . . . Leonard Sues, Eddie Cantor's ork leader, and Virginia Weidler, of the films, are an item. . . . Faces about town: Ethel Barrymore sipping a soda in the NBC drug store. . . . Bob Hawk tossing away a whole cigarette—the millionaire. . . . In a huddle at Lindy's: Fred Allen, Danny Kaye, Milton Berle and Patsy Flick.



—Remember Pearl Harbor—

CHICAGO

By BILL IRVIN

**FLORENCE STEVENSON**, secretary to Frank Chizzini, manager of radio recording division of the NBC central division, will be married to John Peterson of the Marine Corps in a ceremony at Parris Island, S. C., on April 8.

Stineway Drug Company, through Weiss and Geller agency, Chicago, has renewed on WIND for the fifth year its seven hours of symphonic music weekly.

Under a contract revision, "Way Back When," program of records of old-time favorite performers, under sponsorship of the Chicago Tire Market, is heard twice weekly over WGN, 8:15-8:30 p.m., Tuesdays and Thursdays. Program will run for 13 weeks under the Tuesday-Thursday setup. Robert Kahn and associates handle the account.

The first in a series of four television programs in the interests of Christian education was presented over the Balaban and Katz station WEKB, at 8:00 p.m. Thursday, March 29. The program was under the direction of E. Jerry Walker, director of International Radio Productions. The program presented by young people from the First Methodist Church, Evanston, Illinois told the story of a christian family in facing news of their sons death in battle.

sell  
Durham\*  
county's  
100,000  
people  
with

WDNC



COLUMBIA NETWORK

\*NORTH CAROLINA

Represented by Howard H. Wilson Co.



"... and WFDF, Flint, says it's April Fool, sir."

# Record Radio Report For 'Frisco Meeting

(Continued from Page 1)

nine newsmen on the scene, the "Field Reporter" four and the "Associated Washington show "Ask Washington" one. XEB, Mexico, will be represented, and there will be 10 staff members, three Canadian Broadcasting Corporation staff members, three representatives of the Canadian Association of Broadcasters, one Australian Broadcasting Commission staff member, and one—Mrs. Dorothy Lewis—staff member of the B.

### Blue's List Largest

largest network list is that of the Blue, including top officers such as George Roche, Kintner, Woods and G. W. Hirstone, also 95 other names. The majority of these names, however, are Blue employes in San Francisco. Limit for the networks for representatives to come to San Francisco from out of town was 36, and the average for all four will be 32.

Among these network representatives will be the biggest names in radio news and comment broadcast. Full Blue news staff to be on hand, including the local personnel, 35, with nine announcers and engineers.

### Thirty-five from CBS

CBS has a list of 35 men to be sent including Paul White, news chief, 27 news specialists. Two engineers and two special events men are listed.

John D. Whitmore, MBS news chief, will have a staff of 15 newsmen with four engineers and 15 other employees. Theodore Granik and Herman Dreier, of the "American Summit of the Air," will go out as part of the Mutual crew.

Wiles Trammell heads the NBC delegation of 36. These were not classified on the State Department but all but three have "A" classification, which entitled them to entry at all press and radio conferences and other privileges accorded press and radio newsmen but no engineers and others.

### Many from Indies

Individual stations sending newsmen to the conference include the following: California—KJBS, KSAN, KFO and KYA, San Francisco; KLX, KEEK and KROW, Oakland; KFRE,

# WNEW To Larger Quarters Set For Early Next Year

(Continued from Page 1)

as the S. W. Strauss Building, it has been announced by the station. Tentative plans are to operate from the new quarters early in 1946. The station will utilize 32,500 square feet of space, almost twice as much as it currently occupies at 501 Madison Avenue.

Blueprints for the new quarters provide for one broadcasting studio large enough to accommodate several hundred people for programs demanding audiences, in addition to nine other studios. Provisions have also been made for a television studio. WNEW made application to the FCC for a tele station during the past year.

Expenditures for the new studio and offices will exceed \$300,000, a spokesman disclosed, pointing out that 30 offices are planned for, almost twice the number currently occupied at the present address. With the eventual release of restricted materials, WNEW expects to install all new technical and engineering equipment.

WNEW has had the 501 Madison address since December of 1933. During the past few years, executives have felt "badly handicapped" for space as the result of increase in personnel and influx of business. The dearth of space has always confronted the programming department with rehearsal problems for the newly inaugurated dramatic programs, increase in announcers, musicians, etc. A new and more elaborate filing system will be installed for the newly proposed transcription department.

The Atlantic Coast Network purchased one half of the stock for about \$250,000 in the 12-story modern building, more recently sold by the 5th Avenue-46th Street Corporation. WNEW's lease was handled directly through the offices of the Atlantic Coast Network.

# Ballet From Metropolitan On WNYC Thurs., Sun.

WNYC has made arrangements to carry all the ballet productions of the Metropolitan Opera, Sunday and Thursday evenings, 8:30-10 p.m., EWT, during the entire month of April. The first broadcast was heard last night. Irving Deacon, commentator for last night's program, will be the commentator for the series.

Fresno; WFBK, KFVB, Hollywood; KGER, Long Beach; KMTR, Los Angeles; KMPC, Bakersfield; KTMS, Santa Barbara; KUOA, Siloam Springs; KFH, Wichita; KGVO, Missoula; KIRO, Seattle; KMA, Shenandoah, Ia.; KMYR, Denver; KROD, El Paso; KRNT, Des Moines; KSD, St. Louis; KSTP, St. Paul; WBBB, Burlington, N. C.; WKRC, Cincinnati; WLS, Chicago; WMBG, Richmond, and WOW, Omaha.

In addition to these a number of other stations will be given individual coverage through men accredited to the newspapers with which the stations are affiliated.

# Promotion Contest Set By Lombardo Sponsor

(Continued from Page 1)

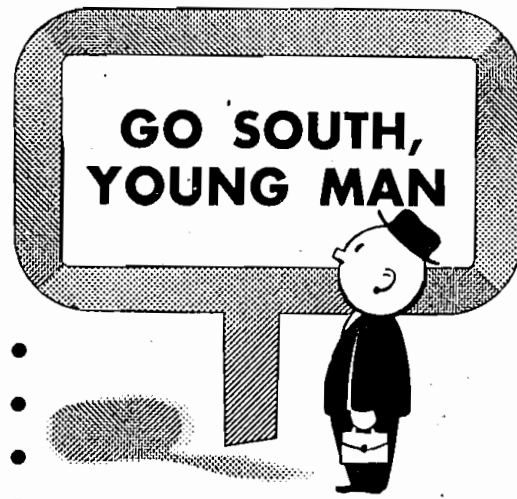
over the Blue Network, will conduct a contest open to the promotion and publicity managers of the 180 Blue Network outlets which carry the Lombardo series.

The contest, which will start April 15th and end June 15th will award 28 prizes, first prize, a \$500 War Bond, second prize, a \$250 War Bond, third prize, \$100 War Bond and twenty-five \$25 Bonds. Awards will be based on originality of ideas and the extent of coverage in local newspapers, spot announcements and special exploitation tie-ups around the Guy Lombardo program. The size of the stations and their corresponding results will be taken into consideration so that every station will have equal opportunity. Deadline for final presentation of scrap-books is July 1st.

Judges for the contest include, Frank Burke, Editor, RADIO DAILY; Eldrige Peterson, Editor, Printers Ink; Reginald Clough, Editor, Tide; George Rosen, Radio Editor, Variety; Lou Frankel, Radio Editor, Billboard; Bruce Robertson, Eastern Editor, Broadcasting; Doris Lawton, Radio Editor, Advertising Age.

# On MBS Program

CBS' news analyst, George Fielding Eliot, and Elliot Janeway of Fortune Magazine will appear on Mutual's "Let's Face the Issue" program, Sun., April 1. Topic will be "How Will Victory In Europe Affect Our Political, Economic and Military Policies?" Program is produced under the auspices of the American Bar Association, as a public service series sponsored by the Chesapeake & Ohio Railway Co. Kenyon & Eckhardt is the agency.



- That's what Mr. Greeley would probably say if he was around today.
- Industrialists, sales managers and executives are finding this station a great help in establishing branches in "The Magic Circle".
- For further particulars write Edney Ridge, Director

# W BIG

GREENSBORO, N. C.

# War Ad Council Plans Readied For 7th Loan

(Continued from Page 1)

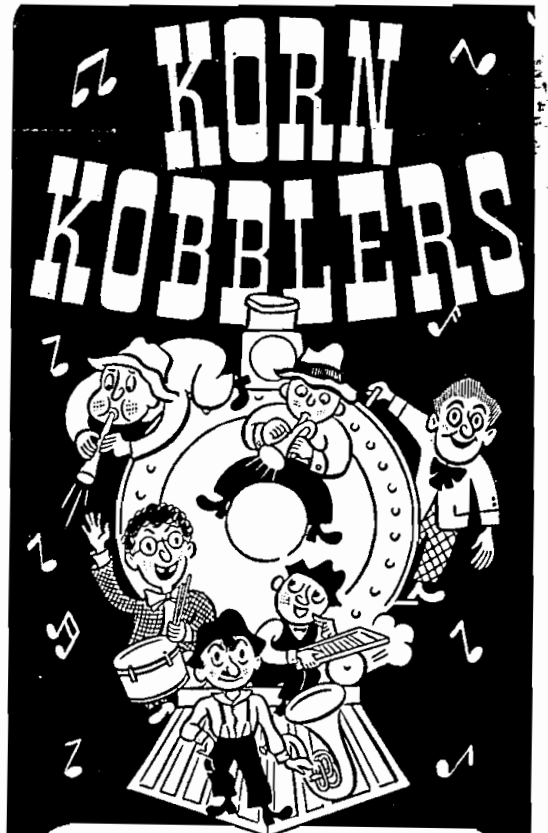
include a series of 15-minute "Treasury Salutes," and will be scheduled for use three times weekly over a seven-week period. A 15-minute program entitled "Music For Millions," 21 five-minute program entitled "I Know the Enemy," featuring interviews with outstanding personalities who will describe their war experiences. A radio kit containing brief War Loan announcements is also being distributed to radio stations for use during the drive.

Joseph Katz Company is the volunteer agency in charge of the radio paraphernalia.

# Ohio Broadcaster Files For Television Licenses

Washington Bureau, RADIO DAILY

Washington—The United Broadcasting Co., Friday filed with the FCC applications for commercial television stations in Akron and Columbus, Ohio and for an FM station in Akron. The applicant is licensee of WCLE and WHK, Cleveland, and WHKC, Columbus.



RADIO'S LONGEST LIST OF SATISFIED SPONSORS

- HUDEPOHL BEER . . . WWNC
- JAX BEER . . . . . W W L
- PROGRESS BEER . . . W K Y
- STEIN'S BEER . . . WEBR
- WHITE SEAL BEER . . . W F D F
- WEST VIRGINIA BEER . . . W C H S

(TO BE CONTINUED)

# FREDERIC W. ZIV COMPANY

2436 READING ROAD, CINCINNATI, OHIO  
NEW YORK HOLLYWOOD

**Solid!**  
**IN PERSON—AMERICA'S OUTSTANDING BANDS**  
 8:05 P.M.—8:30 P.M.  
 EVERY TUE.—THUR.—SAT.  
**W-I-N-D**  
**CHICAGO**  
 560 Kc. 5000 WATTS

## AGENCIES

**ASSOCIATION OF NATIONAL ADVERTISERS, INC.**, announces the election to membership of nine companies. They and the individuals who will represent them in the Association are: American Central Mfg. Corp., Connerville, Ind.—W. F. Valentin, director, advertising and sales promotion; Chicago Flexible Shaft Company, Chicago—A. E. Widdifield, advertising manager; The Dayton Rubber Manufacturing Co., Dayton, Ohio—J. D. Hershey, advertising manager; Dictaphone Corp., New York—Marsh K. Powers, advertising manager; Glenn L. Martin Co., Baltimore—Avery McBee, director, public relations; Heywood-Wakefield Company, Gardner, Mass.—C. B. Luga-bauer, advertising manager; Lees-Cochrane Company, Inc., Bridgeport, Pa.—J. W. Bampton, director, promotion and commercial research; Pepsodent Division, Lever Brothers Co., Chicago—G. R. Stege, Jr., director, advertising and merchandising, and Pontiac Motor Division, Pontiac, Mich.—B. B. Kimball, assistant advertising manager.

**TELEX PRODUCTS COMPANY**, Minneapolis, makers of Telex Hearing Aid and other electronic products, has appointed Charles W. Hoyt Company, Inc., to handle its advertising.

**RICHARD FEHR** has rejoined the publicity department of Benton & Bowles, Inc., after two years of service in the Army.

**GALLAHER DRUG CO.**, Dayton, Ohio, has named Grant Advertising, Inc., to handle radio and institutional advertising. William R. Tierney is account executive.

### Buys Time Signals

Parker Watch Company has contracted with WJJD, Chicago, for 4,431 daytime-signal announcements and 1,106 night-time-signal announcements, effective April 15, for 52 weeks; with WDG, Minneapolis, for 36 announcements weekly, effective April 16, for 52 weeks. Berne W. Wilkins, radio director of the Sterling Advertising Agency, and A. I. Parker, president of the Parker Watch Company, handled the deals.

### Joseph O'Brien

Joseph O'Brien, editor of the Universal Newsreel, died Thursday at the Harkness Pavillion after a long illness. Mr. O'Brien, who resided at 415 E. 204th Street, was born in New York 45 years ago.

Ask **HEADLEY-REED** about  
**WROK** ROCKFORD, ILL.  
AFFILIATED WITH **BLUE**

## ★ WORDS AND MUSIC ★

By HERMAN PINCUS

**T**HE importance of the Disc Jockey (or Disciples of recorded music, as we aptly named them back in 1942) has grown so that today, this breed of radio entertainer, a combination singer-announcer-emcee, has increased in numbers to such an extent that there is hardly a station from the 250-watter to the powerful 50,000 watter, which doesn't have at least one. . . . we'll list some whose activities, we think, might portray their entertainment and worth in both local and national civic and patriotic endeavors.

In 1935, Martin Block, started conducting an evening program over station WNEW, called "Make Believe Ballroom," during which he invited his listeners to roll back their axminsters, wiltons, broadlooms, etc. and dance to the recorded rhythms of their favorite orchestras . . . between platters, Martin, gave out with local gossip, news and extemporaneous spiels about the orchestra leaders, singers and 'inside tips' on songs, etc. . . . his following grew to such proportions that local advertisers literally hopped aboard the bandwagon . . . about 1935, Stan Shaw started his "Mikeman's Matinee," over the same station, an all-nite series of platter-chatter, later moving over the WJZ where he currently emcees a similar program. . . . Art Ford succeeded Stan over WNEW, where in 1936, an announcer named Hal Moore, started his morning patter titled, "Start the Day Right" . . . the success of these programs prompted that station to add yet another disc jockey to its staff, a smooth-talking, fast-thinking announcer named Maurice Hart, whose afternoon stint is called "Music Hall," started in 1943 and is co-sponsored by numerous local and national products.

Alan Courtney, over WOV, has won himself a wide audience for his "Twelve-Eighty Club," and not only has been successful in bringing to the mike as his guests, big artists, singers and orchestra leaders, (a practice which practically all disc jockeys employ) but has been doing fine yeoman service in a nation-wide attempt to break down racial and religious barriers.

At WHN, an energetic young lad, named Dick Gilbert, is credited with having worked diligently for the various War Loans, Red Cross Drives, personally takes out and emcees shows for hospitalized Servicemen and Servicewomen and at present has the pleasure of knowing that a bill which he sponsored, is currently on the floor of Congress, asking that "hospitalized servicemen and women be permitted to send mail without postage."

Since the middle of the year of 1942 until October, 1944, a most unselfish little gal named Lois January, rose each morning at about 4 a.m. in order to get to the WABC studios by 5:30 a.m. at which time she started her "Reveille Sweetheart" program of music, songs and cheer up patter beamed almost exclusively for GI's . . . only after her physician ordered her to take a much-needed rest did Lois consent to take a vacation.

WMCA has Jerry Lawrence and Steve Ellis, who have been doing their share of acquainting their constituents with the needs of the Red Cross, Infantile Paralysis drives etc. during their respective platter programs, while at WOR, a former announcer, Barry Gray, succeeded the latter on "Moonlight Saving Time," an all-niter . . . In addition to Stan Shaw, mentioned earlier, WJZ has Johnny Olsen's "Rumpus Room," with zany mid-nite doin's and Ed East & Polly livening up the morning for this station's early-tuner-inners . . . WEAJ greets its listeners with an eye-opener program, emceed by the effervescent Pat Barnes at 7 a.m. and another program, later titled, "Listen To Lewis," conducted by Bob Lewis . . . Art Green, another of the brighter lights connected with the onyx discs, has taken his "Magic Carpet," from WMCA to WBYN . . . WABC's bid for the ears of the Gothamites, is a program called, "WABC Reveille," emceed by Don MacDonnell with another platter session at 3:30 p.m. titled, "Personally It's Off The Record," featuring the talents of John Allen Wolf . . . while Jill Warren does the honors at WHOM . . . to top it all off, music publishers are well aware of the importance of the 'plug' afforded their songs via this medium and make it a point to contact disc jockeys of their new songs . . . We define it thus: DISC JOCKEY, noun; an important cog in the Radio Wheel.

## PROMOTION

### Mutual House Organ

For the purpose of knitting Mutual network closer together, Bert Hauser, director of co-operative programs, has produced a "house organ" for circulation only among the 256 stations. The "first edition" of the publication was sent out yesterday.

In a statement issued by Hauser is pointed out that the "Mutual Co-op," the name of the sheet, is being published "expressly and exclusively for Mutual stations—not on a schedule, but just on a from-time-to-time basis" . . . to feature facts and figures intended to help stations in co-operative programs.

Another function of the "Mutual Co-op" will be to serve as an informal intercommunications form among affiliates themselves.

Among some of the announcements made in Volume One, Number One are: latest Chick Carter Sales are WGG, Gainesville, Ga., for a department store; and KTTS, Springfield, Mo., for the Holsum Bread. Between 50-60 stations have informed the New York office that "they're on the brink of a sale." Another portion of the Bert Hauser paper recommends to the affiliates they obtain a copy of the Department of Commerce' "Businessman's Bureau," a 74-page pamphlet describing its functions and services.

### "Songs of Good Cheer" Client

Frederic W. Ziv Co. announces its business on its transcribed music "Songs of Good Cheer." Cleveland Graphite Bronze (through E. Howard & Co.) WHK, Cleveland; public National Bank (Tracy-Lo Co.) KRLD, Dallas; Purity Bakery (through Campbell Mithun) KD, Sedalia, Mo.; Gold Medal Baking Co. WIBX, Utica; May Stern Co., Cincinnati, Ohio; Larus Bros. WRVA, Richmond, Va.; J. N. Adams Co., WB, Buffalo. "Songs of Good Cheer" produced by New York office of Fred. W. Ziv Co. features orchestra under the direction of Vladimir Silens soloists including Kay Lorraine, Valard Young, Lydia Summers, chorus under the direction of Ger. Allaire Sears with Larry Elliot narrator.

Every 24 Hours

51

SPONSORED  
NEWSCASTS  
UP-AP-INS

**W-I-N-D**  
**CHICAGO**

560 Kc. 5000 WATTS

# Public Walkie-Talkie Discussed By E. K. Jett

(Continued from Page 1)

anced Saturday, over CBS, in a program origination from WTOP, Washington, D. C.

is expected that there will be available at least 60 channels of communication within the Citizens Radio band and that 30 of these channels will be used simultaneously in any one area without experiencing interference from other local users of the band, it was pointed out by the commissioner.

### Service Range Limited

The service range of walkie-talkies will not be sufficient for reliable two-way service throughout a large metropolitan area, Jett declared. In such cases, the police, transit companies, taxicabs and similar organizations will use frequencies in a different part of the radio spectrum, and operate under licenses and regulations which will be more restrictive than those which apply to Citizens Radio. This will solve the interference problem in large cities in that the Citizens Radio band will be used by only those individuals or organizations which cannot procure privileges in other parts of the radio spectrum, he said. Regarding rural areas, Jett said walkie-talkie equipment will be available for use by all citizens who may require the convenience of short range two-way communication. Re the question of charge for the transmission of messages over walkie-talkie, Jett declared that the Commission's regulations will permit no charge to be made for the sending of messages over a licensed station in the Citizens Radiocommunication Service.

## Send Birthday Greetings To -

April 2

- |                |                |
|----------------|----------------|
| Frances Carlon | Jerry Cooper   |
| William Days   | Cora Frank     |
| Phyllis Kenny  | W. Arthur Rush |
| Gary Stevens   |                |

**Chicago's ONLY 24 HOUR STATION**

**W-I-N-D**

560 Kc. 5000 WATTS

# Washington Front

(Continued from Page 1)

the Commission action. It's the law, and the Commission was entirely within its rights, they point out. Even if WOKO should decide to appeal to the courts, the Commission is still within its rights, and most people feel that no appeal could succeed. . . The fact that the decision was unanimous is also pointed to as the final word to lay any rumors that Paul Porter might be overly friendly to CBS.

\* \* \*

**R**ECENT White House Correspondents Dinner was a huge success. As was the grand show put on by CBS. The show included what was generally agreed to be the most outstanding job of show-stealing in the history of these sessions, done by Danny Kaye. . . Although there were good performances by Jimmy Durante, Fanny Brice, Danny Thomas and others, it was Kaye's half hour that stands out in the memory of everyone present at the affair. He did an audience participation routine that was matchless, in addition to his incomparable ballet number. We've never seen anyone win an audience so completely, and we've seen some mighty good performers. . . The Statler was so jammed that night that there wasn't a room available for NBC to throw a cocktail party.

\* \* \*

**T**HERE'S a good deal of interest here in the KFI situation in regard to news commentators. Representative Ellis Patterson of Los Angeles, who has replaced Bill Rogers, took the floor Tuesday to complain about "bias" by the station management, complaining that KFI is guilty of "a sudden, deliberate and arbitrary denial of broadcasting facilities to commentators whose

views do not coincide with those of the station's owner." In addition, Patterson circulated for the signature of ten California Congressmen—including two Republicans and eight Democrats, a resolution protesting the ban of liberal commentators from KFI. . . The whole thing arises out of the KFI decision to refuse to present any more sponsored news commentaries, with the argument arising not against that decision but against what Patterson calls the "one-sidedness" of the news staff retained by the station.

\* \* \*

**T**HE new Senate Radio Gallery, although not yet completed, has had its baptism. It was on the air Tuesday, with Senator Joe O'Mahoney of Wyoming telling Blue listeners of his objections to the conference report on manpower. It'll be officially opened next month. . . Bill Brooks was honored at an NBC luncheon at the Statler recently. Had an interesting tale to tell of radio in the European invasion and the routine of the radio correspondents in the front lines. . . And Maurice Mitchell, new CBS publicity head here, was honored at a Mayflower cocktail party hosted by his organization. No speeches, but plenty of inside information passing around the room. . . The FCC is rather indefinite as to when its final word on post-war frequency allocations will be ready, but it shouldn't be long now. The announcement should come in April, and not to late in April. . . We've never seen an appointment to the Commission so universally applauded as that of Charley Denny. . . It may be that a new vacancy will occur shortly, with Cliff Durr entertaining a proposal that he fill a high Commerce spot.

## 20th-Fox Tele Division Leases WIXG, Boston

(Continued from Page 1)

Horne of 20th Century-Fox. The new department will consolidate all of the radio exploitation, publicity and paid time functions under Lloyd, who will be in charge of creation, production and placement of both live and transcribed programs. Kayton-Spiro Advertising agency through Mort Nussbaum, account executive, will continue to place the company's paid spot and programs.

## Mutual Correspondent Safe

Don Bell, Mutual war correspondent, reported missing in action in the South Pacific on March 22, is safe. He escaped with minor injuries when the plane in which Bell was flying crashed at an undisclosed point.

## New Castings

Elizabeth Reller succeeds Zella Lane in the NBC serial "Portia Faces Life," a P & G-sponsored program handled by Benton & Bowles.

## Ripley Joining "Romance" As Regular Cast Member

Bob Ripley will join the cast of CBS' "Here's To Romance" show on Thursday, April 12 at 10:30-11:00 p.m., EWT, as permanent member of the troupe. Show changes name to "Romance, Rhythm and Ripley." Continued to be heard each week will be singer Larry Douglas, Ray Bloch and his orchestra and the "Swing Fourteen" choir with singing guest stars each week. Bourjois, Inc. sponsors the program over 123 CBS stations through Foote, Cone & Belding.

## Stork News

Shelton Erp, KECA account executive, yesterday became the proud father of an eight pound seven-and-a-half ounce son. The baby was born at Good Samaritan, Los Angeles.

## First Anniversary

Patrice Munsel, coloratura soprano, marked first anniversary on the Prudential Family Hour series, Sun., April 1.

# Retrial Motion Filed In Nebr. Ascap Case

(Continued from Page 1)


Max Towle, Lancaster County attorney; James Reed, Lincoln; D. Collins and John G. Paine, New York, Ascap officer and manager; Yale C. Holland, Omaha, Ascap attorney; W. S. Livingston, Lincoln, theater operator, and others.

It is charged that the plaintiff sought to compel the defendants to repeal the anti-Ascap law. The defendants, it was said, were threatened "with enough infringement action to drive them out of business unless (they) repeal the said statutes.

"It is not anticipated that the legislature will be fooled into repealing an anti-monopoly statute on the right to sing and play musical compositions bought and paid for," Frank J. Brady, former State Senator who offered the anti-Ascap law, said in connection with the filing.

Plaintiffs in the original action were: Remick Music Corporation, M. Witmark and Son, T. B. Harms, Chappell & Co., Inc., Jerome Kern and Shapiro-Bernstein, Inc. Every share of the stock in each, according to Mr. Brady, is owned by the Music Publishers Holding Corporation.

A bill to repeal the anti-Ascap law was introduced into the legislature recently and is expected to come up on the floor for discussion within the next two weeks.



**DID IT MAKE A Sound?**

"If a tree falls and no one is there to hear it, does it make a sound?"

"If a product is advertised on the air, and only a small audience listens, will it sell?"

Your sales message on WCBM will sell. WCBM is Baltimore's listening habit.

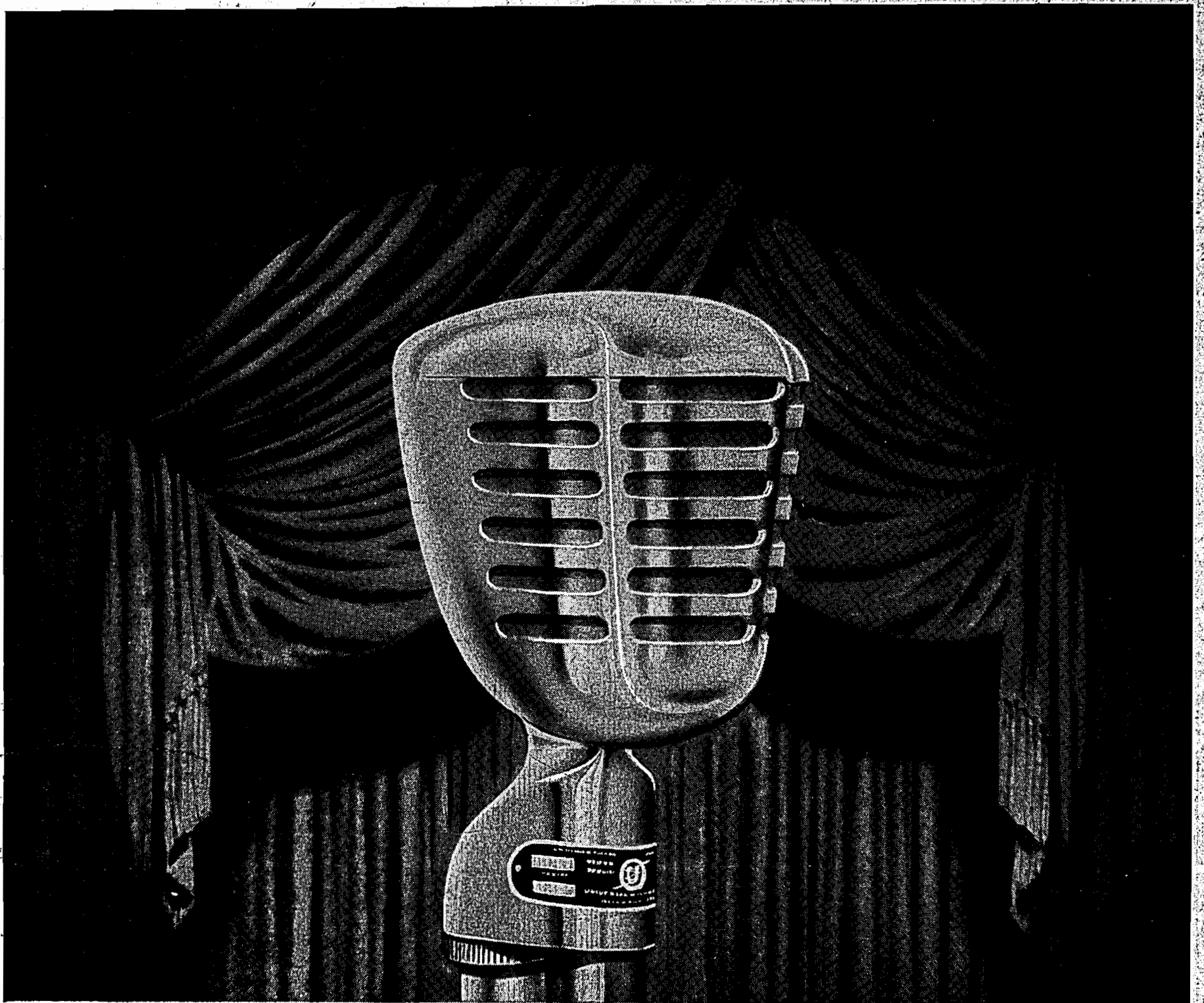
**The Blue Network Station**

**WCBM**

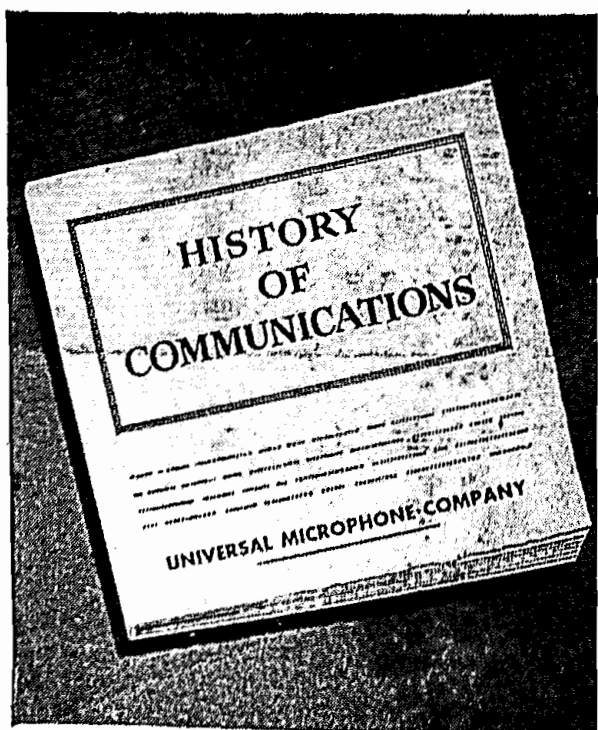
BALTIMORE

JOHN ELMER President    GEORGE H. ROEDER General Manager

FREE & PETERS, Inc., Natl. Rep.



## UNIVERSAL'S NEW D-20 MICROPHONE



The stage was set for something new and here it is. Universal's new D-20 Microphone . . . soon on your radio parts jobbers' shelves to fill your essential requirements . . . uses Universal's "Dynoid" construction . . . A dynamic microphone of conventional characteristics built to fill the utility requirements of war time plus advance styling of the many modern things to come. Orders placed now with your Radio Parts Jobbers will assure early delivery when priority regulations are relaxed.

*Write for Bulletin 1458 covering this new microphone.*

**FREE** — *History of Communications Picture Portfolio. Contains over a dozen 11" x 14" pictures suitable for office, den or hobby room. Write factory for your Portfolio today.*

**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

OL. 31, NO. 2

NEW YORK, N. Y., TUESDAY, APRIL 3, 1945

TEN CENTS

## NLRB Rules On NABET

### Record 92% For BMB At District 8 Of NAB

Detroit — Broadcast Measurement Bureau scored heavily yesterday at a meeting of NAB's District 8, comprising Indiana and Michigan. Led by John Fetzer of WKZO, Kalamazoo, and WJEF, Grand Rapids, 23 of the stations represented subscribed to BMB or expressed their intention of doing today. Thus the proportion is 92 per cent, beating the previous mark of 91 per cent set at Boston.

Assisting Hugh Feltis, president of BMB, in the presentation were Otto Adelman, secretary-treasurer and media director of Needham, Louis

(Continued on Page 8)

### XOA Joining Don Lee; Net Now Has 39 Outlets

Hollywood—A contract has been signed between Lewis Allen Weiss and Lincoln Dellar making KXOA, Sacramento, one of the basic Don Lee stations on the network, which consists of 39 outlets. KXOA will be in operations under this agreement in or about May 1st. KXOA is a 250-watt station operating on 1,490 kc.

### Station Permits Granted For Canadian Provinces

Montreal—Permit for a radio broadcasting station at St. Boniface, Manitoba, has been granted "without prejudice to applications for stations at Gravelbourg and Prince Albert, Saskatchewan, and Edmonton, Alberta," Hon. C. D. Howe, minister of Munitions and Supply, stated in the

(Continued on Page 2)

### Veterans' Series

A new series of weekly programs, to be heard Saturdays at 1:00-1:15 p.m., EWT and designed to give ex-servicemen, ex-service-women and those still in the armed forces a better understanding of their rights, benefits and privileges, will start over NBC, April 14. Lt. Commander Tyrrell Krum, USNR (Retired) will conduct the series.

### Radio Correspondents Leave For War Fronts

Increased tempo of war news and prospects of an early victory in the European theater has resulted in several radio correspondents representing networks and independent stations to leave for the front the past week-end.

Lowell Thomas, Cesar Saerchinger and John Vandercook, representing NBC; Joseph Harsch and Quincy Howe, CBS; Howard Barnes, "Herald-Tribune" drama critic representing

(Continued on Page 8)

### Blue's New Tele Series Starts On WABD Tonight

Beginning tonight, the Blue Network's television department starts a new series over Du Mont's WABD, called "The Whole Town's Talking," a variety program reviewing the past week's news events. Walter Kierman, commentator-humorist, will be

(Continued on Page 6)

## Lt. Col. Schechter Honored At Radio-Press Luncheon

Lt. Col. A. A. Schechter, just "Abe" Schechter to his friends of the radio and press, was tendered a luncheon at the 21 Club in New York yesterday by Joe Connolly of King Features Syndicate, for his accomplishments as a public relations officer with General MacArthur in the South Pacific. Col. Schechter, formerly head of

Every busy, spending market has its leading radio station; WLAW is tops in industrial New England. Advt.

## Orders NBC, Blue To Recognize Union In Platter Turner Negotiations; No AFM Decision Rendered

### WLB Grants Pay Rise To Chi. Announcers

Chicago—A 14-cents-an-hour increase for 43 announcers on six Chicago radio stations retroactive to Nov. 1, 1943, has been ordered by the Sixth Regional War Labor Board. The order was issued in a dispute between the radio stations and the American Federation of Radio Artists (AFL), Chicago local. Affected by the order are stations WIND, WJJD, WAAF, WAIT,

(Continued on Page 6)

### Proprietary Executive Will Address Radio Execs

Dr. Frederick J. Cullen, executive vice-president of the Proprietary Association of America, will speak on the subject, "Are Proprietaries Getting a Square Deal on the Air," at the luncheon meeting of the Radio

(Continued on Page 8)

### WOR Approves BMB Plan, Delays Its Subscription

Approving the objectives of the Broadcast Measurement Bureau plan but characterizing it to be "still in a somewhat nebulous state," WOR, New

(Continued on Page 8)

Washington Bureau, RADIO DAILY  
Washington—The National Labor Relations Board yesterday announced that it has reaffirmed the intermediate report filed after the New York hearing last winter, and ordered NBC and the Blue to recognize NABET as the collective bargaining agent for platter turners. No decision has come down in the complaint by the AFM that NABET is a company union.

The two nets thus are squarely back in the middle, with the board's preliminary opinion fully affirmed, and with AFM on the other hand

(Continued on Page 6)

## 20th-Fox Tele Outlets For N. Y., Hollywood

Twentieth Century-Fox, which last week leased WIXG, tele station in Boston, also is planning video outlets in New York and Hollywood, it was reported yesterday.

General Electric engineers, under the direction of Fred Leslie, are

(Continued on Page 6)

## Many Independent Stations Sign For 'Beyond Victory'

Approximately 95 independent stations throughout the country will carry the "Beyond Victory" transcribed series of the World Wide

(Continued on Page 2)

### Confusing

Montreal—Hundreds of thousands of postcards signed by C. P. Edwards deputy minister of Transport, demanding renewal of radio receiving set licenses effective yesterday were distributed to radio owners in this morning's mail. Those who immediately responded by going to the Post Office to pay their \$2.50 license fee were told "the licenses have not arrived yet."

### Honored

AP photographer, Joe Rosenthal, was awarded the Graflex Diamond citation Sunday night on "We the People," for outstanding contribution to press photography. Presentation was made by H. A. Schumacher, vice-president, Folmer Graflex Corp., in recognition of Rosenthal's photo of raising of U. S. flag on Iwo. Rosenthal is the only correspondent so honored.

437232

# RADIO DAILY



Vol. 31, No. 2 Tues., Apr. 3, 1945 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

(Monday, April 2)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	162 1/2	161 3/4	162 1/2	+ 3/8
CBS A	33 5/8	33 1/8	33 1/8	+ 1/8
CBS B	33 1/4	33 1/4	33 1/4	+ 1/4
Crosley Corp.	32 1/2	32	32 1/2	....
Farnsworth T. & R.	13 1/2	13 1/2	13 1/2	....
Gen. Electric	40 7/8	40 7/8	40 7/8	+ 3/8
Philco	33 3/8	33	33 3/8	+ 1/2
RCA Common	11	10 5/8	11	+ 1/8
RCA First Pfd.	82 3/4	82	82 3/4	+ 3/4
Stewart-Warner	17 1/2	17 3/8	17 3/8	....
Westinghouse	127 3/4	124 1/2	127 3/4	+ 3 1/4
Zenith Radio	38 1/4	37 3/4	38 1/8	+ 3/8

### OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	27	....
WJR (Detroit)	41	42

### Join Forces

Rohr Aircraft Corporation and International Detrola Corporation have agreed on a proposal for exchange of stock interests and for an integrated post-war program of manufacturing related to the aviation, radio and automobile industries, they announced yesterday.

## 20 YEARS AGO TODAY

(April 3, 1925)

Robert Fraser, the young gospel singer who was born blind and educated in the Overbrook School for the Blind in Philadelphia, made his bow to radio the other day. Stanley Brozza of WCAU is presenting Fraser as the 'Sunshine Boy of WCAU, as a feature of the station.

Two Networks!  
Three City Market!!

• CBS • **WENT** • MUTUAL •  
 Gloversville • Johnstown • Amsterdam  
 SPOT SALES, INC., Nat. Rep.

## Many Independent Stations Sign For 'Beyond Victory'

(Continued from Page 1)

Broadcasting Foundation which will be devoted to the San Francisco Conference.

The first four broadcasts of the special series will deal with: "Planning the Peace At San Francisco," featuring Dean Virginia C. Gildersleeve, Barnard College, and delegate to the Conference; "Basic Issues of World Peace," featuring Commander Harold E. Stassen, former Gov. of Minn., delegate to Mexico City Inter-American Conference; "The Americas In a World At Peace," Sen. Warren R. Austin of Vermont, delegate to Mexico City Inter-American Conference; "Contrasts—Paris, 1919 and San Francisco, 1945," featuring Dr. James T. Shotwell, American Representative at Paris; trustee, Carnegie Endowment for International Peace; Dr. Raymond Fosdick, former under-secretary general, League of Nations, president, Rockefeller Foundation; Clark M. Eichelberger, director, Commission to Study the Organization of Peace.

Other programs will deal with security problems and plans for social and cultural co-operations in the post-war era. These programs are planned in co-operation with the Commission to Study the Organization of Peace.

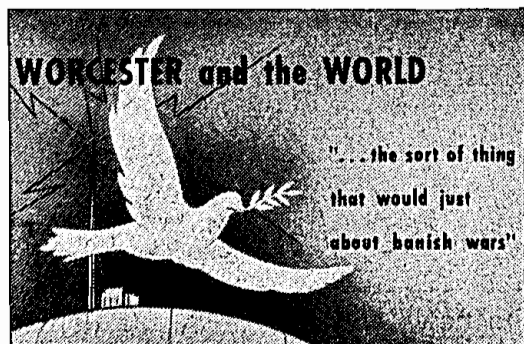
## Station Permits Granted For Canadian Provinces

(Continued from Page 1)

Dominion House of Commons. He was answering a question from John Diefenbaker, Progressive-Conservative member, who said there was already 98 per cent coverage in the Prairie Provinces. Mr. Howe intimated that CBC had made no recommendation that wavelengths be allotted to proposed new stations at Edmonton, Prince Albert and Gravelbourg.

### Herbert W. Forster

Herbert W. Forster, 47, advertising manager of Western Electric Company, died suddenly March 30 at the Roosevelt Hospital following an acute heart attack. He was a resident of Rockville Centre, Long Island.



**WTAG**  
WORCESTER

## ANA Sponsored Survey On Radio Commercials

Twenty per cent of the persons interviewed by the Opinion Research Corporation for the Association of National Advertisers declare that there are too many radio commercials, according to a recent national survey of public opinion.

Among the questions, persons were asked whether "objectionable" advertising was responsible for their changing to another brand. Of the 17 per cent who had changed brands because of objectionable advertising, 13 per cent mentioned radio commercials as the type of advertising which caused their objections. However, in many cases, people included other advertising media, not necessarily thumbing down on radio.

Twenty-one per cent of the persons interviewed spontaneously mentioned the number of radio commercials when they were asked, "Is there anything about advertising as it is done today that you object to seriously?"

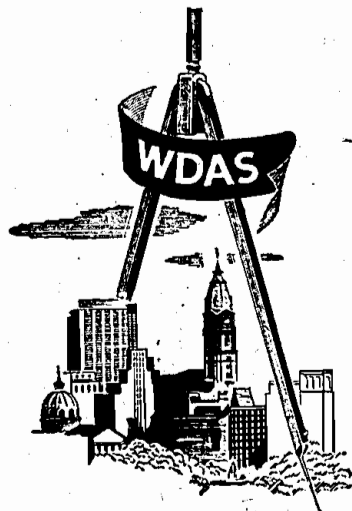
### Renew Stan Lomax

Stan Lomax' sports reports over WOR, 6:45-7 p.m., Tues, Thurs., and Sat., have been renewed by Jacob Ruppert Brewery for Ruppert Beer and Ale, effective March 24, for 52 weeks, it has been announced.

### Byrnes Successor On Blue

Fred M. Vinson, who succeeds James F. Byrnes as director of the Office of War Mobilization and Reconversion, will be heard over the Blue Network tonight at 10:30, cancelling the Jimmy Dorsey program usually heard at that time. Vinson will be introduced by Alben W. Barkley, leader of the House.

## Coverage ...in Philadelphia



WDAS covers the largest cross-section of the buying public in the Philadelphia area . . . at lowest cost.



## Shadow compass "double checks"

That's a close-up, outside view of the Boeing-developed shadow compass installed in B-29's. It checks the variation of the plane's other compasses. It works on the same principle as the age-old sun dial. It's a "double check."

To radio advertisers who want a check on where they're going in Baltimore . . . we suggest that age-old measuring stick, "How much do my sales cost me?"

If you want the greatest number of listeners for the lowest cost . . . you take a direct course to W-I-T-H . . . the successful independent station. Facts are available to "double check" your decision.



**W-I-T-H**  
IN BALTIMORE

TOM TINSLEY, President  
 REPRESENTED BY HEADLEY-RE

***It's A Fact!*** \*

**WAAT delivers**

**more listeners per dollar**

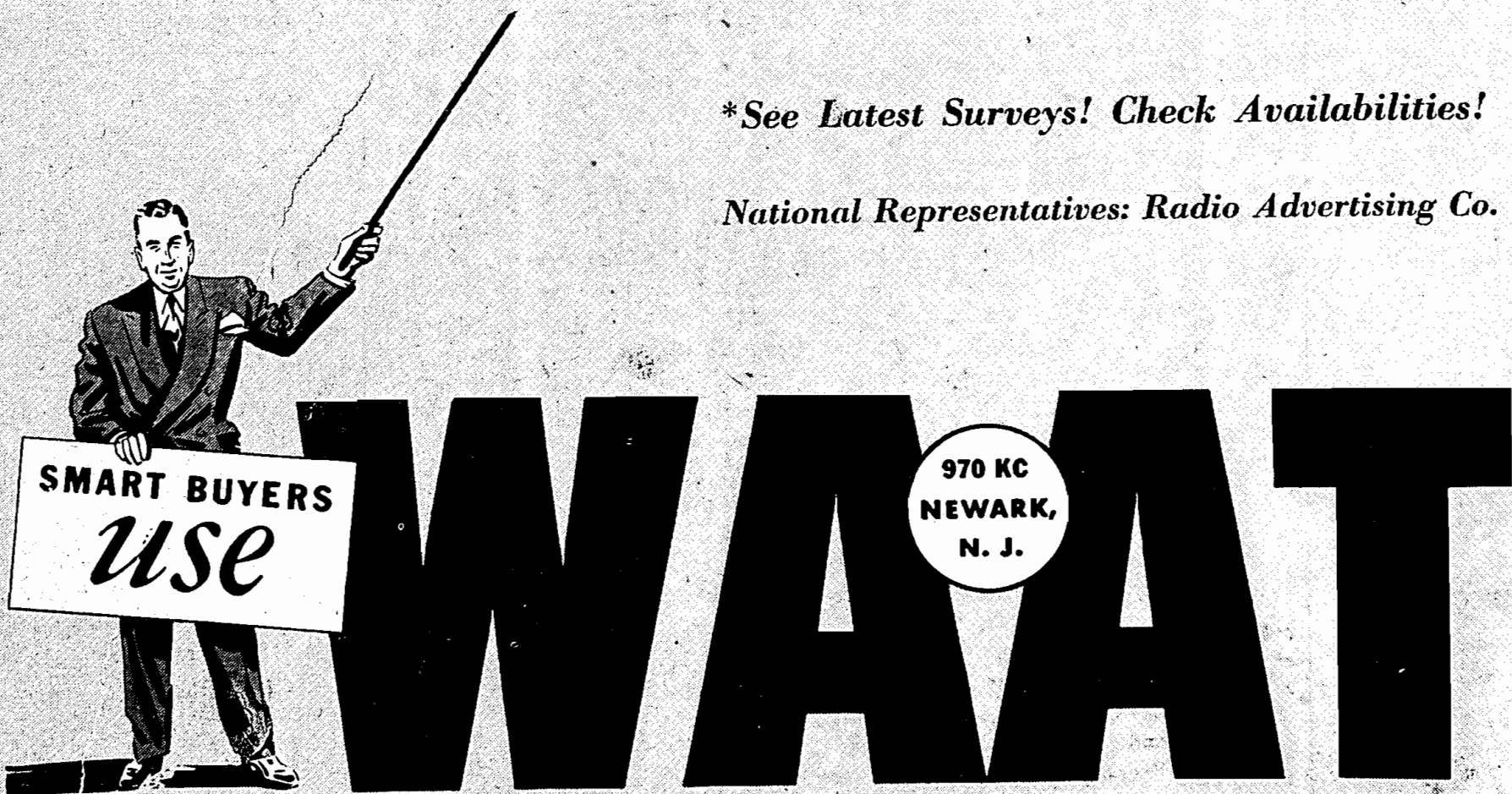
**in America's 4<sup>TH</sup> Largest Market**

**than any other station—**

**including all 50,000 watters!\***

*\*See Latest Surveys! Check Availabilities!*

*National Representatives: Radio Advertising Co.*



*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"**

## NEWS ABOUT A FAMOUS NEWSMAN

## EKINS

STATION WSYR'S  
BRILLIANT COMMENTATOR

**His Syracuse audience is up 70% from September 1943.** Four different surveys (none by WSYR) show this amazing increase in Ekins' total city listenership.

**His outside-the-city audience is 59% of the total.** Another outside survey (not by WSYR) shows this preference for Ekins among the retail trading-area audience.

**3487 Replies on War Map Offer.** On Ekins' 6:05-6:15 PM program, he offered a war map. The offer was mentioned only 5 times. Yet 3487 answered from 22 prosperous Central New York counties.

**6th in popularity among all commentators.** In an unbiased certified survey in the Syracuse trading area, reached by all the famous commentators, Ekins stands 6th in popularity: 1. Lowell Thomas; 2. Gabriel Heatter; 3. Vadeboncoeur; 4. Walter Winchell; 5. Fulton Lewis Jr.; 6. H. R. Ekins.

**He has been everywhere.** For 20 years, Ekins was a crack foreign correspondent for United Press; stationed in New York, Washington, Honolulu, Manila, Shanghai, Peiping, Tientsin, Tokyo, Rome; expelled from Italy by personal order of Mussolini. Special assignments in London, Paris, South Pacific, Mongolia, Manchuria, Malaya. Covered the Ethiopian war from the Ethiopian side. In 1936, girdled the globe in 18½ days (new record) in competition against New York Times and Hearst representatives. Author of "Around The World in 18 Days," co-author of "China Fights For Her Life."

## TIME AVAILABLE ON EKINS' PROGRAMS

**1:00—1:15 P. M.** This time now open across the board, Monday through Saturday.

**6:05—6:15 P. M.** Ekins is sponsored Monday-Wednesday-Friday for the second 52-week cycle. This time now open; Tuesday-Thursday-Saturday.

Represented by Paul H. Raymor Co.

**WSYR SYRACUSE—NBC**  
5000 WATTS AT 570



## California Commentary!

● ● ● The cocktail party Young and Rubicam tossed in honor of Harriet Van Horne, radio editor of the New York "World-Telegram," attracted many leading members of the radio colony. Eddie Cantor, Ed "Archie"

Gardner, George Burns, Gracie Allen, Willie Burns, Norah Martin, Manny Ostroff, Basil Rathbone, Nigel Bruce, Edgar "Cookie" Fairchild, Felix Mills, Harry Von Zell, Janet Waldo, Jack Sayers, Art Linkletter, John Guedel, Jack Bailey, Edith Gwynne, Margaret Ettinger and Maury Folodare were among those who paid their respects to the visitor. . . ● Bill Grey of the Jack Kirkwood show, is one of the happiest radio performers on the Coast. After three months in a San Fernando Valley motel, Mr. and Mrs. Grey were able to rent a furnished apartment in North Hollywood. . . ● "Trumpit," a musical quiz show, with Harry Von Zell as master of ceremonies, is being submitted as a summer replacement by Bill Peck of the Frederick Bros. agency. The same agency is also offering "Rogues Gallery," a series of half-hour programs starring William "Bill" Frawley. Source material from official notebook and experiences of Harold C. Keyes, who has served as a U. S. secret service agent and who has been an investigator for several years.

★ ★ ★

● ● ● Carlton E. More has completed a three weeks' vacation in northern California. . . ● Don Quinn was rated the "year's ace script writer" for 1944 by Jack Cluett, radio editor of "Woman's Day" magazine. Quinn is finishing a three-act play for Broadway production. . . ● Look-alikes: Maxine Hamilton, who is conducting the Bev Barnett publicity office while Lt. Barnett is on sea duty, and Priscilla Lane, of movie fame. . . ● This is no secret: Helen Morgan, veteran member of San Francisco's radio colony, who recently moved to Hollywood, is producing NBC's all-woman show, "One Woman's Secret." Frances Scully, who is heard over KECA on her own show, "Let's Take A Look," had Irene Rich, the Andrews Sisters and Sonja Henie as her luncheon guests at the opening of Tom Breneman's Hollywood restaurant.

★ ★ ★

● ● ● The Ozarkian ditty, "Arkansas Coon Hunt," sung by Bob Burns on his program recently, is his own composition—one of more than a dozen that Bob has turned out over the years. It was the first of a series he will sing on coming programs. . . ● Although she arrived in Hollywood only a few months ago, Catherine Card, radio actress, who is a regular member of the Al Pearce show, last week set a newcomer's record by appearing on four network airers. . . ● Serge Glykson, oboe player in Lou Kosloff's "The Life Of Riley" orchestra, who was a prominent radio writer in France until coming to this country a few years ago, is producing propaganda in French, which the OWI is broadcasting overseas. . . ● Frank DeVol's comedy antics, along with his already well-recognized music abilities, are about to bring him a summer program. Deal is close to the inking stage. . . ● Little Norma Jean Nilssen, youngest member of AFRA, appeared for the ninth time April 2 on the Lux show. The seven-year old dramatic actress sings, taps, and also plays Bach and Beethoven. . . ● Jack Teagarden and his orchestra are on a two months' tour of the Northwest. . . ● Curt Barrett has written two new tunes, "You Should Know" and "Don't Blame It On Me," for Roy Rogers' radio show. . . ● Carlos Molina and his band have been signed to a new three year contract with Capitol Records and will start recording immediately. . . ● Erskine Johnson will cover the opening days of the United Nations Conference in San Francisco and will accompany a unit of Hollywood stars who will entertain the diplomats.

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★ ★ ★

— Remember Pearl Harbor —

## CHICAGO

By BILL IRVIN

**T**HE Morris B. Sachs Amateur Hour heard Sundays at 12:30 p.m. over WENR and WCFL, presented a special all-prize winner program on Easter Sunday. Each contestant on Sunday's program had been a previous winner and was competing again for top honors. The program originated from the stage of the Chicago Civic Opera House.

Renewal of Clifton Utley's five minute news program, placement of new orders for 17 one-minute announcements, 47 station breaks and five-minute program and the renewal of a schedule for 290 station breaks were items of the business week at WMAQ. The Quaker Oats Company, through Ruthrauff & Ryan renewed the five-minute news period with Clifton Utley, heard Monday through Saturdays from 7:55 to 8 a.m. CWT, effective March 19. Contract for 52 weeks.

Jim Poole, veteran WLS market reporter died Wednesday afternoon he was 85 years old. He had reported the markets for WLS for 18 years although he had been off the air for the past two years. He is survived by his wife, a daughter and two grandchildren.

All commercial announcements were omitted on the Easter Sunday broadcast of "Mystery House" on WGN from 950 to 10 p.m., CWT, sponsored by the Peter Hand Brewery company, when a repeat performance "the Easter story" will be presented.



**WHKC**  
C O L U M B U S

★  
Full Time Day & Night  
The News Voice of  
Central Ohio  
Central Ohio's Only  
Mutual Station  
610 KC

★  
DOUBLE POWER & NEWS  
EVERY HOUR ON THE HOUR

★  
NATIONAL REPRESENTATIVE  
RADIO ADVERTISING CO.  
521 5th Ave., New York City  
333 N. Michigan Ave., Chicago, Ill.

T-T



*Another!*

# FIRST

## FOR WJR

**THE GOODWILL STATION, DETROIT**

“For outstanding and meritorious public service in encouraging, fostering, promoting and developing American ideals of freedom, and for loyal and devoted service to the nation and to the community it serves.”\*

THE  
**Alfred I. duPont Award**  
“The Pulitzer Prize of Radio”



\* Quoted from the presentation made by the Alfred I. duPont Award Committee to Station WJR at the St. Regis Hotel, New York City, Saturday, March 10, 1945.

BASIC STATION, Columbia Broadcasting System • G. A. RICHARDS, Pres. • LEO J. FITZPATRICK, Vice-Pres. and General Manager • EDWARD PETRY & CO., INC., National Representative

## NLRB Okays Ruling Re Platter-Turners

(Continued from Page 1)

having given every indication that it plans reprisals against the nets in the event they bargain with NABET.

The report of Trial Examiner Howard Myers, filed on February 3, was adopted by the full board without dissent, with the following additional data:

### "No New Evidence"

"1. At the oral argument before the board, counsel for the AFM conceded that unless the board were to reverse its determination of the appropriate unit in the representation proceeding, the contentions of the AFM would constitute no valid defense to the respondents' refusal to bargain with NABET. No new evidence has been and no new arguments have been advanced relating to the issue of whether platter turners should be within a musicians unit as claimed by AFM or, except in Chicago, with an engineers' and technicians' unit as determined by the board in the representation proceeding. After full reconsideration of the issues we affirm our unit determination in this respect.

### "Condition Never Met"

"2. As part of the defense, respondents inferentially base their refusal to bargain with NABET on the letters of January 27 and 28, 1944, which both the AFM and the respondents contend constitute valid contracts. However, at the representation proceeding and at the oral argument before the board in the present proceeding, it was admitted that these alleged agreements had been made subject to our determination in a proper representation proceeding that platter turners, except in Chicago, would be included in a musicians' unit represented by the AFM. Since we have determined that they should be included in a unit of engineers and technicians represented by NABET, this condition was never met. Accordingly apart from any other considerations, we find that the letters of January 27th and January 28th, 1944, do not constitute defense to the respondents' refusal to bargain.

### Reprisals Discussed

"3. And a further defense to their refusal to bargain with NABET the

## Lt. Col. Schechter Honored At Radio-Press Luncheon

(Continued from Page 1)

was also one of the guests of honor at the luncheon.

Speaking in behalf of the news and special events departments of the four



COL. SCHECHTER

major networks, Johnny Johnstone, of the Blue Network paid tribute to Col. Schechter for the excellent job he had been doing at General MacArthur's headquarters. He then related an anecdote or two brought back by Cleve Roberts, Blue correspondent, concerning Col. Schechter operations in the South Pacific.

General Diller also paid high tribute to Schechter's accomplishments. He said that Schechter not alone had proven to be a good radio public relations man but an excellent traffic manager as well.

### Colonel Is Heard

Col. Schechter spoke informally about radio operations in the South Pacific. He told of the service rendered by the Apache, radio ship in the Leyte and other South Pacific landings and credited General Diller with having conceived this floating broadcasting set-up. Efforts of the public relations department in seeking to be fair in the releasing of news to both the radio and the press were related by Schechter. At one time he admonished the networks to be more accurate and up-to-date in advising



GEN. DILLER

their South Pacific correspondents on radio programming at home. He said this would simplify the business of clearing time and spotting communique at times when the commercial radio programming was not the heaviest. Likewise he suggested that the press services keep their correspondents advised of the flow of wordage

respondents, as set forth in the intermediate report, rely upon the economic reprisals which the AFM threatened to put into effect if they recognized and bargained with NABET as the exclusive representatives for platter turners. We have fully considered the respondents' contention in this respect, and, as we have previously, we find that neither as a matter of law does it constitute a defense to the duty to bargain required by the act nor in the exercising of discretion do we regard it as a valid justification for such refusals."

The nets thus are ordered to refrain from refusing to bargain with NABET, or dissuading employes from joining NABET, and are directed to take steps within 10 days toward the opening of contract negotiations.

from the European theater from day to day so that the South Pacific men might schedule their news accordingly.

Among those attending yesterday's luncheon were: Lt. Col. A. H. Schechter, Brig. Gen. L. A. Diller, Col. Ed Kirby, J. V. Connolly, Mark Woods, Blue; Frank E. Mullen, NBC; Abel Green, Variety; Chet Shaw, Newsweek; John F. Royal, NBC; Paul White; CBS; William Brooks, NBC; G. W. Johnstone, Blue; E. S. Friendly, "Sun"; Barry Faris, INS; Lee B. Wood, "World Telegram"; Paul Schonstein, "Journal American"; Jack Ali-coate, Publisher, RADIO DAILY; Sam Day, "Journal American"; George Rosen, Variety; Frank Burke, RADIO DAILY; John McKay, King Features; Bruce Robertson, Broadcasting; Nick Kenny, "Daily Mirror"; Marvin Kirsch, RADIO DAILY; Jack Oestreicher, INS; Ward Greene, King Features; Bradley Kelly, King Features; John Brogan, King Features; John Whitmore, Mutual; Seymour Berkson, INS; T. A. Robertson, King Features; Walter Moss, INS; Caswell Adams, King Features; Dwight Bentel, Editor and Publisher; E. M. Gundy, King Features, and Louis Allwell, INS.

### O'Neill Replacing Johnston

Danny O'Neil, tenor, has been signed by Martin Block to replace Johnny Johnston on "Music that Satisfies," heard Tuesday, Wednesday and Thursday over CBS. Johnston, severely ill, has been off the program for some time.

### Secretary Turns Reporter

When Paula Stone became indisposed with influenza and could not appear on her WNEW "Holywood Digest" program last night, 5:15-5:30 p.m., her secretary, June Winter, wrote and delivered the script.

## WLB Grants Pay Rise To Chi. Announcers

(Continued from Page 1)

WGES and WSBC. A seventh station, WCFL, although it was not involved in the dispute has announced it would be bound by the decision.

The WLB order also denied AFRA request for a schedule of program fees on network stations in Chicago.

## 20th-Fox Plans Tele Outlet In N. Y. C. And Hollywood

(Continued from Page 1)

working on the Boston Television transmitter to bring it up to date. Arrangements are being made with GE for a new transmitter for commercial broadcasts in Boston following the close of the war.

Experimental programming will form the first phase of the video plans of 20th Century-Fox.

## Blue's New Tele Series Starts On WABD Tonight

(Continued from Page 1)

the master of ceremonies on the new program series.

Paul Mowrey, manager of the Blue's tele division, is staging the show, and Harvey Marlowe, directs "The Whole Town's Talking" replacing "On Stage Everybody," and the new telecast time is 8 p.m., instead of 7 p.m., EWT.

## Dr. Everitt To Address IRE

The New York Section of the Institute of Radio Engineers will hold a meeting next Wednesday, 7:30 p.m. at the Engineering Societies Building in New York City. Principal speaker will be Dr. W. L. Everitt, National President of the Institute of Radio Engineers, who will present talk on "War-time Developments in Electronics."

## JOB WANTED

... the job of  
SELLING KANSAS  
for YOU - at low  
cost • Just hire:

Ben Ludy,  
GEN'L. MGR

# WIBW

The Voice of Kansas  
TOPEKA

## WALTER COMPTON

presents

## "BACKGROUND FOR NEWS"

Up-to-the-minute, news of the day, interwoven with authoritative information on the personal, historical or geographical background of today's important people and prominent places.

Available for cooperative sponsorship on MUTUAL

Call, wire or write WM. B. DOLPH, Barr Bldg., Wash. 6, D. C.

# YOU can sponsor this great network radio show — locally



## HERE ARE OTHER NETWORK PROGRAMS YOU CAN SPONSOR LOCALLY

**RAYMOND GRAM SWING:** World-famous news analyst, broadcasting direct from Washington. Early evening, Mon.-Fri., 15 minutes.

**JOHN B. KENNEDY:** Famed writer, newsreel commentator and radio analyst, direct from New York. Early afternoon, Mon.-Fri., 15 minutes.

**THE PRIVATE LIVES OF ETHEL AND ALBERT:** They live like the rest of us—only funnier! Popular daytime comedy. Broadcasting direct from New York. Monday through Friday.

**CORRESPONDENTS AROUND THE WORLD:** Direct from all the history-making hot spots of the globe, 14 Blue Network correspondents bring the news right from where it's happening! Mornings, Sun.-Fri., 15 minutes.

**BAUKHAGE TALKING:** Direct from Washington. Baukhage gets his news from men who make it—the White House, Cabinet, Congress. Midday, Mon.-Fri., 15 minutes.

**MARTIN AGRONSKY:** Direct from Washington. Famous news analyst who has broadcast from all over the world. Early A.M., Mon.-Sat., 15 min.

**KIERNAN'S NEWS CORNER:** Walter Kiernan direct from New York. One of the outstanding human interest reporters of our time. Mon.-Fri., early evening, 15 min. Available East only.

**DICK TRACY.** Famous juvenile adventure series. Late afternoon. Monday through Friday, 15 minutes.

## LIVE Broadcasts

### You pay only for your own area

HEADLINE EDITION presents the day's news in a dramatic new way—brings the men and women IN PERSON who make the news. Many world-famous personalities appear on this show. They broadcast *right from where the news happens.*

HEADLINE EDITION can be *your* show, can help sell your products or services right in your territory! Here's how it works . . .

The program is broadcast LIVE over the coast-to-coast Blue Network at a popular early evening period (7 P.M. Eastern War Time), Monday through Friday. Your local Blue station announcer gives *your* commercials during the broadcast—and identifies this great show as *yours*.

Your sales message, linked with this big network program, will have added appeal—build more sales and prestige for you. The cost is low because you pay *only your area's share* of the program's national cost. Consult your local Blue Network station or contact the Cooperative Program Department of the American Broadcasting Co., Inc., 33 West 42nd St., New York, or Merchandise Mart, Chicago.

**AMERICAN BROADCASTING COMPANY, INC.**

THE BLUE NETWORK

## Record 92% For BMB At District 8 Of NAB

(Continued from Page 1)

and Brorby, Chicago; Horace Tovin, member of Canadian Bureau of Broadcast Measurement board of directors, and Walter Elliot, also of the Canadian BMB; Joe Neebe, vice-president, Campbell-Ewald Agency, Detroit, and M. A. Hollinshead, radio director, Campbell-Ewald, Detroit, and Robert Mason, WMRN, Marion, Ohio, chairman of Small Market Stations Committee of NAB, and member of Broadcast Measurement Bureau board of directors.

### Subscribers Listed

These stations had signed before the meeting:

Indiana—Evansville, WGBF; Indianapolis, WFBM, WIBC; Muncie, WLBC; South Bend, WSBT.

Michigan—Kalamazoo, WKZO.

These stations signed at the meeting:

Indiana—Fort Wayne, WGL, WOWO; Hammond, WJOB; Kokomo, WKMO; Lafayette, WASK; Terre Haute, WBOW.

Michigan—Ann Arbor, WPAG; Battle Creek, WELL; Flint, WFDF; Grand Rapids, WJEF, WLAV; Ludington, WKLA; Muskegon, WKBZ; Port Huron, WHLS; Saginaw, WSAM; Sault Ste. Marie, WSOO; Traverse City, WTCM.

Several more stations are expected this week. WDBC, Escanaba, and WDMJ, Marquette, were not at the meeting but have promised to subscribe.

### Chicago Also Enthusiastic

Chicago—Twenty-two of the twenty-five stations represented, or 88 per cent, subscribed to the Broadcast Measurement Bureau at the NAB Ninth District meeting here Thursday and Friday at the Palmer House. Two more of the remaining three stations represented at the meeting have indicated they may join BMB. If they do the two-day meeting will have produced results approximating 96 per cent.

The Friday morning session, with Les Johnson of WHBF, Ninth District Director, presiding, was devoted to a talk on engineering by Oscar C. Hirsch of WKRO-KFVS, district chairman; a sales managers clinic conducted by Hugh K. Boice, Jr., WMBD, district chairman, and a forum on broadcast advertising, conducted by Lewis H. Avery, NAB director, and Helen Cornelius, assistant. At the Friday afternoon session, District Director Les Johnson was re-elected a director of NAB for two years.

OFF THE AIR

REFERENCE RECORDINGS  
IN CHICAGO

L. S. TOGOOD RECORDING CO.  
221 N. LA SALLE ST., CHICAGO 1, CENTRAL 5275

## ★ THE WEEK IN RADIO ★

Radio's War Service

By CHARLES MANN

**N**ATIONAL Association of Broadcasters disclosed last week that talent and airtime in the amount of \$161,752,000 were contributed by our broadcasters, networks and advertisers in behalf of the war effort of 1944. Stations and webs donated \$78,000,000; radio advertisers gave \$64,000,000; performers' services for the three are figured at \$20,000,000. Radio gave its greatest support to the Treasury Department in the amount of \$43,352,000, to further war bond campaigns.

**False Peace Rumor:** The Blue Network blushed quite violently last week, following a misinterpretation of a statement issued by the White House Press Secretary Jonathan Daniels. Gil Martyn, Blue web commentator in Los Angeles, announced what he thought was truly "electrifying news that President Roosevelt and his cabinet are preparing for word of Victory in Europe." The other three major webs were too skeptical to carry the announcement as such. Their announcements were prefixed with the word "rumor."

**Highlights:** The Senate has confirmed the nomination of Charles R. Denny, general counsel of the FCC for the past 28 months, to succeed T. A. M. Craven as the 7th member of the FCC. This appointment keeps Denny in office until 1951. . . . FCC refuses the application of the Mester brothers to purchase WOV from Arde Bulova, on the strength of the

former's past record. . . . FCC has also ruled against the license renewal of WOKO, Albany, on the grounds that the management conspired to conceal the ownership of 24 per cent of the station stock.

**Spotshots:** Tele stations here are using recordings until they can get together with Petrillo on musicians scale. . . . In a survey conducted among 106 national advertising managers and 129 national time-buyers to determine the type of data they find most helpful in determining station values, CAB, Hooper and similar survey organizations came first and the BMB plan ranged third. . . . Stockholders were informed that CBS has contracted with Federal Telephone and Radio Corp. for the first experimental transmitter for use in color tele. . . . After June 15, the Blue web will be formally known as the American Broadcasting Company, and hopes to be able to use the initials "ABC" also. . . . NBC's affiliate KGW, Portland, Ore., has dispensed with all commercials on their newscasts. . . . Arthur Simon, former manager of WPEN, Philadelphia, has joined WIND, Chi., as assistant to the prexy. . . . Rosel Hyde, veteran FCC attorney, is appointed to succeed Charles R. Denny as general counsel.

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

### Co-Ordinate NBC Staff For 'Frisco Coverage

NBC has co-ordinated its New York, Washington and Chicago offices to help its San Francisco staff report the events of the United Nations Security Conference, with more than 30 commentators, newsmen and technical experts to participate, it has been announced by William F. Brooks, NBC director of news and special events.

Among the commentators going west are: H. V. Kaltenborn, Lowell Thomas, Robert St. John, Elmer Peterson, Alex Dreier, Richard Harkness, Fleetwood Lawton, Graeme Fletcher, Art Baker, George Thomas Folster, Guthrie Janssen. The NBC Frisco Conference events will originate both from the Veterans Building and the studios of KPO.

"Our Foreign Policy," NBC series under State Department auspices, will emanate from San Francisco during the conference.

### Godfrey On Radio-Awards Show

A review of the 1944 George Foster Peabody-Variety awards given to CBS, and the guest appearance of Arthur Godfrey, WABC morning star, are scheduled for "Behind the Scenes at CBS" today from 10:45-11 p.m. Godfrey earned a special award for his drives to secure blood donors for the American Red Cross.

### Appoint Marion Connolly Executive At B&B Agency

Marion Connolly executive assistant to Walter Craig, radio director of Benton & Bowles, Inc., has been appointed personnel director of women for the agency, effective April 9, it has been announced. Miss Connolly has been with Benton & Bowles since 1940. Prior to her present affiliation, she was assistant to the sales manager of Columbia Recording Corporation, and before that with the New York City Omnibus Corp. Before taking over her new duties, Miss Connolly will take a week's vacation in the South.

FIRST  
in  
NEWS  
SPORTS  
MUSIC

**KMPG**

LOS ANGELES  
710 Kc.-10000 WATTS

THE WEST'S GREATEST INDEPENDENT  
National Sales Representative • Paul H. Roymer Company

## Radio Correspondents Leave For War Fronts

(Continued from Page 1)

WOR arrived in London yesterday. They are making a tour of the western battle front under the auspices of General H. H. Arnold, commanding general United States Army Air Corps.

Simultaneous with the network announcements, Herb Pettey, general manager of WHN, New York, announced that Johannes Steel and George Hamilton Combs, have arrived overseas for war coverage assignments. Steel and Combs will continue to be heard on WHN at their regular times while overseas. Combs is heard 7:00 to 7:15 p.m., while Steel is heard, 7:45 to 8 p.m., Monday through Friday.

### Proprietary Executive Will Address Radio Execs

(Continued from Page 1)

Executives Club at the Roosevelt Hotel Thursday, Warren Jennings president of REC, announced yesterday. Dr. Cullen will also offer a plan to radio for handling this advertising. An added feature President Jennings will report on the results of the club's nominating committee in selecting a slate for the 1945 elective office.

### WOR Approves BMB Plan Delays Its Subscription

(Continued from Page 1)

York, in an open letter to Hugh F. Tis, president of BMB, clarified the station's position.

Although not a member of NAB, the New York station is willing to subscribe \$14,000 to the plan, which "a complete operational blueprint acceptable to our research staff, laid before us," R. C. Maddux, vice president of the station, wrote.

WKY Covers  
*The Biggest Part*  
OF OKLAHOMA'S  
BUYING POWER

WKY  
OKLAHOMA CITY  
The Katz Agency  
Representative



• ADVERTISING MUST PACE PROGRESS



**"Record!"**  
Had Your Iron Today?

**Energize—Ironize!**  
With Luscious Little Raisins

THE "O. T. J. (On the Jump) Club" is always three or four jumps ahead of the enervated crowd. And they're usually the chaps that run the business. They've all got too much work to do. Need new members in that club? Help! Always looking for them. Don't let them see you yawn at 3 P. M.

Little Sun-Maids  
"Between-Meal" Raisins  
5c Everywhere

Eat some little raisins and ward off 3 o'clock fatigue. 110 calories of energizing nutriment in every package of Little Sun-Maids—2½% fruit sugar in the form of trevose. Practically predigested so it energizes almost immediately. Gives you iron also—good food for the blood. Delicious when you're hungry. Try one or two packages daily at 3 P. M. for ten days as a test. Join the O.T.J.

This Campaign Put  
*"Vitality"*  
Into FOOD... and  
Into FOOD SALES!

When the Sun-Maid Raisin Growers of California commenced, back in 1921, the advertising theme "Had Your Iron Today?" they helped start a trend that has vitalized food sales ever since. Today, scores of every-day foods are profiting from Sun-Maid's pioneering by promoting their therapeutic values.

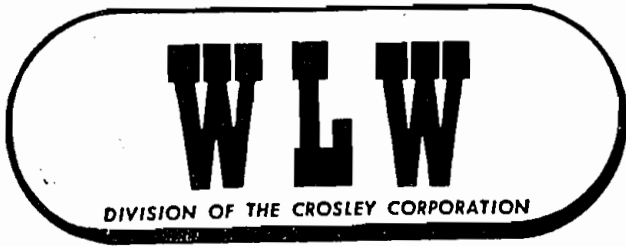
**In the DISTRIBUTION DECADE  
Advertising Must Give New VITALITY To Sales!**

SELLING is going to have to be *stepped up* beyond anything we have yet known, if we are to avoid disastrous economic dislocation in the Distribution Decade after Victory! For to maintain a safe employment level, we as a Nation will have to consume 40% more industrial production than in our greatest pre-war year.

There will be manpower, manufacturing facilities, money and materials aplenty to pro-

duce goods. The problem will be to *distribute* these goods efficiently, economically and speedily. That means *accelerated sales*—and a new opportunity and responsibility for Advertising.

The alert advertising men who are perfecting plans for the Distribution Decade will find that we at The Nation's Station have not been idle, either. When the time comes, we will have much to tell you about the great 4-State Market that is WLW-land!



THE NATION'S MOST MERCHANDISE-ABLE STATION

# Full Personnel of FMBI Organization Made Public By Capital Headquarters

Washington Bureau, RADIO DAILY  
Washington—First official list of the membership, officers and directors of the Frequency Modulation Broadcasters Association which is leading the fighting for FM allocations with the FCC was released here the past weekend by Myles L. Loucks, managing director of FMBI. The list follows:

### OFFICERS

WALTER J. DAMM, president, The Journal Company, Milwaukee, Wis.  
T. C. STREIBERT, vice-pres., Bamberger B/C Service, Inc., New York, New York.  
L. W. HERZOG, secretary-treasurer, The Journal Co., Milwaukee, Wis.  
MYLES L. LOUCKS, managing director, Washington, D. C.

### DIRECTORS

ARTHUR B. CHURCH, Midland Broadcasting Company, Kansas City, Mo.  
WALTER J. DAMM, The Journal Company, Milwaukee, Wis.  
FRANKLIN M. DOOLITTLE, WDRC, Inc., Hartford, Conn.  
JOHN V. L. HOGAN, Interstate Broadcasting Company, New York, N. Y.  
GEORGE W. LANG, WGN, Inc., Chicago, Ill.  
RAY H. MANSON, Stromberg-Carlson, Rochester, N. Y.  
JOHN SHEPARD, 3rd, The Yaukee Network, Boston, Mass.  
THEODORE C. STREIBERT, Bamberger Broadcasting Service, Inc., N. Y.  
LEE B. WAILES, Westinghouse Radio Stations, Inc., Philadelphia, Pa.

### MEMBERS

**A**  
Agricultural Broadcasting Co., Chicago, Ill.  
American Broadcasting Corporation, Lexington Ky.  
The American Network, Inc., New York, N. Y.  
Earle C. Anthony, Inc., Los Angeles, Calif.  
Atlantic Coast Broadcasting Company, Charleston, S. C.  
**B**  
Bamberger Broadcasting Service, Inc., New York, N. Y.  
Banks of the Wabash, Inc., Terre Haute, Indiana.  
Beckley Newspapers Corp., Beckley, W. Va.  
Belmont Radio Corporation, Chicago, Ill.  
A. H. Belo Corporation, Santa Fe Building, Dallas 2, Texas.  
Blaw-Knox Div. of Blaw-Knox Company, Pittsburgh, Pa.  
Board of Education, Radio Council WBEZ, Chicago Public Schools, Chicago, Ill.  
John Lord Booth, Eaton Tower, Detroit, Mich.  
Brooklyn Technical High School, Brooklyn, N. Y.  
Bremer Broadcasting Corporation, Newark,

N. Y.  
Broadcasting Oregon, Limited, Portland, Ore.  
**C**  
G. W. Covington, Jr., Capital Broadcasting Co., Inc., Montgomery, Ala.  
Carter Publications, Inc., Fort Worth, Texas.  
Central Broadcasting Company, Des Moines, Ia.  
Central New York Broadcasting Company, Syracuse, N. Y.  
Cherry & Webb Broadcasting Co., Providence, R. I.  
Chillicothe Newspapers, Inc., Chillicothe, Ohio.  
Colonial Radio Corporation, Buffalo, New York.  
Columbia Broadcasting System, Inc., New York, N. Y.  
Columbia Broadcasting System, Inc., Chicago, Ill.  
Commercial Radio Equipment Company, Kansas City, Mo.  
Consolidated Broadcasting Corporation, Long Beach, Calif.  
Courier Journal & Louisville Times, Louisville, Ky.  
Cowles Publishing Company, Spokane, Wash.  
Crosley Corporation, Cincinnati, Ohio.  
**D**  
Doolittle Radio, Inc., Chicago, Ill.  
Allen B. DuMont Labs., Inc., Passaic, N. J.  
**E**  
Evansville On The Air, Inc., Evansville, Ind.  
Evening News Association, Detroit, Mich.  
Evening Star Broadcasting Company, Washington, D. C.  
**F**  
FM Company, New York, N. Y.  
FM Development Foundation, Washington, D. C.  
Federal Telephone & Radio Corporation, New York, N. Y.  
Federated Publications, Inc., Battle Creek, Mich.  
Fetzer Broadcasting Company, Kalamazoo, Michigan.  
Fidelity Broadcasting Company, Boston, Mass.  
Freed Radio Corporation, New York, N. Y.  
**G**  
Gannett Publishing Co., Inc., Portland, Maine.  
The Gazette Company, Cedar Rapids, Iowa.  
Gazette Printing Company, Janesville, Wisc.  
General Electric Company, Schenectady, N. Y.  
Globe Democrat Publishing Company, St. Louis, Missouri.  
Gordon Gray, Winston-Salem, N. C.  
Graybar Electric Co., Inc., New York, N. Y.  
Great Trails Broadcasting Corporation, Dayton, Ohio.  
Greater New York Broadcasting Corporation, New York, N. Y.  
Green Bay Newspaper Company, Green Bay, Wisconsin.  
**H**  
Hartford Times, Inc., Hartford, Conn.  
Harvey Radio Laboratories, Inc., Cambridge, Mass.  
Head of the Lakes Broadcasting Company, Superior, Wisc.  
Josh Higgins Broadcasting Company, Waterloo, Iowa.  
Home News Publishing Company, New Brunswick, New Jersey.  
James F. Hopkins, Inc., Detroit, Michigan.  
Houston Printing Corporation, Houston, Texas.  
Mr. Rhea Howard, Wichita Falls, Texas.  
**I**  
Indiana University, Bloomington, Indiana.  
Indianapolis Broadcasting, Inc., Indianapolis, Ind.  
Interstate Broadcasting Co., Inc., New York, N. Y.  
Iowa Broadcasting Company, Des Moines, Iowa.  
**J**  
James Broadcasting Company, Jamestown, New York.  
Jansky & Bailey, National Press Building, Washington, D. C.  
E. F. Johnson Company, Waseca, Minnesota.  
Wylie B. Jones Advertising Agency, Birmingham, N. Y.  
The Journal Company, Milwaukee, Wisc.  
**K**  
KLZ Broadcasting Company, Denver, Colorado.  
KOIN, Incorporated, Portland, Oregon.  
**L**  
Don Lee Broadcasting System, Los Angeles, Calif.  
**M**  
Macon Telegraph Publishing Company, Macon, Georgia.

Marcus Loew Booking Agency, New York, N. Y.  
Maryland Broadcasting Company, Baltimore, Md.  
May Broadcasting Company, Shenandoah, Iowa.  
McClatchy Broadcasting Company, Sacramento, Calif.  
Mercer Broadcasting Company, Trenton, N. J.  
Metropolitan Television, Inc., New York, N. Y.  
Midland Broadcasting Company, Kansas City, Mo.  
Minnesota Broadcasting Corporation, Minneapolis, Minnesota.  
Moody Bible Institute, Chicago, Ill.  
Muzak Corporation, New York, N. Y.  
**N**  
Nashville Radio Corporation, Nashville, Tenn.  
National Broadcasting Company, Inc., New York, N. Y.  
National Life & Accident Insurance Co., Nashville, Tenn.  
**O**  
Ohio Broadcasting Company, Canton, Ohio.  
Onondaga Radio Broadcasting Corp., Syracuse, N. Y.  
Oregonian Publishing Company, Portland, Oregon.  
Oshkosh Broadcasting Company, Oshkosh, Wisconsin.  
The Outlet Company, Providence, R. I.  
**P**  
Wm. Penn Broadcasting Company, Philadelphia, Pa.  
Pennsylvania Broadcasting Company, Philadelphia, Pa.  
Peoria Broadcasting Company, WMBD, Peoria, Illinois.  
Piedmont Publishing Co., Winston-Salem, N. C.  
Portland Broadcasting System, Inc., Portland, Maine.  
Poughkeepsie Newspapers, Inc., Poughkeepsie, N. Y.  
Press Publishing Company, Sheboygan, Wisconsin.  
Pulitzer Publishing Company, St. Louis, Missouri.  
**R**  
RCA Victor Division of RCA, Camden, N. J.  
Racine Broadcasting Corp., Racine, Wis.  
Radio Engineering Labs., Inc., Long Island City, N. Y.  
Radio Station WSAI, Cincinnati, Ohio.  
Radio Service Corp. of Utah, Salt Lake City, Utah.  
Raytheon Manufacturing Company, New York, New York.  
Record Herald Company, Wausau, Wis.  
Reno Newspapers, Inc., Reno, Nevada.  
Rock Island Broadcasting Company, Rock Island, Ill.  
**S**  
Salinas Newspapers, Inc., Salinas, California.  
South Bend Tribune, South Bend, Ind.  
Major A. A. Schechter, Providence, Rhode Island.  
Ned Shepler, Lawton, Oklahoma.  
Star-Times Publishing Company, St. Louis, Mo.  
Stromberg-Carlson Company, Rochester, N. Y.  
Sun Company of San Bernardino, San Bernardino, California.  
Susquehanna Broadcasting Company, York, Pennsylvania.  
**T**  
Times Herald Company, Port Huron, Mich.  
Times-Mirror Company, Los Angeles, California.  
The Times-Picayune Publishing Company, New Orleans, La.  
Topeka Broadcasting Association, Topeka, Kansas.  
Toledo Blade Company, Toledo, Ohio.  
The Transcript Publishing Association, North Adams, Mass.  
Travellers Broadcasting Service, Hartford, Conn.  
**U**  
United Broadcasting Company, Cleveland, Ohio.  
**V**  
Valley Broadcasting Company, Steubenville, Ohio.  
**W**  
Station WAKR (Summit Radio Corp.), Akron, Ohio.  
Washington Post, Washington 4, D. C.  
Louis Wasmer, Inc., Spokane, Wash.  
WBNS, Inc., Columbus, Ohio.

## AGENCIES

**R**OGER BROWN has been named general manager of Radio Feature Service, Inc., radio publicity organization, and The Earle Ferris Company, public relations counselors, it has been announced by Earle Ferris, president of both organizations. Brown, formerly public representative for The Studebaker Corporation, joined the Ferris organizations in September, 1943, as sales manager.

**RUTH MURPHY**, formerly Young & Rubicam, and **CARLTON FROST**, recently honorably discharged from the U. S. Marine Corps have been made senior and junior assistants, respectively, in the research department of Geyer, Cornwell & Newell, it has been announced. H. W. Newell, executive vice-president. Miss Murphy's association with Y & R was for 14 years, where she served in the Chicago merchandising department and as senior research staff member.

**MCKEE & ALBRIGHT** have been signed as advertising agency for The Beacon Chemical Corporation (Zelco and "33" Bleach) to take effect about May 1st.

**EARLE LUDGIN & COMPANY** Chicago, has been elected to membership in the American Association Advertising Agencies.

Station WBNY, Buffalo, N. Y.  
WCAU, Broadcasting Company, Philadelphia, Pa.  
WCBS, Inc., Springfield, Illinois.  
WDRC, Inc., Hartford, Conn.  
WEBR, Inc., Buffalo, N. Y.  
West Virginia Radio Corporation, Morgantown W. Va.  
Western Electric Company, New York, N. Y.  
Western Michigan College of Education, Kalamazoo, Michigan.  
Westinghouse Radio Stations, Inc., Philadelphia, Pa.  
Westinghouse Radio Stations, Inc., Pittsburgh, Pennsylvania.  
Westinghouse Radio Stations, Inc., Boston, Massachusetts.  
Westinghouse Radio Stations, Inc., Springfield, Massachusetts.  
Westinghouse Radio Stations, Inc., Indianapolis, Indiana.  
WFIL Broadcasting Company, Philadelphia, Pa.  
WFMJ Broadcasting Company, Youngstown, Ohio.  
WGAL, Incorporated, Lancaster, Pa.  
WGAR, Broadcasting Company, Cleveland, Ohio.  
WGN, Inc., Chicago, Ill.  
WHB Broadcasting Company, Kansas City, Mo.  
WHEC, Inc., Rochester, New York.  
WIBM, Inc., Jackson, Michigan.  
WIBX, Incorporated, Utica, New York.  
WJJD, Inc., Chicago, Ill.  
WJR, The Goodwill Station, Detroit, Mich.  
WKBH, Incorporated, LaCrosse, Wis.  
WKY Radiophone Company, Oklahoma, Oklahoma.  
Worcester Telegram Publishing Co., Worcester, Mass.  
World Broadcasting System, Inc., New York, N. Y.  
WPTF Radio Company, Raleigh, North Carolina.  
WWSW, Inc., Pittsburgh, Pa.  
**Y**  
The Yankee Network, Boston, Mass. (Washington, N. H.)  
The Yankee Network, Paxton, Massachusetts.  
**Z**  
Zenith Radio Corporation, Chicago, Ill.

this is  
**WDOD**  
20th YEAR  
the  
STATION  
IN  
Chattanooga  
CBS  
ACCORDING TO  
EVERY  
HOOPER  
the  
OUTSTANDING  
CHOICE OF  
CHATTANOOGA  
LISTENERS  
PAUL H. RAYMER COMPANY  
NATIONAL REPRESENTATIVES  
5,000 WATTS  
DAY AND NIGHT

PROGRAM REVIEWS

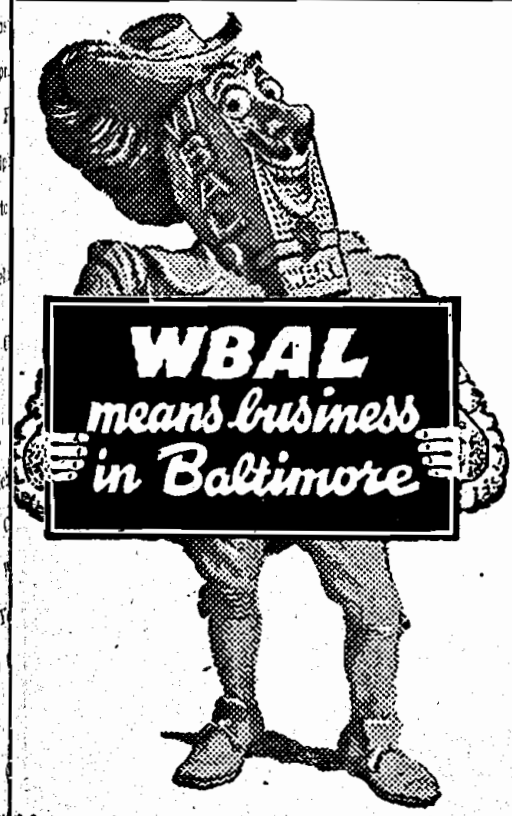
"THE HUMAN ADVENTURE"

Sustaining
SS-WGN, Chicago, Wed., 8:30-9 p.m.,
EWT
Producer-Director: Sherman Dryer
Moderator: Walter Yust
Music: Henry Weber

Co-producer: University of Chicago
The Human Adventure" is one of
few educational program series
the air today which puts radio on
intellectual level without giving
eners any lofty impressions. Hav-
been on Mutual for the past few
ers, it shouldn't need a preface.
wever, a word about the series'
ent and content for those who
ed it. The format resorts to the
r scientific categories, biological
ences, social sciences, humanities
d the physical sciences, for its
terial. All these sound quite com-
x, but they're not over the air.
. Dryer, supervisor of the program,
ows the tricks for denuding the
ories of their complexities for
verage listener consumption, accom-
shed by way of capsule dramatiza-
ns which exemplify the subject
der "discussion." Henry Weber's
usical embellishments do a great
al to complete these sketchy dra-
s. Walter Yust, editor of the En-
clopedia Britannica, hosts the affair
a listenable fashion, giving it its
thoritative stature. And please note
at the program is broadcast when
can be heard by the majority, a
city among programs inadvertently
performing a public service.

Porter To Speak

Paul A. Porter, chairman of the
CC, will be the principal speaker at
dinner to be given by the Baltimore
apter of the Morse Telegraph Club
America on April 27.



Edward Petry & Co., National Representative

COAST-TO-COAST

WASHINGTON

SEATTLE—Newcomers who have
tread the welcome mat at KIRO
are Betty McCauley, former assistant
drama critic on the Seattle "Times"
who is doing continuity. Olive Mun-
roe and Peggy Teichroew, both new
to radio, are in the music library,
and Elaine Kleine has replaced Zena
Peterson as a writer. National sales
manager William Tucker was pre-
sented with a brand new son last
month. . . . YAKIMA—"We Feed the
Nation," KIT's attempt at something
new, is receiving good response. Aired
during the noon hour, voices of
Johnny Williams and Gene Hess are
heard on local stuff written by John-
ny Roberts, news editor.

CALIFORNIA

SANTA BARBARA—As a promotion for
its initial airing on St. Patrick's Night over
KDB, Mode-O'Day Dress Shops sent cards
announcing the "engagement" of Kenny
Baker and Barbara Luddy for their new
show, "Shamrocks," to every Finnigan,
Kelley, Murphy, O'Shea, and Irish-blooded
citizen in Santa Barbara. . . . SAN FRAN-
CISCO—Dorothy Rankin has started a
series of interviews on her KPO "Wo-
man's Magazine" with NBC commentator
Dwight Newton, designed to acquaint
listeners with Dumbarton Oaks and Mex-
ico City conference results and with pro-
posals of the Frisco conference.

CANADA

ONTARIO—Karl Krueger, conduc-
tor of the Detroit Symphony over
CKLW Saturday evenings has re-
ceived an offer to conduct a series of
post-season concerts with the Lon-
don Philharmonic. . . . Happy Joe
Gentile of CKLW's Early Morning
Frolic is doing double duty these
days. After his morning stint, Joe
reports for work in a Detroit war
plant. . . . TORONTO—CKEY beat
the city's newsboys in obtaining an
exclusive interview with Mitchell F.
Hepburn, March 23, following defeat
of the Drew Government in Ontario
Provincial House. John B. Stinson,
newscaster, was granted a personal
interview.

NORTH CAROLINA

RALEIGH—WPTF is this week inaugu-
rating a 52-week series of Community
Council broadcasts titled "Inside Story."
First 13 weeks will deal with services of
local and county agencies; second series
will depict participation of all counties
in the United War Fund agencies. . . .
ASHEVILLE—Jack W. Daub, WWNC an-
nouncer until he entered the AAF, has

Send Birthday
Greetings To -

- April 3
Jane Barton George Jessel
Peter Van Steeden

received his commission as 2nd lieuten-
ant. . . . GREENSBORO—WBIG received
special recognition from Guilford County
War Records Committee for aid in com-
piling a history of the second world war
apropos of Guilford County.

ILLINOIS

CHICAGO—For the third year,
Walgreen Drug Co. and Old Gold
Cigarettes are again co-sponsoring
WJJD's exclusive baseball sports-
features, beginning April 12. . . .
WIND has signed Herb Graffis, col-
umnist and "Esquire" contributor, for
13 weeks of informal analysis, 8:45-
9 p.m. Monday through Friday, spon-
sored by Dubonnet. . . . PEORIA—
"Honor Roll" is the title of a new
public service feature over WMBD,
Monday, Wednesday and Friday at
6:10 p.m., which presents latest OWI
releases on casualties, wounded men
and prisoners of war from the ser-
vices.

PENNSYLVANIA

PHILADELPHIA—WIBG last week pre-
sented awards to the high school basket-
ball champions in the area covered by
the station. Awards went to six high
schools in the suburban league and one
in Philadelphia. . . . More than 500 ama-
teur singers in the vocal competition of
the first annual music festival to be held
June 1 have started auditions in the stu-
dios of KYW. . . . Most of WFIL's offices
are equipped with built-in sets.

PROMOTION

Test Kitchen

Kenyon & Eckhardt's new test kit-
chen occupies the entire ground floor
of one of New York's typical town
houses located at 11 East 79th Street.
Kitchen will be used for recipe test-
ing and development and will also
provide for display and experimenta-
tion of household appliances adver-
tised on radio. In addition to the kit-
chen, there is a complete apartment,
idea of which is unusual. Louise K.
Morris, home economist, directs the
test kitchen.

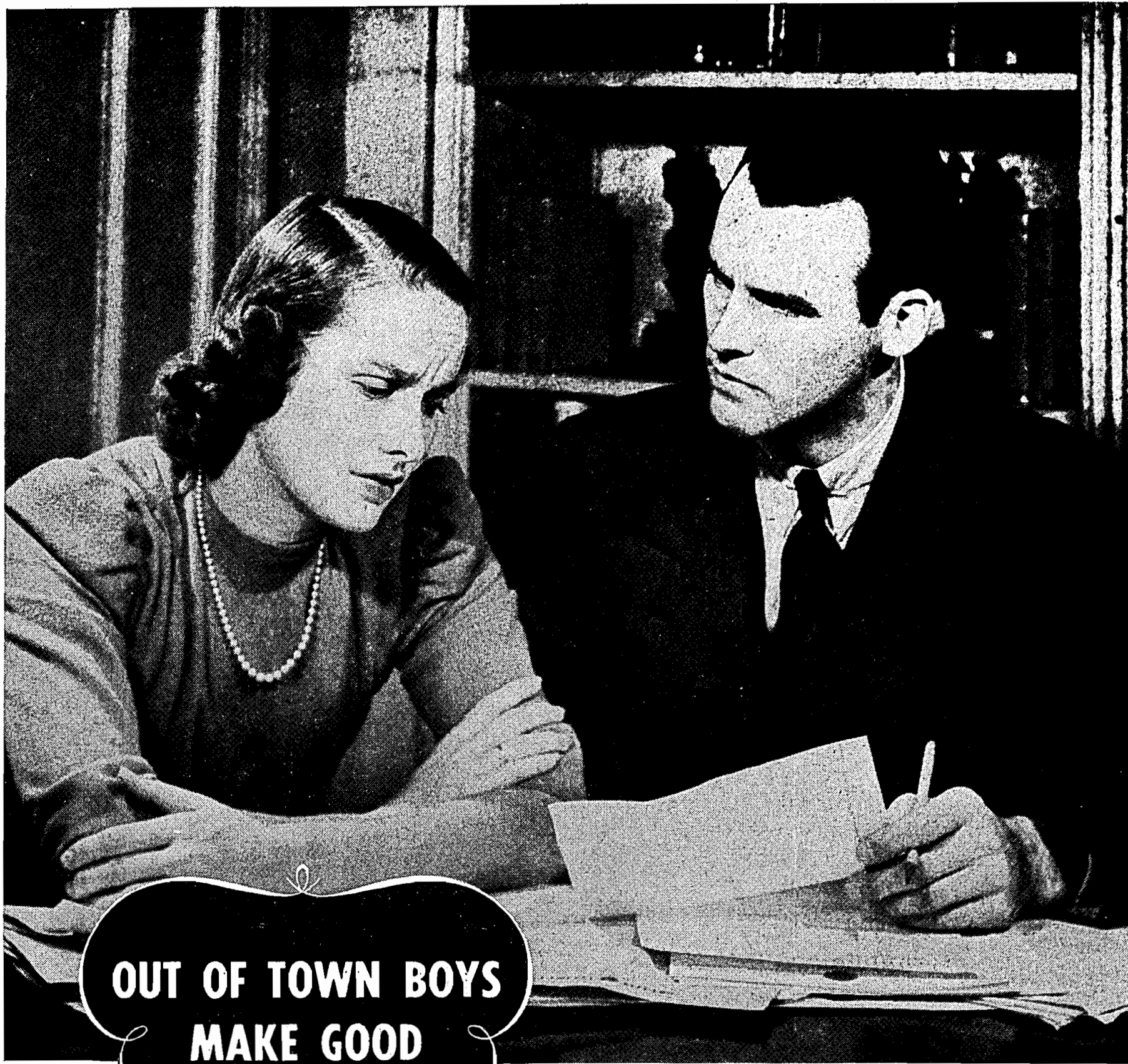
WHN Feature

With a background of better than
one hundred weeks on the air, WHN
is bringing its institutional program,
"Congressional Record" to the atten-
tion of potential sponsors via an at-
tractive brochure. Senators and repre-
sentatives who have been heard on
the program are pictured and quoted.
Cover shows an artistic shot of the
Capitol dome.

WAYS Advertisises

Programs aired on WAYS, Char-
lotte, N. C., will be publicized during
the next 12 months by card displays
in city buses to Charlotte, Kannapolis,
Concord and Albemarle, N. C. Copy
will be changed every month. Esti-
mated monthly circulation is 2,054,375.

Advertisement for Olive Kackley on WCKY. Includes a portrait of Olive Kackley and text: 'Olive Kackley HER FRIENDLY ADVICE, WIT AND HUMOR, KEEP WOMEN TUNED TO . . . WCKY 50,000 WATTS CBS THE L.B. Wilson STATION'



**OUT OF TOWN BOYS  
MAKE GOOD**

By courtesy Ewing Galloway

**Household Word For 10 Years**

Household Finance\* is more than Household Finance on WFBR—it's a Household word. For 10 long years Household Finance has been telling its big story of financial relief over Baltimore's Big Home Town Station—WFBR.

For years their half hour with El Gary—now a tenor with Metropolitan Opera—was a Sunday night fixture on WFBR. When El Gary went to New York, House-

hold Finance continued on WFBR with 16 spots weekly. Ten years is more than a test—it's a decade.

Remember the above *facts* when people start *talking* about RESULTS in Baltimore! Yes, if you want to know what to buy in Baltimore . . . buy what the *successful* home town boys have *always* bought and are buying *today* . . . W . . . F . . . B . . . R . . .

\*Agency: Batten, Barton, Durstine & Osborne, Inc.

NATIONAL REPRESENTATIVE — JOHN BLAIR & CO. • NEW YORK AND CHICAGO



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

PL. 31, NO. 3

NEW YORK, N. Y., WEDNESDAY, APRIL 4, 1945

TEN CENTS

## Small Stations' Net Up 41%

### Feltis Heads East To Resell BMB Plan

Detroit—Following the closing session of 8th District NAB session here, Hugh Feltis, president of the Broadcast Measurement Bureau announced he was heading for New York to establish offices and work out the complex situation among New York broadcasters.

It is known that New York broadcasters are awaiting Feltis' arrival and his appointment of the nine-man committee of broadcasters, agency and advertising executives to discuss arrangements in the BMB plan. Feltis (Continued on Page 5)

### Don Lee Buys Big Tract For New Studio Building

West Coast Bureau, RADIO DAILY  
Hollywood—The Don Lee network has purchased a 90,000 square foot tract on Vine Street, from Homewood Fountain, as a site for a two-story radio building which will include air audience and seven non-audience studios.

Vice-presidents Lewis Allen Weiss and Willet H. Brown closed the deal (Continued on Page 6)

### BBC's V-E Day Features To Be Available To U. S.

BBC is preparing itself for V-E Day proceedings, it has been announced by John Salt, North American director of the BBC. Salt pointed out that "while no complete blueprint can be given at the present moment as to the precise nature of the programs that will be transmitted (Continued on Page 7)

### Co-op Sales

Speaking of co-operation, twenty-five minutes after WSLR of Roanoke, Virginia, had received a wire from Stanley Florsheim, Blue Network's manager of co-operative program sales, announcing that "Headline Edition" was for sale, the station signed up Kingoff Jewelers on a 52-week basis, Mon. thru Fri., as the local sponsor. Program bowed in yesterday.

### 'Frisco Outlook

San Francisco—Because of the prospects of victory in the European war, local radio commentators are speculating as to whether or not some of the leading name statesmen from England, Russia and other countries will attend the United Nations Peace Conference here, April 25. In some quarters it is believed that Anthony Eden and others will be detained abroad because of momentous events in the making.

### Webs May Not Comply With NLRB Ruling

Spokesmen of NBC and the Blue Network, yesterday indicated that they may not comply with the NLRB ruling, ordering them to recognize NABET as the collective bargaining agent for platter-turners.

Assuming that the webs, within a ten-day period, fail to take active steps to comply with this latest ruling, then NLRB has the right, under the

(Continued on Page 5)

### Lever Signs Joan Davis On CBS For Next Fall

Joan Davis will be heard under new auspices and on a new network next Autumn. It has been officially announced that the comedienne has signed a five year contract with Lever Brothers Co., for their product, Swan

(Continued on Page 6)

## Asks Congressional Action As Curb On Petrillo Power

Washington Bureau, RADIO DAILY  
Washington—Calling for an amendment to the anti-trust laws which would permit the exemption of labor unions only when their wages or working conditions are involved, Joseph E. Maddy, president of the National Music Camp, Interlochen, Mich., has written all members of Congress urging action to curb the

Is WLAW on your schedule? It should be if you want to sell Industrial New England! Advt.

## FCC Report On 137 Out Of 162 Outlets Shows Only 2 Decreases For 1944; Time Sales Up \$5,981,160

### Indies Allotted Space For 'Frisco Conference

San Francisco—Independent stations of this area yesterday were allotted working space and space for facilities to cover the United States Conference for international organization. Originally scheduled to share space with BBC and CBC the small stations now have their own. George Greaves, KPO engineer, who is acting for George McElrath, tech-

(Continued on Page 2)

### Special Tele Films Planned By New Production Firm

Believed to be the only production company of its kind, Bond-Charteris Enterprises has been organized to produce motion pictures exclusively for the television medium, it has been announced by Anson Bond, in asso-

(Continued on Page 7)

### Durante-Moore Program To Rexall Starting Friday

Rexall takes over the Jimmy Durante-Garry Moore program beginning Friday, April 6, it has been announced by Justin W. Dart, presi-

(Continued on Page 6)

Washington Bureau, RADIO DAILY

Washington—A 41 per cent increase in net time sales for 1944 over 1943 was reported for 137 broadcasters operating with from one to two and one half kilowatts. A total of 162 stations broadcast within this power range—152 commercial—but only 137 have reported full data to the FCC, which yesterday released its study.

Total net for the 137 stations was \$20,721,794, an increase of \$5,981,160 over the \$14,740,634 counted for 1943. All but two of these 137 stations re-

(Continued on Page 6)

## V-E Day Tele Program Gets Watch Co. Sponsor

Commercial sponsorship of the time breaks on the special V-E Day television programs of the Blue Network on WABD, Du Mont's New York video station, was announced yesterday by Paul B. Mowry, manager of the web's television department. Sponsor will be the Waltham Watch Company through N. W. Ayer & Sons

(Continued on Page 2)

## "What's The Good Word" From WNEW To MBS

Mutual has taken over the former WNEW program, "What's the Good Word?" and will produce it as a quarter-hour weekly program effective

(Continued on Page 6)

### Cooler Tele Lamps

New types of lamps which reduce the heat in television studios about one half have been installed by WABD, Du Mont station, in New York. Samuel H. Cuff, general manager, announced. New lighting is 150-watt incandescent lamps with special reflectors. They replace the 300-watt lamps formerly used in the studios of the Du Mont organization.

Do you know? WLAW serves the third largest concentrated audience in New England. Advt.



Vol. 31, No. 3 Wed., Apr. 4, 1945 Price 10 Cts.

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. 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 (Tuesday, April 3)

Table with columns: NEW YORK STOCK EXCHANGE, NEW YORK CURB EXCHANGE, OVER THE COUNTER. Lists various stocks like Am. Tel. & Tel., CBS A, etc., with High, Low, Close, and Net Chg. values.

Special Chinese Series To Be Broadcast By WLS

Chicago—Arrangements have been completed between WLS and the Chinese News Service for a series of five-minute broadcasts to be beamed direct from China to WLS. The broadcasts will be heard one a week on the "Dinnerbell Time" program from 12:00 to 12:30 p.m. beginning May 1.

AVAILABLE ACTOR DIRECTOR WRITER 20 years' experience with well-known radio shows. Has voice that sells to women. Scripts available for immediate production. Write RADIO DAILY, Box 144, 1501 Broadway, New York 18, N. Y.

Coming and Going

JAMES V. McCONNELL, national manager of NBC Spot Sales, is back at his desk following a sick leave of three weeks.

FRANKLIN DOOLITTLE, president and an owner of WDRC, CBS affiliate in Hartford, Conn., and WALTER HAASE, its station manager, visitors yesterday at network headquarters in New York.

FRANK ZUZULO, Mutual trade editor, has returned from Boston, where he conferred with Phyllis Dougherty, publicity director at WNAC.

JIM ANDREWS, producer of the Louella Parsons program, has left the West Coast for Cincinnati and New York, where he will confer on Jergens and Woodbury business.

LOU EATON, chief announcer on WKRC, Cincinnati, has left for a two-weeks vacation in Tucson, Ariz. He is accompanied by MRS. EATON.

HOWARD LANE, CBS director of station relations, and WILLIAM LODGE, the network's director of general engineering, are en route from Los Angeles to Dallas, where Lodge will hold his FM and television clinic for CBS stations located near Dallas on April 3 to 5.

HANK VISCARDI, assistant to Tom Slater, Mutual's director of special features and sports, week-ended at Atlantic City, where he arranged sportscasts from the England General Hospital.

SAM M. HARRINGTON, midwest manager of National Concert and Artists Corp., off for a month in Florida on a combined vacation and business trip.

NANCY CRAIG, NBC commentator, has returned from Atlantic City, where on Sunday she served as the only femme judge in picking Miss America.

KATE SMITH, went down to New Brunswick yesterday to entertain wounded servicemen at Camp Kilmer Hospital.

JOHN M. BALDWIN, technical director for KDYL, Salt Lake City, is spending a few weeks in Washington, Chicago and New York.

TED HUSING and JIMMY DOLAN, CBS sportscasters, yesterday were at Bear Mountain, from where they broadcast the regular weekly sports program, "On Your Mark."

HUMBERTO D. GONZALEZ, United States representative for Cadena Azul, radio chain of Cuba, is back at his office in New York following a trip to Los Angeles.

JOSEPH RYAN, station manager of WBTA, Batavia, N. Y., affiliate of Mutual, is expected in town today for conferences with network officials and the national representatives.

JOHANNES STEEL and GEORGE HAMILTON COMBS are in Paris and will broadcast their WHN programs tomorrow evening from the French capital.

Indies Allotted Space For Frisco Conference

(Continued from Page 1) nical co-ordinator for nets, presented blueprint to the station managers. Next step is compiling contractors bids for studio construction.

V-E Day Tele Program Gets Watch Co. Sponsor

(Continued from Page 1) and it was pointed out the sponsor would be charged for production costs only, involving talent and studio properties.

Somerville's New Post

Robert R. Somerville has joined Radio Advertising Company, station representatives, as president. Prior to joining Radio Advertising Company, he was with Columbia Broadcasting System for over five years in network sales and Radio Sales.

Cleanser Firm On WNEW With 15-Minute Musical

Milrose Products Company sponsors a 15-minute musical program over WNEW in the interest of Rad Cleanser. The 52-week contract was handled by M. M. Winer of the Winer Advertising Agency, and Bert Lambert, WNEW account man.

Exclusive! Chicago's Only NEWS-ON-THE-HOUR SERVICE W-I-N-D 560 Kc. 5000 WATTS

"NEWS ON THE HOUR EVERY HOUR" logo with a clock face design.

That's why... ALL PHILADELPHIA has formed the habit of dialing 1400 regularly. THAT'S WHY SPONSORS BUY TIME ON WDAS



Official U. S. Coast Guard Photo

Show me some water!

That's the request when a Coast Guard officer checks up on a fireboat.

And that's the same kind of request many an advertiser is going to make... maybe in a different way.

The smart advertiser is going to say, "Show me some results!"...when the race for sales starts again.

We've made a habit of producing the largest results at the lowest cost in Baltimore.

So if you are planning to go after this market, a good bet is W-I-T-H, the successful independent in a five-station town.



W-I-T-H IN BALTIMORE

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

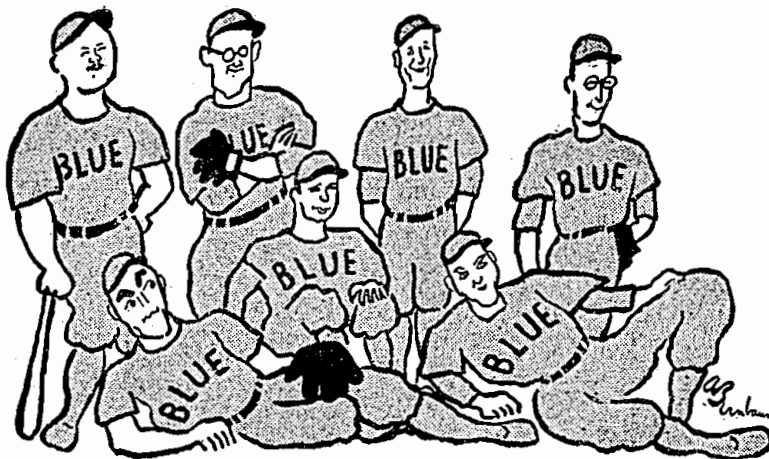
# Fastest-moving team in the league

**G**UESS everybody knows we have a lot of new folks. We've augmented the veterans, men who know the network business inside and out, with a group that knows how to sell goods . . . knows the client's basic problems . . . knows how to think in terms of cutting distribution costs and getting more for the advertiser's dollar.

We've been in hot pursuit of a pretty clear-cut objective, although it might not look that way from the outside. And we've been making some real progress. A

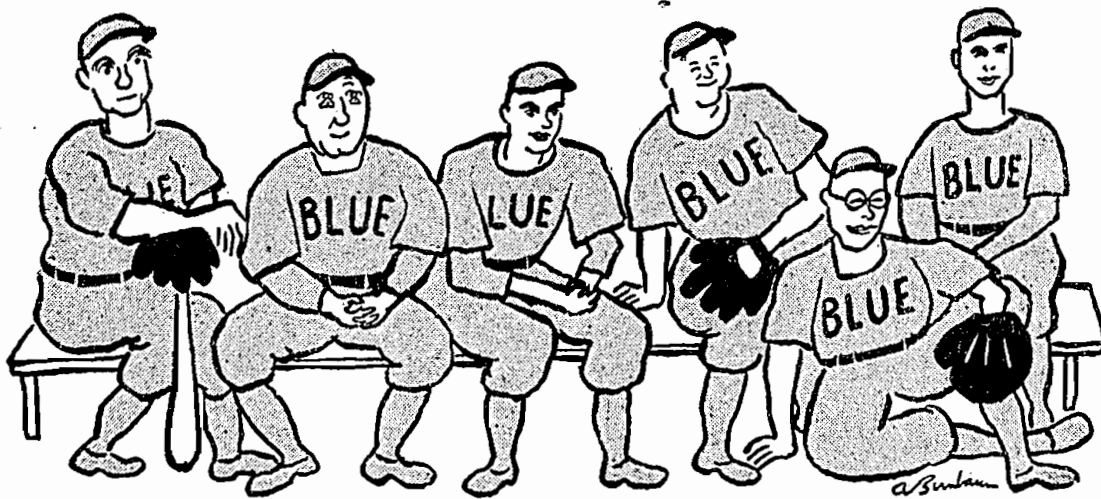
new kind of network is being born. All that's sound about the old network (and by and large, networks are a pretty sound operation) has been preserved. *But from this new team you can expect some fundamental improvements that will appeal to you as an advertiser, and to you as a part of the great American public.*

You might bear that in mind when you are thinking about where to invest your radio dollars. Especially since you save \$3,500 when you buy a nighttime half-hour on the *Blue*.



**THE VETERANS** (only some of them are in the picture): Standing at the left is . . . you're right, Mark Woods, our prexy. If you don't know Mark, you know of him because he's one of radio's real pioneers. Next there's Keith Kiggins, who's our v.p. in Charge of Station Relations, an ex-cow puncher who has been with the network since '33. Then there's Johnny Norton, who's Station Relations Manager and one of the youngest execs in the business. Next to John comes Ed

Borroff, our v.p. for the Central Division; Ed has an 18-year background in the radio business. And now for the seated team members, left to right: Don Searle, who's General Manager of our Western Division, a man with years of know-how including station management. Next to Don is Charles Rynd, an NBC grad who's a v.p. and formerly our company treasurer. And last but not least is Pete Jaeger, our General Sales Manager, a v.p. too, who came to us from Transamerican.



**NEW TEAM-MATES** (not all of them by a long shot) also reading from left to right: Ed Noble, our Chairman of the Board, founder and chairman of the Life Savers Corp., formerly owner of WMCA and an outstanding business leader. And our Vice Chairman of the Board—yes, it's Chet La Roche, whom you remember as Chairman of the Board at Y & R, a man who did so much to build their radio department. Chet headed the War Advertising Council too. Next is Hub Robinson, another Y & R grad, where Hub was in charge of their radio department, built talent and program departments . . . so it's logical that Hub is our v.p. in Charge of Programs. Then comes Fred Smith, an advertising publicity expert of long standing (had his own shop, was a BBDO and Y & R man and for the past two years Henry Morgenthau's right-hand man); Fred is our v.p. in Charge of Advertising Promotion and Public Relations. The man with the catcher's mitt is Bob Kintner, well-known writer and columnist (with Alsop, remember?), our v.p. heading up news and special

events, and helping us put into practice a new kind of news policy. As for the last fellow seated, it's Adrian Samish, our National Production Manager, who has eighteen years of active production experience in stage, screen and radio . . . and backing up both the old and the new members are these folks, who've had many years in both the advertising and selling fields: Mike Huber, Ben Bodec, Carol Erwin, Ted Oberfelder, Ivor Kenway.

AMERICAN BROADCASTING  
COMPANY, INC.  
*The Blue Network*

LOS ANGELES

By RALPH WLK

KNX Producer Director Tom Hargis, has assigned Francis X Bushman to replace Pedro De Cordoba as narrator on "The Romance of the Ranchos" program during latter four-week Florida vacation.

Cal Shrum has been informed that Corp. Gene Haas of the Army Air Corps, formerly a guitar player in the Rhythm Rangers band on various radio shows, has been killed in action in Germany.

Ray Collins was starred in "Number One" by John Dos Passos on "This Is My Best" program on Tuesday evening, April 3, over KNX-CBS at 6:30 o'clock.

Dennis Morgan, star of Warner Bros. "God Is My Co-Pilot," was star on the Lux Radio Theater, Monday April 2. Star appeared in "Swane River," story of the life of Stephen Foster.

During his concert tour of the West Coast, Lawrence Tibbett, star of the "Hit Parade," will pause long enough to guest star on Bing Crosby's program, May 3.

Joan Davis has received the distinction of becoming an "honorary" member of the famous society of Gentleman Chefs, an elite club of professional people which includes among its membership such celebrities as opera star Lauritz Melchior, Joe Brown, Ed "Archie" Gardner, producer Charles Rogers and Director Allan Dwan. Star of the Sealtest Village Store radio show with Jack Haley, Joan is the first woman to be invited into the exclusive organization.

Radio Will Participate In Pan-American Day Plans

Radio will again participate in the Pan-American Day celebration, April 14, it has been announced by Harold Rosenberg, chief of the special assignment division, Domestic Radio Bureau, OWI. This marks the 15th observance of Pan-American Day and this year, Rosenberg points out the occasion comes at a particularly momentous time in world history with international co-operation for peace being discussed.

"A Bit of Paris in New York"

*Henri*

Est. 1906

**FRENCH RESTAURANT**

REAL FRENCH CUISINE

LUNCHEON From \$1.50  
DINNER From \$2.00

Famous French Candies

**15 EAST 52d ST.**



Radio Is My Beat . . . !

• • • What's cookin' up at MCA? All the vice-presidents (Sonny Werblin, Hal Hackett, Herb Rosenthal, Bart McHugh, Charlie Miller and Morris Shrier) have entrained for the coast for what is known as an 'emergency' meeting. This leaves Bobby Sanford and Mack Davis holding down the fort in the radio department. . . . If that radio idol (one of the biggest names in show biz) doesn't stop those sensational reefer parties with some of the town's leading 'playgirls,' it's liable to create a scandal that'll rock the industry! . . . Now that Fred Allen has copped the Peabody Award without even a show of his own on the air, he says if he can only stay outa pictures for a year he's a cinch for the Academy Award. . . . Danny Webb takes over Pete Donald's spot on "Guess Who" May 11th. Pete, meanwhile, steps into Harold Huber's role in the radio version of Agatha Christie's Hercule Poirot. . . . Paul Douglas and the Earl Wilson show have come to a friendly parting. Paul is negotiating for a show of his own and also has plans to direct a B'way show. . . . Y & R press department's Les Gottlieb and Warren Gerz both in 1-A! . . . Jimmy Durante & Co. move over this week to their new client, Rexall Drugs, same time, same stations, same lineup. . . . Both Paramount and his air sponsor have requested Bing to wear his toupee in public since he copped the Academy Award. . . . The Marty Lewis' (he's radio director for Paramount) will try again after two years apart. . . . Cugat's wife will name Ann Marsh as co-respondent.



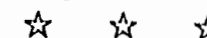
• • • It's little things like this about radio that never fail to fascinate us. A few weeks ago, we paraphrased that Jim McWilliams had come up with a brand new quiz idea to emanate from Norfolk, Va. We had stressed the fact that Great Lakes, merely a training station, had half a dozen or more radio shows, while Norfolk, one of the top naval bases, had none. So on this premise, Jim huddled with the Blue execs over a show to come out of Norfolk. Jim got his answer the other day. The show, tagged "All Ashore," bows in Saturday afternoon—from Great Lakes Naval Training Station!



• • • Fooling around with the dials: CBS' "The Land is Bright" is a pleasant little thing that's really different. Show takes a different phase of American life each week and treats it in a literary and adult fashion. Bob Shayon can take a bow for a well-put-together little package. . . . Nelson Eddy's show would pick up a higher Crossley if he stuck to singing and forgot the dialogue. As an emcee, he's slightly imperfect. Nelson inherited the Kostelanetz spot, which after all was meant to be dreamy—not sleepy. So when he starts to talk, we just turn our dial over to NBC and hear Jay Blackton's exciting music on the RCA hour, plus a slick character by the name of Louis Calhern, who can really dish out the dialogue. . . . Morton Gould's work and orchestrations are the kind that make you hate the clock. If music can be termed 'glamorous,' this is it. His arrangement of "Black Magic" is sheer magic. . . . Those one-minute musical spots plugging "God Is My Co-Pilot" rate among the best we've heard—both in taste and music. . . . Now we come to one of radio's oldest gripes—name credits on the air. Maybe not the daytime soaps—but certainly the big nite-time opuses should list cast credits. What's the matter, are they afraid the listeners will get wise to the fact that they use the same names week after week!



• • • Question Markers: Are the owners of WDAS, in Philly, considering buying WOV? . . . Will WEAJ start airing at 6:00 ayem instead of 6:30 to meet the competition from other stations at that hour? . . . Will WKBW, Buffalo, switch to the Blue when CBS takes over WGR? . . . Is it true that you can actually hear Geo. Burns yelling clear across the country about that Joan Davis deal?



—Remember Pearl Harbor—

BOSTON SYMPHONY REVIEWS

by Leading Radio Editors

MARCH 31st CONCERT

Rachmaninoff's "Vocalise" and "The Isle of the Dead"  
Lladov's "The Enchanted Lake"  
Rimsky-Korsakoff's "The Russian Easter" Overture

C. E. LE MASSENA

Musicologist, Composer and Author  
New York, N. Y.

"Vocalise" is a transcription of an exercise for voice and instrumentally inconsequential. Its plaintive melody, with a harmonically solemn background, proved rather dull, due to its slow pacing and to the failure of the violins to impart warmth to it and to make it soar.



"The Isle of the Dead," composed in 1907, was inspired by the Bocklin painting which conveys the sombre mood, mingled intensity and melancholy of the scene. The orchestral unfolding of this paean of death, with its coda of peace and tranquillity, was accomplished with expert finesse, an eloquent tribute to the distinguished pianist-composer.

"The Enchanted Lake" is a likeable piece in the style of Wagner's "Waldweben." A musical picture of a forest lake, the habitation of water nymphs. Though slim in texture, its delicacy floated on the air waves with graceful buoyancy, delectably performed.

"Russian Easter Overture," with its borrowed themes from the church, exemplifies the contrast between the orthodox and the pagan, set forth in dance rhythms. Played with zest, brilliance and dynamic contrast, it served well enough as a prelude to Easter Sunday.

Saturday, 8:30 P.M., E.W.T.—Blue Network

Boston Symphony Broadcasts  
Serge Koussevitzky, Conductor  
Sponsored Every Saturday By  
**ALLIS-CHALMERS**

Mfg. Co., Milwaukee, Wis.

"Engineering that aids all industry—  
further American Good Living"



# Unions May Not Comply With NLRB Ruling

(Continued from Page 1)

agner Act, to go before the Circuit Court of Appeals and ask for an order, requiring all persons, including any and all Unions involved in the dispute, to recognize and comply with the NLRB ruling. Should this procedure take place and in the event the Circuit Court of Appeals grants the NLRB request, the order handed down would constitute an injunction, violation of which, on the part of any individual or faction involved, would constitute contempt of court.

# Feltis Heads East To Resell BMB Plan

(Continued from Page 1)

plans to appoint this committee at an early date. During conversations with Detroit radio broadcasters Feltis took occasion to be critical of the trade press and the handling of his BMB crusading. He is convinced that the press owed him an obligation of printing only the "official" version of BMB acceptance.

# Chicago Station Introduces Prayer Period Each Day

Chicago — Effective this week WMAQ is opening and closing its daily broadcast operations with a prayer. Leading Chicago clergymen representing all major denominations will be heard in a recorded one-minute prayer at 5:30 a.m., CWT on weekdays and 8:00 a.m., CWT on Sundays and 1:00 a.m., CWT nightly. The same clergymen will be heard morning and night of one day. The prayers in each instance will be accompanied by organ music and will follow the playing of the "Star Spangled Banner" in the morning and precede it at night.

# Sinatra On WMCA

Frank Sinatra will be interviewed on the subject of tolerance by Jerry Lawrence on the latter's "Air Theatre" series on WMCA, Fri., April 6, 10:03-9 p.m.

## ★ AGENCY NEWSCAST ★

**C**HARLES WICK is temporarily head of the band activities of the William Morris Agency's Beverly Hills office, formerly handled by Jack Flynn. Flynn has resigned from his position, and will disclose his future plans shortly. The California office is under the supervision of Nat Kalchheim. The Morris Agency will announce the Flynn replacement in the near future.

Another resignation from this office was announced, MITCHELL BENSON, of the radio department. He is succeeded by Alma E. Marks, who recently joined the agency to handle writers and other program material pertaining to the radio and television departments.

BILL EWING, Spot Sales, Inc., has resigned to become commercial manager of WENT, Gloversville, N. Y.

THE 24TH ANNUAL EXHIBITION of Advertising Art sponsored by the Art Directors Club opens Tuesday, April 10 at 11 a.m. at Rockefeller Center, 630 Fifth Avenue. The show will continue until April 28. Admission is free. Following a preview of the exhibition at 5 p.m., awards will be made at the Club's Silver Anniversary Dinner Dance at the Waldorf-Astoria, Monday, April 9 at 7 o'clock.

DORATHEA HASSLER has joined the staff of Beaumont, Heller & Sperling, Inc., advertising agency, Reading, Pa. Before her association with the firm she was director of promotion and publicity and handled special events for WPEN, Philadelphia.

WILLISTON, P. MUNGER, JR., for the past eight years with Arthur Kuder, Inc., and Lucille Russel, until recently a script and commercial writer for NBC, have joined the copy staff in the New York office of Benton & Bowles, Inc.

GRACE & BEMENT, INC., Detroit advertising organization, has been absorbed by Grant Advertising, Inc. The entire G & B personnel now is functioning as a major unit in the Grant structure, with Edward R. Grace, former G & B president, assuming the post as vice-president of the Grant agency.

ELEANOR KOEHLER, formerly associated with the Ilka Chase radio program, and more recently with Grace Moore, has been appointed writer of the publicity department at the Compton Advertising agency, it has been announced by Virginia Travers, publicity director.

# "Family Hour" Radio Show To Be Telecast On WRGB

Prudential's "Family Hour," heard Sundays over CBS, 5-5:30 p.m., EWT, may be telecast simultaneously with the broadcast in the near future, over the G-E station WRGB, Schenectady, it has been learned. At the present time, operators at WRGB are trying to decide whether to telecast a special show on Sunday, which it would amount to, since WRGB does not telecast programs on that day. Another obstacle, minor perhaps, is wiring the CBS facilities to the television station. Still another drawback is the fact that Al Goodman and his orchestra provide the music for the Texaco Star Theater on Sunday evenings over CBS, 9:30-10, in addition to his Prudential chores.

### Leder Reticent

However, if the "Family Hour" is telecast over WRGB, it will mark Benton & Bowles first venture into the television medium. Herbert J. Leder, television director of B & B, refused to comment on the situation. If the radio program is televised, there is a possibility it will be done before the featured members of it take their summer vacations.

# Will Aid Campaign

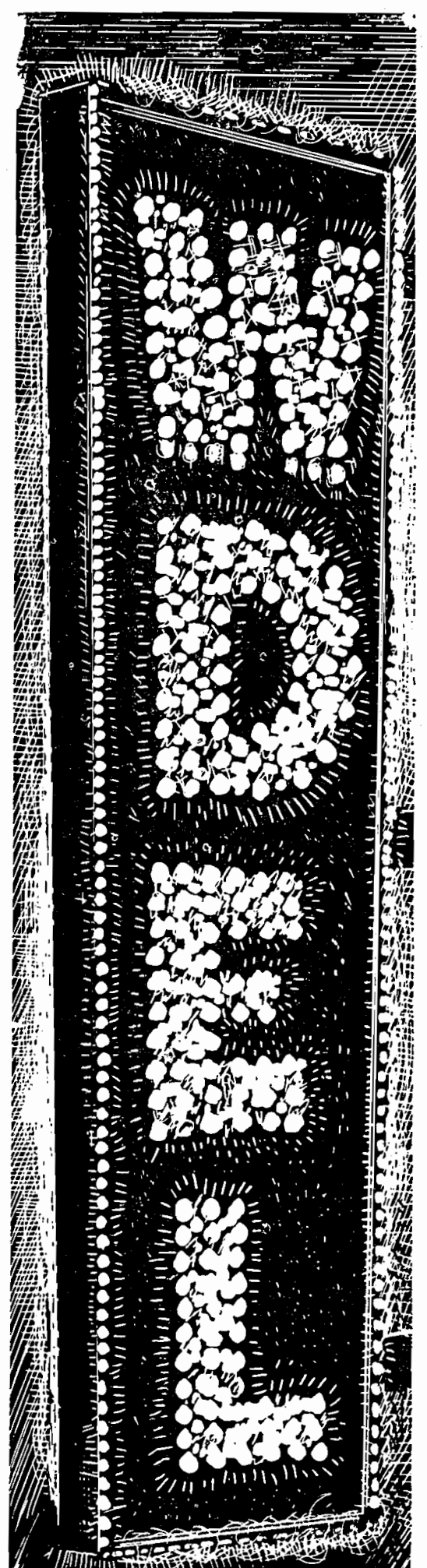
Cleveland—William Dowdell, radio news consultant of INS, has been appointed radio chairman for the Ohio Cancer Campaign, April 1 to 30. The appointment was made by Richard L. Kroesen, state campaign chairman for the Ohio Division Women's Field Army.

# Program Will Discuss Coming 'Frisco Conference

"People's Platform" will feature Sen. Tom Connally of Texas, Rep. Sol Bloom of New York, the Democratic Congressional delegates to the forthcoming United Nations Conference at San Francisco, and John Foster Dulles, lawyer and former adviser on foreign affairs to Gov. Thomas Dewey of New York, in a round-table discussion titled "The San Francisco Conference and the United States," over CBS, Sat., April 7, 6:15-6:45 p.m., EWT.



KOA DELIVERS MORE LISTENERS AT LESS COST THAN ANY OTHER DENVER STATION



WILMINGTON DELAWARE 5000 WATTS day & night NBC BASIC STATION Represented by RAYMER

Scoop! BERNIE CUMMINS (IN PERSON) 8:05 P.M.—8:30 P.M. EVERY WED. and FRI. W-I-N-D CHICAGO 560 Kc. 5000 WATTS

## Asks Congress Action As Curb On Petrillo

(Continued from Page 1)

is achieved in the following ways:

"(1). Extortion acts. By calling a strike Mr. Petrillo was able to enforce his demands for the payment of a tribute to the union on the manufacture of every phonograph record made in the U. S. A. No service is rendered for this fee. No one gets higher wages or better working conditions. The tax is solely for 'protection'—for the right to do business.

"(2). Make work act. A typical case is that of radio station KSTP of St. Paul, which opened a branch studio in Minneapolis for the purpose of presenting certain types of programs, not including music. By threat of a strike of the musicians working in the St. Paul studios (and other NBC studios) Mr. Petrillo forced this station to employ eight full-time musicians when none was needed or wanted.

### "Demonstrations of Power"

"(3). Demonstrations of power (for the purpose of building up his prestige among the members of his union). By threat of a strike of all musicians employed by the radio networks, Mr. Petrillo succeeded in prohibiting the broadcasting of all school bands and orchestras in the U. S. A. This brought no additional employment or increase in wages or betterment of working conditions to members of his union. It merely demonstrated his power to control all broadcasting. In this category are numerous acts barring bands of the armed services from participating in patriotic occasions such as launching of ships, etc.

"(4). Punitive act. Because I led the fight of the school children comprising the membership of the school bands and orchestras in protesting his ban on the broadcasting of school bands and orchestras, Mr. Petrillo placed the national music camp on the national unfair list of the American Federation of Musicians, threatening the destruction of the institution by forbidding members of his union from teaching there. This act gained nothing for the members of his union—actually a loss of \$20,000 a year to 28 members.

### Legislation the "Cure"

"Mr. Petrillo does not have to prove his 'unfair' contention. It stands by his order, and there seems to be no redress other than begging his mercy.

"The cure for these evils lies in amending the anti-trust laws which protect labor from the tyranny of capital but which fail to protect capital and the people in general from the tyranny of labor. Since labor's only weapon is the strike, Congress rightfully exempted labor from the provision making it illegal 'to combine in restraint of trade.' The purpose was to enable labor to enforce fair treatment including fair wages and working conditions. Misuse of this exemption enables ambitious and unscrupulous labor leaders to ex-

## "What's The Good Word" From WNEW To MBS

(Continued from Page 1)

tive Sunday, April 15, 10:45-11 p.m., EWT, it has been announced. While on WNEW, it was heard as a half-hour series.

The package was formerly produced by Ted Cott, program director of WNEW; however, it has been learned that Cott will continue in the producing capacity of this program over Mutual. Maxwell Nurnburg, author of the Simon & Schuster book of the same name, is also the writer of the program, assisted by Maxwell Reiskind. Rumored that Mutual is paying approximately \$400 for the package. "What's the Good Word?" left the WNEW airwaves on Feb. 18.

## Don Lee Buys Big Tract For New Studio Building

(Continued from Page 1)

for the ground. Site and building will represent an investment of \$750,000. Each of audience studios will have a capacity of from 300 to 400. Weiss is hopeful of early fall ground breaking.

## Railroad Sponsors Show

Boston—The Boston and Maine R.R. will join the Yankee partnership for 1945 next week when it presents the "B & M Waker Upper Show" from 7 to 7:15 a.m. every Monday through Saturday on WNAC key station of the Yankee Network in New England. Show features Verne Williams, popular announcer giving the temperature at the north station, the time, tide and weather reports and records name singers and bands follow with popular song hits of the day.

## Ackerman Named For RAC

Secretary of the Treasury, Henry Morgenthau, Jr. has named Harry Ackerman, vice-president in charge of program operations at Young & Rubicam to the National Radio Advisory Council, which includes among others, John Reber of J. Walter Thompson, Tom Luckenbill of Wm. Esty, Paul Rickenbacker of Foote, Cone & Belding and Bill Robson.

## WGN Signs Reuters

WGN, the Chicago Tribune station, has signed an exclusive contract in the Chicago area for Reuters service.

ercise not only restraint of trade, but to take away the Constitutional rights of American citizens. To correct this condition all that is necessary is to limit this exemption to certain specific uses, such as improvement in wages and working conditions.

"The people of the United States are becoming more and more aware of this condition and are crying to high Heaven for relief. A courageous Congress will take speedy action to re-establish constitutional government in the U. S. A. and thereby preserve at home the freedoms and liberties for which we are sacrificing our youth in war."

## Durante-Moore Program To Rexall Starting Friday

(Continued from Page 1)

dent of United Drug, Inc. The program's last broadcast for Camel cigarettes took place March 30. According to N. W. Ayer & Son, Inc., agency for Rexall, the show will continue in the same time spot over CBS, 10-10:30 p.m., EWT.

Rexall (United Drug) will keep the present format of the show, and has signed Roy Bargy and his 19-piece orchestra; Phil Cohan, producer-director; Georgia Gibbs, vocalist, and Howard Petrie, announcer, all of whom have been with the Durante-Moore aggregation right along. Durante and Moore have been signed to five-and-a-half-year contracts. The programs will continue to originate from Hollywood, except for necessary trips to the East, this depending upon commitments of either of the stars or the sponsor.

United Drug, Inc., previously took a 60-day option on the Joan Davis show, but dropped it because of time unsuitability.

## Lever Signs Joan Davis On CBS For Next Fall

(Continued from Page 1)

Soap, and will be heard in a new time slot—Mondays 8:30 to 8:55 p.m., EWT, over CBS with a West Coast repeat scheduled at 11:30 p.m., EWT. The exact starting date has not been decided upon but it will be either September 24, October 1 or 8. Complete cast and production details will also be announced at a later date.

The program will run in 39-week cycles and originate, for the most part, from Hollywood. The star is currently heard on NBC. Young & Rubicam, Inc. is the advertising agency for Swan Soap.

## New Spot Series

Effective this week, the Andrew Jergens Company has contracted for three spot announcements to be broadcast weekly over WNEW in the interest of Jergens Face Cream. The 52-week contract was handled by Lennen & Mitchell, Inc., agency for the Jergens Company.

## Revel In New York

Harry Revel, songwriter, has arrived in New York to negotiate for the publication of his book titled, "Meet the Musikids."

## WAC Quarters At Roxy

Irving Lesser, Chairman of the Metropolitan New York Area, War Activities Committee, has established headquarters for the 7th War Loan Drive in the Roxy Theater Building.

## Gets New Time On WMCA

Following five years in its present time spot, Sun., 9:03-10 p.m., the WMCA program, "Labor Arbitration," will be broadcast on Thursdays, same time, starting April 5. The program may return to the Sunday schedule in the fall.

## Small Stations' Sales Rose 41% During 1943

(Continued from Page 1)

ported increases in net time sales. One of these stations reported a decrease of \$1,087 and the other a decrease of \$1,324. Seven of the remaining 135 stations reported increases of \$100,000 to \$239,204; 31 of \$50,000 to \$100,000; 54 of \$25,000 to \$50,000; 3 of \$5,000 to \$25,000; and eight of \$9,000 to \$5,000.

Ninety-nine of the 152 commercial stations serve as outlets for the four major nets, an increase of six over 1943 as follows: Blue, 25; CBS, 27; Mutual, 27; NBC, 18; Blue and Mutual, four; Blue and NBC, one; and Mutual and NBC, three.

One of these stations is owned by a regional network (Don Lee) and the licensees of 108 stations, or the companies owning or controlling them, are engaged in other businesses as follows: Publishing, 48; manufacturing, 10; stores, 15; educational, eight; banking, etc., seven; religious, four, and various other businesses 16.

Three of these stations are located in Alaska and one each in Hawaii, Puerto Rico, and the District of Columbia.

## Protestant Welfare Reps To Hold Confabs At CBS

Representatives of the "Listening Post" of the Federation of Protestant Welfare Agencies will meet at CBS Friday, in the first of a series of eight conferences on radio, designed to acquaint members with the educational and cultural programs of the various networks. Dorothy Rowden, assistant to the director of education, will preside. The organization is the central agency for 210 child care, health and other groups in Greater New York.

Speakers at the conference program will be Lyman Bryson, CBS education director; Leon Levine, producer of the CBS "American School of the Air"; Elinor Inman, CBS broadcast director of religious programs, and CBS director John Becker.

## Keller Gets UP Promotion To Asst. Business Manager

Appointment of Leroy Keller as an assistant business manager was announced recently by Hugh Baillie, president of the United Press. Keller, who has held the post of Eastern sales manager, has served in various editorial and business capacities with the United Press and United Feature Syndicate since 1929.

## Guesting On WOR

Jack Spooner, manager of the Stor Club's Cub Room, and Glenway Westcott, author of "Apartment 1 Athens," will be the guests of Ann Delafield on her "Dubarry Success School" program, Thurs., April over WOR.

# BBC V-E Day Features to Be Offered To U. S.

(Continued from Page 1)

possible use by American broadcasters, BBC will utilize all facilities at its disposal to make complete not only the news of Germany's defeat, but also the radio story of how debarance from the Nazis is received." Among the types of programs expected are roundups by BBC report from the capitals of major European countries; on-the-spot broadcasts with the men of the Allied armies; on-the-street interviews in London which will probably include American servicemen; talks by political and military leaders. "Victory Anthem", a composition especially written by Britain's music laureate, Ralph Vaughan Williams, is ready for broadcast.

### Fry Statement

We will try to make as many of these programs available to American broadcasters as was our policy on D-Day," stated Stephen Fry, BBC's program operations manager. "This will include everything beamed over here except for the regular network programs which may be geared to V-E Day, such as 'Trans-Atlantic Call' for CBS, 'American Eagle in Britain' for Mutual and WHN, 'Atlantic Spotlight' for NBC and 'Trans-Atlantic Quiz' for Blue."

It is pointed out that America's reaction to Victory in Europe will be reported to Britain and from there to the world on its various services. Anthony Wigan, BBC's Washington correspondent, and Alistair Cooke, special correspondent for the NBC in the U. S. To further round out this eastbound coverage there will be special talks handled by Evelyn Gibbs, BBC's talks producer in the U. S., and "American Commentary" broadcast alternately by Joe Hersch and Alistair Cooke.

### Reinhardt's New Book

Guenter Reinhardt, radio commentator, writer and foreign correspondent, has completed a book called "Double Crossed Wires" which concerns the espionage and counter-espionage systems of all the countries involved in World War II. Reinhardt also has an article called "Double-Crossed Sword" appearing in the May issue of "This Month," due on the newsstands April 21st.

AVAILABLE

## PROGRAM and PRODUCTION MANAGER

KNOWLEDGE of publicity and promotion. Comprehensive background including New York Key Station experience. All replies held confidential. Write Box 129, Radio Daily, 1501 Broadway, New York 18, N. Y.

# WORDS AND MUSIC

By HERMAN PINCUS

**L**AATEST reports from the South Pacific tell of the almost daily raids of American fliers over the Jap Mainland and the Yank invasion of Okinawa, a scant 300 miles from the the "Land of the SETTING Sun." . . . but that's not all . . . the Nips are being out-foxed in Psychological Warfare as well. After a year in Chungking, assigned to the Radio Division of the Republic of China by the U. S. State Department, George Grim is back with a behind-the-scenes-story of how the OWI, in China, fooled the Japs . . . at nine o'clock every night, the Government radio station at Chungking, presented a 15-minute news broadcast in English . . . the signal for about 10 other stations to 'hitch on to the program' was the opening theme, a recording of Sousa's "Stars & Stripes Forever." . . . one night, listeners to this program, heard the Sousa March and then were stunned at the tragic news and propaganda that followed, announced by the Japanese. . . . Grim and his associates, realizing that the Japs had obtained a recording of the identifying theme and were cutting in on a wave-length eight kc from the regular Chungking channel (close enough to cause confusion) went into a huddle. . . . result was a new musical signal, one which the Japs didn't have nor could reproduce . . . a recording of "Grand Entry March," the special musical fan-fare, conducted by Merle Evans and played by the Barnum & Bailey-Ringling Bros. Brass Band.

★ ★ ★

Mort Browne of Lewis Music Company, publishers of "Tuxedo Junction," "Jersey Bounce," "In The Mood" and other in-the-groove standards, is a quiet, unassuming sort of individual . . . but his keen sense of rhythm and knowledge of the world of 'jive', led him to recognize the talents of Benny Goodman, Glenn Miller and Artie Shaw, long before other music publishers got 'hep' . . . now Browne waxes eloquent about the new band, batoned by Les Elgart saying, and we quote:—this band's beat is on the beam and Elgart sure can fill a horn . . . unquote:—the band is currently featured at the Pelham Heath Inn in the Bronx and heard via Mutual.

★ ★ ★

Songstress Jo Stafford, during her recent eastern trip, visited station WMCA where she made a guest appearance on Jerry Lawrence's "Air Theatre" . . . during the interview, Jerry asked her where she was born, when she first became interested in singing and what schools she attended . . . by a strange coincidence, Jo had attended the same school that Lawrence called his 'alma mammy,' namely Long Beach Poly High School at Long Beach, California . . . and for their information we add that another alumnus of L.B.P.H.S. is Spike Jones, whose City Slickers Orchestra, became overnight sensations with the release three years ago, of their platter, "Right In Der Fuehrer's Face."

★ ★ ★

**RADIOLOGY:** The CBS spine-tingler, "Inner Sanctum" has been renewed for another 13 weeks. . . . Paramount Pictures is considering the purchase of two radio shows, scripted by Milton Kramer, Attorney-turned-author . . . "Jehosephat Burr," handled by Basch Radio Productions and "Professor Broadway and Boitram," handled by Richard Stark & Co. . . . Jerry Baker's ballads over WMCA for Kitty Kelly Shoes falls easy on the ears. . . . Ed Sandford of Richman-Sandford Radio Productions and Carol Kahn have set June 24th as THE DATE. . . . Billy M. Greene, heard on "Mr. & Mrs. North" and "Finders Keepers" has joined the USO "Girl Crazy" overseas unit . . . he's married to Rita Venn, space buyer at Doherty, Clifford & Shenfield.

★ ★ ★

Some few months ago we heard a good-looking youngster sing several ballads at Leon & Eddie's, predicted a bright future for the baritone and suggested that the networks could use his talents . . . soon afterward, Bud Barry signed the lad and placed him on several sustaining spots on the Blue Network . . . recently the songster, Johnny Thompson, was signed for his first commercial and is currently heard every Saturday morning at 11:30 via WJZ and 85 Blue Net stations . . . his sponsor is the Moore Paint Company, in whose Trenton, N. J. distribution plant, he worked ten years ago . . . as a delivery boy.

# Special Tele Films Planned By New Firm

(Continued from Page 1)

ciation with Leslie Charteris, both of whom head the organization.

The firm will stress particularly the visualization of commercial products which come to their attention. Visualization of the manufacturers products, an innovation in television, opens new commercial roads for the post-war advertiser, according to Bond. Bond also pointed out that the television program for 1945 is the result of years of experimentation in radio and wartime production of documentary and educational films. Drawing a parallel to the techniques involved in the latter type of motion pictures, both Bond and Charteris assert that television will necessitate production techniques which synopsize subjects of wide scope into brief, informative tele films. Utilizing many of the techniques of documentary films, full use will be made by the firm of cartoon devices, graphs, montage, simplified imagery, and cameo-type close-ups.

The tele-film commercials will be approximately one minute in length, and the first one to be produced will be for the Gruen Watch concern, handled by the McCann-Erickson advertising agency. The film will be screened at the National Jewelers Exhibit at the Waldorf-Astoria, sometime in July.

### Making Films for Gov't

The Bond-Charteris Enterprises main offices are in Hollywood, and are currently engaged in several occupations: motion pictures, television and allied fields. In addition to the one-minute film commercials, B-C Enterprises will also produce 15 and 30-minute shows especially packaged for television. The organization is now in the process of shooting a series of five training films contracted for by Visual Aids for War Training, Division of U. S. Office of Education.

Bill Rousseau, television director of McCann-Erickson, is handling the Gruen matters as they pertain to television. Rousseau is also the producer of the radio program, "Grand Central," and recently returned from the coast where he made production arrangements for the new NBC program, "The Saint," also a McCann-Erickson production.

Exclusive!

CUBS '45  
BASEBALL

W-I-N-D  
CHICAGO

560 Kc. 5000 WATTS

# ★ ★ COAST-TO-COAST ★ ★

### — MASSACHUSETTS —

**BOSTON**—WCOP has signed the State Republican Committee, through John W. Queen's agency, for a 15-minute once-a-week broadcast, beginning April 6, at 7 p.m. . . .  
**WORCESTER**—WTAG's "Worcester and the World" was given notice in "Time Magazine" last month and a five-column layout, three-column story in the New York "Times" . . .  
**FALL RIVER**—New staff has taken charge at WSAR for the newly-formed Fall River Broadcasting Co. Inc., successors to Doughty & Welch Electric Co. . . .  
**GREENFIELD**—New additions at WHAI are Harry J. Frank and Harry J. Parry, both announcers. Frank is new to radio.

### — NEW YORK —

**NEW YORK**—WBYN's new matinee features Tedd Lawrence and Nancy Shaffer of Florida, in a three-hour record show. . . **WHOM**'s girl jockey, Jill Warren, spins new releases only, on her five-day show at 5:30 p.m. . . . Former WBYN president, Com. Palmer K. Leberman, has been commended by the Secretary of the Navy for meritorious performance. . . . "Symphony Hall" will be sponsored over WQXR for five years by Benson & Hedges, new contract promoting imported Havana cigars for time being. . . . A second son, Thomas Maine, is a newcomer at the home of Mr. and Mrs. Edwin Pancoast. Pancoast is a WINS salesman. . . . WMCA's Lillian Okun will guest Lt. George M. Cohan, nephew of George M., on her April 7 "This Is Our Town" program.

### — CONNECTICUT —

**HARTFORD**—WDRG is the only station in New England planning to send a special correspondent to the United Nations Conference. George B. Armstead has already been accredited as a correspondent, according to the report. He will be heard by direct broadcast, telegraph and transcription.

### — FLORIDA —

**JACKSONVILLE**—At the annual meeting of the Florida Association of Broadcasters held at Jacksonville, the following were elected to serve for 1945-46: James M. LeGate, WIOD, Miami, president; Glenn Marshall, Jr., WFOY, St. Augustine, 1st vice-president; G. G. McBride, WDBO,

Orlando, 2nd vice-president; Fred Mizer, WQAM, Miami, secretary-treasurer; Jack Hopkins, WJAX, Jacksonville, first director; Teresa M. Myers, WTAL, Tallahassee, director; S. O. Ward, WLAK, Lakeland, director.

### — WEST VIRGINIA —

**CHARLESTON**—Bill Dixon, chief engineer and Ernie Saunders, sports announcer of WCHS, have returned from a tour of the eastern baseball training camps. Saunders, also sports editor of "Frankenberger's Sport Page of the Air," says baseball looks like it's in for a good year. . . . WCHS has announced Gene Gentry of Charleston as one of the winners in the "complete the drawing" contest which appeared in local papers last winter. Joe Herget, program director, interviewed young Gentry, at which time he received a \$50 war bond.

### — DISTRICT OF COLUMBIA —

**WASHINGTON**—Betti Allen has converted her WWDC Saturday "Good Neighbor" program into an audience-participation quiz show. Women in the audience are invited to take part and Miss Allen personally selects the prizes awarded. . . . With the added role of quiz master on "A Penny for Your Thoughts," Mike Hunnicut now has five programs on tap. . . . "Veteran's Friend," heard on WOL, Sundays at 2:15 p.m., has changed its name to "Serviceman's Friend." At the same time Lt. Com. Ty Krum will be replaced by Omar B. Ketchum, national representative of the VFV.

### — TEXAS —

**DALLAS**—New business at WFAA-KGKO includes: R. B. Semler, Inc., 15-minute newscast for Kreml Hair Tonic, through Erwin, Wasey; Texas Textile Mills, 15-minute newscast, through Grant Advertising; Stamps-Baxter Music & Printing Co. sponsoring "Stamps-Baxter Singers"; Naughton Hatchery, through Rogers and Smith; Peacock Jewelry, newscasts. . . .  
**AMARILLO**—Major Gilmore N. Nunn, president of KFDD, WBIR, Knoxville; WLAP, Lexington and WCMI, Ashland, has been transferred to Washington headquarters of the Army Transport Command after two years overseas.

### — IOWA —

**CLINTON**—Ever since opening of KROS in September 1941, some member of the staff has been in attendance at the civic club meetings to give a brief summary

of the latest local and international news. Newscast, usually read by a KROS staff announcer, is about five minutes and can be inserted into a regular business session . . . **CEDAR RAPIDS**—Benne Alter, announcer and emcee, has returned to his former position at WMT, after six months in Cleveland. April 1 he resumed emceeing the WMT "Musical Clock" and several other local features.

### — NEW YORK —

**SYRACUSE**—Kids on WSYR's "Youth Fourth Front" received word from Manila that an American flag they had made by hand and presented to Col. Romulo, Dec. 12, 1943, for Gen. MacArthur, had been flown over Malacanan Palace after the liberation. . . . New addition to the WFBL musical clock is 16-year-old Don Kamel who will do a weekly solo with the band. . . .  
**ROCHESTER**—First meeting of Gannett Radio Board, coordinator of Gannett Co. radio activities, has been held at WHEC. . . .  
**WATERTOWN**—Jim Higgins, WWNW program director, will play the lead in "The Man Who Came To Dinner" at the Watertown Little Theater.

### — ILLINOIS —

**CHICAGO**—WAAF has begun a 15-minute household hint program, Monday, Wednesday and Friday at 1:15 p.m. sponsored by L. Fish Furniture Co. Estelle Finkel, formerly women's director at WHBL, Sheboygan, is conducting the show as "Judy Logan, Your Next Door Neighbor" . . . **WIND** is presenting a new variety show direct from Great Lakes Naval Hospital, Mondays through Fridays at 7:05 p.m., titled "Sing Sailor Sing." Fran Allison acts as emcee, supported by Patty Ford and Venida Jones, the "queen of the console" . . .  
**PEORIA**—WMBD's "Bedtime Bedlam," reportedly written, produced, directed, deleted, censored and announced by Al Kohn, is keeping the town awake, at least until 11:30 p.m.



Portland school children sold \$1,500,000 worth of war bonds when KGW's "Schools At War" program arranged for the winning school to launch a ship. In 1926 the Pacific Northwest enjoyed KGW's bridge lessons over the radio. Stylish maidens played bridge while a stately gentleman broadcast a play by play description and suggestions for improving the game. Whether in the stress of war or the comparative serenity of peace KGW anticipates the demands of its audience. Twenty-three years of accurately sensing audience interests has put KGW FIRST on the radio dials of the Pacific Northwest.

ONE OF THE GREAT STATIONS OF THE NATION

# KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

SPEAKING OF

# \$ALES\$

Annual per capita retail sales in THIS city is

## \$1,868.00

And the outstanding area advertising media is:

# WBOC

RADIO PARK — SALISBURY, MD.

"One of America's Finer Radio Stations"

Chicago's

ONLY

24 HOUR

STATION

# W-I-N-D

560 Kc. 5000 WATTS

Send Birthday Greetings To—

April 4

Bernice Berwin	Mildred Brown
Edward D. Clery	Ed East
Jay Froeman	Dorothy Gordon
Doris Rhodes	Mollie Steinberg
H. L. Rassman	Johnny Forrest

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

PL. 31, NO. 4

NEW YORK, N. Y., THURSDAY, APRIL 5, 1945

TEN CENTS

## FCC Reveals P. W. Service

### State Dept. Presents Communications View

Washington Bureau, RADIO DAILY  
Washington—Regarding unification of the overseas services of the American communications companies, the State Department took an about-face and declared it was opposed to any form of monopoly and in favor of continuation of the American system of regulated competition. Will L. Dyton, Assistant Secretary of State, testifying before the Senate Interstate Commerce sub-committee on communications, declared that, notwithstanding the contrary notwithstanding, the Department of State is not in the position to join in a recommendation for a complete  
(Continued on Page 5)

### WPAT Inaugurates Series for Returning Servicemen

Inaugurating a series of interview broadcasts with veterans returning from the European and Pacific theaters of war, WPAT, Paterson, N. J., last night sent a recording crew to Camp Kilmer in New Brunswick, N. J. The interviews, according to Sidney J. Flamm, general manager of WPAT, will be heard daily on the station.  
(Continued on Page 2)

### National Music Week' Set For RCA Victor Buildup

RCA-Victor will promote National Music Week, scheduled May 6 to May 13, on its "Music You Want," programs, carried by 55 local stations and on the "Music America Loves Best," program Sunday May 6 over the entire NBC network. Plans  
(Continued on Page 2)

### REC Luncheon

Nomination committee of the Radio Executives Club will report on their choice of officers for the 1945 season at the club's luncheon today at the Roosevelt Hotel. Dr. Frederick J. Cullen, executive of the Proprietary Association of America, is scheduled to deliver at the meeting on the subject "Are Proprietaries Getting a Square Deal on the Air."

### Play Ball

Philadelphia—Connie Mack, 81-year-old manager of the Philadelphia Athletics of the American League, will be interviewed on the "Headline Edition" of the Blue Network on the eve of the official opening of the 1945 baseball season, Monday, at 7 p.m., EWT. Taylor Grant will conduct the interview.

### Musicians In New York Received \$27,000,000

The amusement industry of Greater New York paid out to musicians during 1944, approximately \$27,000,000 of which about 70 per cent or \$20,000,000 (on the basis of minimum scale) was earned by members of Local 802, A. F. of M. This fact was revealed in the eleventh annual report of Harry A. Suber, Treasurer. A general meeting will be held Monday morning at which seven resolutions will be submitted for  
(Continued on Page 7)

### Wm. Hillman Joins Mutual; Will Cover 'Frisco Confab

Washington Bureau, RADIO DAILY  
Washington — William Hillman, veteran foreign correspondent and former European manager of International News Service will join the MBS Washington news staff April 15, Charter Heslep, Mutual representative for Washington, announced  
(Continued on Page 2)

### MBS Closed-Circuit Show To Herald War Bond Drive

Washington Bureau, RADIO DAILY  
Washington—One of the most unusual, celebrity-packed programs in the history of radio will be heard Saturday in a special MBS closed-circuit broadcast from 1:15 to 2:00 p.m., according to announcement yesterday by Thomas H. Lane, director of radio, press and advertising for the Treasury. The broadcast will be

Give your sales record a shot in the arm—sign up WLAW for the Industrial New England market. Advt.

### Messages From American Prisoners Of War From Nazi And Jap Shortwave Serviced By FBIS Monitors

### Educational Assembly To Meet In New York

Delegates to the International Educational Assembly will gather in New York, Thursday through Monday, April 12 to 16th, at the invitation of the NBC University of the Air to discuss the role of radio and other educational agencies in the establishment and maintenance of world peace.

Discussions, special forums on radio  
(Continued on Page 6)

### Blue Symphonic Concerts; Beecham Is First Guest

A summer series of symphonic concerts titled "Saturday Symphony," will be inaugurated over WJZ and the Blue Network (American Broadcasting Company) by Sir Thomas Beecham.  
(Continued on Page 2)

### Col. Vanda Returning To The CBS Coast Staff

Los Angeles—Lt. Col. Charles Vanda, formerly top-flight producer for CBS, both in Hollywood and New York, returned to Columbia Square, as an executive producer for CBS  
(Continued on Page 6)

Washington Bureau, RADIO DAILY  
Washington—Messages from American prisoners of war heard in German and Japanese shortwave broadcasts beamed at this country are now being intercepted at the rate of more than 100 a day by FCC monitors, the Commission reported yesterday. With the volume of war-prisoner messages in Axis broadcasts more than doubled since this time a year ago, monitors in FCC's Foreign Broadcast Intelligence Service have intensified their radio watch to insure that no prisoner  
(Continued on Page 7)

### FCC Okays Changes In Stat. Call Letters

Washington Bureau, RADIO DAILY  
Washington—Call letters of the Fort Industries station in Miami, formerly WFTL, Fort Lauderdale, have been changed to WGBS, the FCC revealed this week. GBS are initials of Fort Industries head George B. Storer, now a naval officer. The Commission also approved the change of call letters  
(Continued on Page 5)

### Joan Lane Leaving CBS; Tendered Press Party

Joan Lane, who has resigned as trade press editor of CBS to accept a promotion post with Crowell-Collier, publishers, was tendered a surprise luncheon yesterday by New York  
(Continued on Page 4)

### New Symphony

First of the spring and summer "General Motors Symphony of the Air" series will be broadcast Sunday, April 8, from 5-6 p.m., EWT, with Dr. Frank Black conducting. Earl Wild, NBC symphony pianist, will be featured on this program in the playing of George Gershwin's "Concerto In F." General Motors Corporation sponsors the series.

WLAW—a popular station with the Third Largest Concentrated audience in New England. Send for coverage map. Advt.



Vol. 31, No. 4 Thurs., Apr. 5, 1945 Price 10 Cts.

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

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# FINANCIAL

(Wednesday, April 4)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	162 3/4	162 1/2	162 5/8	...
Crosley Corp.	32 3/4	32 3/4	32 3/4	+ 1/8
Farnsworth T. & R.	14	13 3/4	14	...
Gen. Electric	41 1/8	40 1/2	41	+ 1/8
Philco	34 1/4	34 1/4	34 1/4	+ 1/2
RCA Common	11 1/8	10 7/8	11	...
RCA First Pfd.	83	82 1/2	82 1/2	- 1/4
Stewart-Warner	17 1/8	17 1/8	17 1/8	...
Westinghouse	128	127	127	- 1 1/4
Zenith Radio	39 1/2	39 1/2	39 1/2	...

## NEW YORK CURB EXCHANGE

Nat. Union Radio	5 3/8	5 3/8	5 3/8	+ 1/8
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## OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	7 1/8	7 7/8
Stromberg-Carlson	18 1/8	20 1/8
WCAO (Baltimore)	27	...
WJR (Detroit)	40	42

### Seiferth In Hospital

Joe Seiferth, promotion manager of WJZ and emcee of the "WJZ Victory Troupe," is ailing at the Doctor's Hospital in New York.

## 20 YEARS AGO TODAY

(April 5, 1925)

Because of a tie-up with the American Telephone & Telegraph Company, the following stations feature the Silvertown Chord Orchestra under the direction of Joseph Knecht: WEAJ, WEEL, WJL, WSAI, WFI, WJAR, WCAE, WGR, WCCO, WOC, WEAR.

OFF THE AIR

REFERENCE RECORDINGS  
IN CHICAGO

L. S. TOOGOOD RECORDING CO.

221 N. LA SALLE ST. CHICAGO 1, CENTRAL 5275

# Coming and Going

QUINCY HOWE and JOSEPH C. HARSCH, Columbia network news analysts, have arrived in London on the first leg of a tour of European battle installations as guests of the AAF. Both will broadcast frequently from overseas.

IRVING R. ROSENHAUS, vice-president and general manager of WAAT, Newark, leaves today for Chicago on a business trip that will keep him on the Windy City for several days.

BEN LAIRD, general manager of WOSH, Blue Network outlet in Oshkosh, Wisc., is in town on station and network business.

ROBERT SAVAGE, sales promotion director of WLW, Cincinnati, in Chicago to attend the NBC sales promotion conference.

DICK DAVIS, in town yesterday from WELI, New Haven, paid a call at the offices of the Blue Network.

EDGAR KOBAK, president of the Mutual network, leaves today for a short vacation in Atlantic City. ADE HULT, vice-president of Mutual in charge of western operations, is in New York for the premiere of the Fresh-Up show at the Longacre theater.

JOHN H. NORTON, JR., station relations manager of the Blue Network, and JAMES CONNOLLY, of the station relations staff, have returned from a business trip to the Middle West.

HOF HEINZ, president of KTHT, Houston, up from Texas for confabs at the headquarters of the Mutual web.

FRANK LAND, station manager of WDEF, Blue Network affiliate in Chattanooga, has arrived from Tennessee on a short business trip.

JOHN MAYO now is in Alabama in the course of an extended trip through the south in the interest of the Lang-Worth Library.

## Blue Symphonic Concerts; Beecham Is First Guest

(Continued from Page 1)

Beecham, on Saturday, April 7, from 4 to 5 p.m., EWT, it was announced Friday by Hubbell Robinson, Jr., vice-president in charge of programs and production. Sir Thomas, who has been engaged to conduct a specially organized American Broadcasting Co. symphonic orchestra during four concerts on April 7, 14, 21, and 28, has arranged for his first sustaining series over a major American network a group of programs which will be of interest to both the professional musician and the amateur music lover.

### Other Conductors Scheduled

Other conductors who will appear during the "Saturday Symphony" include Russian-born Nicolai Berezowsky, composer and violinist; Max Goberman, young American conductor, scheduled to conduct six concerts for the series in May, and Josef Stopak, well known Blue Network conductor.

Additional conductors for the series will be announced shortly.

## WPAT Inaugurates Series For Returning Servicemen

(Continued from Page 1)

tion at 12:05 p.m. Show is titled, "Welcome Home, Soldier!" and the station plans to interview returning servicemen from the East at the debarkee center.

## Wm. Hillman Joins Mutual; Will Cover 'Frisco Confab

(Continued from Page 1)

yesterday. Hillman will continue as Washington manager for the Crowell-Collier publications and as an associate editor of Collier's magazine.

This addition to its Washington staff is one of several steps planned to give Mutual news and program coverage second to none in the nation's capital, Heslep said. Hillman, a familiar news figure at international conferences for a decade, will augment the network staff covering the San Francisco conference.

While president of the American Correspondents Association in London, Hillman was in charge of arrangements for American press coverage of the coronation of George VI. His European experience also included interviews with Churchill, Hitler, Chamberlain, Mussolini, Lord Simon and others. On his Berlin assignment, he interviewed Goering, Goebbels, Himmler, Hess, Ribbentrop and other Nazi leaders.

## "National Music Week" Set For RCA Victor Buildup

(Continued from Page 1)

are under way to provide streamers, window-displays and music-promotion aids to thousands of music dealers with the underlying theme for 1945, "Use music to foster unity for the war and the peace to follow."



U. S. Navy Photo

# This is a PT boat

You've heard a lot about those babies. Plenty of speed and firepower. They're maneuverable and seaworthy. And they pack a terrific wallop. It can be summed up in the phrase "A small, but mighty independent unit."

We like to think of W-I-T-H in terms of the PT boat. A small but mighty independent radio unit.

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

We have the facts to prove that W-I-T-H packs a big wallop too. A lot of radio advertisers have looked their way over . . . and decided that W-I-T-H belongs at the top of any budget list.



# W-I-T-H IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-R

# WDAS AUDIENCES HAVE BEEN Loyal FOR MORE THAN TWENTY YEARS

This loyalty makes WDAS the best dollar buy in PHILADELPHIA. That's why sponsors renew regularly.



Use  
this book  
without  
charge  
to build  
your  
program  
for PEACE!

Take  
**YOUR PLACE**  
at the  
**PEACE TABLE**

What You Can Do to Win a Lasting United Nations Peace  
BY **Edward L. Bernays**



A practical and realistic guide book to action that tells you how to mold public opinion in support of the World Security Organization. Mr. Bernays reveals the tools and weapons, the plans and strategies, that will every individual and groups in your community (town, city, state or nation). Every American can use these tested methods to translate Dumbarton Oaks, the Crimean Charter and the San Francisco Conference into a practical and enduring world peace.

America's No. 1 Publicist shows you how YOU can help to win the peace

## The Radio Station Owner, Manager or Program Director:

We want to present a plan to you in the public interest, which will help you in your work of supporting the overwhelmingly popular trend for a just and durable peace. Your listeners want this peace. Polls have proved it. Your Government wants it, too.

We want to place at your free disposal a book of enormous importance, which we brought out on March 26th, **TAKE YOUR PLACE AT THE PEACE TABLE**, by Edward L. Bernays (*Time* calls him "U. S. Publicist No. 1"). We want you to use this book because it has in it the essence of mass psychology, the secrets of mass persuasion — twenty-five years public relations experience boiled down to 64 clear pages on strategies, methods and tools.

Bernays has solved public relations problems for our Government, corporations and philanthropies, broadcasting systems and universities, industries and unknown artists. The roster of clients of the Bernays partnership in the last twenty-five years reads like a blue book of America for that period.

In World War I, Bernays went to the Paris Peace Conference with the U. S. Committee on Public Information. He has been called upon by high government officials to aid in solving World War II public relations problems. He is author of "Crystallizing Public Opinion," "Propaganda" and "Speak Up For Democracy". He has lectured on public opinion at leading universities, among them Princeton, Columbia, Harvard, Yale, Leland Stanford.

His book is as practical and realistic as a dynamo. With it you can stir your listeners to active participation in the movement for world peace. Every method of persuasion is set down and explained. The ideas and techniques in this book will show you how to swing your audiences into fast action for peace plans. Your listeners are with you in spirit, but they must become active.

Your community today is organizing to win the peace. The Federal Council of Churches, the United States Chamber of Commerce, the General Federation of Women's Clubs, labor organizations, and many other sectors of the public are working to translate Dumbarton Oaks and the Crimea Conference into a world security organization.

Don't wait for your public to come to you for help. Go to them with the ideas you get from the book, and tell them what to do to win *their* kind of peace.

We invite you to use this book freely, with credit, in any way you think best. Make the suggestions in it available to your program directors, your commentators and your advertisers.

**TAKE YOUR PLACE AT THE PEACE TABLE** will sell for one dollar a copy throughout the country. But, at your suggestion, we shall be glad to send an advance copy now, without charge, to any radio station owner, manager or program director requesting it on his letterhead.

Address your request to

**DUELL, SLOAN & PEARCE, INC.**

Dept. 3F-2, 270 Madison Ave., New York 16, N. Y.



ANYONE who's familiar with a good food, knows the name George Rector. This famous food expert has just completed a series of NBC Recorded spot announcements for B-V Gravy mix . . . Account placed by U. S. Advertising Corporation.

Speaking of gastronomy, NBC-RRD's new food quiz, *Come and Get It* was revived in the minds of some two thousand station men and agency men this week when they received the newest mailing piece on the show.

Telling the story behind this popular NBC Recorded show, the new *Come and Get It* mailing piece is really done up brown . . . even to the ink. Photos of the nationwide studio audience, production format, sponsors' comments . . . the whole story about radio's newest food quiz is down on paper . . . a virtual sales manual to make clients out of prospects.

FOR THESAURUS SUBSCRIBERS ONLY:

Louise Carlyle, newest singing find featured in *The Music of Manhattan*, is the sister of Russ Carlyle, ex-band leader. In fact, she took the band over when Russ went into the army.



It's Spring . . . and Romances are in the making . . . *Modern Romances*. Of course, that's the title of NBC-RRD's popular daytime show based on stories from the magazine by the same name.

Newest subscribers to *Modern Romances* include KROY, Sacramento, California; KRLD, Dallas, Texas; KLX, Oakland, California; WHOT, South Bend, Indiana; WDAF, Kansas City, Missouri; KAVE, Carlsbad, New Mexico; KTSA, San Antonio, Texas.



Michigan Avenue Memorandum!

● ● ● Critics of the Broadcast Measurement Bureau plan among Chicago broadcasters point to the fact that WGN was the only local station subscribing at the recent NAB district meeting . . . While the independents in the Windy City area are for the BMB plan in principle they feel that many refinements must be made before it is acceptable as a station audience measurement plan. . .

Ralph Atlass of WIND was among the broadcasters who questioned the soundness of the BMB plan in its present form.



● ● ● Duke Ellington's recent Civic Opera House concert, under the auspices of Down Beat, netted him \$5,000 . . . Eddie and Fannie Cavanaugh, radio's oldest team, celebrated their twenty-third anniversary in radio on their WGN broadcast March 30. In celebration of the event, Eddie and Fannie, who are heard daily at 11:45 a.m., gave away five grand prizes, usually awarded only to those listeners whose letters Eddie cannot turn into rhyme. The Cavanaughs, who broadcast from their own studio in the Chicago theater, have used the "Rhymesters" tag and format for 21 years.



● ● ● Narrator Franklyn MacCormack has been added to the cast of Wayne King's summer replacement for Jack Benny, which bows in June 3. . . . Benny, by the way, came up with a suggestion when he was in Chicago recently that made a lot of sense to radio moguls. Instead of jumping all over the country on camp show tours, why not, asks Benny, assign traveling shows to one district for as long as there are any military camps or hospitals to be played in that region. Thus, Bob Hope, might be assigned to the Atlanta area for three or four weeks. Bing Crosby might remain for a similar period in the New York area, etc. . . . Nelson Olmsted, former NBC storyteller, now a GI sergeant, breezed through town the other day en route from the West Coast to an East Coast embarkation port. Nelson is a member of the radio division of the Signal Corps. . . . Olan Soule and Hugh Studebaker of WBBM-CBS' "Bachelor's Children," are charter members of the newly organized Actors' Club of Chicago. . . . Fred Waring is due to make his first personal appearance in Chicago in several years when he directs a 5,000-voice chorus at the Soldier Field Music Festival this summer. . . . Pat Buttram, NBC's National Barn Dance comic, allows he's a 4-H boy—healthy, happy, homely and harmless.



● ● ● Warner Bros. studio is trying to sign Hildegard for an important role in its forthcoming film on Cole Porter's life, "Night and Day." If the deal goes through, Anna Sosenko, Hildy's manager, has indicated she will specify that Hildegard, instead of appearing in an important role, confine her movie debut to singing two or three songs. . . . A radio best seller is Al Crews' book, "Radio Production Directing." Crews, NBChicago production man, reports the entire first printing of the volume is a sellout. . . . Jim "Uncle Jim" McWilliams inaugurates a Blue Network quiz series, titled "All Ashore," from the Great Lakes Naval Training Center at Great Lakes, Ill., at 1:30 p.m. Saturday. The Great Lakes orchestra and Bluejacket Choir will furnish the music.



— Remember Pearl Harbor —

Hildegard To Record

The Treasury Dept. has commissioned Hildegard to make a special series of records in conjunction with the 7th War Loan Drive starting May 14th. The chanteuse in addition to singing several songs is scheduled to make a special bond-selling pitch.

Brennan To Direct "Strad Orch"

Bill Brennan, director of Chesterfield's "Music That Satisfies" program thrice weekly over CBS will take over the directorial job on the Prince Matchabelli program, "Stradivari Orchestra," conducted by Paul Lavalle, starting April 15.

LOS ANGELES

By RALPH WILK

TOM HARGIS, KNX Program Director, assigned CBS' Gene Baker, star of the "American Rhapsody" program, to replace Mar Breneman on his sponsored five time a week-fifteen minute early morning show over the Pacific Network.

Bob Hiestand, for the past nine months Production Director of KFI was inducted into the United States Army on March 28. According to William B. Ryan, General Manager of KFI, staff announcer Russel Stewart assumed the post of Production Director on that day. Hiestand has been employed by KFI for the past nine years. Stewart has been an announcer at KFI for two years. He came to KFI from KSL, Salt Lake City.

Frank DeVol, maestro for NBC Rudy Vallee and Mutual's "Music Appreciation," is cutting Victor records with Dave Street, who sings on the Joan Davis show.

Kay Kyser has signed a new singer for his "College of Musical Knowledge" program. Warbler is Michael Dowd, youthful returned war veteran (Navy) whom Kay heard at the Hollywood "Bar of Music" night spot.

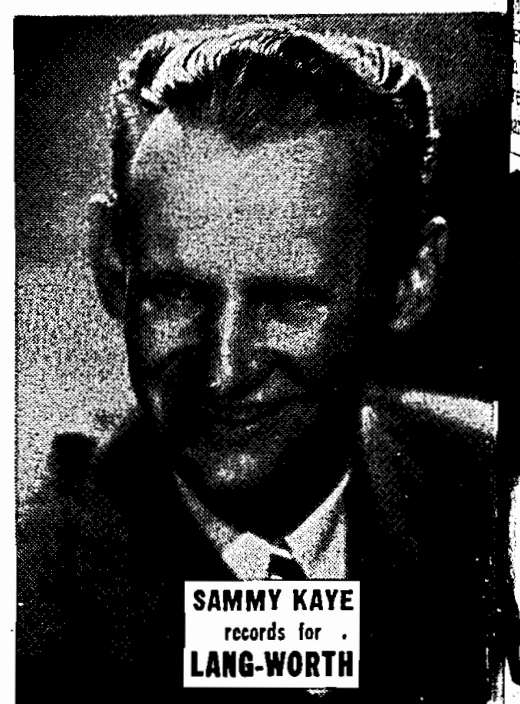
Leo Gorcery, who made a big hit on the Groucho Marx program a season ago, has repeated on the Bob Burns show, earning a quarter-year contract with the Van Buren sage.

Joan Lane Leaving CBS; Tendered Press Pass

(Continued from Page 1)

York trade press representatives at the Hotel Biltmore. Among those attending were George Rosen and D. Walsh, Variety; Bruce Roberts, Broadcasting; Joe Koehler and Max Schrader, Billboard; Frank Burke and M. H. Shapiro, RADIO DAILY.

Miss Lane leaves CBS this weekend. In her new assignment she will take over promotion of Woman's Home Companion.



SAMMY KAYE records for LANG-WORTH



RADIO-RECORDING DIVISION  
AMERICA'S NO. 1 SOURCE OF RECORDED PROGRAMS  
New York · Chicago · Washington · Hollywood · San Francisco  
A SERVICE OF RADIO CORPORATION OF AMERICA



# State Dept. Presents Communications View

(Continued from Page 1)

partial merger in international communications services. Clayton said, "The department is strongly of the opinion that no show-up has yet been made that merger among competing companies is the means best calculated to protect our national security and promote the general welfare of our people." In protesting on the premise that evidence presented by the Navy Department and by the Federal Communications Commission and other agencies had been to the effect that consolidation was important, Sen. Farland wanted to know how the State Department had reached this conclusion. Clayton's reply was that the department had studied the arguments and representations submitted to it and "our conclusion is that the arguments do not justify the merger." Clayton went on to point out three alternate set-ups, which he wished be considered as alternatives and proposals.

### Called "Possibilities"

Calling them "possibilities," he explained, have the domestic wire telephone company merged with international cables and radio telegraph; have the domestic wire company merged with cables, and merge the international radio telegraph companies, but restrict them from the domestic field, in order to have competition only in the international field, subject to the requirement that inbound traffic be equally divided between cables and radio telegraph; merge the domestic wire company with cables, and merge the radio telegraph companies and permit them to compete with the land services, for the purpose of competition both in the domestic and international fields. Clayton added that whatever plan accepted, exemption of Press Wires was advocated by the State Department. "The Department considers that the press services are a special situation because of the public interest in the receipt and dissemination of news. If all United States telecommunications facilities for the international transmission of news were in the hands of one company, the freedom of the press might be jeopardized," he concluded.

# FCC Okays Changes In Stat. Call Letters

(Continued from Page 1)

for the University of Minnesota station from WLB to KUOM. FM applications received at the Commission this week include those from the Bradford, Pa., "Star and Record"; The St. Petersburg, Fla., "Times," licensee of WTSP; KGFF, Shawnee, Oklahoma; WMFD, Wilmington; WRVA, Richmond, Va., and KTFI, Twin Falls, Idaho. The last is the second FM application for that state, the first being from KODI. In addition, William Henry Alford of Winston-Salem, N. C., has applied for a developmental station in that city with A3 and FM emission.

# Fitzpatrick Is Chairman Of Detroit Catholic Fund

Detroit—Leo J. Fitzpatrick, vice-president and general manager of station WJR, was honored last week by Detroit Catholics as he became chairman of the campaign committee of the Detroit Archdiocesan Development Fund. The general committee headed by Fitzpatrick includes the pastors and lay chairmen of the 225 parishes in the Archdiocese.



When the bell sounds "Time!" for the start of every business day, Weed men come out of their corners from coast-to-coast, ready for the kind of action that makes time mean money for sales-able stations.

**WEED**  
AND COMPANY  
RADIO STATION REPRESENTATIVES

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



# Fulton Lewis, jr.

is heard on  
more stations, by  
more people, with  
more sponsors than  
any other News Reporter

Lewis is currently heard on 240 Mutual stations with more than 130 sponsors. For sponsorship in your city call, wire or write: WM. B. DOLPH, BARR BLDG., WASHINGTON, D. C.

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

**KLZ**  
DENVER  
CBS - 560 KC.

Practical, Intelligent  
Merchandising Service.

REPRESENTED BY THE KATZ AGENCY

## Educational Assembly To Meet In New York

(Continued from Page 1)

and television in relation to the furtherance of education, will be participated in by educational leaders including Dr. James Rowland Angell, NBC public service counselor and president emeritus of Yale University; James T. Shotwell, chairman of the Commission to Study the Organization of Peace; Dr. Chih Meng, director of the China Institute in the United States; Charles Seager, chief of the Music Division, Pan American Union; Bryn J. Hovde, chief of the Division of Cultural Co-operation, U. S. State Department and many others.

A forum with Brig. Gen. Carlos P. Romulo, Philippine resident commissioner to the United States; William G. Carr, chairman of the International Assembly, and Antonin Obrdlik of Czechoslovakia as participants will be broadcast by NBC Friday April 13 (12:30-12:45 p.m., EWT).

The theme of Sunday's sessions will be "International Exchange by Radio." Speakers will be Richard S. Lambert, Canadian Broadcasting Corporation; Evelyn Gibbs, British Broadcasting Corporation; Sterling Fisher, director of the NBC University of the Air; Dr. Robert Valeur, director of the French Press and Information Service and chairman of the board of directors of the United Nations' Information Office, and T. Y. Penn, deputy director of the Chinese Broadcasting Administration.

NBC's "Army Hour" broadcast on Sunday also will be attended by the delegates, and a discussion of "Special War Broadcasts" will be participated in by Lt. Col. John Harris, assistant chief of the radio branch, bureau for public relations, U. S. War Department; John Rennie, British Information Service; Kenneth Bartlett, director of the Radio Workshop, Syracuse University, and Dwight Herrick, manager of the NBC public service department.

IN PHILADELPHIA



**1st. IN SPORTS**

10,000 WATTS DAY & NIGHT

Philadelphia's Most Powerful Independent

**WIBG**

**SELLS! SELLS! SELLS!**

REPRESENTED BY JOSEPH LANG, SPOT SALES INC.

## ★ AGENCY NEWSCAST ★

**S**TANDARD OIL COMPANY OF INDIANA will include radio, in addition to the other major media, in its spring and summer campaign now being prepared by the Chicago office of McCann-Erickson. The drive will stress spring change-over for automobiles, car conservation and other patriotic themes. Gasoline and motor oil will be publicized only to a limited extent.

**GENERAL ELECTRIC**, through Young & Rubicam, is preparing a campaign for its electrically warmed automatic blanket.

**GRANT ADVERTISING, INC.**, New York office, announces the addition to their creative staff of the following: Walter Neubau, formerly a copywriter with Ruthrauff & Ryan, Inc., and Irving Levy who has previously been doing free lance work, specializing in cartoon technique and who also has been associated with Ruthrauff & Ryan, Inc.

### Col. Vanda Returning To The CBS Coast Staff

(Continued from Page 1)

after three years in the U. S. Army. Vanda will be officially placed on the Army's inactive list April 14th, but retains his appointment as Lt. Col. for the duration of the war. In Hollywood, according to Donald W. Thornburgh, vice-president and general manager, Vanda will design and produce new programs for CBS. Lt. Col. Vanda wears the Legion of Merit, Order of the British Empire, and the African Star. During his Army tour, he visited 19 countries in Africa, the Middle East, and Near East, and was officially commended by nine different Allied generals.

### RKO Using ET's

Jon Gart and a 21-piece orchestra, with a 14-voice choir and a dramatic cast, will make a series of five-minute transcriptions for RKO Pictures which will be spotted at various times over key stations to plug forthcoming screen attractions. First production to be plugged via this series of 'air trailers' will be "Enchanted Cottage."

### Heads Engineers Group

Omaha—D. Roy Glanton is chairman of the Omaha Chapter of the National Association of Broadcast Engineers and Technicians, an independent union of broadcast recording and television engineers, which was organized here. Louis DeBoer is secretary-treasurer.

### Stork News

Chicago—Jim Hanlon, news editor of the WGN press department, and Mrs. Hanlon became the parents of a seven pound, 14 ounce son, Terrence Patrick, at West Suburban Hospital.

**ANNE DIRECTOR**, manager of home wine service for Roma Wine Co., has arrived in New York. She will deliver a number of addresses before women's clubs on the subject of wine advertising.

**HARRY B. COHEN**, for the past 15 years with H. W. Kastor & Sons Advertising Co. of Chicago has joined the New York staff of Dancer-Fitzgerald-Sample.

**JOSEPH HERSHEY MCGILLVRA, INC.**, announces the addition of Arthur Beckwith to their New York sales staff. Beckwith spent several years with Associated Music Publishers, Inc. as traveling representative.

**ACME BEER**, through Brisacher Van Norden Agency, will sponsor the Frederic W. Ziv produced "Songs of Good Cheer" on KGB, San Diego; KTAR, Phoenix, and KXO, El Centro.

### New "Group Libel" Bill Introduced In Ohio

Columbus—Substitute measure for the pending "group libel" law in the Ohio Senate has been introduced by its sponsor, Sen. Maurice W. Lipscher, of Youngstown, and is being considered by the Senate judiciary committee, with further hearings scheduled soon.

The substitute bill adds a section to make group libel a misdemeanor, so that prosecutions could be undertaken by public prosecutors. The original bill permits actions to be instituted only as civil suits for damages.

Measure identifies as group libel a malicious oral or written publication "which tends to expose persons designated, identified, or characterized therein by race or religion, any of whom reside in the state, to hatred, contempt, ridicule or obloquy, or tends to cause such persons to be shunned or avoided, or to be injured in their business, profession, or occupation." The bill, according to sponsors, was designed to strike at "professional libel mongers who make a business of group libel."

### New 'Whodunit' On MBS

A new audience-participation series, "Calling All Detectives," has replaced "The Mysterious Traveler," on Saturdays 9:30-10:00 p.m. via WOR-Mutual. Listeners will be phoned by local stations carrying the 'whodunit' and asked for the solution, with the winners rewarded with War Bonds and stamps.

### Jay Jostyn To Loew's

Jay Jostyn, "Mr. District Attorney" heard on NBC, will open a personal appearance engagement April 12 at Loew's State theater. It will be his first appearance on Broadway.

## MBS Closed-Circuit For Bond-Drive Aides

(Continued from Page 1)

the program. Talent includes President Roosevelt; Secretary Morgenthau; Admiral King; General Marshall; William Green, president of the A. F. of L.; Phillip Murray, president of the CIO. From Hollywood such figures as Bob Hope, Bing Crosby, Dinah Shore, Edgar Bergen, Frank Morgan, Joan Davis, Rita Hayworth, Orson Welles, Betty Grable, Van Johnson, Kay Kyser, Gary Cooper and Fred Astaire. Mark Warnow handles all of the music with the exception of one guest.

Number by Harry James orchestra. Bing Crosby and Metropolitan Opera Star Robert Weede, handle the singing chores. From War Finance Robert W. Coyne, field director of the War Finance Division; Thomas H. Lane, director of radio, press and advertising; Ralph Engelsman, director of payroll savings and Ned Shugrue, director of motion pictures and special events, will be heard.

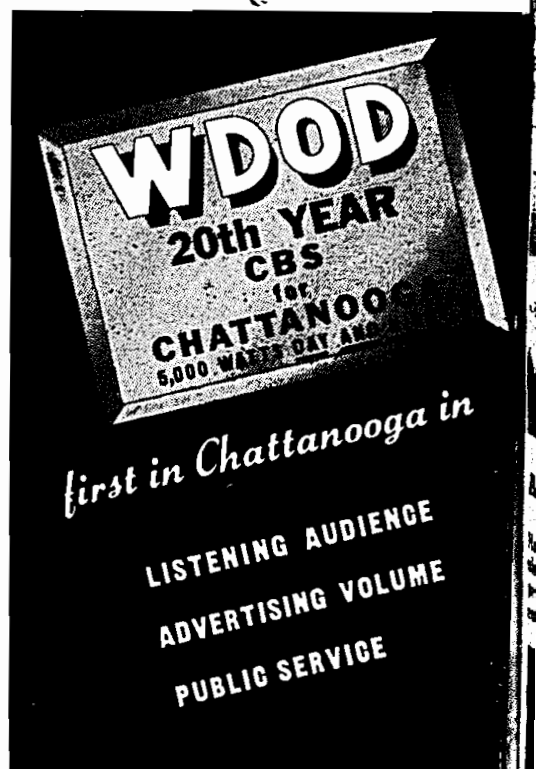
In addition, prepared statements will be read from Henry Kaiser, Walter Gifford, president of A. T. & T.; Donald Douglas, president of Douglas Aircraft, and N. W. Clement, president of the Pennsylvania Railroad. Program was written and produced by special treasury consultant Lt. (j.g.) David Levy, U.S.N.R.

### Cox Joins BMI

James L. Cox has been made a field representative of Broadcast Music Inc., it has been announced by Merrill E. Tompkins, general manager. Cox previous affiliate was Press Associates, Radio Division of AP.

### Mitchell Elected

Don G. Mitchell, vice-president in charge of sales for Sylvania Electric Products, Inc. was elected to the Board of Trustees at the Company's annual meeting, held Friday at Boston.



**WDOF**  
20th YEAR  
CBS  
for  
**CHATTANOOGA**  
5,000 WATTS DAY AND NIGHT

first in Chattanooga in

LISTENING AUDIENCE  
ADVERTISING VOLUME  
PUBLIC SERVICE

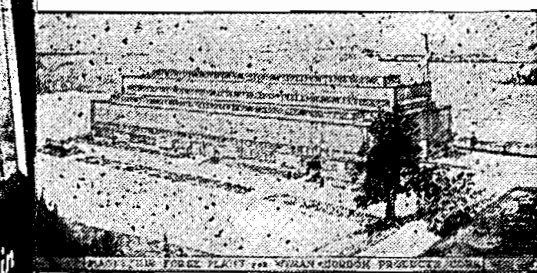
# FCC Lists Messages From Axis Prisoners

(Continued from Page 1)

Information fed out by Axis transmitters is missed. Every Axis program on which the names of American prisoners of war regularly appear is monitored and recorded at powerful FCC listening posts in Washington, Portland, Ore., and Hawaii. As a further precaution, back-stopping coverage in broadcasts from both Berlin and Tokyo is made by other FCC field recording units throughout the country. Texts are forwarded directly by teletype to the War Department, which checks the information and notifies the person to whom the message is addressed. Occasionally bolts of static or poor atmospheric conditions may black out a serial number, the name of the nearest-of-kin or the first or last name of the prisoner. However, government monitors have found that in the course of each day the enemy radio gives repeat broadcasts on prisoner-of-war messages. By covering the original broadcast and the repeats, and by amplifying these intercepts with backstopping coverage from other field units throughout the country, FBIS monitors are normally able to get almost 100 per cent coverage of all prisoner-of-war information beamed at this country. As a guard against errors, all prisoner broadcasts are recorded at the FCC listening posts on cylinders. The next material is prepared from these recordings by a monitor who has also listened to the broadcasts. A second person then checks the texts against the recording. POW messages are heard at a rate of about 40,000 per year—or 115 per day.

## New Fu Manchu

Producing firm planning a series bringing back the exploits of that arch rogue, Fu Manchu, but in a white-washed character. Instead of lining up against law and order, the new Fu will employ his cunning to aid the Chinese and Allies against their common enemy, Japan.



## ANOTHER NEW WORCESTER INDUSTRY!

Huge aircraft forgings of magnesium and aluminum will soon come from the largest die press ever installed, to add more high wage earning employees to WTAG's audience.

**WTAG**  
WORCESTER

# ★ PROMOTION ★

## "No" Cigarettes

Don McNeill's "No" cigarette package began as a gag on the Blue Network's Breakfast Club about two months ago to poke fun at the shortage. Later a few dummy packages of "No" cigarettes were made up and distributed among visitors at the Central Division offices. What followed were hundreds of requests within a week for the "only brand smokers were assured of getting regularly," and as a promotional move, every Blue outlet received sample packages with the request they use the "tax stamp" on the package for call letters and frequency and send them on to advertisers and dealers. To date requests totaling 25,000 packages have been received from 76 Blue stations.

## WSPA Bookmark

A story in a Spartanburg newspaper revealing that Spartanburg led all other counties in the value of products turned out by industrial plants is featured on a bookmark put out by WSPA. Bookmark reproducing the story en toto and giving data about WSPA's power, frequency, etcetera, is being distributed to agencies and clients.

## Food and Health Program

The story of Carlton Fredericks whose program "Living Should Be Fun" is a Monday through Saturday feature of WHN, New York, is told in a new two-page brochure now in the mail. Beside giving his biography, data about the program, brochure lists Fredericks' published works on food and health and gives a few listeners' comments on the program.

## "Voice of St. Louis"

Ted Mangner, farm director of KMOX, is the subject of a new KMOX promotion brochure. Nicely presented, it tells of the value of Mangner's early morning broadcasts to rural listeners in the rich Mississippi Valley, and announces the "Ted Mangner Program" as being available for sponsorship.

## Philadelphia Promotion

WIBG is using over 300 display cards on trolleys to call attention to the daily John Wanamaker organ program. This will be followed by a campaign on 55 billboards, placed at advantageous locations in the city and suburbs, telling of the Atlantic Refining Company-sponsored baseball games being aired over WIBG.

## Special Utah Radio Show Heard By Mayor's Son

Salt Lake City—Dramatic proof of the appreciation of American fighting men for the NAB-inspired series of regionally-produced "Overseas" programs has been received by Earl J. Glade, mayor of Salt Lake City. Two of the mayor's own sons have written of hearing under dramatic circumstances his words of greeting to Utah servicemen, which were recorded as part of an "All-Utah" program produced at KSL and distributed to all theaters of war by the Armed Forces Radio Service.

Richard Glade, a commander of field artillery with the First Army fighting in Germany was in action in the field when he received a message from a comrade back at field headquarters that his father was speaking over the Army radio. The program was relayed to Captain Glade via walke-talkie.

At the same time staff Sgt. Keith Glade, at a general hospital in England, received a phone call from a friend who had tuned in the Utah program. Sgt. Glade turned on his own radio and listened to his father's voice. As yet, apparently neither brother knows that the other heard the broadcast. The program built entirely around persons, places and events familiar to Utah servicemen, was produced at KSL with co-operation of KDYL, KUTA and KLO, at the instigation of the NAB as part of Intermountain radio's contribution to the entertainment of the armed forces.

# Musicians In New York Received \$27,000,000

(Continued from Page 1)

discussions and vote, the first and most important asking that the "executive board be empowered, whenever and wherever feasible, to seek upward revision of scales and improvement of working standards in every scale of the industry" and to effect an upward revision of the Little Steel Formula, was submitted by the Executive Board.

During the past year 147 new members were added to the Local 802 roster and of the approximate total membership of 24,000, over 6,000 have served or are still servicemen.

## Wire Recorder Company Names Evans To Sales Post

L. Robert Evans, formerly of the Victor record division of RCA's Chilean subsidiary, has been appointed manager of the newly formed international division of Utah Radio Products Company, Chicago, according to an announcement by Fred R. Tuerk, company president.

Plans for post-war production of the talker, a wire recorder, are underway, according to Tuerk, who said that the sets would be manufactured for radio stations, transportation communications and home recordings for non-commercial entertainment.

# THE FIRST 25 YEARS WEREN'T SO TOUGH!

They made KQV a tuning-in habit in Pittsburgh. Today, with new management and aggressive staff, KQV's a better buy than ever.



ALLEGHENY BROADCASTING CORP.

National Representatives: SPOT SALES, INC.

## PROGRAM REVIEWS

**"JIMMY CARROLL SINGS"**

Squibb

Geyer, Cornell & Newell  
CBS-WABC, Mon., Wed., Fri.,  
6:15-6:30 p.m., EWT  
Producer: A. J. Ghisalbert  
Music: Ted Dale  
Writer: Vernon Welsh

Geyer, Cornell & Newell has used a lot of good judgment in redecorating the House of Squibb. From the musical portions to the continuity, good taste is evident throughout. Songs of the somewhat nostalgic vintage are evenly paced and wordage is restricted to a minimum. More important, the program dispenses with the title of songs completely, giving the listeners the laudable impression, perhaps, it is a non-interrupted musical program. Jimmy Carroll's tenor comes over the air brilliantly clear, and is given colorful support by Ted Dale's 19-piece orchestra and the Ken Christie seven-voice chorus. Dale is operating wisely in accentuating the strings, for they, more than any other instrument, help to convey the nostalgia intended.

Vernon Welsh is currently doing the prose chores on the program, but his results are very far from the prosaic. And Bill Lazar's announcerial technique is right for this aggregation.

**"NEW YORKERS AT WAR"**

Sustaining

WMCA, Mon., Wed., Fri., 6:30-6:45 p.m.  
Producer-Writer-Commentator: Leon Gould

In presenting the new series "New Yorkers At War," WMCA, wittingly, no doubt, produces another antidote for those listeners who would bask in the too optimistic reflections of the happenings in the war theaters. If the programs thus far produced show signs of jarring their listeners from this lethargy, it is another public service series indeed. The programs do exactly what their title indicates, even though produced in a rather unimaginative fashion. They give WMCA listeners in New York, New Jersey and a portion of Connecticut an idea of what their servicemen and women are accomplishing over there. Another segment of the program devotes itself briefly to a report of a hospitalized New York serviceman; another, about New York servicemen recently promoted; and another, interviews with New Yorkers conducted by Army correspondents on wire recorders in combat areas. From the aforecategorized, it is obvious there is an abundance of names mentioned to hold listeners. That's about all it has to recommend it at the present time, for the reason Leon Gould's script is overloaded with prosaism, a detractor from any good idea. And that's what puts Mr. Gould's alter ego at a disadvantage, since he reads his own material. However, the overall purpose of the series is a meritorious one, and it would be a great worth if indles throughout the country did similar series

## COAST-TO-COAST

— ALABAMA —

**BESSEMER**—WJLD officially becomes a commercial affiliate of the Mutual network April 22. . . . "An Orchid To You," attracting wide attention in the area, is sponsored by a jewelry firm which presents an orchid to outstanding citizens every Sunday afternoon. Announcement over the air is timed with the exact moment WJLD's messenger with the orchid rings the winner's doorbell. . . . City Hall clock's chimes have become WJLD's identification sound.

— NORTH CAROLINA —

**CHARLESTON**—New WGKV general manager is John Phillips, former manager of WOBW, who replaces Joseph B. Matthews. . . . New sales staffers are Juanita Barker, continuity manager, Howard Burford and O. C. Sevy. Martin Black, staff announcer, has been assigned the special Fall's City Dancing Party show, daily from 11 to 12 p.m. . . . **WINSTON-SALEM**—New vocalists around WAIR are Judith Ann Schmidt and Frances McIntyre. Both were born last Sunday to Jane Schmidt and Keeffe McIntyre. . . . Pied Piper came to life last week on WAIR's "Rat Control" program. Bill Hughes did the script. Brother Rats were six boys, 9-12 years. Score by Charles Keaton.

— INDIANA —

**KOKOMO**—Personnel changes and additions at WKMO: Chester Behrman, former staffer, has returned as continuity writer and announcer after an absence of a year. . . . Ward Glenn, program director, is now on his third stint at the station. . . . Totally new voice to be heard is Frank Gene Roberts, late of the Army, but previously in radio. . . . **FORT WAYNE**—Frank V. Webb, WGL general manager, has announced the appointment of Headley-Reed Company as exclusive representative, effective April 1. . . . WOWO aired the sixth annual farm achievement award banquet, at which 13 area farmers were honored for outstanding achievement.

— LOUISIANA —

**NEW ORLEANS**—Gordon Loudon, WWL director of agriculture, accompanied by an engineer, is on a tour of the state. From April 9 through 13, his a.m. broadcast will originate from the Agriculture Coliseum at L.S.U. in Baton Rouge. . . . Herman Deutsch, associate editor of the New Orleans Item, is co-operating with WWL in supplying OWI with a weekly commentary on opinion trends in the area regarding the United Nations Conference.

## Send Birthday Greetings To—

(April 5, 1945)

Jack Brown E. Schuyler Ensoll  
Vincent F. Callahan Bob Lewis  
J. Jessie Kane Marjorie Whitney  
Wm. McGrath Judson La Haye, Jr.  
H. L. Rassman

— CALIFORNIA —

**BAKERSFIELD**—Staff Sergeant Harold J. Brown, on leave with the AAF from KERN, McClatchy Broadcasting outlet, has been selected as representative for the Blue's new show, "The Fighting AAF." Brown is attached to the 21st Bomber Command in the Pacific. . . . **OAKLAND**—KROW took microphones and recording equipment to the launching of Richmond Shipyard No. 4's newest ship, "Flagler," to transcribe the christening ceremonies for later release.

— SOUTH CAROLINA —

**SPARTANBURG**—WORD is claiming some kind of a record for 250-watters with its 15 remotes every week. . . . Clyde Burdette, chief engineer, has been presented with a "bundle from heaven"—Clyde Wayne Burdette. . . . Don Sheldon, formerly of WFOY, St. Augustine, has joined the announcing staff. . . . Ace Rickenbacker, eager beaver of WORD, has realized a cherished ambition. He now has an hour-and-thirty-minute-long platter show titled "Ace's Waxroom."

— CONNECTICUT —

**HARTFORD**—WTIC is continuing its victory garden series as a contribution to the southern New England campaign. "Uncle" Jim Platt, farm director, has begun his third annual series, heard Mondays through Fridays. . . . Former free lance scripter for WTIC, T/3 Sgt. Anthony Patricelli, came in to see brother Leonard, program manager, recently, after having been in the Pacific area since November 1941.

— CANADA —

**TORONTO**—New to CKEY personnel are: Hal Kelly who will assist sports editor Joe Chrysdale and handle the Active Service Canteen show "Meet the Forces"; Aubrey Wyce, continuity writer, who comes from CBC; Bryan Bisney, formerly with RCA Victor, new transcription sales manager; and George Bell, commercial department staffer who has just completed more than three years with Harry E. Foster agencies. . . . CKEY new business includes: Kellogg Company of Canada, Wynola Corp., Ltd., Imperial Oil Co. Ltd., Department of Labour; It Co. Ltd., Creed Furs, Ltd., Holt Renfrew & Co., Ltd.

— MICHIGAN —

**DETROIT**—WJBK, Detroit Independent, has inaugurated a series of 30-minute programs, Saturdays at 2 p.m., in which qualified speakers are invited to discuss controversial subjects. Speakers talk from manuscript, drawing lots to determine precedence. James F. Hopkins, is president and general manager of WJBK.

— MASSACHUSETTS —

**HOLYOKE**—WHYN's "Friendly Fred" won the \$5 prize for catching the first fish in the Fish and Game Club pond at the official opening of the club's season. Mayor Toepfert and Tom Humphrey, WHYN chief engineer, were the other contestants. . . . **BOSTON**—WORLD will have Leonard Warren of the Metropolitan Opera as its guest Sunday, April 8, on the "Coast Guard Show."

## EQUIPMENT

**Philco Servicemen**

Formation of a world-wide organization, called Philco Service, "to establish new high standards in the radio repair profession" was announced yesterday by Robert F. Heise, vice-president in charge of service for the Philco Corporation. It is expected that within two years, this new group will have upwards of 25,000 appliance servicemen on its roster, many of them currently serving in the armed forces, who will be kept informed as to the latest technical development and will be instructed in maintenance and repair work through personal technical training and schooling at local Philco Service Headquarters. The public will benefit by this step through the use of Standard Labor Charge, which will insure fair prices for repair work and at the same time assure the serviceman of proper compensation.

**New GE Appointment**

The following appointments have been announced by James F. Pedde, advertising manager, Frigidaire division, General Motors Corporation: Robert C. Wright, manager of commercial advertising; Insko Williams, manager of displays and exhibits. Both Wright and Williams have been associated with the Frigidaire organization 18 years.

**Motorola Appointment**

New wholesale distributor of Motorola radios for the Little Rock and Arkansas territory is Home Appliance Distributors of Arkansas, situated in Little Rock. Under the leadership of Ted Morley and Jol Rule, the new Motorola distributor will supply nationally advertised brands of household electric and home appliance units.

**New Distributor**

Midwest-Timmerman Company, Davenport, Iowa, have been appointed distributors for the Stromberg-Carlson Company's post-war line of AM, FM and television receivers. Midwest-Timmerman Company have office warehouses and other storage and shipping facilities in Davenport, Des Moines, Sioux City, and Omaha.

**'Frisco Station Executives Hold UNCIO Conference**

San Francisco—Local station managers and engineers met Monday to inspect blueprints for studio space at Veterans Bldg. here prepared by George McElrath, NBC operations engineer, tech co-ordinator for radio coverage of UNCIO and to get the final word from Michael J. McDermott, State Dept. press chief on the quest for opera box for each work during opening and closing sessions at San Francisco War Memorial Opera House. Webs seek to have commentators each box following the sessions with mike.

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 31, NO. 5

NEW YORK, N. Y., FRIDAY, APRIL 6, 1945

TEN CENTS

## Station-Transfers To FCC

### Speaker Pleads Cause of Proprietary Product

Plea for better understanding and differentiation between the legitimate manufacturer of proprietary products and the unscrupulous or "fringe" purveyor of ethics in advertising copy was made yesterday by Dr. Frederick C. Cullen, executive vice-president and medical director of the PAA. Dr. Cullen, who spoke before the Radio Executives Club yesterday at the luncheon session pointed out that the Proprietary Association of America is frowned upon misleading or borderline type of advertising and believed

(Continued on Page 6)

### Networks Flash News On Russia-Japan Story

Network programs were interrupted during the noon hour yesterday to carry the flash that Russia has renounced its neutrality pact with Japan. Dorian St. George made the first announcement on the Blue and on Goddard handled the flash during his 12 to 12:15 p.m., news period on NBC. At CBS, the Big Sister program was interrupted to carry the news and William Lang handled the story on his noon day news program on Mutual.

### Landenberg Unimpressed By Maddy Anti-AFM Idea

Washington Bureau, RADIO DAILY  
Washington—The proposal of Dr. Joseph Maddy, head of the National Music Camp, that the anti-trust laws be amended to deprive labor unions their exemption unless their acts in restraint of trade are designed

(Continued on Page 7)

### Multiversions

Following the recent broadcast of Milt Robertson's play, "Once There Were Four," on WNEW's "Meet the Russians" series, Du Mont's WABD has requested the writer to do a television version of the play, which will be televised April 15. And ditto was requested by the Westchester County Civic Theater, to be produced on Friday, April 13.

### Symphonic Serenade

The Chicago Symphony Orchestra played to one of the smallest radio audiences on record the other day when Arthur Cable, one of the trustees of the orchestra, was the sole listener. Cable was seriously ill in Presbyterian Hospital in Chicago. Through the co-operation of NBC, the music was piped into Cable's hospital room.

### Rehearing Asked Of FCC In WOV Case

Attorneys for Murray and Meyer Mester who sought to purchase WOV, New York, for \$300,000 from Arde Bulova, and were denied a license by the FCC, are preparing to petition the Commission to re-open the case for hearing. In event the Mester appeal is granted the matter will be set for oral argument.

In denying the Mester Brothers a

(Continued on Page 7)

### Mishkin Named Editor In CBS Publicity Dept.

Leo Mishkin has been named trade news editor of CBS succeeding Joan Lane, who resigned to join the Crowell-Collier Publishing Company, George Crandall, director of CBS press information, announced yesterday. Mishkin, a former newspaperman and motion picture publicist, has been on the web's publicity staff for the past year and one half.

## Brisk Week Of New Business Registered In Chicago Area

Chicago—New business, renewals and increased activity in the recording field characterized a spirited week of radio activity in the middle west this week.

One aspect of the business which was interesting was the increasing number of spot announcements being placed commercially by the motion picture industry. Companies who fig-

It takes WLAW to bring full attention to your sales message in Industrial New England. Coverage map upon request. Advt.

### Formal Applications Asking Approval Concern Miami-Spokane Outlets; Total Price Exceeds \$800,000

### Ascap Gross-Members Hits All-Time High

Annual membership meeting of Ascap was held yesterday afternoon at the Ritz Carlton Hotel, where 450 members in attendance were told by Deems Taylor, president, and other officials of the progress made by the organization in the past year. Taylor said that with the additional members added during 1944, the grand

(Continued on Page 7)

### Husing Heads Radio Group Staging Red Cross Benefit

With Ted Husing, CBS sportscaster, as producer of the show and master of ceremonies, celebrities from radio, sports, stage and screen will participate in a Red Cross Sports Frolic in the grand ballroom of the Waldorf-

(Continued on Page 7)

### Illinois Libel Bill Advances Over Radio-Men's Protest

Chicago—Despite protests by representatives of nine Illinois radio stations, the House Judiciary Committee of the Illinois State Legislature on Wednesday recommended for passage

(Continued on Page 4)

Washington Bureau, RADIO DAILY

Washington—FCC was asked yesterday to approve the sale of two stations, whose combined sales price exceed the \$800,000 mark, the outlets involved being WQAM, Miami and KFPY, Spokane, Wash. In the latter sale, purchasers are Ed Craney, Montana broadcaster and John L. Wheeler, attorney of Los Angeles.

WQAM sale price is \$500,000 and the purchaser is the Miami "Herald." The Miami "News," rival newspaper, already holds a major interest in WIOD, Miami. WQAM operates on

(Continued on Page 6)

### School Broadcasters' Board To Meet In Chi.

Members of the board of directors of the School Broadcast Conference will meet with George Jennings, director, here on Saturday to discuss the advisability of holding the 1945 conference this fall. Annual conference attracts from 500 to 700 persons interested in educational radio and is usually held in Chicago.

### Sec'y Of War Commends NBC For 'Army Hour' Show

Secretary of War Henry L. Stimson has written a letter to Niles Trammell, president of NBC, commending the network for its production of "Army Hour," heard Sundays, 3:30-4:30 p.m., EWT.

### Brotherly Love

It's rare for a radio personality on one network to salute a co-worker on a competing network, but the unusual will happen next Monday, April 9, on Guy Lombardo's "Musical Autographs" program on the Blue Network (10 p.m.) Guy will salute James Melton, tenor-emcee of the Sunday night CBS "Star Theater" program, by playing Jimmy's favorite songs.



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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.

Sgt. Wood Dined

Sgt. Robert Wood, formerly of the Chicago office of WOR, was guest of honor last night at a dinner tendered him by the station executives, at the Cornell Club, New York. Wood was wounded while serving with General Patton's Third Army in Europe and wears the Purple Heart decoration.

20 YEARS AGO TODAY

(April 6, 1925)

WGY, Schenectady and WRC, Washington, have both been connected to WJZ and WJY for several months. With the latter New York studios as the heart of the system, special programs from WGY are relayed to the others.

CKLW BEST RADIO BUY in the DETROIT AREA 5,000 WATTS DAY and NIGHT 800 KC MUTUAL SYSTEM

Coming and Going

ELMORE B. LYFORD, of NBC's station relations department, has returned from a business trip to the South which took him to Georgia, Florida and the Carolinas.

MAJ. GARLAND POWELL, director of WRUF, Gainesville, Fla., is spending the latter portion of this week in Gotham conferring with his national representatives.

ELINOR INMAN, director of religious broadcasts for CBS, has returned from Philadelphia, where on Wednesday she addressed the annual conference of Associated Church Press on the subject "The Editors and the Networks."

HOWARD LANE, CBS director of station relations, and WILLIAM B. LODGE, director of general engineering for the network, left Dallas yesterday for Kansas City, Mo. where Lodge will hold his FM and television clinic for CBS affiliates.

LEWIS TITTERTON, vice-president of Compton Advertising, Inc., in charge of radio, who returned from the West Coast early this week, left yesterday for Cincinnati, where he will confer with officials of Procter & Gamble.

FLORENCE WARNER, educational director of WHOM, New York, off to Chicago to attend a meeting of the executive committee of the School Broadcast Conference and to make an address next Tuesday before the Radio Council of the Chicago Public Schools.

FANNY BRICE and her Post Toasties entourage, comprising DANNY THOMAS, HANLEY STAFFORD, CARMEN DRAGON, AL KAYE and CAROLE DAVIS, have arrived in Hollywood following their brief visit to New York.

JERRY WALD is in New London, Conn., for the broadcasting of tonight's stanza of the Blue Network's "Spotlight Bands" series from the U. S. Navy's Submarine Base.

H. LESLIE HOFFMAN, president of the Los Angeles radio company bearing his name, is conferring in New York and Washington with regard to war production. He'll return to the West Coast around the middle of this month.

GLENN MARSHALL, JR., commercial and sales promotion manager of WMBR, CBS affiliate in Jacksonville, Fla., a visitor yesterday at network headquarters in New York City.

Chaplin, NBC Analyst, Is Now Back In Europe

W. W. Chaplin, veteran newspaperman and NBC news analyst and foreign correspondent, is back on the fighting front in Europe. He has arrived in Paris from where he will broadcast until he takes over his assignment as radio correspondent with General George S. Patton's Third Army. His weekly news broadcast (Saturday, 11:15 p.m., EWT), will be taken over by Clifton Utley, NBC Chicago commentator.

Song Inspires Program Planned By United Press

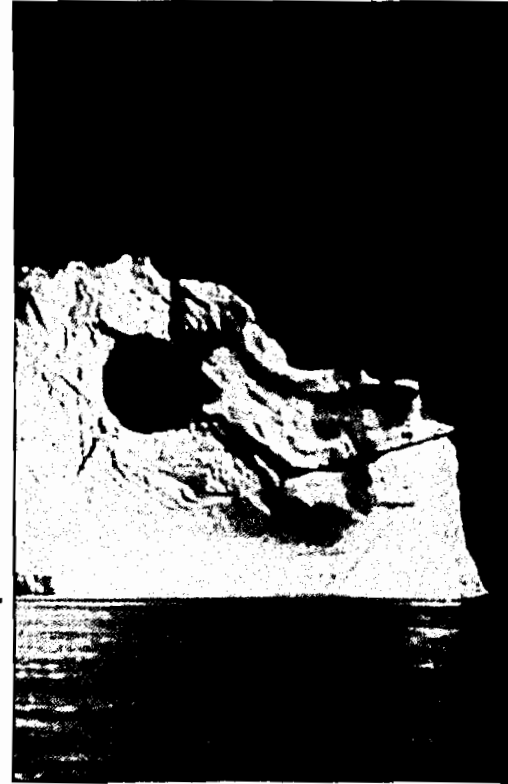
For the first time in its history, the United Press will introduce a new song hit to the public when it will release its "March of Victory" drama, based on the song, "Don't Let It Happen Again," written by Sgt. Henry Pritchard.

This dramatic plea for Peace is the latest of the UP series of transcribed programs, "Soldiers of the Press" and will be shipped to the 350 stations that subscribe to this series. BMI, publishers of the song, will make this ET available to BMI-licensed stations upon request.

FINANCIAL (Thursday, April 5) NEW YORK STOCK EXCHANGE Table with columns: High, Low, Close, Net Chg. Lists various stocks like Am. Tel. & Tel., CBS A, CBS B, etc.

Every 24 Hours 51 SPONSORED NEWSCASTS UP-AP-INS W-I-N-D CHICAGO 560 Kc. 5000 WATTS

MUSIC has power WDAS is the only Philadelphia radio station featuring three hours of classical music daily No wonder WDAS audiences say "Thank You!"



U. S. Navy Photo

... that's not all of it!

You know the nature of the iceberg—only 1/12 is exposed.

And there's a big hint in that big iceberg, for radio advertisers.

There's a lot that's not seen when you buy radio time.

There's only one yardstick for smart, successful time buying... look deep for the three big facts about any station: (1) Coverage (2) Listeners (3) Cost of each listener.

That's when you get the whole picture. In Baltimore an independent radio station... delivers the largest number of listeners per dollar spent.



W-I-T-H IN BALTIMORE TOM TINSLEY, President REPRESENTED BY HEADLEY-R

national 'names' sponsored **LOCALLY**  
...make **WXYZ** a great station!



*Edythe Fern Melrose*

A national figure among women in Radio for years, EDYTHE FERN MELROSE ("The Lady of Charm") justifiably is proud to see her live WXYZ program broadcast by transcription on stations from the Atlantic to the Pacific. Likewise, WXYZ is proud that Detroit drug and department-store buyers faithfully swear by Edythe Melrose and WXYZ in appreciation of our combined effectiveness.

## AGENCIES

**P**ROFIT-SHARING PLAN submitted to the Government in 1942 by Schwab & Beatty, Inc., New York advertising agency, has just been approved by the three Federal departments which pass on such employee-benefit plans.

**AL CORMIER**, one of the founders of WOR, has joined the sales staff of WOV in New York.

**GEORGE ROCHE**, art director of the Raymond Spector Company, Inc., has been made vice-president, it has been announced. Roche's former affiliations were Benton & Bowles and Ted Bates.

**MORRIS KINZLER**, of the Kayton Spiero Company, has been appointed campaign director for the Metropolitan New York area of the Motion Picture Industry War Activities Committee, Irving Lesser, chairman for the area has announced.

## Illinois Libel Bill Advances Over Radio-Men's Protest

(Continued from Page 1)

the Cutley-Quinn bill, which would punish radio stations or newspapers for libelous statements. The measure provides maximum penalties of a \$500 fine and one year in jail on conviction.

Appearing before the House committee to protest the measure were attorneys of nearly every Chicago area radio station. Most of the opposition was voiced by William J. Friedman, representing WIND, WJJD, WAAF, WAIT and WGES. Other opponents included Thomas E. Murphy, vice-president and attorney for WLS; Edward J. McCrossin, WMAQ attorney; Maurice Lynch, secretary-treasurer of WCFL, and Richard Devine, counsel for WBBM. Devine declared that if the measure passes he would advise WBBM to reject any broadcast material of a political or controversial nature.

Victor A. Olander, secretary-treasurer of the Illinois Federation of Labor and a trustee of WCFL, said the bill in its present form was "not unreasonable" since some of the amendments which he had suggested had been incorporated.

Only support for the bill from broadcasters came from Frank Shreiber, manager of WGN, and Andrew Hamilton, an attorney for WGN. They told the House group that the bill would keep "the few bad boys of radio within the bounds of decency and good taste."

**Ave Maria Hour**  
WMCA — Sunday — 6:30  
For 10 years the number one  
Religious drama of the American.  
ITS A DONALD PETERSON  
PRODUCTION



## Notes From A Ringside Seat . . . !

● ● ● With Marshall Field now dickering with WOV for his web, is the WMCA deal cold? . . . Dinah Shore coming East this summer to do three of Bing's shows while the latter is off on a So. Pacific jaunt. . . . Betty Hutton's medicos fear her recurrent illnesses can be traced to ulcers. . . . Her sister, Marion, meanwhile starts on CBS' "Here's To Romance" on the 26th. Show may change title and format and there's also talk of Ripley joining it. . . . Hearst columnists, we are informed, are now forbidden to mention radio personalities or radio programs. . . . Carol Eastman takes over the direction on "Armstrong Theater" next week. . . . Carole Landis asks Phil Brito to bring his latest recordings around personally. Is that bad? . . . Though Johnny Johnston has been off his air show due to illness, it's hardly a secret that the singer and his sponsor are not seeing eye to eye. He's due back on the show Tuesday. . . . Cyril Armbrister has been handed the directorial assignment on "Man from G-2" which debuts April 12th on the Blue. He replaces Walter Gorman, who resigned to go to the Coast for free lance work. . . . Since Chuck Goldstein, of 4 Chicks & Chuck, got a job in a lumber mill, Jerry Mann calls the act 4 Chicks and a Woodchuck. . . . Contrary to reports, Pete Donald's break with his sponsor on "Guess Who" was completely friendly and not over salary differences. As a matter of fact, he was offered \$500 per to remain on, but Pete wants to devote more time to network shows. . . . Gene Hamilton doing some newsreel stuff for Paramount. . . . Lyle Van renewed 52 weeks on the Kaltenborn ailer. . . . NBC has three new dramatic sustainers on wax, with one reported practically sold. . . . Ralph Wonders in town at the St. Moritz, in case any of his pals are interested. . . . Hal Desfor, new publicity director for RCA-Victor, succeeding Julius Haber who has been upped to assistant advertising director.

☆ ☆ ☆

● ● ● Before the B'nai B'rith organization in Philly starts lodging that protest before Equity about Milton Berle missing a scheduled date there last Monday, they might take into consideration the fact that Berle was grounded at Jacksonville, Fla., after entertaining troops down at Avon Park. Berle explained to them that he was grounded—but they checked and found out that commercial lines were running. However, what they may not know is that Army planes aren't allowed to fly civilians in instrument flying weather.

☆ ☆ ☆

● ● ● It's no longer news about the ten newscasters who flew overseas Sunday—but it is news, at least to us, and big news that of the ten selected two commentators were from an indie station WHN. The station, meanwhile, isn't underestimating the importance of this and they certainly don't intend to underplay their hand. They've arranged for Class A communications facilities at a cost of many thousands, backed up by a substantial newspaper ad campaign. The two WHN boys, Geo. Hamilton Combs and Johannes Steel, have already been heard from London and Paris and hope to report soon from Berlin. As who doesn't?

☆ ☆ ☆

● ● ● Newest man and wife radio team in town are Jack and Betty Manning, of Boston, joint directors of radio and television at Hirshon-Garfield, Inc. Jack was formerly announcer, producer, writer, narrator and no doubt handy man at WBZ for years, while his pretty bride, Betty, was radio director for the state of Mass. They've just completed four coast-to-coast spot campaigns and are working on a few new network ideas now—one of them to bring one of the country's outstanding literary figures before the mike as a commentator. If this particular deal goes through, the Mannings will be making radio history right from the start.

—Remember Pearl Harbor—

## CHICAGO

By BILL IRVIN

**N**BC Chicago recording division is recording a five-minute program titled "Uncle Ezra" starring Pat Barrett, the delineator of the famous network character, in a series of folksy, philosophical programs, according to Frank Chizzini, manager of the division. The program is being recorded for the Co-Operative Broadcasting Service.

John Strohm, WLS agricultural reporter and managing editor of "Prairie Farmer," and Harold Safford, WLS program director, will cover the San Francisco United Nations Conference by transcription and wire recordings for WLS, Glenn Snyder, vice-president and manager of the station, has announced. WLS also is planning a series of special programs to give listeners an informative background of the conference, opening April 25th.

Adding impetus to 7th War Loan Drive activities in the Chicago area, the Treasury Department initiated a weekly series of variety shows via the Balaban & Katz television station, WBKB, Wednesday afternoon, April 4, at 12:30 p.m. WBKB is normally off the air at that hour, but special arrangements have been made for regular telecasting during that period for the next several weeks. Jack Brickhouse, WGN announcer, will emcee the first program, which will feature the singer, Judy Starr, a Navy dance band and guest artists.

## WOL Welcomes Back Eleanor Howard Show

WOL yesterday hosted at a tea at the Carlton Hotel to celebrate the return to the air of Eleanor Howard, whose morning "Listen, Ladies," has long been a fixture on the station. Mrs. Howard suffered serious injuries when struck by a street car last January after leaving the White House.

Mrs. Howard's program yesterday featured a five-minute interview on the Red Cross drive with Mrs. Eleanor Roosevelt. Transcriptions of the program were flown to the Cowles stations in Boston and New York.

**Solid!**

IN PERSON—AMERICA'S  
OUTSTANDING BANDS

8:05 P.M.—8:30 P.M.  
EVERY TUE.—THUR.—SAT.


**W-I-N-D**  
**CHICAGO**

560 Kc. 5000 WATTS



## FIVE FINE PROGRAMS WIN TOP HONORS

*and Mutual salutes them all*



In what the *New York Times* acknowledges as "the most satisfactory job yet done", the Peabody Radio Awards Committee has selected "radio's honor roll for 1944".

Five programs broadcast coast to coast were cited for distinguished service to the American listener, and so were the achievements of ten stations and individuals. These are the winning programs carried by nationwide networks:

Outstanding Educational Program: "The Human Adventure" (MBS)

Outstanding Entertainment in Drama: "Cavalcade of America" (NBC) and Fred Allen (CBS)

Outstanding Entertainment in Music: "The Telephone Hour" (NBC)

Outstanding News Commentary: Raymond Gram Swing (ABC)

The Mutual Broadcasting System sincerely congratulates the skilled men and women responsible for this stellar radio fare. Our nation is surely privileged above all others in its regular access to entertainment and enlightenment of this calibre. We extend equally sincere greetings to the stations whose programs were individually honored by the Peabody Committee for 1944; WLW, Cincinnati; WTAC, Worcester; WNYC, New York; WIBX, Utica; KOIN, Portland; WFBL, Syracuse; KVOO, Tulsa; KMOX, St. Louis; KFI, Los Angeles, and to Col. Edward M. Kirby of the War Department.

We are particularly pleased at the honors won by Sherman Dryer, producer-director of "The Human Adventure" for Mutual, and his able staff, working with WGN, the University of Chicago and the Encyclopaedia Britannica. That this is the only network-financed, network-presented program among all the Peabody winners is gratifying, too—but the creative personnel behind *all* fine radio on *all* networks and *all* stations merits a profound bow from all of us engaged in the business of broadcasting.

**THE MUTUAL BROADCASTING SYSTEM**

## Speaker Pleads Cause Of Proprietary Product

(Continued from Page 1)

that all media and agencies should combine in quarterly meetings for mutual benefit.

In his talk, Dr. Cullen gave examples of what he believed bad advertising both on radio and the newspapers and magazines. On the other hand, he stated that the continuity acceptance officials of networks and stations did not always agree on what constituted ethical copy and one network would allow a certain word while another would not. In such cases he thought either the word in question should be eliminated by all networks or accepted by all.

On the dais with Dr. Cullen, in addition to REC president Warren Jennings were: Maxwell I. Andrews, chairman of the bureau of advertising of the Association of Newspaper Publishers; William Pryor, chairman of the advisory committee on advertising of the PAA and president of Vicks Chemical Co.; Joseph Ream, vice-president of CBS; Dorothy Kemble, of the Blue Network; Jos. K. Mason, of the continuity acceptance department of NBC, and Ralph Weil, general manager of WOV and Joseph D. Bohan, PAA official and vice-president of Sterling Drug Co., chairman of the REC nominating committee, and Robert Merrill, Metropolitan Opera Air Auditions winner, sang the "Star Spangled Banner" and also was seated on the dais.

### Election Activity

President Jennings announced that the nominating committee had brought in a slate which was: Arthur Hull Hayes, general manager of WABC, for President; Craig Lawrence of WHOM and WCOP (Cowles) for vice-president; Claude Barrere of NBC Radio Recording for treasurer and Helen Reed, secretary.

Jennings reminded those present that any seven members could place in nomination a candidate of their own for any of the offices and these in writing should be submitted to the secretary by April 18. An opposition slate was reported presented to Jennings. Ballots will be closed on April 30, and results of the election of officers made known May 3.

Out of town guests included Louis J. Nelson, Jr. of Wade Advertising Agency, Chicago; Robert K. Weill, of

## Brisk Week Of New Business Registered In Chicago Area

(Continued from Page 1)

of the NBC central division local and spot sales department. The Fair Store, through Ivan Hill Advertising, placed a 52-week contract for sponsorship of the 12:00 to 12:15 p.m. news period heard Mondays through Friday beginning April 16. In other business of the week, RKO Radio Pictures, Inc., placed a direct order for three live station breaks to be aired on April 3, 4 and 5 for the feature picture, "Experiment Perilous." United Artists, through M. M. Fisher Associates, ordered 12 transcribed one-minute announcements with live tags to run at the rate of six a week for two weeks, effective March 26, for the picture "Tomorrow The World." Balaban and Katz Corporation placed 28 transcribed one-minute announcements and 24 live station breaks on behalf of the picture, "I'll Be Seeing You," to be aired between April 22 and May 19.

### New Transcribed Series

Neblett Radio Productions, Chicago, has signed Louis Jordan and his symphony five for a series of radio program transcriptions called "Juke Box Jamboree." Most of the recordings will be made during Jordan's current appearance at the Chicago theater. The first, just completed, has Ella Logan as guest. Others will feature such guest artists as Earl Hines, Woody Herman and Duke Ellington. Each program opens with the sound of a nickel being dropped, followed by Jordan himself in a pat lilt talk, plus some ad-libbing. James Doolittle of the Neblett sales department, has gone to New York to introduce the first of the Jordan series.

### Takes Fulton Lewis on WGN

Consolidated Royal Chemical Corporation, Chicago has assumed sponsorship of the Fulton Lewis, Jr. commentaries over WGN on Mondays, Wednesdays and Fridays, 10:45 to 11:00 p.m., CWT. Contract, placed by

Wade agency Buffalo office and Carleton Convey of John Blair office in Los Angeles.

Bert Silen, general manager of KZRH, Manila when the Japs took the station over attended the meeting and is now correspondent for NBC. He is scheduled to do a broadcast this Sunday on the NBC Sheaffer Pen show. Possibly REC's first wounded veteran to be on hand was Sgt. Bob Wood, formerly of WOR, whose home is in Chicago. Wood wears the Purple Heart and was the victim of a peculiar injury in his left leg by shrapnel. He was wounded while serving in the ETO.

### New Mystery Series

Casper-Gordon, Inc., Boston, program producers, announced a new series of 39 quarter-hour transcribed series titled, "Unsolved Mysteries." Feature is being syndicated with Textron of Manchester, N. H., first to sign for the series.

Russel M. Seeds Co., Inc., Chicago is for 52 weeks. The program is recorded off the Mutual lines earlier in the evening for playback on WGN at 10:45 p.m.

### Standard Expanding News

Standard Oil Company of Indiana is inaugurating a five-year radio advertising program with the objective of becoming the principal sponsor of news and sports broadcasts in its territory, according to an announcement by the company this week. In Iowa and Minnesota the company announced it is experimenting with other types of programs. In radio advertising, Standard announced that its sponsorship of local news and sports broadcasts is being developed station by station as time becomes available. Already its programs are being aired over 16 stations from two to three times a day for from three to seven days a week. In addition the company announced it would continue its farm radio broadcasts for which this is the fifth year, and which are heard over nearly 100 stations.

California Wine Co., Lodi, Calif., through Irving Meyerson agency, has renewed its Monday, Wednesday and Friday news on WENR, (11:00 to 11:15 p.m., CWT) for 26 weeks. News commentary features Capt. Michael Fielding. Other WENR business includes one 15-minute transcribed musical program weekly for 52 weeks, contracts by Carter Products, Inc. (Arriscid) New York; five 15-minute newscasts weekly, 3:45 to 4:00 p.m., CWT for 26 weeks, by Walgreen Co. (drug chain), Chicago; 52 weeks renewal by Ward Baking Co., Chicago of its sponsorship of the Dick Tracy program on Tuesdays and Thursdays, 5:15 to 5:30 p.m., CWT, and sponsorship by Pinaud, Inc., New York, Lilianelle of a transcribed musical program, "Musical Bouquet," on Sundays, 2:00 to 2:30 p.m., CWT starting April 29.

### BMB Membership 468

Membership in the Broadcast Measurement Bureau has risen to 468, the NAB revealed in a special bulletin mailed yesterday. One hundred per cent participation was achieved at the Dallas meeting, with all 45 of the broadcasters present signing up, the association revealed.

### Johnny Johnston Back

Johnny Johnston, who has been absent because of illness from the CBS program "Music That Satisfies," will return to the show next Tuesday. During his absence, Danny O'Neill, tenor, has substituted for him.

### Margaret Arlen's Brother Cited

Margaret Arlen's brother—Lieut. Col. Hugh B. Hines, now with the Third Army, has been awarded the Bronze Star Medal. The WABC commentator's brother is an executive officer with an engineer combat group.

## Ask FCC's Approval On WQAM-KFPY Sale

(Continued from Page 1)

560 kcs with 1,000 watts power night and 5,000 watts daytime. It is affiliated with CBS and the Florida Broadcasting System, and licensed to the Miami Broadcasting Co.

KFPY, also a CBS affiliate is a 5,000 watter and operates on 920 kcs. Seller is Mrs. Frances R. Symonds with the price set at \$348,496.67. With Craney and Wheeler the third buyer of the outlet is the Queen City Broadcasting Co. with which Craney is associated. Wheeler and Craney each will pay \$128,415 and the Queen City will pay \$91,666.67.

A third application received yesterday was for a new FM station in Minneapolis. CBS was the applicant.

A new standard station to operate on the 1,340 band with 250 watts, was asked for Martinsburg, W. Va. Applicants are C. M. Zinn of York, Pa. and C. Leslie Golliday, now an announcer and technician at WINC Winchester, Va.

## Advertising Students To Be Guests Of Club

Students who have completed the 16th Annual Survey of Advertising Course for Women, sponsored by Advertising Women of New York, Inc. will be feted at a cocktail party, April 16, in the Vanderbilt Hotel. Three scholarships worth from \$50 to \$100 will be awarded to those who undertook the written assignment program incorporated in the 22-week lecture series, which entailed complete planning and developing an entire advertising campaign.

Genevieve Smith of Continent Can Company who is chairman of Advertising Women's educational committee, in announcing the party pointed out that the 1944-1945 year was a record for continuing attendance. Miss Smith added that brought a total of about 2,500 young women who have taken the course since its inauguration in 1928. Outstanding executives who donate time to lecturing the class this year were Frank Fagan, vice-president Young & Rubicam; Sara Pennoyer, vice-president, Bonwit-Teller; Edg Kobak, president, Mutual Broadcasting System; Harry Callahan, director of display, Lord & Taylor.

AVAILABLE

## PROGRAM and PRODUCTION MANAGER

KNOWLEDGE of publicity and promotion. Comprehensive background including New York City Station experience. All replies by confidential. Write Box 120, Radio Daily, 1501 Broadway, New York 18, N. Y.

Chicago's

ONLY  
24 HOUR  
STATION

W-I-N-D

560 Kc. 5000 WATTS

# Scap Gross-Members Hits All-Time High

(Continued from Page 1)

was now 1,672 publisher and members. Of this number 233 publishers, the rest authors and composers. Last night the annual banquet was held, also in the Ritz.

King Caesar, assistant treasurer, in the financial report which revealed that Scap received a total income of \$7,760,829 in 1944 as against the previous year's revenue of \$6,506,000. An increase of over a million dollars despite the loss of revenue from about 5,000 road-houses, dance-halls and miscellaneous establishments which, due to the war, had to shut down. Operating cost of the society for the year was \$1,454,859, a decrease of 24 per cent spent during 1942 and 1/2 per cent.

Independent radio stations, operating under one of three existing licenses, (a) fixed sum per each use, (b) fixed sum per each program (c) blanket license, respectively, paid the major portion of the \$5,000,000 which Scap received from radio, the remainder coming from the four major networks.

John G. Paine, general manager, has told of the steps being taken to increase the 200 or so secondary Symphonic Orchestras, Recital and Concert Halls to augment the royalty agreements, now in effect with 10 nationally-famous Symphonies.

The new amendments were proposed in Taylor advised the members that the experiments on the Ahlert Plan, a system to pay members on a "performance basis," was still taking place and that "it probably wouldn't be ready for another four or five months." Eugene and Herman Finkelstein, resident council of Scap, will leave within a month for London to study the foreign situation.

Twelve hundred members and guests attended the dinner in the evening. Among the guests were Congressman Sol Bloom, A. L. Ashby, James Lawrence Fly, Alfred J. McClellan, Edward J. Noble, Frank Mulvihill, Dr. Frank Stanton, Robert M. La Follette, Frank White, Mark Woods, Harold Ryan and Harry Fox of N.R.A. Milton Berle scored heavily as an entertainer, as did Mary Small, who sang to the accompaniment of her husband, Vic Mizzy, song writer.

# WOMEN IN RADIO

By MILDRED O'NEILL

**M**ANY of us talk about good will and international understanding, but few of us ever really get to do something about it. One of the few is Evelyn Gibbs, BBC talks producer whose daily activity is concerned with just that. Because of Evelyn, audiences in England, Ireland and Scotland are kept in touch with things typically American—Presidential elections, shopping in New York, and such; listeners in South Africa have been told about Dumbarton Oaks; teachers in tiny hamlets and crowded English cities use Evelyn Gibbs' talks to clarify daily lessons. Her work is described by London as "talks"; she calls it "watching" and "getting around." Evelyn joined BBC in 1936, after which she spent three months in training. From there she went to the school broadcasting department and in 1943 came to New York to bring American life to the British people.

☆ ☆ ☆

"Listen-The Women" indulged in a bit of sport at the expense of one J. Thomas Walker on their final broadcast over the Blue March 27 for his question, "I recently visited New York City and noted everyone in such a terrific hurry. What's it all about?" "The Women" who included Dean Thompson, Dorothy Parker, Thyra Samter Winslow and Mrs. Chester Arthur kidded J. Thomas about coming from Buffalo to the tune of \$10 worth of war stamps . . . none of which interested him very much, because at 10 p.m. his adoring mother had given him his bottle and by the time the ladies went to work on him, he was fast asleep in his snug little crib.

☆ ☆ ☆

When the Phil Silvers-Sidney Skolsky-Bill Goodwin show bows in over the airwaves it will be a Mildred Fenton production. She's that capable young woman who supervised Ted Bates' script department and daytime serials for four years and about three months ago stepped out on her own. She's just returned to New York after making the rounds of stations with her series of transcriptions featuring Barry Wood and Ben Grauer. To say Mildred is versatile would be an understatement. Upon graduation from high school she became a secretary; then general assistant to Arch Selwyn and Harold Franklin in producing Broadway musicals. From there she trekked to London to become maid-of-all-work with British International Pictures. In spare time she made a name for herself as a chanteuse. Back to America she came then, to join Blackett-Sample-Hummert as script editor and casting supervisor and start a career in radio . . . the success story of which we hope will be a long time in the telling.

☆ ☆ ☆

Boiling down an exciting true story into an equally exciting three-minute, forty-second radio drama sounds like a real job, and that's exactly what Ruth Walliser of Schwimmer & Scott in Chicago does with scripting radio's biggest little show, the Blue's Coronet Storyteller. Since inception of the program a year ago January, she has submitted some 700-odd outlines to the board of judges, 350 of which have been accepted. Ruth is also chairman of the writers' war board, western division, and now, just as if she had nothing to do, she's accepted the acting presidency of the midwestern region of the Radio Writers' Guild.

☆ ☆ ☆

Radio is a wonderful thing. That's agreed. It offers a variety of services, and that's agreed, too. But the piece de resistance has been uncovered in a letter to WLIB in Brooklyn from the delivery room nurses at a nearby hospital. Not to gild the lily, we'll just quote: "We are faithful listeners to your station and every morning when we go on duty we bring our radio along. You have no idea the influence your beautiful music has on our patients. Many a baby has been born to a smiling mother listening to a Strauss Waltz."

Those who gathered at the Perroquet Suite of the Waldorf Monday last to meet Kathleen Norris, now scripting CBS' "Bright Horizons," met a charming, kindly woman, obviously delighted with her newest literary activity. . . . Millicent Brower of the staff of FM station, WGYN (New York), has been appointed assistant program director. Millicent will combine acting and directing the experimental dramatic show, "Theater In The Sky."

# Rehearing Asked Of FCC In WOV Case

(Continued from Page 1)

license the Commission ruled that they are "not capable of being trusted with the responsibilities and obligations expected of a person privileged to hold a station license."

Since the Commission ruling on WOV a score of prospective purchasers have been mentioned. Among them are the Marshall Field interests in Chicago who recently acquired WJJD, Chicago, and are reported now seeking a New York outlet.

# Vandenberg Unimpressed By Maddy Anti-AFM Idea

(Continued from Page 1)

solely to improve wages or working conditions was termed "interesting, but at first glance impractical" yesterday by Senator Arthur Vandenberg, Michigan, Republican. Vandenberg is author of a bill to outlaw the banning of school and amateur musical broadcasts.

**Calls Administration Difficult**

Dr. Maddy's camp, at Interlochen, Mich., has been kept off NBC by action of AFM head James C. Petrillo. It was with this situation in mind that the Vandenberg bill was first written. The bill, reintroduced in January, is now past the Senate and in hearings before the House Interstate Commerce committee.

Vandenberg objected that the Maddy proposal would be impossible to administer. Regardless of what ban he was referring to, Petrillo could, for instance, claim with some justice that this action was taken to maintain current wage levels and working conditions—or even with an eye to future betterment.

# Husing Heads Radio Group Staging Red Cross Benefit

(Continued from Page 1)

Astoria Hotel on the night of Wednesday, April 18. The Frolics are being produced by the Greater New York Red Cross War Fund Sports committee with William D. Richardson of the New York "Times" heading the committee. All proceeds will go to the Red Cross fund.

**FIRST**  
in  
**NEWS**  
**SPORTS**  
**MUSIC**

**KMPG**

LOS ANGELES  
710 Kc.-10000 WATTS

WEST'S GREATEST INDEPENDENT  
Sales Representative • Paul H. Raymer Company

*Chicago's*  
**BEST NEWS**  
**SERVICE**  
**AP-UP-INS**  
**W-I-N-D**  
560 Kc. 5000 WATTS

# ★ ★ ★ COAST-TO-COAST ★ ★ ★

— NEBRASKA —

OMAHA—Maj. Kermit Hansen who went to the Army from KOWH is leading two choirs in a German prison camp, according to word received by a former Omahan who heard a German broadcast which mentioned the major's work. . . . WOW began its 23rd year on April 2. Outlet expects to send Ray Clark, chief newscaster, to the Pacific to secure eye-witness accounts and to the United Nations Conference.

— NEW YORK —

SCHENECTADY—WGY's "Let's Go To Town," prepared at the request of NAB and released to all war areas by OWI, proved to be what enlisted men from WGY area needed according to letters received. To Earle J. Pudney goes credit for all preparation. . . . WRGB producer Robert Gould enters the Navy, April 9. . . . Engagement of Jane Cushman, staffer at WGFM, GE's FM station, to Alden Deyoe, cameraman and producer at WRGB, tele studio, was announced Easter Sunday.

— OHIO —

STEUBENVILLE—Appointment of Harry Cochran as WSTV local news editor has been announced by John J. Laux, general manager of the Friendly Group: WSTV, WFPG, WJPA and WKNY. Cochran brings to WSTV 18 years of newspaper background. . . . FINDLAY—WFIN licensee, Findlay Radio Company, has asked the FCC for authority to operate an FM station on 44,100 kc. . . . AKRON—Rhoda Friedman has become "Lynn Lawrence," woman's commentator, over WADC and WAKR. Rhoda was a WJW continuity writer.

— OKLAHOMA —

OKLAHOMA CITY—KOMA's popular sportscaster, Al Donaldson, has been named to the sports and recreation committee of the Chamber of Commerce in recognition of meritorious service on behalf of sports in general. . . . Douglas Musson, formerly with WLW, Cincinnati, was named director of KOMA continuity last month.

— NEW JERSEY —

PATERSON—WPAT's weekly program schedule has had something new added to it. Each week program highlights a studio personality, program or special event, underlined by a group of comments made in papers and trade press. . . . WPAT will air a weekly series from Camp Kilmer titled "Welcome Home, Soldier," which will present recently returned veterans enjoying their first meal in the states. Ted Webbe, program director, will handle the interviews.

— NEW YORK —

NEW YORK—Thomas B. Morgan, WOV's Washington reporter, starts a week-end report from the New York studio April 7, and every Saturday thereafter. . . . Three new series will have WNYC premieres week of April 8; one for children; another of aviation shop talk and interviews and a Coast Guard show. . . . Track star Jim Rafferty receives the "Athlete of the Week" award on Bert Lee's Sports Final over WHN April 9.

— MISSOURI —

ST. LOUIS—France Laux, KMOX sports director, has begun his 17th year sports specialist and sends sports letters to 50,000 service men every month. . . . started three years ago with about 10 letters a month. . . . KANSAS CITY—Parker of Chicago has been appointed home economics director of KMBC. Parker comes directly from the American Meat Institute where she served in public relations work for the organization leader in its field.

## Another PROOF THAT WFBL IS SYRACUSE'S LEADING RADIO STATION



**WFBL Syracuse**  
1945 GEORGE FOSTER PEABODY AWARD WINNER

WFBL wins national recognition AGAIN! The leading radio station in a rich market wins citation in the 1945 George Foster Peabody awards . . . for "Syracuse on Trial" . . . This WFBL program also received the first prize for public discussion programs in Ohio State University's Radio Institute contest.

In news . . . entertainment . . . public service . . . and educational programs . . . WFBL has been the leader for 23 years!



**THE BEST STATION IN A BIG MARKET**  
FREE & PETERS, INC., NATIONAL REPRESENTATIVES

### Send Birthday Greetings To—

- April 6
  - Frederick C. Dalquist
  - Marge Morin
  - Clyde North
  - Lowell Thomas
- April 7
  - Charles Carllio
  - George Jay
  - Walt Framer
  - Tyler Davis
  - Bert Wheeler
  - Walter Winchell
- April 8
  - Arthur Allen
  - Bert Gordon
  - Martin Gunther
  - Lulu McConnell
  - Bill Curtis
  - Thornton Fisher
  - D. C. Hornburg
  - Robert Schmid
  - Frank E. H.

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

DL. 31, NO. 6

NEW YORK, N. Y., MONDAY, APRIL 9, 1945

TEN CENTS

## U.S. Censor Urges Caution

### Clear Channel Hearing Drawing Wide Interest

Washington Bureau, RADIO DAILY  
Washington—The FCC on Friday released a list of those broadcasters who have already filed with the Commission their intention to appear at the clear channel hearings on May 9. The full list follows:

The Crosley Corp.; O. W. Fisher of KOMO, Seattle; KSL, Salt Lake City; KTHS, Hot Springs, Ark.; Westinghouse Radio Stations, Inc.; WBAP, Ft. Worth, Tex.; WWSW, Pittsburgh; WLIB, Inc., Brooklyn, N. Y., and WEW, St. Louis.

Also WSGN, Birmingham, Ala.; KFAR, Fairbanks, Alaska; Sioux Falls (Continued on Page 7)

### Radio Hypos Tin Salvage, WPB Reports To OWI

New York Regional War Production Board, Salvage Division, in a letter to Harry C. Levin, OWI Regional Radio Chief, praised broadcasters "for materially increasing tin can receipts during March, over what had been during previous months." Recently tin can salvage dropped off sharply, and regional OWI radio reported need by a three-week spot campaign carried by 49 stations in northern New Jersey and upstate New York.

### Indianapolis Dept. Store Asks FCC For Tele CP

Washington Bureau, RADIO DAILY  
Washington—Application for a commercial tele station in Indianapolis was filed with the FCC Friday by the William H. Block Co., prominent department store of that city.

### Rehabilitation

While still in his uniform awaiting his honorable discharge papers to come through, Victor Pelle participated a few weeks ago in the Mutual "Double Or Nothing" show. During the course of the conversation between Pelle and the emcee, he was asked about his background. Pelle replied that he formerly conducted an orchestra. He is now the conductor on "D. Or N."

### President To Speak

President Roosevelt will be heard in a brief talk on all networks on Friday, April 13, from 9:55 to 10 p.m., EWT. The occasion will be the annual Jefferson Day dinner sponsored by the Democratic National Committee and held in key cities throughout the country.

### Nebraska Court Denies Ascap Case Reopening

Omaha—Federal Judge John Delahant, Thursday denied request of defendants that cases by music publishing houses against them involving copyrighted infringements be reopened to produce more evidence and also denied a motion for retrial.

Alleged co-operation of the music publishing companies to help repeal Nebraska Anti-Ascap law "is no concern of the court," the judge ruled.

In a decision handed down in De- (Continued on Page 6)

### RCA Promotes Beal In Engineering Post

Ralph R. Beal, assistant to the vice-president in charge of RCA Laboratories and for nine years research director of RCA, was elected vice-president of RCA Communications on Friday. He will be in charge of engineering, according to the announcement by Brig. Gen. David Sarnoff, president of RCA, following a meeting of the board of directors.

### Byron Price In Statement To Radio And Press Asks Voluntary Censorship In Handling Of War News Events

### Sees Vast Market For New Radio Sets

Memphis, Tenn.—Most recent prognostication regarding the post-war sales of radio receivers was made over the week-end by Leonard C. Truesdell, general home radio sales manager for the Bendix Radio division of Bendix Aviation Corp., when he declared that American families will purchase more than 15 million radios and radio-phonograph com- (Continued on Page 7)

### WTOL Owners Purchase Old 'Y' Building In Toledo

Toledo—Community Broadcasting Co., which owns and operates WTOL, Toledo, has purchased the old YMCA building in Toledo opposite the Lucas County Courthouse, announced Morton Neipp, vice-president. The building, (Continued on Page 2)

### Withycomb Gets New Post With Blue In Washington

Appointment of Donald Withycomb as Washington representative of the American Broadcasting Company (the Blue Network) was announced by Robert E. Kintner, vice-president (Continued on Page 2)

Washington Bureau, RADIO DAILY  
Washington—Urging caution in the treatment of war news and continuation of voluntary censorship despite the increasing tempo of favorable war news, Byron Price, director of censorship, issued a statement the past week-end to the radio and press in the United States. He declared: "With the war in Europe at its critical stage and the war in the Far East building up in fury and signifi- (Continued on Page 6)

### Heavy Schedule Set For 'Frisco Wordage

San Francisco—Apart from the heavy wordage which will emanate from the United Nations Security Conference getting under way here on April 25, some 750,000 words a day is expected to be filed by cable, wire and wireless according to estimates by local communications managers (Continued on Page 2)

### 'Foreign Policy' On NBC Will Continue After 'Frisco

"Our Foreign Policy" series on NBC will be continued after the San Francisco conference, Sterling Fisher, director of the NBC University of the Air, announced Friday. The format of the new series will include civic and educational groups in addition to the State Department and the House Foreign Affairs Committee.

## ★ THE WEEK IN RADIO ★

### FCC Reports Indies Sales Up

By CHARLES MANN

ONE hundred and thirty-seven broadcasters operating between one and two-and-a-half kilowatts increased their 1944 net time sales 41 per cent over 1943, according to reports filed with the FCC. At the present time there are 162 stations operating at this power, of which 152 are commercial. Total net for the 137 stations came to \$20,721,794, a differ-

ence of \$5,981,160 over the 1943 figure of \$14,740,634. It was also disclosed that all but two of the 137 broadcasters reported increases in net time sales.

Highlights: Despite word from Washington that the National Labor Relations Board had ordered NBC and the Blue Network to recognize (Continued on Page 6)

### Alumni Day

Cast which originally appeared on Arch Oboler's initial NBC broadcast in 1939 will appear for the first time together since that date in the writer-producer's Mutual production of "Lust For Life," Thurs., April 12. The alumni are: Raymond Edward Johnson, Betty Caine, Ann Shepherd and Louis Van Reuten. This is the second in the Mutual series.

People buy when WLAW speaks! Let WLAW Advt. talk about your product.

You are guaranteed a friendly audience when you choose WLAW to sell your message. Advt.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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## FINANCIAL

(April 6)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	162 <sup>7</sup> / <sub>8</sub>	162 <sup>7</sup> / <sub>8</sub>	162 <sup>7</sup> / <sub>8</sub>	.....
CBS A	34 <sup>3</sup> / <sub>4</sub>	34 <sup>3</sup> / <sub>4</sub>	34 <sup>3</sup> / <sub>4</sub>	+ <sup>3</sup> / <sub>4</sub>
CBS B	34 <sup>1</sup> / <sub>2</sub>	34 <sup>1</sup> / <sub>2</sub>	34 <sup>1</sup> / <sub>2</sub>	+ <sup>1</sup> / <sub>2</sub>
Farnsworth T. & R.	13 <sup>5</sup> / <sub>8</sub>	13 <sup>1</sup> / <sub>2</sub>	13 <sup>5</sup> / <sub>8</sub>	+ <sup>1</sup> / <sub>8</sub>
Gen. Electric	41 <sup>1</sup> / <sub>4</sub>	40 <sup>1</sup> / <sub>2</sub>	41 <sup>1</sup> / <sub>4</sub>	+ <sup>3</sup> / <sub>4</sub>
Philco	33 <sup>3</sup> / <sub>4</sub>	33 <sup>3</sup> / <sub>4</sub>	33 <sup>3</sup> / <sub>4</sub>	+ <sup>5</sup> / <sub>8</sub>
RCA Common	11	10 <sup>3</sup> / <sub>4</sub>	11	+ <sup>1</sup> / <sub>4</sub>
RCA First Pfd.	82 <sup>1</sup> / <sub>2</sub>	82 <sup>1</sup> / <sub>2</sub>	82 <sup>1</sup> / <sub>2</sub>	- <sup>1</sup> / <sub>4</sub>
Stewart-Warner	17 <sup>1</sup> / <sub>2</sub>	17 <sup>1</sup> / <sub>8</sub>	17 <sup>1</sup> / <sub>2</sub>	+ <sup>3</sup> / <sub>8</sub>
Westinghouse	127	125 <sup>1</sup> / <sub>4</sub>	127	+ 1 <sup>3</sup> / <sub>4</sub>
Zenith Radio	39	39	39	- <sup>1</sup> / <sub>4</sub>

### OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	7 <sup>1</sup> / <sub>8</sub>	7 <sup>7</sup> / <sub>8</sub>
Stromberg-Carlson	19 <sup>1</sup> / <sub>8</sub>	20 <sup>1</sup> / <sub>8</sub>
WCAO (Baltimore)	26	.....
WJR (Detroit)	39	42

## 20 YEARS AGO TODAY

(April 9, 1925)

According to an announcement by RCA, the recent successful broadcast of the Hotel Savoy orchestra in London, to a vast audience in the United States, marks the beginning of a series of great public experiments to bring London, Paris, Buenos Aires and even the Far East into radio-equipped homes here.

### INDUSTRIAL RELATIONS MAN

Radio, motion picture and allied fields, to take desk as Production and Talent Agent in one of the leading uptown employment agencies. Wide acquaintance and hard worker. No one who expects to be successful the easy way. Profit sharing without investment. Earnings should be \$12,000 up. Write fully, Box 145, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

## Coming and Going

BEN SELVIN, vice-president of Associated Program Service, is leaving on a 10-day recording expedition to Chicago. Roy Shields and Art Kassel are two of the orchestras already signed up for these Associated waxing sessions.

EVERETT SHUPE, station and commercial manager of KVOR, has arrived from Colorado Springs, Colo., for conferences at the New York offices of the outlet's national representatives.

MORRIS S. NOVIK, director of WNYC, is back from Washington, D. C., where he testified before the FCC.

BEN WILLIAMS, local sales manager of WTOG, Savannah, Ga., is in Gotham on station business. Conferred Friday with the national reps.

MARION CONNOLLY, who has been sojourning in the Southland, is expected back at her desk today to take over her new duties as personnel director of women for Benton & Bowles.

ELL HENRY, manager of the Blue Network's Chicago publicity office, and MILT SAMUEL, manager of the network's Hollywood publicity division, in town over the week-end for conferences with Earl Mullin, Blue press chief, and Fred Smith, the web's vice-president in charge of advertising, promotion, publicity and public relations.

ARTHUR AUSTIN, supervisor of the Boston Symphony program, handled by Compton Advertising, Inc., is expected back at the agency today following a week-end trip to Boston for the broadcast.

WILLIAM C. GROVE, station manager of KFBC, Blue Network affiliate in Cheyenne, is here from Wyoming on a short business trip.

FRANK WEBB is in town from WGL, Fort Wayne, Ind. Paid a call last week at the headquarters of the station's national representatives.

## Heavy Schedule Set For 'Frisco Wordage

(Continued from Page 1)

here. All traffic will be taken care of without disrupting the regular services to the public.

Trained operators of every description will be on hand with headquarters in the Veterans Building and these operators are prepared to send in many different languages. Also on hand for emergencies will be trained interpreters from the State Department's staff.

RCA, Press Wireless, as well as Western Union will bring additional help to the scene, and some of the messages and stories will be relayed through various points in the U. S. before sending overseas.

### Wire Companies To Be Used

Networks and stations while using radio direct from here for the most part, will also forward sidelight and other background material for local commentators to augment the day's news. In such cases the services of the wire companies will be used.

## WTOL Owners Purchase Old 'Y' Building In Toledo

(Continued from Page 1)

damaged by fire more than a decade ago, will be remodeled after the war. It cost \$40,000. Mr. Neipp could not say whether or not the radio station ultimately will be moved to this building. The Community Broadcasting Co. also owns a modern two-story building on Huron and Jackson Sts., downtown, but at present uses the penthouse and part of the third floor of the Bell Building, Toledo, for its quarters.

### School Ownership Changes

Kansas City—The entire training organization and facilities of the well-known Midland Radio and Television Schools, Inc., Kansas City, Missouri, have been purchased by its president and chief engineer, G. L. (Jerry) Taylor. Henceforth, this training institution will be known as Central Radio and Television Schools, Inc.

## Withycomb Gets New Post With Blue In Washington

(Continued from Page 1)

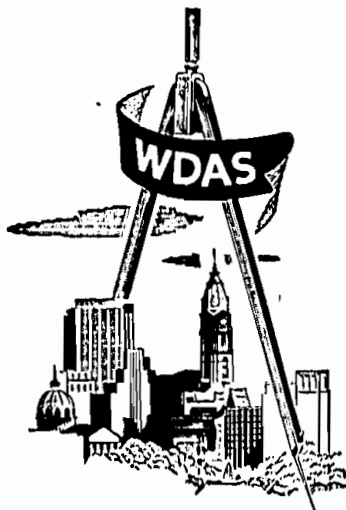
of the company. Withycomb will be responsible for liaison between the company and the Government. The operations of the company in Washington are under the general supervision of Kintner, who makes his office in New York.

Kenneth Berkeley, now manager of the Washington office, who is also manager of the Blue Network affiliate in Washington, station WMAL, will continue as Washington manager for the Blue.

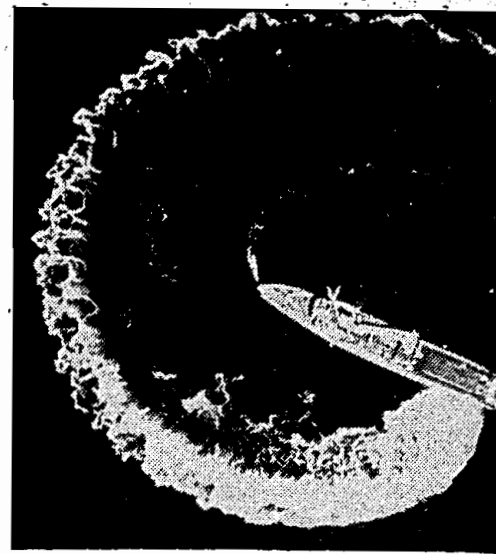
## Raytheon, Belmont Merge

Chicago—Raytheon Mfg. Co. and the Belmont Corp. will be merged in accordance with a decision of the stockholders, who met last week.

## Coverage ...in Philadelphia



WDAS covers the largest cross-section of the buying public in the Philadelphia area . . . at lowest cost.



## Evasive action

You've seen that phrase many times since the war. It's when a ship or a plane tries to get out of the line of fire.

Evasive action is something we've never tried for W-I-T-H . . . the successful radio independent in Baltimore.

We've stuck to our programming course . . . and today W-I-T-H in this five-station town . . . delivers more listeners per dollar than any other station in town.

Using the facts as compiled by methods available to every station . . . W-I-T-H has consistently been placed at the top of budget lists by smart time buyers everywhere.

Those facts are available to you, with pleasure.



# W-I-T-H

## IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REE



The 1944 George Foster Peabody Radio Award for outstanding meritorious Public Service by a Local Station of One thousand watts, or less, was given to

**WIBX**  
UTICA, NEW YORK

for

*"Cross-Roads"*

A weekly program dramatizing the actual battle experiences of returned veterans. Originating at Rhoads General Hospital, Utica, N.Y. — all personnel appearing on the program, including the announcer, are patients at the Hospital.

WIBX is proud of this recognition and our heartfelt thanks go to the entire Hospital Staff at Rhoads and especially the returned veterans for their devoted service and co-operation.

**WIBX**  
1230 ON YOUR DIAL  
CBS  
UTICA NEW YORK  
*"the voice of the Mohawk valley"*

# AGENCIES

**C**ARTER R. JONES and J. HENRY RICH have joined the copy department of Kenyon & Eckhardt Inc. Jones was formerly with Sherman K. Ellis, and Rich was associated with the Florida Citrus Commission in a merchandising and sales promotion capacity. Bernice Gaines is now associated with Kenyon & Eckhardt's radio department as a commercial writer. She formerly was with Ralph H. Jones Co., Cincinnati, as a copywriter.

**LUCILLE G. GIRONA** has joined the foreign department of McCann-Erickson, Inc., (N. Y. office). Miss Girona was formerly head of the Spanish department of Young & Rubicam's international division, and previous affiliations were: Foreign Advertising & Service Bureau, Conquest Alliance, Inc., and National Export Adv. Service.

**H. ROSS POTTER** has been elected a vice-president of Sherman K. Ellis & Co., Inc. On the staff of the agency's New York office for some years, Potter formerly was connected with Young & Rubicam, New York, and Aitkin-Young Co., Philadelphia.

**MRS. VIRGINIA SHOOK ALEXANDER**, formerly with Compton Advertising, Inc., has joined the copy department of Cecil & Presbrey, Inc.

## Wildroot Buys Time On Keystone Network

Wildroot Company has expanded its radio promotion campaign with the following stations: WEEI, Boston; WHAS, Louisville, Ky.; WMIN, St. Paul, Minn.; KEEW, Brownsville, Texas; WHBF, Rock Island, Ill.; KXYZ, Houston, Texas; KOB, Albuquerque, New Mex.; WFAA, Dallas, Texas; WBAP, Ft. Worth, Texas; WMBR, Jacksonville, Fla., in addition to 64 stations of the Keystone Broadcasting Company.

Contracts for the aforementioned are effective immediately. Noel Rhys is the account executive for Keystone; Gertrude Scanlan is the account executive for BBD&O, agency for Wildroot.



"Ye said over WFDP that we should be workin', didn't ye?"



## Reporter At Large . . . !

● ● ● **Quentin Reynolds**, who is moderator on most of the Radio Reader's Digest stanzas, writes the lead article in the May issue of "This Month" mag—a direct competitor of the Digest. Article is tagged "You Can't Say That," and it concerns itself with how censorship has affected the war. According to Quent, censorship in the U. S. is good—in Britain, fairly good—but murder in Russia where a correspondent's life is almost unbearable. . . . What is being touted by the Blue as one of Adrian Samish's 'most important ideas' in news shows is "The Washington Story," a dramatization of the Washington news front with John B. Kennedy as narrator. Alexander Leftwich will direct with Wally Gould down as producer. Bernard Greene's work is set. . . . John J. Anthony is getting away from his usual 'agony' routine in another idea he's got called "The Opportunity Hour" . . . Medicos have ordered Tom Hicks, radio director of Foote, Cone & Belding, to Virginia for a rest. . . . Freeman Keyes, of Russel M. Seeds Co., writes in to say there isn't a ghost of a chance of Red Skelton going with the Billie Burke show or any other show when and if he gets out of the service. In sum, Red will go back to his own show! . . . The Rudy Vallee-George White feud, which dates back to the last "Scandals," is still raging in Hollywood. . . . Monte Proser is the No. 1 contender to produce Milton Berle's "Spring in Brazil." We also understand that Berle's renewal with Eversharp depends on how the B'way show is received.

☆ ☆ ☆

● ● ● **Ruth Chatterton** being seen around with her soldier-husband, just returned from overseas. The mystery of his identity is now cleared up. He's Sgt. Barry Thompson, former leading man in the theater. . . . New tag of "Here's to Romance" is "Romance, Rhythm & Ripley." Marion Hutton joins it April 26th for 13 weeks. . . . What producer's assistant hadda skip town recently on a forged check charge? . . . Nat Moss lining up the top band names for his 400 Club, with Benny Goodman, Gene Krupa and Sammy Kaye already inked in and Harry James in a talkative mood. . . . Gil Johnson dickering with the networks for his "Howdy, Rookie" show. . . . Latest B'way gag is to get unwary victims to call Circle 6-6484 and hear the gospel read to them. . . . Add versatile actresses: Maybelle Prindaville, who goes from heavy dramatics to light comedy with the greatest of ease. . . . Al Capp serious about a radio deal for "Lil' Abner" . . . Jackie Lawton, Kansas City heir, and Mary Ashworth, Chesterfield Supper Club beauty, are an item. . . . Joan Bennett's Red Cross pitch on the Berle show (written by Jay Franklin Jones) was the best thing we've heard along those lines in some time—and, incidentally, the best thing we've heard Joan do on the air.

☆ ☆ ☆

● ● ● **The Three Suns** burned at Leonard Feather for his review of their records in Metronome. . . . Lawrence Tibbett goes up to Canada on the 23rd as guest expert on "Info, Please." Show will be broadcast from up there in connection with the War Bond Drive. . . . Mike Todd interested in Robert Merrill, winner of the Met Auditions of the Air, for his next musical. 14 months ago, Merrill was singing up at Grossinger's when Moe Gale spotted him. . . . Cpl. Harry B. Martin, former manager of Sally Rand and brother of Darrell Martin, dean of radio editors, has rejoined his outfit in Germany after being treated for wounds at an English base hospital. . . . Mickey Addy's "Remember When" getting a strong commercial play. . . . Doris Grundy, who modelled with Conover to break into show biz, signed for running parts in "Bright Horizon" and "Dick Tracy" . . . Maurice Tarplin cast as Farraday in "Boston Blackie" . . . Nick & Charlie Kenny working on a new tune called "That I Gotta See" . . . Phil Kramer garnered plenty of laughs on the Alan Young show.

— Remember Pearl Harbor —

# CHICAGO

By BILL IRVIN

**I**NSTEAD of standard ducat for early sent to persons asking tick for studio broadcasts of the Blue Network's "Breakfast Club," applicants now receive a souvenir folder, four and a half by six inches, containing pictures of the cast and information about the program.

Van Haften has joined the WBBM announcing staff. He formerly was at KMBC, Kansas City, Mo.

John Holtman, NBC Chicago station announcer, is carrying on his regular assignments despite a cumbersome cast encasing a cracked ankle bone.

Boyce Smith, Blue Network tenor, has announced his engagement to Marian Lord, "Miss Merchandise" of 1944.

Sherman Marks, formerly with WBBM and more recently with the Army Air Forces Special Services at Wright Field, returns to WBBM this month as producer-writer.

A three-week contract extension effective April 7, has been announced for "Nick Carter, Master Detective" heard over WGN from 8:30 to 9 p.m. CWT, on Saturdays. The program playback from the Mutual network is sponsored by the Acme White Lead and Color Works of Detroit, through Henri, Hurst & McDonald, Chicago.



## ONE MAN IS A POOR AUDIENCE!

Sentenced to jail, Paganini, great violinist, played to his jailers—a poor audience for such talent.

Be sure your program has a worthy audience! Use:

Baltimore's Listening Habit

# WCBM

The Blue Network Outlet

John Elmer, President      George H. Roeder, General Manager  
FREE & PETERS, Inc., Exclusive Nat. Rep.





He "Glamorizes" the Ladies to . . .

# BOOST THE CURVE OF YOUR SALES!

When this beauty authority recommends clothes, hair-dos, cosmetics, anything a woman buys — gals open their ears and their purses!

Funny thing about women! When they want advice on how to "pretty up"—they usually turn to a *man*.

And when that man's a "glamorizer" of Hollywood's brightest stars—you can bet they take his advice *fast!*

Let him recommend a lipstick, for example, and presto! That brand is on every gal's lips!

No wonder Richard Willis is a god-send to merchants with clothes, cosmetics or coiffures to sell!

Six days a week over WNEW, this

former head of a Hollywood make-up studio tells the ladies what dress to choose—what eye-shadow to use—by analyzing real-life women who bring their problems before his mike.

*An unusual program? Of course! WNEW is famous for doing the unusual—with unusual selling results!*

That's why we suggest you contact "Sales" *now*. And discover how you can get in on this remarkable new program while there's still a little time left.

To Prove the Pulling Power of this Unique Program—

*Tune in Yourself at—*

12:35 to 1:00 P.M.

MONDAY-SATURDAY **1130** ON YOUR DIAL

# WNEW

NEW YORK 22, NEW YORK

TEN THOUSAND WATTS—1130 ON THE [DIAL—ON THE AIR TWENTY-FOUR HOURS A DAY REPRESENTED NATIONALLY BY JOHN BLAIR AND COMPANY

THE WEEK IN RADIO

FCC Reports Indies Sales Up

(Continued from Page 1)

NABET as the collective bargaining agent for platter turners, executive spokesmen of the two webs in New York intimated that they may ignore the NLRB ruling, which may result in hearings before the Circuit Court of Appeals. . . . The Miami "Herald" wants to purchase WQAM at the price of \$500,000; and Ed Craney, Montana broadcaster, and John L. Wheeler, attorney of Los Angeles, want to purchase KFPY at the price of \$348,496.67, according to applications filed with the FCC. . . . FCC revealed that messages from American prisoners of war heard in German and Japanese shortwave broadcasts beamed to this country are now being intercepted at the rate of more than 100 a day by FCC monitors.

Spotshots: 20th Century-Fox has leased from General Television Corp., the latter's WIXB tele station in Boston. . . . WNEW will move to new quarters the end of 1946, and will add six studios to its current four. . . . The walkie-talkie can be a good post-war commodity providing the manufacturers keep the prices down, E. K. Jett, FCC commissioner, warns. . . . Joan Lane has resigned as trade editor of CBS and Leo Mishkin takes over. . . . Miss Lane joins the promotional staff of Crowell-Collier. . . . MBS produced a closed-circuit show Saturday to hypo war bond salesmen. . . . Lt. Col. Charles Vanda, officially made inactive, rejoins CBS as producer. . . . Amusement industry of Greater New York paid out to musicians during 1944, approximately \$27,000,000 of which about \$20,000,000 was earned by members of Local 802, A. F. of M. . . . William Hillman, foreign correspondent and former European manager of INS, has joined MBS news staff. . . . Dr. Frederick J. Cullen, exec vice-president of PAA, spoke before the Radio Executives Club, and pleaded for higher standards in advertising for all media. . . . The Mester brothers want another hearing re their recently rejected application to purchase WOV from Arde Bulova. . . . While broadcasters protest, the House Judiciary Committee of the Illinois State Legislature urges the passage of the Cutley-Quinn bill, which would punish radio stations or newspapers for libelous statements. . . . Hugh Feltis, president of the Broadcast Measurement Bureau, is in New York to try local broadcasters here again. . . . Joseph E. Maddy, president of the National Music Camp, Interlochen, Mich., has written to Congressmen for an amendment to the anti-trust laws which would curb the activity of James C. Petrillo. . . . KXOA, Sacramento, will join the Don Lee network effective May 1.

Suggestion: The weekly news digest may interest someone from radio now in the armed forces. Clip and mail to . . .

Nebraska Ascap Case Closed; Music-Payment Bill Advances

(Continued from Page 1)

December, Judge Delehant ruled a section of the state Anti-Ascap law unconstitutional. He awarded damages of about \$6,000 to the publishing houses. Judge Delehant said it was improper for him to discuss, either publicly or privately, how his decision would affect pending Anti-Ascap legislation in the Nebraska legislature.

W. J. Hotz, attorney for the defendants which include Nebraska hotels and amusement places has charged the plaintiff tried to compel the defendants to work for the repeal of the law.

Judge Delehant also said that the fact, as stated by Mr. Hotz, that the Anti-Ascap law would be before the Supreme Court in May was no concern of the Federal court. He refused to admit any further evidence after the presentation of the case, citing a Latin phrase to the effect that there "should be an end to litigation."

James J. Fitzgerald, Jr., represented the following plaintiffs: Harms, and Jerome Kern, Yale Holland and Eugene Blazer, Shapiro-Bernstein.

Hotz said following the hearing that the defendants would appeal Judge Delehant's decision to the Circuit Court of Appeals.

Pro-Ascap Bill Advances

Lincoln, Neb.—Ascap appeared on the way back to doing business in Nebraska Friday. The State Legisla-

U. S., British Web Execs Boston Radio Unit Guests

Paul Hollister, CBS vice-president in charge of advertising and sales promotion, Paul White, CBS director of public affairs and news broadcasts, and Gilbert Seldes, director of CBS television programs, are among the speakers to be heard in a round table discussion on "Radio and the War," at the second spring conference of the Radio Council of Greater Boston, to be held Monday April 9. Ned Calmer, CBS war correspondent, is a speaker at the United Nations dinner that evening. Edward Weeks president of the Boston radio council, and editor of "The Atlantic Monthly," is master of ceremonies.

Other speakers to be heard include John Salt, of the British Broadcasting Corporation, William F. Brooks of NBC, Capt. Frank King, of the Armed Forces Radio Service, and John O. Rennie, head of radio for the British Information Services.

"People Are Funny" Renewed

"People Are Funny" has been renewed by Brown & Williamson Tobacco Corp. for 52 more weeks, effective April 27, it has been announced by Russel M. Seeds Co., Inc., agency for the account. The program features emcee Art Linkletter. Commercials favor Raleigh cigarettes and Sir Walter Raleigh tobacco.

ture here advanced LB 252 to the select file. The bill's advancement came after a heated three-hour debate on repeal of the Anti-Ascap bill passed in 1937 and after a motion to kill had been voted down. During the debate Ascap was called a co-operative society of music men which has a legal and moral right to collect fees for profit, and a racketeering monopoly using "Al Capone" tactics to force Nebraska music users to support the bill.

Sen. Hubka Supports Bill

Sen. Ladd J. Hubka, introducer of the bill, said that hundreds of Nebraska amusement places have been using the Ascap music illegally because the 1937 law prevents them from dealing with Ascap. The right to collect fees is guaranteed by Federal law, he said, and added that most of the music users want LB 252 passed so Ascap will be permitted to do business in Nebraska and they will have some agency to pay for use of the music.

Sen. Fred Seaton, owner of KHAS, Hastings, a co-introducer of the bill, said composers have a "moral right" to collect a fee for public performance of their music for profit and Nebraska should not continue denying them that right. He said that Broadcast Music, Inc., and the Society of European State Authors and Composers are still collecting fees in Nebraska for the use of music they control.

Old Gold's Summer Sub Is 'Name It And Claim It'

"Name It And Claim It," a Mildred Fenton package, has been purchased by the Lennen & Mitchell agency as a summer replacement for any one of the currently Old Gold sponsored shows, it was announced over the week-end by John Loveton, radio director of the agency.

Old Gold currently sponsors "Comedy Theater" on NBC and "Which Is Which" on CBS. Loveton said plans are to have "Name It And Claim It" bow in for the summer session on June 13.

Major William Jonas

Paul Jonas, assistant to Tom Slater, director of sports and special events for Mutual, has received word from the War Department of the death of his son, Major William Jonas, who was killed in a plane crash somewhere in the Pacific.

Stewart-Warner Dividend

Chicago — Directors of Stewart-Warner Corporation have voted the regular, semi-annual cash dividend of \$25 cents per share on the five dollar par value Common Stock and an extra dividend of 25 cents per share. Both dividends are payable June 1 to stock of record at the close of business May 2.

Censorship Vigilance Urged By Byron Price

(Continued from Page 1)

cance, I take this means to remind you that the success of voluntary censorship depends on continued vigilance. The enemy still is listening to learn the time, place and method of future attacks, the sequence of operations, and the strength, technical make-up and equipment of our attacking forces. We must take particular pains to protect troop and ship movements. In this connection you are reminded again of the code stipulation that letters from combat zones are censored at the source for private circulation only and should not be published if they will inform the enemy about military operations.

"American communities still may suffer from enemy attack in one form or another. With his bases so far away, the enemy will never know where his shots are falling, or how to correct his operations. Reports of discussion of expectations or probabilities involving future war plans may be of great value to the enemy.

"For example, published or broadcast speculations or statements regarding the probable intentions of Soviet Russia toward Japan, however erroneous they might prove to be could possibly lead to a Japanese attack on Russia. Whether such a speculation or prediction were true or false, the military interests of the United States would be damaged and the war's sacrifice of American life might be prolonged. Please weigh the consequences and consult the Office of Censorship. New American secret weapons are coming into use constantly. The best course is to let the enemy learn about them in combat. This whole subject must be approached with extreme care if we are to conceal the vast developments which are taking place in scientific fields. It is far safer to consult censorship. Voluntary censorship has enlisted for the war, not just to help achieve partial victory.

"Your steadfastness, which has meant so much for so long, is solicited earnestly until the day when all hostilities are over, and all censorship can be brought to unlamented end."

Heads Canadian Marconi

Montreal — Stuart M. Finlayson, Montreal, has been appointed general manager of the Canadian Marconi Company. He was formerly deputy general manager.

Send Birthday Greetings To -

April 9

- Mickey Alpert Jim Bannon
Franklin Bingham Brewster Morgan
Gilmore Nunn Fred Raphael
Oliver Smith Rose Yvonne Stein

# Clear Channel Hearing Drawing Wide Interest

(Continued from Page 1)

roadcast Assn., Sioux Falls, S. Dak.; Columbia Broadcasting System, Inc.; KL, Seattle; KTBS, Shreveport, La.; Luis Wasmer, Spokane; John D. Catington, Portland, Ore.; WCAE, Pittsburgh; Bert Georges, WHEB, Portsmouth, N. H.; WOAI, San Antonio; American Broadcasting Co.,

and KFVD, Los Angeles; KYA, San Francisco; WHO, Des Moines; KMBC, Kansas City, Mo.; KFI, Los Angeles; WAA, Dallas, WSM, Nashville; WIAS, Louisville; WHAM, Rochester, N. Y.; WJR, Detroit; WBAP, Ft. Worth; WCAU, Philadelphia; WWL, New Orleans; WSB, Atlanta; WGN, Chicago; WLS, Chicago, and KDKA, Pittsburgh.

Also scheduled are KPMC, Bakersfield, Calif.; WPTF, Raleigh, N. C.; WJBC, Duluth; WQXR, New York; WJAR, Pontiac, Mich.; WHK, Cleveland; WHKC, Columbus; WHKK, Cleveland; WFAA, Dallas; New York State Farm Bureau Federation and New York State Conference Board of Farm Organizations; WNYC, New York; National Broadcasting Co., Inc.; WATA, Salt Lake City; KFBC, Cheyenne, Wyo.; KOB, Albuquerque; The Yankee Network, Inc.; WJW, Cleveland.

And the Capitol Broadcasting Co., Indianapolis; Memphis Publishing Co.; KOIN, Portland, Ore.; KDYL, Salt Lake City; WSOC, Inc.; Associated Broadcasting Corp.; WTBO, Cumberland, Md.; King Trendle Broadcasting Corp. (WOOD, Grand Rapids), Mich.; Minnesota Broadcasting Corp., (WTCN, Minneapolis); North Carolina Broadcasting Co., Inc. (BIG, Greensboro); National Council of Farmers Co-Operatives, Washington, D. C.; Chairman, Radio Committees Land Grant College Assn., and National Association of State Universities (Ohio).

## Takes WHBC Post

Massillon, O.—J. Leonard Taylor, for the past four years program director of WHBC, Canton, O., has been named assistant advertising director of the Tyson Bearing Co., Massillon, O. Before coming to Canton he was previously with WKST, New Castle, Pa., and WJW, Akron.

## Engagement Announced

The engagement of Miss Jane Cushman, member of the program staff of GFM, General Electric's frequency modulation station, to Alden Deyoe, cameraman and producer at WRGB, the company's television station, was announced Easter Sunday.

## AVAILABLE

Young woman under thirty. Diversified background. Network, program promotion and publicity, advertising agency. Write Box 146, Radio Daily, 1501 Broadway, New York 18, N. Y.

# COAST-TO-COAST

## — PENNSYLVANIA —

**PHILADELPHIA**—At the invitation of Alice L. Cornelison, president of the Radio Council of New Jersey, WFIL announcer-producer John Scheuer will address the council's district meeting in Camden, April 16. . . On April 2 WIP's "Dawn Patrol" celebrated its 1,945th consecutive airing, totaling approximately 1,200 hours. . . **PITTSBURGH**—"Warm Up Time With Tucker" on WWSW is enjoying its 7th renewal by the Fort Pitt Brewing Co. Program featuring sportscaster Joe Tucker presents music, diamond humor and information.

## — TENNESSEE —

**MEMPHIS**—Ed Starr is acting as an apprentice announcer for WHBQ while awaiting discharge from the Marines and is the 6th ex-service man to be employed by WHBQ. . . Murdock Acceptance Corp. has renewed Mutual commentator Stanley Dixon for the 3rd time. Mulford Jewelry Co. is sponsoring Cedric Foster three times weekly; Landres, twice weekly. . . **NASHVILLE**—In collaboration with NAB, station WSM has completed a recorded variety show titled "Let's Go To Town," for the AFRS. Distribution will be to Tennessee troupes overseas.

## — KENTUCKY —

**LOUISVILLE**—Bill Moore and Len Dawson are the latest additions to WINN announcing staff. Elphin Rann has taken over as chief engineer. . . New business includes 39 five-minute broadcasts for Ben Snyder Department Store; 100 remotes from Iroquois Gardens; 39 spots for Western Electric Audiophone Company. . . **HARLAN**—WHLN became a Mutual affiliate last month. Headed by R. B. Helms, station began broadcasting May 31, 1941. New staffers are Eddie Whikehart and Stuart Odell.

## — UTAH —

**SALT LAKE CITY**—More than lived up to expectations has Arden Sunfreze's "Good Morning, Good Neighbor" program over KDYL, aired Tuesdays at 10:30 a.m. Idea is to salute outstanding neighbors, so nominated by their friends. . . NBC chimes are sounded each quarter hour from a 12-foot microphone uniting KDYL's two outdoor-billboards featuring "Parade of Stars" . . . **OMAHA**—John "Jack" Murphy, recently discharged from the Army, has joined the KOIL sales staff. Jack's home is in Omaha.

## Detroit Symphony Leader Given 10-Year Renewal

Karl Krueger, conductor of the Detroit Symphony of the Air, heard over Mutual, has been re-engaged by the symphony organization to conduct the symphony orchestra for the next ten years, according to the contract which became effective this month. Krueger, incidentally, will conduct several concerts in South America and Europe this summer, and will return to the Detroit podium in the fall. Reichhold Chemical Company sponsors the program and Grant Advertising is the agency.

## — DISTRICT OF COLUMBIA —

**WASHINGTON**—Charlie Bright, fairly new to the radio family at WWDC, has taken over "The Yawn Patrol," heard daily, 1 to 6 a.m. Former conductor of the program, "Great" Scott, is now doing a new comedy show titled, "Is Your Husband Home?" . . . Into the mail room of WOL recently came a battered letter bearing censors' stamps and travel stains. It was simply addressed to "Art Brown and Russ Hodges, Washington, D. C., U. S. A." and contained two American dimes and 25 francs of French "invasion money" for WOL's Mile O' Dimes basket.

## — TEXAS —

**SAN ANTONIO**—WOAI has inaugurated a new show in co-operation with 4-H Clubs, FFA, Texas County agricultural agents and home demonstration agents. Titled "Farm and Ranch Program," airing takes place Saturday mornings at 6:30. . . **EL PASO**—Karl O. Wyler, general manager of KTSM, has been elected president of the Chamber of Commerce. . . **FT. WORTH**—Newcomers to WBAP, fresh out of the Army, are Jack C. Pritchett and Jim Vinson. Pritchett saw two years in the Pacific; Vinson was with the Army Signals Corps.

## — WASHINGTON —

**SEATTLE**—Pat O'Halloran, long active in advertising and radio, has joined KIRO sales staff. . . **YAKIMA**—Bob Vaughan, long time "good morning" man on KIT, now sleeps in, due to a change in shift that has put him on in the p.m. Vaughan's "Rise and Shine" has been taken over by Gene Sires. . . Two new programs on KIT with a local angle are a morning feature about Yakima pioneers and a Western Thrift show featuring news of local servicemen.

## — WEST VIRGINIA —

**HUNTINGTON**—When WSAZ announced over the air recently that the local police were seeking a man whose brother had been killed in an accident at Portsmouth, Ohio, whose last name was the only information they had, it took just two minutes for the police to get the telephone call they hoped for. . . West Virginia Network's Washington bureau, heard Sundays at 6:15 p.m., is the subject of an article in the April 2 issue of "Time." Bureau consists of Ray Henle and Malvina Stephenson and feeds WPAR, WCHS, WSAZ and WBLK.

## Standard Script Adopted By TBA For Tele Shows

A standard form television script along with a standard cue sheet, using a three column method, was adopted by members of the Television Producers Association meeting held Monday night at the Pennsylvania Hotel and presided over by R. B. "Bud" Gamble, president of the organization.

The next meeting of the Television Producers Association, Inc. is scheduled for Monday, April 23, at which time the Television Commercial Committee will present its findings.

# Sees Vast Market For New Radio Sets

(Continued from Page 1)

binations during the first year after the resumption of unrestricted manufacture.

"The American public, eagerly awaiting the post-war restoration of quality merchandise of all types, will demand the quality features which the nation's advanced radio and electronics technology will be able to provide in the years ahead," Truesdell declared before a regional meeting of Bendix Radio distributors who will handle marketing in the south of the company's forthcoming line of radios and radio-phonographs.

Truesdell also pointed out that an overwhelming percentage of the nation's 60,000,000 home radio sets will have their peak efficiency and usefulness in America's homes by the time the military situation grants the radio industry an "honorable discharge from its wartime responsibilities" and allows it to resume the tremendous civilian production that will be necessary to meet consumer demands and help provide full employment.

## Fitzpatrick Elected Pres. Of Detroit Opera Assoc.

Detroit—Leo Fitzpatrick, vice-president of WJR was re-elected president of the Civic Light Opera Association of Detroit at the annual meeting of board of trustees last week. This is the third year that Mr. Fitzpatrick has served in this capacity. Following the first week of the season Monday with the final performance of "The Great Waltz," the trustees predicted that this would be an outstanding season for music lovers in Detroit.

## Authors Book On Music

Barbara Benson, WMCA's director of transcriptions, is the author of "Music and Sound Systems In Industry," to be published by McGraw-Hill for release on May 1.

**IN EASTERN NORTH CAROLINA**

**WRRF**

**COMPLETELY COVERS THIS HUNDRED MILLION DOLLAR MARKET**

Over 600,000 Population  
67,144 RADIO HOMES  
6,188 Retail Outlets

**Annual RETAIL SALES Over \$100,000,000**

Write Us Today for Our New Informative Folder

**TARHEEL BROADCASTING SYSTEM, INC.**  
WASHINGTON, NORTH CAROLINA  
National Radio Representatives  
**FOR JOE & CO.**  
New York « Chicago « Philadelphia



MODEL  
204-TC

## DYNAMIC HANDI-MIKE

### TECHNICAL DATA MODEL 204-TC

**IMPEDANCE:** 35-50 Ohms.  
**FREQUENCY RESPONSE:** 200-7500 Cps.  
**OUTPUT LEVEL:** Into 50 ohm input; 44 db below 6 milliwatts for 100 bar signal.  
**SWITCH:** Type "T." Press-to-talk. Vertical toggle with snap action.  
**CORD:** 6 feet long. Rubber jacketed. 2 Conductor and shield.  
**CIRCUIT:** Two wires direct to microphone. Switch "makes" independent circuit. For use in connection with control circuit of transmitter or other relay operated device.  
**DIMENSIONS:** Length overall 8 inches, head diameter 2 1/4 inches.  
**SHIPPING WEIGHT:** 2 pounds.

There are seven other dynamic hand-mike models from which to make a selection.

Universal Handi-Mikes have been, through these years of progress in Radio-Electronics, as common a part to specialized sound equipment as the vacuum tube is to your home radio. The same microphone restyled and redesigned progressively has met the wanted need of a rugged hand held microphone. The Handi-Mikes are now available in both carbon and dynamic microphones with a variety of switches and circuits from which to choose.

**UNIVERSAL MICROPHONE COMPANY**  
 INGLEWOOD, CALIFORNIA



**REPRESENTATIVES:** *New York, Chicago, Kansas City, Cleveland, Boston, Tampa, Houston, Philadelphia, Detroit, Seattle, St. Paul, Salt Lake, Los Angeles, San Francisco, and Asheville.*

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 31, NO. 7

NEW YORK, N. Y., TUESDAY, APRIL 10, 1945

TEN CENTS

## Revive Allocations Fight

### Chi. Indies To Suggest Improvements In BMB

Chicago—A letter to be sent to the board of directors of the Broadcast Measurement Bureau suggesting changes in the BMB yardstick plan, was drafted at a meeting of the Independent Broadcasters of Chicago yesterday in the office of Ralph Atlas, president of WIND. Represented at the meeting were stations WJJD, WCVG, WAIT and WSBC, in addition to WIND.

The letter, which will be sent to the BMB board within the next few days, will specifically suggest putting the BMB plan on a par with the Audit (Continued on Page 7)

### Molohon Leaves Treasury; Meryl Friedel In His Post

Washington Bureau, RADIO DAILY  
Washington—Barney Molohon, for past year chief of Treasury's War Finance Radio Information Service, has resigned to join the programs division of War Food Administration. Molohon was chief of radio in the food distribution administration before going to Treasury. Several years of commercial radio both in New (Continued on Page 2)

### CBS Personalities Named For N.Y.U. Radio Workshop

Robert J. Landry, director of program writing for CBS will serve for the third time as director of the New York University Summer Radio Workshop which opens a six weeks course at the university on July 2. Landry's course is titled "The Amer- (Continued on Page 2)

### Allocations Deadline

Washington—Final allocations deadline is May 1, FM Broadcasters, Inc., pointed out yesterday. This is the date the FCC is scheduled to report to the State Department. The clear channel hearings are to open on May 9th. Indications now are that the allocations report anticipated for next week probably will not be available for another two weeks.

### Peabody Awards In New York Tonight

Fifth annual presentation of the George Foster Peabody Awards of the Henry Grady School of Journalism, University of Georgia, will be made tonight at a dinner held in the Hotel Commodore, New York. The Peabody citations, first made in 1941, are for the purpose of giving recognition to outstanding public service by broadcasters and to perpetuate the memory (Continued on Page 6)

### Twin City Announcers Affiliate With IBEW

Minneapolis—Formation of the Twin City Radio Announcers as an affiliate of the International Brotherhood of Electrical Workers, was announced by Jack Thayer of WLOL, recording secretary. The officers elected are, president, Bob Bouchier, WLOL; vice-president, Clelland Card, KSTP; financial secretary, Ed Vieh- (Continued on Page 5)

### Construction Work Starts For Radio Space in 'Frisco

San Francisco—Construction of studios and working space for networks and independent stations covering United Nation Conference has been started in Veterans Building here and Barrett and Hilp, contractors, estimate job will be completed by April 20.

Each of four major nets has been

There may be other ways to reach Northern New England—but WLAW is the most satisfying. Advt.

### Spokesman for the FM Interests Wires Congressmen Urging Re-opening Of Allocations Issues

### Announce Agenda For Educator Group

NBC has released the program of events for the International Education Assembly scheduled to take place April 12-16, and sponsored by the NBC University of the Air department.

At 10-12 p.m., Thursday, April 12, the delegates of the International Education Assembly will meet in one of the NBC studios for a panel discussion on "Music—the International (Continued on Page 7)

### French-Amer. Tele Show On WBCW Wednesday

Considered the first French-American program in the history of tele, CBS' tele station, WBCW, will televise "Soldiers Without Uniforms," Wed., April 11, at 8:45 p.m., EWT. The dramatization program is based (Continued on Page 7)

### Human Adventure Series Gets Sponsor On Mutual

Revere Copper and Brass Inc., will be the sponsor of Mutual's "The Human Adventure" series, effective Wed., July 4, for 52 weeks, with con- (Continued on Page 2)

Washington Bureau, RADIO DAILY  
Washington—Carrying his fight against the expected assignment of FM to the 84-102 megacycles band to a wider forum, Comd. E. F. McDonald, Jr., Zenith radio head, yesterday wired every member of Congress a lengthy statement suggesting that the Congress assure itself the FCC and its engineers "give proper and full consideration only to the qualified evidence that is before them."

Moving of the service to a higher band will mean crippling FM, he said, hinting that the Commission proposal (Continued on Page 6)

### New Web On Coast Announced By Dumm

Los Angeles—The formation of a new network, to be known as the Universal Broadcasting Company, linking together KSFO, San Francisco, and KPAS, Los Angeles, was announced by Wesley L. Dumm, president of the Associated Broadcasters, Inc., San Francisco, and president of (Continued on Page 2)

### Haber In RCA-Victor Post; Desfor Named To Succeed

Julius Haber, promoted from the post of director of publicity of the RCA-Victor division of Radio Corporation of America to assistant direc- (Continued on Page 5)

### Coast Concert

Arturo Toscanini, conductor of the NBC-General Motors Symphony of the Air, is en route to Los Angeles where he will conduct a special pension fund concert of the Los Angeles Philharmonic Orchestra, Thursday, April 19. The program will not be broadcast. It marks the first time the maestro has conducted many city lying west of Chicago.

### Ironical

When George Hamilton Combs, WHN commentator, broadcasts from Germany he will be sponsored by Moe Levy & Co. Not that the clothing company decided to sponsor Combs for the satirical twist that would give their publicity a springboard, for they've had Combs' broadcasts, but it would be ironical if a Levy-sponsored broadcast brought first news of Hitler's end!

# RADIO DAILY



Vol. 31, No. 7 Tues., April 10, 1945 Price 10 Cts.

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

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## FINANCIAL

(Monday, April 9)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163	162 7/8	163	+ 1/8
CBS A.	35 3/4	35 3/4	35 3/4	+ 1
Farnsworth T. & R.	13 7/8	13 1/2	13 1/2	- 3/8
Gen. Electric	41 3/8	40 7/8	41	- 3/8
Philco	34 1/8	33 3/4	33 3/4	- 1/4
RCA Common	11 3/8	11	11	- 3/8
RCA First Pfd.	83 3/4	83 1/8	83 3/4	+ 1 1/4
Stewart-Warner	18	17 5/8	17 5/8	- 1/4
Westinghouse	127 1/4	126 1/2	126 1/2	- 1 1/4
Zenith Radio	39 1/4	38 3/4	38 3/4	- 1/2

NEW YORK CURB EXCHANGE				
	Bid	Asked		
Nat. Union Radio	5 3/8	5 3/8	5 3/8	+ 1/8

OVER THE COUNTER		
	Bid	Asked
Du Mont Lab.	7 1/8	7 7/8
Stromberg-Carlson	19 1/8	20 1/8
WCAO (Baltimore)	27	
WJR (Detroit)	40	42

### Kaye Time Change

Effective Friday, April 27th, the Danny Kaye show time changes from Saturday 8:00 p.m., EWT, to Friday 10:30 p.m., EWT.

## 20 YEARS AGO TODAY

(April 10, 1925)  
Robert Armbruster, who was heard all over the country on a WMBF program from the Fleetwood Hotel in Miami, Florida, recently, is the same who opened the WJZ station in New York several years ago. Mr. Armbruster was piano soloist with the Philadelphia Symphony at the age of 14.

Two Networks!  
Three City Market!!

**CBS • WENT • MUTUAL •**

Gloversville • Johnstown • Amsterdam  
SPOT SALES, INC., Nat. Rep.

### New Web On Coast Announced By Dumm

(Continued from Page 1)  
the Pacific Coast Broadcasting Company, Los Angeles, to be effective April 15. Mr. Dumm, who heads the new network, has appointed Wilton Gunzendorfer manager of the Universal Broadcasting Company, in addition to his duties as manager of KSFO.

In announcing the formation of the new California network of the Universal Broadcasting Company, Mr. Dumm said a definite allocation of network time will be devoted to public service programs, which will closer unite the two metropolitan areas for the post-war Pacific Coast picture.

The California network of UBC immediate plans call for a complete coverage of the United Nations Conference to be held in San Francisco, April 25, thus giving KSFO and KPAS audiences complete and comprehensive coverage of the conference.

### Molohon Leaves Treasury; Meryl Friedel In His Post

(Continued from Page 1)  
York and Los Angeles preceded his entry into government work at the outbreak of the war. Starting as a writer in Los Angeles he authored "Reporter of Odd Facts," "Spotlight on Sports" and "The Plainsmen." There he broke into production work, and later went to New York as manager of Viking's office in that city. Recently he co-authored "The War of Enterprise" and had ventured into the book field with five published works, one of which was on the Book-Of-The-Month Club recommended list.

Meryl Friedel, recently in charge of exploitation for WLW, Cincinnati, has joined the radio section of the Treasury War Finance Division as head of information service, replacing Molohon. Miss Friedel, a radio veteran, has been in the industry since 1929, when she promoted and broadcast the first woman's program ever aired on WOW, Omaha.

### G E. Order Increase

Schenectady—Orders received by the General Electric Company during the first quarter of 1945 amounted to \$395,466,000 compared with \$391,901,000 for the corresponding period of 1944, an increase of one per cent.

### Human Adventure Series Gets Sponsor On Mutual

(Continued from Page 1)  
tract stipulations giving the sponsor optional rights up to five years, it has been announced by St. Georges & Keyes, Inc., agency for the sponsor. This marks the sponsor's first venture into web-radio promotion.

Tentative plans are to utilize approximately 200 of the web's stations, Victor van der Linde, radio director of the agency, said. The University of Chicago will continue to co-operate on the production matters of the program, and Sherman Dryer will remain the program's director. However, both will work in close co-operation with the St. Georges & Keyes agency.

The program is heard Wednesdays at 10-10:30 p.m., EWT, and will continue to originate from Chicago even after the sponsor takes over.

### CBS Personalities Named For N.Y.U. Radio Workshop

(Continued from Page 1)  
ican System of Broadcasting." Other CBS personalities who will offer courses at the Workshop are Mrs. Frances Farmer Wilder, who will lecture on "Radio Utilization" and Charles S. Monroe who will conduct a class in radio writing.

### Wedding Bells

Niles Trammell, president of the National Broadcasting Company, and Mrs. Cleo M. Black were married Saturday afternoon, April 7, at the home of Mrs. Arthur Kudner, "Talisman Farm," Queenstown, Maryland.

*Chicago's*  
**ONLY**  
**24 HOUR**  
**STATION**  
**W-I-N-D**  
560 Kc. 5000 WATTS



## Out in the cold

That's what's going to happen when the chips are down . . . to a great many advertisers who have been buying radio time on the old-fashioned methods of big-name call letters and mass coverage alone.

When the chips are down . . . and 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 station 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-REED

**IN PHILADELPHIA**  
*Nearly everybody listens to*  
**WDAS** BROADCASTS OF NEWS . . .  
ON THE HOUR • EVERY HOUR

That's why  
78 percent of our sponsors renew regularly.



Salt

Pepper

## ONE COMPLEMENTS THE OTHER . . .

**S**ALT and Pepper. Different as night and day. Yet, we think of them and use them together. The two great metropolitan New York markets that listen to WOV, also are individual and different. And they too, complement each other and combine, in their respective listening hours, to give this important station a continuous, around-the-clock audience. In the daytime, WOV overwhelmingly dominates New York's Italian-speaking audience of 520,000 radio homes. And, in the evening, between the Hooper hours of 7:30 and 10:00 p.m., *WOV delivers the largest average metropolitan audience of any New York independent station . . . at less than half the cost of the next ranking station.*

RALPH N. WEIL, General Manager  
JOHN E. PEARSON CO., Nat'l Rep.



## AGENCIES

**F**OSTER & DAVIES, INC., of Cleveland, Ohio, as of April 1st, has been named by WJW, Cleveland, as advertising, promotional and merchandising counsel. Selling helps, national advertising campaigns and extensive local promotion have been planned. WJW is included in the basic Blue Network of the American Broadcasting Company.

**C**HARLES M. "CHIP" ROBERTSON, JR., president of the Ralph H. Jones, Co., announces the appointment of Maj. Bert R. Greene to the agency's account executive staff. Prior to accepting his commission in the Army, Mr. Greene was associated with the Johns-Manville Corp. as a consumer sales specialist in charge of the Manhattan area, New York. For 10 years he conducted his own business in New York and New England.

**L**ANG, FISHER & STASHOWER, INC., Cleveland, Ohio, has been elected to membership in the American Association of Advertising Agencies.

**R**ED ROCK BOTTLERS, INC., of Atlanta, Ga., has re-appointed Roy S. Durstine, Inc., as its advertising agency.

**S**ENTINEL RADIO CORP. has named the W. W. Garrison and Company advertising agency, Chicago to handle its account.



**WEVD**  
5000 WATTS 1330 KC.  
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.



### California Commentary!

● ● ● News Commentator Jim Doyle's daily radio analysis of war developments has been so popular with employees of the Douglas Aircraft plant at Long Beach that he's been asked to give a special five-minute synopsis of the news of the day which will be piped to the war plant via telephone lines for the exclusive benefit of the war workers. . . ● There's

### Los Angeles

no love lost between Boswell Arthur Eddy and Dan Cupid. During the past five months he has lost two secretaries, via the marriage route, the second on extremely short notice. . . ● Joe E. Brown, ardent baseball fan and a former diamond performer, saw the Oakland and Portland clubs open the Pacific league season at Oakland. . . ● Abbott and Costello will have virtually a complete radio cast when they start "Abbott and Costello In Hollywood," at M-G-M this month. Martin Gosch, formerly their radio director, will produce the film, radio singer Bob Haymes, brother of Dick Haymes, the juvenile lead and radio's Rudy Vallee plays the villain. . . ● Bob Burns may make a personal appearance tour of eastern theaters during the summer layoff of his air show.

★ ★ ★

● ● ● Dinah Shore, who introduced "Mad About 'Em Blues" for its author, radioman Dick Charles, and made both the song and Dick big successes, is helping start off Charles' newest tune, "Along the Navajo Trail." Picture of Dinah forms the cover on the sheet music. . . ● When Ken Niles, announcer for the "Danny Kaye" show, cocks a knowing ear toward the saxophone section of the Harry James orchestra, he knows whereof he hears. Ken worked his way through college playing the instrument. . . ● "Lux's Radio Theater" stage was the scene of a reunion between Al Jolson and Louis Silvers, conductor of the "Radio Theater" orchestra. Silvers, who accompanied Jolson at the piano in their old minstrel days together, played his own composition, "April Showers," while Jolson came in for the chorus. . . ● Mr. and Mrs. C. P. MacGregor attended a pre-Easter dinner party given at the Ambassador by P. G. Spillsbury of Anaconda Copper, who is vacationing here from Washington, D. C. A series of parties will be given for Mr. and Mrs. Spillsbury during their visit to Los Angeles, one of which will be a desert party in Palm Springs, with Mr. and Mrs. MacGregor as host and hostess.

★ ★ ★

● ● ● Genial Hal Carlock, the Bakersfield boy, who made good in Hollywood, will join Milt Samuel's publicity staff at the Pacific Blue April 15th. Hal has resigned as publicity director of KFI to make the move. . . ● Announcement that Harry W. Flannery, CBS war analyst, will broadcast his daily programs from the scene of the United Nations Conference in San Francisco, beginning on the day of the conclave's opening April 25, has resulted in Flannery's being booked for a number of lecture dates in northern California. . . ● Art Baker, emcee of Columbia Pacific "Trading Post," is an old-hand in the audience participation line of radio shows. A trick he uses to put the contestants at ease, and a trick at which he is excellent, is as follows: "I work first with a group of three or four contestants—get them used to the idea that it's all a game—and then start singling individuals out of the bunch." . . ● Richard Aurandt has replaced Lloyd Del Castillo as organist on "That's A Good Idea." Aurandt is also heard as musical director of "Hedda Hopper's Hollywood." . . ● Kay Greenbaum and Eugenie Christopherson are the latest additions to the Blue's traffic department in Hollywood, having joined the staff the first of the week. Miss Christopherson replaces Mary Simpson, who married Mal Hunt, well known announcer, in Santa Barbara April 9. Miss Greenbaum has taken over the position vacated by the resignation of Sherill Mason.

★ ★ ★

— Remember Pearl Harbor —

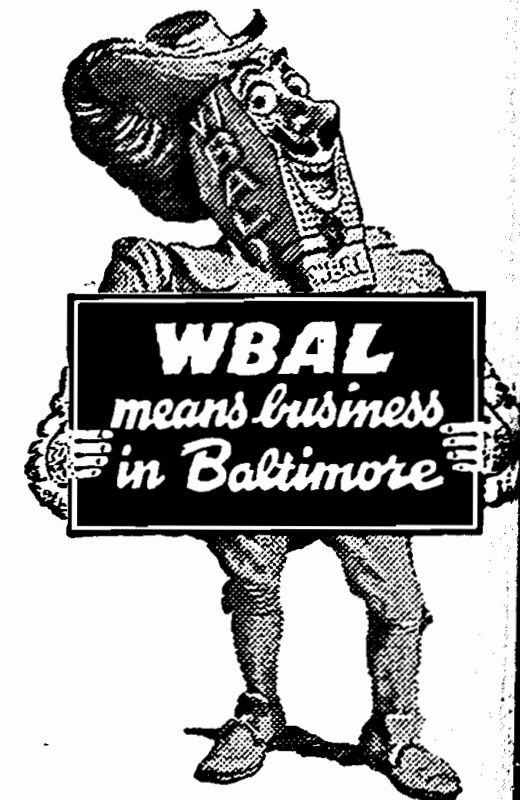
## CHICAGO

By BILL IRVIN

**W**LS will inaugurate a weekly 15 minute program from Vaughan General Hospital, Hines, Ill., on Friday, April 13, 1:45 to 2:00 p.m. The program, built around a 22-piece orchestra, directed by Warrant Officer Max Sittenfeld, will originate from the Post theater at Vaughan and will feature Sgt. Buddy Clark, well-known vocalist, and Pfc. Henri Rose, Pianist. There will also be weekly interviews with servicemen back from overseas, dealing with their experiences on foreign battlefronts.

Members of the NBC central sales department were on hand to view a promotion presentation of KYW Philadelphia, held in the division's executive conference room last week. Visitors at the presentation were B. A. McDonald, sales manager of KYW; C. S. Young, manager of WBZ, Boston; H. D. Longworth, sales manager of WOW, Fort Wayne, and Joseph Baudino, station manager of KDKA Pittsburgh.

Harold Safford, WLS program director has just returned from a business trip to Denver, Colo.



Edward Petry & Co., National Representatives



# Construction Work Starts For Radio Space In 'Frisko

(Continued from Page 1)

Wood, KPO-NBC manager said yesterday. Studios will have rock-wall soundproofing covered with Celotex and a ventilation system will be installed. Seats will be allocated between nets and studios on a pro rata basis according to George Greaves, KPO engineer in charge who is acting as technical coordinator for all stations and net, representing George McElrath of E. Over-all space occupied by the radio companies in the Veterans building will be about one hundred feet by four feet by thirty-nine. It seemed certain yesterday that the nets in War Memorial Opera House were opening and closing sessions. The place will be allotted radio commentators as well as news reel companies, wire services etc., but positions have not yet been determined. Local net outlets and independents are preparing to install special telephone boards and lines for duration of conference. Opening broadcast of conference probably will take place on April 25 at two p.m., PWT from Opera House with address by President, it

was said yesterday. Speeches by four delegates will follow and most nets hope to cover entire opening session. Foreign correspondents covering the United Nations Conference will have at their disposal the facilities of Press Wireless for speeding their dispatches abroad, E. N. Dotson, manager, Pacific division of the company, announced yesterday. In addition to space in the Conference headquarters in Veterans' Administration Building, Press Wireless will have a traffic office in the Daily News Building. Contact between the traffic office and the Conference headquarters will be maintained by teletype. Arrangements have also been made for pick-up of dispatches throughout the Conference area, Mr. Dotson said. San Francisco facilities of Press Wireless during the Conference will be co-ordinated with the company's terminal at Los Angeles. Engineers and other personnel are now installing equipment in San Francisco and otherwise preparing to give the foreign press adequate service.

## San Francisco City Announcers Affiliate With IBEW

(Continued from Page 1)

WCCO; recording secretary, Frank Thayer, WLOL; treasurer, Dean Birman, WDGY and business manager, Ray Tenpenny, WCCO. The executive board consists of Paul Wann, WCCO; Larry Munson, WMIN and Bob Bouchier, WLOL.

## Stork News

John and Mrs. Farley are the new parents of a boy born to them last Sunday morning, April 14. He is named Kevin. Farley is a publicity writer at WMCA, and Mrs. Farley is a former Margaret Kingston.

## Tommy Dorsey Starts Sunday

Tommy Dorsey on Sunday will be over leadership of the orchestra "Music America Loves Best," heard on NBC from 4:30-5 p.m.

## Haber In RCA-Victor Post; Desfor Named To Succeed

(Continued from Page 1)

tor of the advertising and sales promotion department, took over his new post yesterday. Harold D. Desfor, formerly assistant to Haber, has been named director of publicity, Charles B. Brown, advertising director, announced.

## CAB Meeting

Toronto—The Canadian Association of Broadcasters announced its next annual meeting will be held in the Chateau Frontenac, Quebec City, on Feb. 11, 12 and 13, 1946.

**Scoop!**  
**BERNIE CUMMINS**  
(IN PERSON)  
8:05 P.M.—8:30 P.M.  
EVERY WED. and FRI.  
**W-I-N-D**  
**CHICAGO**  
560 Kc. 5000 WATTS

**1st CHOICE IN CHATTANOOGA IS**  
**WDOD**  
20th YEAR  
**CBS**  
5,000 WATTS DAY AND NIGHT  
PAUL H. RAYMER COMPANY  
NATIONAL REPRESENTATIVES  
**first** IN (1) AUDIENCE (2) PUBLIC SERVICE (3) RESULTS

**All of us at WIP**


**are very proud of having received**

**Variety's 1944 Plaque Award for**

**"fostering racial good will and understanding" . . . and it was a particularly nice birthday present for**

**Philadelphia's oldest radio station**

**on its twenty-third anniversary.**



**5000 WATTS**  
**610 ON YOUR DIAL**  
**MUTUAL AFFILIATE**

Represented Nationally by Geo. P. Hollingbery Co.

# Re-Opening Of FM Allocation Issue Urged In Letter From Zenith Exec.

(Continued from Page 1)

stems from pressure by interests "who through fear of competition may seek to cripple an already established greater new public service." The move is "unnecessary and undesirable and will deliver a deadly blow to the entire FM program from which it will take years to recover," McDonald said, speaking for Zenith, GE and Stromberg-Carlson.

His wire follows release last week by Senate Interstate Commerce Committee Chairman Burton K. Wheeler of correspondence received by Wheeler from McDonald and FCC Chairman Paul A. Porter. McDonald has asked Wheeler to look into the matter, and has been accused by Porter of attempting to bring pressure against the Commission's proposal. Porter pointed out that McDonald had been invited to testify both at the original allocations hearings last November and at the oral argument five weeks ago, but had failed to appear on either occasion.

McDonald, in his wire to Congress, said that "a new development in radio that is now ready to bring great benefits to your constituents, and provide tens of thousands of post-war jobs, is being threatened by ill-advised government action.

"This new FM service provides the public not only with its first local service but its first high fidelity and relatively static-free reception." McDonald wired. "It fills the same position as the home town newspaper and gives as much better reception as the local telephone gives compared with long distance.

"Entirely without stock promotion, FM made more progress in public acceptance in the first two years of its public use, from 1940 to Pearl Harbor day, than television has in 17 years of existence even though few cities today enjoy the benefits of FM service.

### Envisions Many Stations

"Present standard broadcasting, because of limited wave lengths, only allows about 900 stations in the whole United States. These stations are the property of a fortunate few. Some have been sold at high premiums because of the limited number possible. FM will make possible 2,000 to 5,000 additional FM local stations which definitely promise to be a greater menace to relative monopoly enjoyed by the chains and some present clear channel broadcasters than anything they have heretofore encountered.

"I can well understand opposition of the national chains to this terrific

new competitor, and I have sympathy for their position, but I also remember that the stage coach drivers didn't like to see the coming of the railroads, and in turn our railroad systems did not welcome the coming of good roads and trucks with door to door service. Naturally the chains see in frequency modulation not only a serious competitor but also a great additional expense to which they will be put in competing.

### Improved Service

"Many small town standard broadcasters now have unsatisfactory wave-lengths and suffer from interference. Most of the good station wave-lengths are in the big cities. Through FM small town broadcasters can now have an efficient and an interference-free station which will cost less money, operate more efficiently and adequately cover their local service area. 125 home town newspapers, realizing the value of FM, have already made application for permits to erect FM broadcasting stations post-war. FM can provide an interference-free station in every city in the United States over 2,500 population.

"The Federal Communications Commission has proposed to move FM from its present position in the broadcasting spectrum where it has given unexcelled service for five years to the proposed hundred megacycle band which is untried and unproved for broadcasting service. This would obsolete all present FM broadcasting stations and destroy the FM value of many millions of dollars worth of radio sets in the hands of the public. The record of the FCC hearings indicates this move is unnecessary and undesirable.

"The only argument advanced for moving FM to this proposed untried area is the highly technical theory developed by a former FCC employee that in the present wave band FM will experience interference.

"At both the public and secret hearings held by FCC on the subject of whether or not FM should be moved because of alleged interference, seven of eight propagation experts, who after all are the only ones qualified to pass on the technical phase of this question, indicated the

disturbing of present FM channels is unnecessary. Of the whole industry, including the broadcasting chains, only 11 individuals or corporations were for disturbing FM in its present satisfactory position and moving it to the untried and unproved hundred megacycle band against 43 who are for leaving it undisturbed where it is.

"Nevertheless the Commission's recent correspondence with FM set owners protesting the change and its recent theatrical demonstration of converters to members of the press indicate that some of its members are determined to move FM regardless of the weight of the qualified evidence.

"Manufacturers universally conceded that if FM is moved to the higher channels the public will have to pay more money for FM receivers which will function properly in the hundred megacycle band. This will cause the public to pay to radio manufacturers many additional and unnecessary millions of dollars. Moving FM to this proposed untried and unproved channel would also set FM back from two to five years at a cost of tens of thousands of jobs because FM is the one new thing in radio that is ready to do and provide new employment during and after reconversion.

"It is the considered judgment of the General Electric Company, Stromberg-Carlson Company, and our people here at Zenith, that moving FM to the untried and unproved hundred megacycle band is unnecessary and undesirable and will deliver a deadly blow to the entire FM program from which it will take years for it to recover and regain its present position of public service. . . .

### Sees FM as "Leader"

"FM, if allowed to proceed, will be great leader in the orderly reconversion from war to civilian production.

"Chairman Porter, who inherited this momentous problem when he assumed the chairmanship of the Federal Communications Commission in January, has definitely stated within the past week that he has reached no conclusion himself. In the public interest I believe that Congress should satisfy itself that the entire Commission and their engineers give proper and full consideration only to the

# Peabody Awards In New York Tonight

(Continued from Page 1)

of George Foster Peabody, benefactor of the University of Georgia.

On hand tonight to receive the citations will be David H. Harris, producer of "Worcester and the World" for WTAG; Newbold Morris for May F. H. La Guardia; Morris Novik for WNYC; Mrs. Margaret P. Bowen for WIBX, owner of the station; James D. Shouse, president, for WLW; William A. Hart, vice-president of Pont for "Cavalcade of America"; Thomas T. Cook, assistant vice-president of American Telephone & Telegraph Company for the "Telephone Hour"; Phillips Carlin, vice-president for Mutual's "Human Adventure" and John F. Royal, vice-president for NBC's Philharmonic Young Artists series.

WNYC will broadcast the Peabody Radio Award dinner from the Hotel Commodore tonight. Feature of the broadcast will be a speech by Paul Porter, chairman of the Federal Communications Commission.

qualified evidence that is before them. No one should be swayed by any interests who through fear of competition may seek to cripple an already established great new public service.

"If you feel that you would like further and more detailed information on this subject before taking a position, I shall be very glad to furnish it to you upon request."

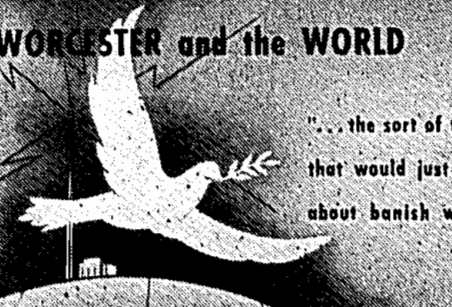
*Exclusive!*

**CUBS '45  
BASEBALL  
W-I-N-D  
CHICAGO**

560 Kc. 5000 WATTS

**WORCESTER and the WORLD**

... the sort of thing that would just about banish war



**WTAG  
WORCESTER**

**WALTER COMPTON**  
BACKGROUND FOR NEWS

add **WSAP** to his sponsor list

WATCH THIS LIST GROW

KOL	KFJZ
WBTA	WHYN
WJHO	WLAY
WSAY	WNOE
WAJR	WJBY
WSIX	KFXD
WEBR	WSAP

Available for cooperative sponsorship on MUTUAL. Call, wire or write W.M. B. DOLPH, Barr Bldg., Washington G, D. C.

**KGW** one of the GREAT STATIONS of the NATION

NBC AFFILIATE **PORTLAND ORE.**

Represented by Edward Peck & Co.

# Announce Agenda For Educator Group

(Continued from Page 1)  
 "Language." After this session, the members will attend the 26th broadcast of "Music In American Cities," recurrent musical series of NBC's "Air," with Burle Marx, Brazilian composer and conductor, as guest conductor. Among those to participate in the discussion: Dr. Chih Meng, Indiana Institute; Charles Seager, chief of music division, Pan-American Union; Henry Cowell, senior program director, radio program bureau, OWI; Paul Nettl, Czech musicologist; Burle Marx. George Maynard will be chairman of the panel discussion.

**General Romulo Scheduled**  
 On Fri., April 13, NBC will broadcast (12:30-12:45 p.m., EWT) the discussion on "How Shall We Revive Education In the Freed Countries?" which participated in by Brig. Gen. Carlos P. Romulo, Philippines; William G. Carr and Antonin Obrdik of the country and Czechoslovakia respectively.

A meeting on Sun., April 15, 9:30-10:30 a.m., will have speakers Richard Lambert, CBC; Evelyn Gibbs, BBC; Irving Fisher, NBC; Dr. Robert Currier, French Press; T. Y. Penn, Federal Broadcasting Administration. A television demonstration is tentatively scheduled for Sunday, with complete plans to be announced shortly.

## French-Amer. Tele Show On WBCW Wednesday

(Continued from Page 1)  
 The resistance movement in Paris, obtained from material brought to the country by Pierre Schaeffer and Andre Garrigues, representatives of the French Broadcasting Service, a semi-independent branch of the Ministry of Information.  
 Helen Etting, OWI correspondent, will be narrator on the program. Ben Currier, general program assistant at WBCW, is the writer and director of the show.

## Send Birthday Greetings To—

- April 10
- |                |                  |
|----------------|------------------|
| Woodrow Cox    | William B. Dolph |
| Frederick Hall | Haven MacQuarrie |
| Clark Warnow   | Sigmund Spaeth   |

OFF THE AIR  
**REFERENCE RECORDINGS**  
 IN CHICAGO  
**TOOGOOD RECORDING CO.**  
 LA SALLE ST., CHICAGO 1, CENTRAL 5275

# COAST-TO-COAST

— CALIFORNIA —  
**SAN FRANCISCO**—Glenn Hurlburt, blind star of KPO's daily "It's Glenn Again" piano-song-chatter program, has been filling a busy off-mike schedule. . . . Betty Crocker is being featured in the new KPO public service show "The Nation's Rations" each Saturday. . . . **OAKLAND**—Gay Shop, women's clothing store, has purchased a three-times weekly musical program on KROW called "Modern Masters." For the 9th year KROW is airing the Pacific Coast League baseball games. Co-sponsors are Signal Oil and Remar Baking companies.

— CANADA —  
**TORONTO**—CKEY's new business report includes the following: Kennedy Mfg. Co., Nyal Drug Co., Dr. A. W. Chase Medicine Co. renewal, Ontario, C. C. F., Upton Theater, all of which have bought spot announcements, or talks time. Dr. Chase Medicine Co. renewed for 78 10-minute segments of transcribed "Make Believe Ballroom."

— NORTH CAROLINA —  
**RALEIGH**—WPTF's new mailing piece now being compiled is entitled "Twenty-One in '45," story of outlet's 21 years of broadcasting. . . . WPTF employees are wearing miniature microphone lapel pins as a gift of the WPTF Radio Company. Pins bear station call letters and at the base, "NBC" . . . **COLUMBIA**—Mrs. Ann Koester, new WCOS receptionist, has just returned from England where she had been program director with the Red Cross for two years.

— COLORADO —  
**DENVER**—KLZ's new Sunday a.m. series titled "Melody Lane" is being sponsored by Johnson and Loud Furniture Company. Program features Patsy Hartzell, femme orchestra leader, on the Hammond. Nutrena is sponsoring folk songs by The Texas Kid three mornings weekly, and Rockmont Envelope Company is featuring David Eisenberg in "My Violin," sweet music program, Tuesday nights.

— GEORGIA —  
**ATLANTA**—WSB laid down the welcome mat recently for Major Bob Pollock, radio chief, SHAEF, and former WSB director of special events. Known to WSB listeners as the Airport Reporter, Pollock handles all Army radio activity in the European theater. He was home in Atlanta on brief leave.

**Exclusive!**  
**Chicago's Only**  
**NEWS-ON-THE-**  
**HOUR SERVICE**  
**W-I-N-D**  
 560 Kc. 5000 WATTS

— IDAHO —  
**BOISE**—Personnel note from KIDO: Helen Wilson is leaving KIDO for agency work in San Francisco. Succeeding her is a radio newcomer, Grace A. Vaughan.

— ILLINOIS —  
**CHICAGO**—WIND swings into the baseball season this month, taking over exclusive coverage of Chicago Cubs games April 17. "Cub News," quarter-hour sports show, featuring Bert Wilson Mondays through Saturdays, debuted April 2 under sponsorship Chicago National League Baseball Club. . . . **PEORIA**—On April 20 Central Illinois Light Company's program "Cilco Town Crier" goes into its 11th year over WMBD.

# Chi. Indies To Suggest Improvements In BMB

(Continued from Page 1)  
 Bureau of Circulations, according to Atlas. It will recommend one specific change in the BMB plans and that is in the method of tabulation, said Atlas, who declared:  
 "We feel that the BMB should be more specific. We're trying to do away with the generalities in the plan. As it stands, there is no uniformity. We're interested in making it tighter instead of looser."

**WKAT Joins Mutual**  
 New affiliate for Mutual, effective April 15, will be WKAT, a 1000-watt in Miami, Florida, it has been announced.

There's  
**KNOWLEDGE**  
 in the  
**AIR!**

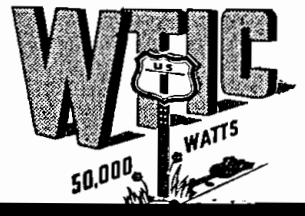


EVER since 1701 when Yale was founded to fit young men for "Publick Employment in Church & Civil State," the life of the University has always run close to contemporary problems. Today it touches modern life at many points.

In this traditional spirit of public service the cooperative program between WTIC and the University was initiated. "Yale Interprets the News" is designed to provide a better understanding of world events by drawing upon the full intellectual resources of the University.

Sounds like something that would appeal only to the intellectual few? Quite the contrary. Now in its fourth year, "Yale Interprets the News" is listened to regularly by more residents of Southern New England than any other program at the same hour.

WTIC is proud to be associated with one of the great educational institutions of our country in order to bring to the people of Southern New England this important series of public service programs.



**DIRECT ROUTE TO SALES IN Southern New England**  
 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

# On Radio's Honor Roll

# The Telephone Hour

The George Foster Peabody Award for outstanding entertainment in music goes tonight to the Telephone Hour.

The program was selected for distinction "because of the excellent standard it sets in presenting the greatest living artists, performing the best music."

And the program was chosen, too, because it is native to radio—is built especially for broadcasting.

Special appreciation was expressed for Fritz Kreisler's five Telephone Hour broadcasts this past season—his first performances on the air.

Since Pearl Harbor the program has been a vehicle to inform the public on proper wartime use of the telephone, so that Bell System facilities might be used with maximum effectiveness to carry on the war.

*Producer:* WALLACE MAGILL

*Bell Telephone Conductor:* DONALD VOORHEES

*By the Agency:* N. W. AYER & SON, INC.  
*Radio Department*  
*30 Rockefeller Plaza*  
*New York City*

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

Vol. 31, No. 8

NEW YORK, N. Y., WEDNESDAY, APRIL 11, 1945

TEN CENTS

## FCC Qualifies 6 Renewals

### Reps Define Attitude in NLRB-NABET Case

Letters sent by NBC and the Blue Network to the National Labor Relations Board declare that the networks concerned are unable to conclude an agreement to recognize NABET as the collective bargaining agent for platter-turners. The letters were mailed yesterday, which marked the 10th day of the period granted by the court, and thus giving NLRB is right, under jurisdiction of the Wagner Act, to take the case before the Circuit Court of Appeals.

It remains to be seen now whether

(Continued on Page 4)

### Reinsch May Accept Post as Radio Contact In 'Frisco

Leonard Reinsch, general manager of the Cox stations, Atlanta, in New York for Thursday's board meeting of BMI, yesterday confirmed the report that he has been invited by the State Department to handle radio relations at the United Nations conference in San Francisco starting April 17. Reinsch served as radio director of the Democratic National committee during the last election and was recently named a director of NAB. He is widely known in the broadcasting industry.



J. LEONARD REINSCH

### Radio Salute

Hartford—WTIC in co-operation with Connecticut War Council last night saluted town of Manchester, Conn., in honor of its being first in country to meet its quota in clothing collection drive. Congratulatory telegrams were read from Henry J. Kaiser, national chairman and Governor Raymond E. Baldwin of Connecticut.

### 'Hall Of Fame' Format Will Be Altered May 6

Paul Whiteman's "Hall Of Fame" format will change when the series starts its summer broadcasts May 6, at which time it will also be cut to a half-hour show, it has been learned. New feminine lead in the program will be Georgia Gibbs, formerly featured vocalist on the Jimmy Durante-Garry Moore—"Camel Caravan" show for the past two and a half years. In addition to her vocalizing chores, Miss Gibbs will be the co-mistress of ceremony.

(Continued on Page 6)

### John McKay Gets New Post With King Features Firm

John McKay has been appointed director of publicity of King Features, International News Service and International News Photos, Joseph V. Connolly, president of King Features Syndicate, announced yesterday. The publicity department will be combined with King Features' promotion

(Continued on Page 2)

## Porter And Ryan Speakers At Peabody-Awards Dinner

FCC Chairman Paul Porter called upon the industry last night to devote its full effort to bringing the import of the San Francisco meeting home to the listening public. "American radio will play the leading role in reaffirming our faith in free inquiry and full discussion as the surest road to a lasting peace in this tragic yet

Profits for WLAW (5000 watts) advertisers march steadily on—get your share. Advt.

## Applicants Granted Temporary Licenses Pending Satisfactory Explanation Justifying Program Policy

### Standard-Station Sales Rose 40% During 1944

Washington—Net time sales for 1944 by 383 of the nation's 446 standard broadcast stations (442 commercial and four non-commercial) with power of 200 to 500 watts, totalled \$32,708,160, an increase of \$9,286,433, or 40 per cent over the \$23,421,727 reported by the same stations for 1943.

(Continued on Page 6)

### MacDonald Protest Wire In Congressional Record

Washington—Protest telegram sent to all Congressmen on the subject of FM allocations by E. F. MacDonald, Jr., president of the Zenith Radio Corp., was inserted in the Congressional Record.

(Continued on Page 2)

### Application To Buy WBYN Filed By Newark News

Washington—Application was filed at the FCC yesterday for the sale of WBYN, Brooklyn, to the Newark Evening News for \$204,648.76. The

(Continued on Page 2)

Washington Bureau, RADIO DAILY  
Washington—The FCC yesterday ordered temporary renewals for six broadcasters pending their replies to letters sent by the Commission inquiring why their actual program performance has differed from their program promises as set forth in their original applications. In addition, 10 other stations were asked for new statements as to their program plans, although they were given renewals. These actions, along with renewal

(Continued on Page 7)

## School Broadcasters Plan 1945 Meeting

Chicago—A decision to hold the 1945 meeting of the School Broadcast Conference has been reached at a meeting of the board of directors of the conference in the office of George Jennings, conference director. The meeting probably will be held some time in October. Details of the 1945 conference will be worked out at an

(Continued on Page 7)

## New Wire Recorder Unit Demonstrated To Press

Lear's wire recorder and the integral part it plays in the radio home receiving set was demonstrated before the press and technical representatives at a luncheon gathering held

(Continued on Page 2)

### Tele Letters

Blue Network televised "Letter To Your Service Man" over Du Mont's WABD, at 8 p.m., EWT. This presentation marked the first television program to be designed specially for the entertainment of servicemen in hospitals of the metropolitan sector equipped with tele sets. John David Stores, sponsor of the program, presented it as a public service.

### Changes

When "Your Radio Reporter" changes format April 14, over WEA, Bob Sherry, of the NBC announcer staff, will do the reporter role. The new show will feature the guesting celebrity who will be discussed each week. And the first personality will be Victor Borge. The new series will be produced by Garnet Garrison of the NBC production staff.

People do not merely listen to WLAW—they react (and favorably) to advertising messages. Advt.

# RADIO DAILY



Vol. 31, No. 8 Wed., April 11, 1945 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

(Tuesday, April 10)

NEW YORK STOCK EXCHANGE				Net
	High	Low	Close	Chg.
Am. Tel. & Tel.	162 <sup>7</sup> / <sub>8</sub>	162 <sup>5</sup> / <sub>8</sub>	162 <sup>7</sup> / <sub>8</sub>	- 1/8
Crosley Corp.	32 <sup>7</sup> / <sub>8</sub>	32 <sup>3</sup> / <sub>4</sub>	32 <sup>3</sup> / <sub>4</sub>	...
Farnsworth T. & R.	13 <sup>7</sup> / <sub>8</sub>	13 <sup>3</sup> / <sub>4</sub>	13 <sup>3</sup> / <sub>4</sub>	+ 1/4
Gen. Electric	41 <sup>3</sup> / <sub>8</sub>	40 <sup>3</sup> / <sub>4</sub>	41 <sup>3</sup> / <sub>8</sub>	+ 3/8
Philco	34 <sup>1</sup> / <sub>4</sub>	33 <sup>3</sup> / <sub>4</sub>	33 <sup>3</sup> / <sub>4</sub>	...
RCA Common	11 <sup>1</sup> / <sub>4</sub>	10 <sup>7</sup> / <sub>8</sub>	11 <sup>1</sup> / <sub>8</sub>	+ 1/8
Stewart-Warner	18 <sup>1</sup> / <sub>8</sub>	17 <sup>7</sup> / <sub>8</sub>	18	+ 3/8
Westinghouse	127 <sup>3</sup> / <sub>4</sub>	126	127 <sup>3</sup> / <sub>4</sub>	+ 1 1/4
Zenith Radio	39 <sup>1</sup> / <sub>4</sub>	39 <sup>1</sup> / <sub>8</sub>	39 <sup>1</sup> / <sub>4</sub>	+ 3/8

NEW YORK CURB EXCHANGE			
	Bid	Asked	
Nat. Union Radio	5 <sup>3</sup> / <sub>8</sub>	5 <sup>3</sup> / <sub>8</sub>	5 <sup>3</sup> / <sub>8</sub>

OVER THE COUNTER			
	Bid	Asked	
Du Mont Lab.	7 <sup>1</sup> / <sub>8</sub>	7 <sup>7</sup> / <sub>8</sub>	
Stromberg-Carlson	19	20	
WCAO (Baltimore)	27		
WJR (Detroit)	40	42	

### Tommy Dorsey In m.c. Spot

Tommy Dorsey, effective Sunday, will assume the role of master of ceremonies on "Music America Loves Best" over NBC. Jay Blackton conducts the orchestra.

## 20 YEARS AGO TODAY

(April 11, 1925)

After thirteen or fourteen months activity the British Broadcasting Company now have eight main stations and two relay stations in daily operation. Efficiency of stations and quality of programs now equal that of our best American stations. Many more relay outlets are planned.

COVER THE 3rd LARGEST MARKET IN THE COUNTRY'S GREATEST STATE OVER STATION



### New Wire Recorder Unit Demonstrated To Press

(Continued from Page 1)

yesterday at the Waldorf-Astoria. The development of attaching the wire recorder to the radio receiver is the most recent innovation thus far utilized for the facility.

William P. Lear, president of Lear, Incorporated, pointed out that the wire recorder will "benefit post-war home, business and educational life. One advantage of wire recording became immediately evident. One can record and reproduce voice, music and sounds at will. Wire can be replayed thousands of times without loss of quality. The wire can be 'erased' at will and used over and over again for an indefinite time. This eliminates costly upkeep and reveals a practical recording method where recording or dictating unwanted things need not result in loss to the user."

One of the improvements made by the Lear engineers is the enclosure of the wire in a small, compact "magazine" or cartridge which is simply slipped into place in the cabinet, Lear demonstrated, permitting convenient storage and eliminating possible damage to the thin wire by handling. Lear also pointed out that the performance time of these magazines runs from 15 minutes to an hour, and longer if necessary.

While Lear, Inc., is currently engaged in producing electro-mechanical parts for the Armed Forces, their post-war ideas include plans for the production of radio wire recording combinations, wire recorders for attachment to any radio, office dictation and telephone recording instruments, light, portable units and pocket units, among others.

### John McKay Gets New Post With King Features Firm

(Continued from Page 1)

and advertising department of which McKay is manager. McKay, before joining King Features last December, was manager of the NBC press department.

Gene Cohn has been named assistant to McKay. Cohn, formerly NEA columnist, leaves Central Press, a KFS affiliate, for his new assignment. Cohn previously was connected with Steve Hannigan and also the British War Relief.

### MacDonald Protest Wire In Congressional Record

(Continued from Page 1)

sional Record yesterday by Senator Charles W. Tobey of New Hampshire. In presenting the MacDonald message, Senator Tobey said:

"Mr. President I ask unanimous consent to insert in the appendix of the record a telegram received by me today, and which I understand was sent to all members of the House and Senate, by E. F. MacDonald, Jr., of the Zenith Radio Corporation. It sets further, the serious attempts being made to transfer FM from lower range on the dial to the upper register. Such a transfer, in the considered opinion of the best experts, would impair efficiency of the FM and entail great financial loss to present holders of that facility. FM, the invention of Dr. Edwin H. Armstrong, is such a boon to listeners on the radio, giving a reception entirely free from static, that nothing which threatens its benefits should be permitted. I ask that the telegram be printed in the record."

There being no objection, the telegram was ordered to be printed in the record.

### Application To Buy WBYN Filed By Newark News

(Continued from Page 1)

price covers 71.25 per cent of the common and 52.64 per cent of the preferred stock, with Rae Kronenberg, Salvatore d'Angelo and Peter and Millie Testan listed as sellers.

In addition, the Commission yesterday set for hearing the application for sale of WINS, New York, from Hearst Radio to the Crosley Corp. Reason for ordering a hearing is, in part, the price set for the station.

### Stork News

Charles Rynd, vice-president of the American Broadcasting Company, is the father of a boy, Charles Edward Rynd, Jr., born to Mrs. Rynd last Saturday at the Midwood Hospital in Brooklyn. Their third child, it is their first boy.

Jim Waldrop, NBC announcer, last Thursday announced the birth of another daughter, Anne Justice Waldrop, born at Flushing General Hospital, is Jim's third child; Eve and Cynthia preceding.



## NETS NEED MENDING

There's a lesson for radio advertisers in that fisherman's chore. Little holes become big holes... and the fish get away.

When did you, as an advertiser, last check your radio nets?

Down here in Baltimore a careful check will show you that an independent station is the best buy in this 5-station town.

There are facts to prove that W-I-T-H delivers the greatest results at the lowest cost.

Hard-boiled facts that delight every sales-minded executive who sees them.

If the fish are getting away... maybe there's a hole in the 6th largest market that needs mending.



## W-I-T-H IN BALTIMORE

TOM TINSLEY, President  
 REPRESENTED BY HEADLEY-REE

## WDAS AUDIENCES HAVE BEEN *Loyal* FOR MORE THAN TWENTY YEARS

This loyalty makes WDAS the best dollar buy in PHILADELPHIA. That's why sponsors renew regularly.

# TWO INFLUENTIAL SOUTHERN NEWSPAPERS



# AND A "POWER-FULL" NEW YORK RADIO STATION

**... are the newest subscribers  
to the fast-growing client list of  
International News Service.**

The New Orleans Times-Picayune, the New Orleans States, and Station WOR give recognition to the outstanding news service rendered by INS.

At home and from every battlefield, INS has been consistently in the forefront with a coverage conspicuous for its accuracy, completeness and speed.

More and more the front pages of the nation's newspapers abound with INS date lines.



# INTERNATIONAL NEWS SERVICE



**A Reporter's Report Card . . . !**

• • • **MARK WOODS:** What's all this talk about Steve Early taking over the presidency of one of the networks? . . . **FRED ALLEN:** They're a couple of agency guys around town who're gonna be plenty disappointed when they find out that they can't 'deliver' you, as they had promised. . . **GOODY ACE:** Understand there's a big deal cooking for you within the next ten days. . . **BURNS & ALLEN:** Things must be wonderful with you these days. We hear you're now auditioning sponsors! . . . **TALULLAH BANKHEAD:** We'll bet that Hildegard's face must still be red after that 'telling-off' you handed her after a recent guest shot on her show. . . **CLIFFORD GOLDSMITH:** With Dickie Jones going into the Army, Y & R faces a fourth search for a Henry Aldrich. Producer Ed Duerr is making a trip to Chicago and the coast to check all prospects. . . **DON DUNPHY:** Is it true that Bill Corum won't return to his MBS mike at Madison Square Garden when he gets back from overseas? . . . **HENNY YOUNGMAN:** Milton Berle is the only member of the profession to be invited by FDR to speak at the Jefferson Day Dinner at the Mayflower Hotel Friday. . . **MILTON BERLE:** Henny Youngman gave a sock performance as "auctioneer" at Maggi McNellis' terrific Red Cross party Saturday at Gilmore's Restaurant. . . **HOWARD HAWKS:** Lauren Bacall has been given the green light by Warner's we hear, and is slated for a major air show in the fall.



• • • **DANNY KAYE:** Is it true that your show may shift to another web? . . . **MAGGIE FISHER:** Frankie Connors, young Irish tenor on "Finder's Keepers," starts working for Uncle Sam's Army Monday. On the same day, the show will shift to the 11 ayem spot across the board on NBC. . . **CLARENCE MENSER:** Lt. Geo. F. Putnam just dropped in over the week-end after flying 45,000 miles around the Pacific area. . . **JOHNNY JOHNSTONE:** How come a guy like Geo. E. Reedy isn't on the air newscasting? He's had thirty solid years of newspapering, including sixteen as a Washington correspondent. . . **PHIL BRITO:** Your old alma mater, WLW, seems to have come up with another winner headed in this direction—Norma Robbins, who looks as lovely as she sounds. . . **CRAIG McDONALD:** You must be plenty proud of your Maw, who's touring the So. Pacific in "Personal Appearance." She broke her ankle recently and didn't miss a single performance.



• • • **L. B. MAYER:** Marilyn Maxwell has another commercial cooking with Keenan Wynn and Paul Allen . . . **BENNY GOODMAN:** The joint will really be jumpin' at Carnegie Hall this Sunday nite when your former vibraharp star, Lionel Hampton swings out among the long-hairs with his jaz concert. Lionel will use 32 fiddles. . . **JOHN GUEDEL:** Thanx very much for your letter and background info on Art Linkletter and "People Are Funny." We had no idea show was on two years before "Truth or Consequences" . . . **ENOCH LIGHT:** Your vocalist, Danny Sullivan, hadda call off his marriage the other day. He couldn't find an apartment. . . **TOOTS SHOR:** George, your Men's Room attendant, is doing a little business on the side—handling fighters. The other nite when he wanted a nite off, he installed one of his champs-to-be in the washroom! . . . **RALPH EDWARDS:** One of the quiz shows that prides itself on its fast pace and payoffs ran short of coin the other day and had to borrow fifty slugs from the announcer, Frank Gallop. We're waiting to see if they mail the check to Frank's agent—who no doubt will immediately deduct the usual ten per cent. . . **JIM McWILLIAMS:** We're sorry we ever started this business about Norfolk being overlooked by radio. Now it's Dick Mooney who slaps us down with a reminder that Coca-Cola Spotlight Bands played there six dates. . . **FRED WARING:** Bob Shaw, your choral director, goes into the Navy May 1st. Bob is mourning the death of a brother killed in Navy action two weeks ago.

—Remember Pearl Harbor—

**AGENCIES**

**EDITH MIESER,** formerly associated with Sherlock Holmes series, has been signed as the new writer for the Mutual Nick Carter series by the Henri Hurst-McDonald agency of Chicago. The program is sponsored by the Acme White Lead & Color Works.

**TWO ADVERTISEMENTS** prepared by the Havana office of Grant Advertising Inc., were among the recent award winners of the 1944 conference on advertising of the Advertisers Association of Cuba held in Havana.

**HARLAND NORDBYE,** formerly in charge of newsstand promotion for Esquire, Coronet Inc., has joined the public relations staff of Fawcett Publications, Inc. in an executive capacity.

**CHARLES MICHELSON ELECTRICAL TRANSCRIPTIONS COMPANY** has appointed Mason Relkin as their advertising agency. Trade papers and direct mail will be used and schedules are now being prepared.

**Webs Define Attitude On NLRB-NABET Case**

(Continued from Page 1)

the Circuit Court of Appeals will favor NLRB by requiring all persons including any and all Unions involved in the dispute, to recognize and comply with the NLRB ruling. Should this procedure take place and in the event the Circuit Court of Appeals grants the NLRB request, the order handed down would constitute an injunction, violation of which, on the part of any individual or faction involved, would be contempt of court. One spokesman revealed that the platter-turners corresponded with the network representatives, indicating their wish to negotiate with them some time last week.

**AVAILABLE**

Announcer — Writer. Recent New York Network Experience. Write Radio Daily, Box 147, 1501 Broadway, New York 18, N. Y.

"A Bit of Paris in New York"



**FRENCH RESTAURANT**

REAL FRENCH CUISINE

LUNCHEON From \$1.50

DINNER From \$2.00

Famous French Candies

15 EAST 52d ST.

**BOSTON SYMPHONY REVIEWS**

by Leading Radio Editors

**APRIL 7th CONCERT**

Thompson's "Testament of Freedom" for Men's Voices with Orchestra (Harvard Glee Club, G. Wallace Woodworth, Conductor) Shostakovitch Symphony No. 8, Op. 65

**MARION BAUER**

The Musical Leader, New York, N. Y.

Serge Koussevitzky's broadcast on Saturday, was an expression of man's love of freedom in two works of completely different type. The one, characteristic of the country of his adoption; the other, of the land of his birth.

The radio and Symphony Hall (Boston) audiences heard Thomas Jefferson's words earnestly set forth by Randall Thompson in his "Testament of Freedom," and convincingly performed by the Harvard Glee Club and the Boston Symphony Orchestra. The able American composer wrote stirring music to such sentiments as: "The gods who gave us life, gave us liberty at the same time"; and "I shall not die without a hope of life and liberty."

Dmitri Shostakovitch says that his Eighth Symphony is "an attempt to look into the future, into the post-war epoch." The first movement as sympathetically presented by Dr. Koussevitzky, accentuated the optimism of the long-suffering Russian people, and interpreted in a continuous, panoramic melody, the composer's word, "All that is evil and ugly will disappear and beauty will triumph."

Saturday, 8:30 P.M., E.W.T.—Blue Network

**APRIL 14th PROGRAM**

Haydn...Symphony in B-flat, No. 102  
Debussy...Prelude to the Afternoon of a Faun  
Ravel... "Daphnis et Chloe," Ballet, Suite No. 2  
Daybreak — Pantomime — General Dance

Boston Symphony Broadcasts  
Serge Koussevitzky, Conductor  
Sponsored Every Saturday By  
**ALLIS-CHALMERS**  
Mfg. Co., Milwaukee, Wis.  
"Engineering that aids all industry—  
further American Good Living"



# Blue adds 13,976,320 Weekly Impressions

*(An impressive two-week gain)*

HERE at the Blue Network we've made some interesting progress recently in one specific phase of this radio business. We seem to have been able to influence more and more people to hear the shows our advertisers are putting on.

It started a few months back. We had some new ideas we wanted to try. From the experience many of us had in selling products, we thought it might be well to approach the selling of entertainment the same way. So we believe we've added some new thinking to sound promotion effort.

In place of routine promotions, we set out on Planned Promotions. We coordinated the efforts of our 196 stations the way a manufacturer coordinates dealer effort.

It was obvious that the impact of 196 stations, working with agencies and advertisers, would deliver many more listeners to the Blue.

## *The Sunday Night Promotion*

First—we charted a Sunday-night-on-the-Blue promotion. It was only an experiment. Nobody knew how it would come out.

The individual stations took the plan, enhanced it with their own ideas and their own enthusiasm, and here's what happened:

6,800,000 more family impressions were attracted to the Blue on Sunday night . . . this in spite of well-organized previous promotions by the two other major networks.

## *The Morning Promotion*

Well, it worked once. So it was tried again. Next came the Morning Promotion. Headquarters formulated the Plan. 196 stations put it into effect. The results?

In the first two weeks we added 13,976,320 impressions per week to our morning audience! And of course this increase came to us from the other networks.

The advance Hooper reveals that for March the Blue was the only network to lift its Share-of-audience while the other three networks dipped. And, as you know, the Blue's average rating of all morning programs is the highest of the four networks.

## *This is just a beginning*

With progress like this, naturally we're planning other promotions. We're confident we're going to get the same kind of results with them, too. It's given us a promotional philosophy that can be summed up in two sentences—FIRST, YOU HAVE TO HAVE GOOD SHOWS TO OFFER THE PUBLIC (and ours are getting better all the time). SECOND, YOU HAVE TO LET PEOPLE KNOW ABOUT THESE SHOWS (and it looks like we've hit on a good way of doing this).

All this adds up to a pretty important thing to radio advertisers: *Now's a good time to get your franchise on the Blue!*

AMERICAN  
BROADCASTING  
COMPANY, INC.

*The Blue Network*

# Standard-Station Sales Rose 40% During 1944

(Continued from Page 1)

the FCC announced this week. Thirteen of these stations showed decreases in net time sales of \$108 to \$12,122. Of the remaining 370, 36 reported increases of \$50,000 to \$169,992; 97 of \$25,000 to \$50,000; 210 of \$5,000 to \$25,000; and 27 of \$305 to \$5,000.

Of the 442 commercial stations 338 are affiliates of the four major networks, an increase of 78 stations over the year 1943, as follows: Blue, 87; CBS, 38; NBC, 39; Mutual, 140; Blue and Mutual, 22; CBS and Mutual, three, and NBC and Mutual, nine.

One of these stations is located in Puerto Rico and two each in Hawaii and the District of Columbia. There are no stations in this group in Rhode Island or Vermont.

## Savo's New Contract

Jimmy Savo, movie and supper club comedian currently headlining the Cafe Society Uptown, New York, has been signed for another five weeks on the Chesterfield show on NBC starting May 28th. Savo is co-featured with Perry Como. He is also slated for an early appearance on Philco's Hall of Fame.

## WCMI To Join CBS

WCMI, Ashland, Ky., will join CBS as an optional supplementary station on June 15th. Station operates full time with 250-watts power on a frequency of 1,340 kilocycles. It is owned by the Ashland Broadcasting Company.

# Send Birthday Greetings To-

April 11

- Carroll Carroll
- Erwin Darlington
- Paul Douglas
- Edward Fishman
- Johnny Welsh
- Alvina Vogel

**SPORTS  
MUSIC  
NEWS**

**W\*H\*N**  
50,000 WATTS DIAL 1950

# Porter And Ryan, Speakers At Peabody-Awards Dinner

(Continued from Page 1)

the desire of all of us to seek constantly qualitative improvement of our radio bill of fare.

"This procedure is a splendid example of the democratic process and merits the enthusiastic support of everyone, for all citizens have an incalculable stake in encouraging broadcasting to develop its maximum potentialities. The system by which these selections are made could well serve as an example for civic-minded people everywhere to develop a keener, more systematic scrutiny of their broadcasting fare and to become more articulate about their judgments upon the cultural values of radio programs. A greater concern with program quality by listener groups and a closer working relationship between broadcasters and representative public groups are not merely desirable; they are necessary forces, it seems to me, in the democratic American system of radio. . . .

### Enthusiastic Re San Francisco

"It goes without saying that radio will bring us news from San Francisco in overwhelming abundance. The effort will be made to bring to our firesides the detailed developments of this, humanity's great adventure.

"But volume and speed of news will not be enough. Radio will not have realized its full potentialities unless it also brings us understanding. We need the help of radio to understand this conference as it has enabled us to understand the issues of this war.

"We need to understand the complicated issues involved in taking these first steps toward building for a permanent peace. We need to understand the tragic, and, to us, unfamiliar, problems that plague many of the nations. We need to understand geography of a shrinking world. We need to understand the impact of an enormously expanded world trade, shipping, aviation and communications upon our foreign relations.

"And above all we need to understand the lessons of the many past failures to organize against war and the full meaning of the alternatives that lie ahead if this peace effort also fails—alternatives that will blast the hopes of all who believe that mankind has the capacity to achieve and maintain peace and freedom and personal dignity.

### Cites Broadcasters' Responsibility

"Broadcasters use a radio channel which is public property. Therefore, they are obligated to operate in the public interest, including the obligation to present balanced discussions of controversial questions. But does anyone now contend that the need for some kind of international co-operation is still in the realm of controversy?"

### NAB President Speaks

Commending the Peabody awards as an instrument for the betterment of broadcasters and the broadcasting industry, J. Harold Ryan, president

of NAB, spoke on "The Broadcaster's Responsibility."

Ryan spoke at length on the growth of the awards organization and revealed that Dorothy Lewis, NAB coordinator of listener activities, plans to expand the 'listening post' activities during 1945 to cover more radio communities.

At one time during his talk, the NAB president took occasion to refer to press critics of radio.

### Hits Criticism of Programming

"What surprises me most is how broadcasters can sometimes be duped into making a public display of themselves over matters of station programming," Ryan said. "I know in some cases they are controlled by newspapers who develop a crusading complex of questionable sincerity. But whether it be newspaper, broadcaster or individual, I excuse no one who attempts to impose his will on the entire broadcasting industry. Any newspaper editor who demanded that all the newspapers in the country be operated like his would be the laughing stock of his profession.

"If, on the other hand, a newspaper editor has a suggestion for the general improvement of the medium, in which he believes sincerely, he has a private forum in the American Newspaper Publishers Association, the American Society of Newspaper Editors or some other industry trade group. To this group he may address himself and he will receive attention. But even in that instance he knows full well that he is making only a suggestion and he carefully refrains from demanding that his reform be adopted carte blanche by his associates. Newspapers know from long experience that the basis of freedom of the press is independent action.

"By the same connotation, the security of free radio must be maintained by independent operation."

# 'Hall Of Fame' Format Will Be Altered May 6

(Continued from Page 1)

monies with emcee Whiteman. Philco's advertising agency, Hutchins Advertising Agency in Philadelphia, signed her up for this new role because they feel they have "discovered a new personality, versatile enough to handle comedy lines as well as project songs." The summer stretch for the program is scheduled to run 17 weeks.

### Music and Comedy

The program will accent the Whiteman music department, with selections interspersed with comedy chatter. Currently heard on the Blue Network, Sundays 6-7 p.m., EWT, it has not been determined yet which half hour to occupy for the summer spot.

### Tele-Lecture

Charles Holden, television manager of studio operations of CBS, will give a talk on "Your Place in Television," before television aspirants at New York University tonight. The tele courses are given by Jo Lyons, assistant television director at BBD&O.



When the bell sounds "Time!" for the start of every business day, Weed men come out of their corners from coast-to-coast, ready for the kind of action that makes time mean money for sales-able stations.

**WKY covers**  
*The Biggest Part*  
**of Oklahoma's**  
**RETAIL SALES**

**WKY**  
**OKLAHOMA CITY**  
The Katz Agency  
Representative

**WEED**  
**AND COMPANY**  
RADIO STATION REPRESENTATIVES

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

# Temporary Renewals To 6 Licensees; Told To Explain, Justify Programs

(Continued from Page 1)

18 other licenses with no questions asked, were taken at the same time the Commission announced formally that it intends more careful scrutiny of broadcast performances in connection with renewal applications.

The coming of this policy was extensively indicated in January when this paper, in a signed Washington column, outlined the views of Commissioner C. J. Durr, on the matter. Last month Chairman Paul Porter made the same points in his speech before an NAB group here (See RADIO DAILY, March 13).

### Excerpts from Letters

Below are excerpts from the two letters which went out, first from that of the six stations given only temporary renewal:

"In the original application for construction permit, representations were made that the proposed new station would provide an outlet for local expression, to broadcast news, sports, information of local interest, local church services, reports to farmers, and other matters of local community interest, and that — per cent of the program content would be of sustaining character, and — per cent commercial. Examination of the station and other information which has come to the attention of the Commission indicates that the amount of time employed for commercial purposes is substantially greater than that proposed in the original application approved by the Commission. Information is requested as to the reasons for the apparent discrepancy between these material representations made to the Commission and the present operation of the station.

You are also requested to furnish a statement showing what type of program service you intend to render in the future, specifically what per-

centage of your time you intend to devote to commercial programs and to sustaining programs; what percentage to network and non-network programs; what percentage to recorded or transcribed programs, and what percentage to live programs.

"Any additional information which you consider material to the consideration of the pending application for renewal of license may also be submitted. Specifically the Commission would be interested in obtaining any information concerning future plans designed to fulfill the public responsibilities assumed by broadcasting licenses."

To another 16 stations, renewals were granted, but a letter of the following type was sent:

"The Commission noted that you are now devoting — per cent of the time to commercial programs and — per cent to sustaining. It appears that this program structure is at variance with the representations submitted with your application for construction permit, on which you stated you would carry — per cent commercial broadcasts and — per cent sustaining.

"The Commission recognizes that program planning must necessarily be flexible, and that your statements as

to proposed program structure do not constitute a rigid blue-print for future operations. However, the Commission must necessarily rely upon the original representations in the discharge of its function in determining whether the grant will meet the statutory standards of public interest. Accordingly, the Commission would be interested in a statement explaining the service that you are now rendering and the manner in which such service meets the community requirements. It is also suggested that you include in this statement an explanation of the reasons for the departure from the original proposed program structure.

"You are also requested to furnish a statement showing what type of program service you intend to render in the future."

### Heffernan, New RCA V. P.

Joseph V. Heffernan, associated with RCA since 1940, and General Attorney of that company since Jan. 2, 1945, has been named a vice-president.

# School Broadcasters Plan 1945 Meeting

(Continued from Page 1)

other meeting of the directors in May, Jennings said.

The directors agreed, said Jennings, that 50 key people in educational radio could be invited to the conference, and if only 25 of them attended "we would still have the nucleus of a very good meeting."

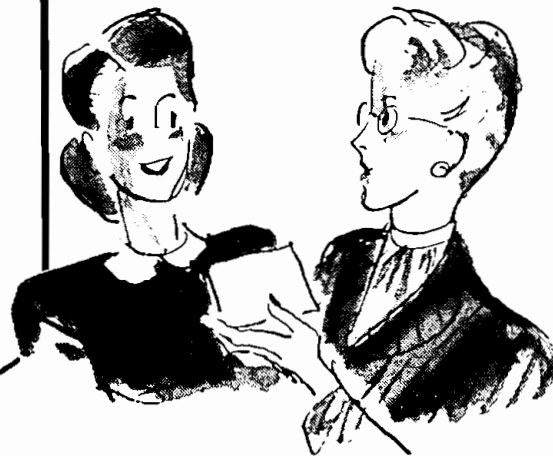
"Each one of the 50 invited leaders," Jennings declared, "would be assigned a specific subject and he would come prepared to discuss his particular subject intelligently and comprehensively. In addition to these key leaders, probably 100 teachers and educational leaders from the Chicago area would attend, making a total conference attendance of approximately 125 to 150. It would be a working conference.

"The consensus was that we should hold a conference this year."

### Gustave Reese To Carl Fischer

Carl Fischer, Inc. announces the appointment of Gustave Reese as its director of publication. He will enter upon his new duties on May 1.

## Breaking in The Junior Time Buyer



## Connie Stackpole's NEW ENGLAND CUPBOARD

WNAC, Boston 4 days a week  
WNAC and Yankee Network 2 days a week  
Now represented by



### PEGGY STONE BROADCAST SALES CO.

New York: 280 Madison Ave.  
Chicago: 360 N. Michigan Ave.  
Hollywood, California

For full details and availabilities phone or write your nearest office.

#### SENIOR TIME BUYER:



When selecting a New York station, always line it up with the product to be advertised.

#### JUNIOR TIME BUYER:

Do you mean that different stations appeal to different groups of listeners?



#### SENIOR:

That's it. For instance, some stations can deliver a non-duplicated market of adults with a taste for better products.

#### JUNIOR:

Is there such a station in the New York City trading area?

#### SENIOR:



Yes, it so happens that WLIB is just such a station, and they have all the figures to prove it. And besides, they can show that housewives are 75% of their total audience.

#### JUNIOR:

And can we get full coverage on a low cost per listener basis from WLIB as well?

#### SENIOR:

Yes, you'll find that WLIB's coverage map and Hooperatings prove that.

#### JUNIOR:

I'm glad of that, because I listen to WLIB and I love their music.



#### SENIOR:

I always catch WLIB's "Luncheon Musicale" show from 12:00 to 12:55 p. m. Sunday myself.

NEWS AND THE POPULAR CLASSICS WITH A BLEND OF THE MODERN



Clear Channel—1190 On Your Dial

## Now ABC's about KOA

More Advertisers  
Local and National  
Spend More Money on KOA  
Than On Any Other  
Denver Station

FIRST in DENVER

# KOA

50,000 watts 850 KC

Represented by NBC SPOT SALES

FILMDOM'S MOST LOVABLE SLEUTH • BOSTON BLACKIE

IT'S RADIO'S BIGGEST POINT-PER-DOLLAR VALUE • BOSTON BLACKIE



*Now transcribed for local and regional sponsorship*

# “BOSTON BLACKIE”

*The half-hour adventure-detective show that created a network rating sensation for Rinso!*

AT 10 TO 10:30 P. M. “BLACKIE” TOPPED:

1. ITS COMPETITION
2. ITS PRECEDING PROGRAM
3. ALL FRIDAY NIGHT HALF HOURS ON ALL NETWORKS

*Write, wire or phone*

FREDERIC W **ZIV** COMPANY

2436 READING ROAD • CINCINNATI, OHIO  
NEW YORK • HOLLYWOOD

FILMDOM'S MOST LOVABLE SLEUTH • BOSTON BLACKIE

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 31, NO. 9

NEW YORK, N. Y., THURSDAY, APRIL 12, 1945

TEN CENTS

## Ask More War-Bond Adv.

### Radio V-E Day Salute Will Stress Restraint

Original radio planning of networks and independent stations for observance of V-E Day have been altered since the first announcements, and indications are that restraint will be the keynote of the celebrating, a network official disclosed yesterday.

Program directors are now of the opinion that instead of a dramaticish announcement of "V-E Day" the radio and press will receive the news in a formal announcement from Washington, London and Moscow which will be issued simultaneously. While no specific instructions have come from any governmental agency

(Continued on Page 8)

### CBS Television Outlet Will Increase Schedule

On May 1, WCBW, New York CBS television station, will inaugurate a three-day schedule, Tuesday, Thursday and Friday. Until then the current Wednesday and Thursday schedule will continue.

In a statement yesterday, Worthington Miner, manager of the CBS television department, said it is hoped

(Continued on Page 5)

### Blue Sets Symphonic Series Conducted By Goberman

Max Goberman, formerly conductor of the Brooklyn Symphony Orchestra and currently musical director of the stage success, "On the Town," will succeed Sir Thomas Beecham as conductor of radio's newest Symphony Ensemble, The Blue Network Sym-

(Continued on Page 7)

### Euphonic Sponsor

An advertiser who recently switched from an Italian language program to English for a 15-minute spot daily on WOV, New York, sets a new high in a euphonic title for a recorded show. The show is titled: "Buitoni Brings You Bing'."

### Blue Considering Site Of Old Hippodrome

Officials of the Blue Network are reported eyeing the site of the former Hippodrome theater on Sixth Ave. between 44th and 45th Streets as a home for their newly named American Broadcasting Company, according to reports. A spokesman for the web said yesterday that the Center Theater Building is not being considered as headquarters for the Blue. It was pointed out that the NBC

(Continued on Page 7)

### 'Major Glenn Miller Day' Pix Bond-Drive Feature

In conjunction with the U. S. Treasury Department, the War Activities Committee of the Motion Picture Industry for the 7th War Loan Drive has designated June 5th as "Major Glenn Miller Day" in honor of one of the show world's great heroes. The New York Paramount Theater on this date will stage a gala all-star show and soldier pageant, admission to which will be exclusively by war bond purchase.

### NBC's Public Service Dept. Discusses Summer 'Institute'

Plans for the Summer Radio Institutes, sponsored by NBC in co-operation with Northwestern University, the University of California and Stanford University, in addition to the preparations for late spring and summer programs will be discussed at the semi-annual meeting of the NBC public service department, Thursday and Friday, April 12 and

Thinking of a new sales campaign?—don't neglect the 5000 watt power of WLAW. Advt.

### Retail Trade Association Includes Radio In Plans For Seventh Loan Drive; Gene Carr Suggests Method

### Mutual Web Creating Engineering Dept.

Mutual is creating an engineering department and will soon start to expand its programming department, it was announced yesterday by Robert D. Swezey, vice-president and general manager, and Phillips Carlin, vice-president in charge of programming, respectively.

The inauguration of an engineering

(Continued on Page 7)

### Station Sets Aside Hour For Prisoners Of War Info.

Detroit—WJR has set aside its 8 a.m. newscast as the medium to keep listeners informed about the names of American war prisoners liberated from German prison camps.

This announcement was made by

(Continued on Page 8)

### Envisions Post-War Future For FM Broadcasting Biz

Washington Bureau, RADIO DAILY  
Washington—Frequency Modulation broadcasting will be a \$2,000,000,000 business in the first post-war year providing steady employment for

(Continued on Page 5)

Washington Bureau, RADIO DAILY  
Washington—Increased war bond advertising, including radio, was one of three main objectives decided upon by the Retail Trade Association representatives during their recent three-day meeting here.

Paving the way for local time salesmen, Eugene Carr, radio chief for the Treasury's War Finance Division, told representatives of the nation's retail establishments of the three ways in

(Continued on Page 6)

### Educators Study FM For Post-War Usage

Chicago—Indicating wide interest among educators in FM radio for post-war educational and public service programs, 150 educators and representatives of Parent Teachers groups of Illinois gathered at the Chicago Board of Education headquarters Tuesday to hear several speakers and witness FM demonstrations as applied to education.

The FM demonstrations, conducted

(Continued on Page 2)

### Sportscasters To Stage Game For Servicemen

Sports Broadcasters Association has volunteered to put on a softball game at Chatham Field Army Air Base, Savannah, Georgia, Sunday, April 29,

(Continued on Page 5)

### Video Variation

WNBT, NBC's tele station, will televise a discussion to be participated in by top officials of the International Education Assembly and a production of the first act of Robert E. Sherwood's "Abe Lincoln In Illinois," as its public service contribution for the representatives of the education group. The program will be telecast Sun., April 15, 8 p.m., EWT.

### Real Estate Theme

Only program to be devoted exclusively to real estate advertising will be produced over WMCA beginning Monday, April 16, across the board through Saturday, 8:05-8:15 a.m. The program will be known as "Real Estate Reporter" and will describe property offers of homes, lots, office space, apartments, etc. It will be open to participation sponsorship.

WLAW doesn't whisper or shout—it talks to consumers and they listen. Advt.



Vol. 31, No. 9 Thurs., April 12, 1945 Price 10 Cts.

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

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## FINANCIAL

(Wednesday, April 11)

NEW YORK STOCK EXCHANGE				Net
	High	Low	Close	Chg.
Am. Tel. & Tel.	163	162 5/8	163	+ 1/8
CBS A	36 3/4	35 3/4	36 3/4	+ 1
CBS B	35 3/4	35 1/2	35 3/4	+ 1 1/4
Crosley Corp.	32 7/8	32 7/8	32 7/8	+ 1/8
Farnsworth T. & R.	14 1/4	13 7/8	14 1/4	+ 1/2
Gen. Electric	42	41 1/4	42	+ 5/8
Philco	34 1/8	33 7/8	34 1/8	+ 3/8
RCA Common	11 3/8	11 1/4	11 3/8	+ 1/4
Stewart-Warner	18 1/4	18	18 1/8	+ 1/8
Westinghouse	130 1/2	128	130 1/2	+ 2 3/4
Zenith Radio	39 1/2	39 3/8	39 1/2	+ 3/8

OVER THE COUNTER			
	Bid	Asked	
Du Mont Lab.	7 1/8	7 7/8	
Stromberg-Carlson	19	20	
WCAO (Baltimore)	26		
WJR (Detroit)	39	42	

### BMI Board Meets Today

Merritt L. Tompkins, general manager of Broadcast Music, Inc., returned Tuesday from his annual visit to Hollywood in time to attend the regular bi-monthly Board of Directors meeting which takes place today.

## 20 YEARS AGO TODAY

(April 12, 1925)

*Mexican Department of Education at Mexico City has arranged to broadcast concerts and lectures over its own station, CZE. . . . Radio as well as the music world is interested in Arturo Toscanini's appearance next season as guest conductor of the Philharmonic Orchestra.*

# KGW

one of the GREAT STATIONS of the NATION

NBC AFFILIATE **PORTLAND ORE.**

Represented by Edward Petty & Co.

# Coming and Going

G. W. JOHNSTONE, director of news for the Blue Network, and GEORGE MILNE, the web's director of engineering operations, will leave Friday for San Francisco, where they will supervise the Blue's coverage of the United Nations Security Conference.

JAMES M. LEGATE, general manager of WIOD, Miami, is spending a few days in New York on station and network business.

RAYMOND GRAM SWING, Blue Network commentator, here from Washington this week to receive the Peabody Award voted him.

JOHN MAYO, of the Lang-Worth Library, who has been renewing old friendships and making new ones on an extended trip below the Mason-Dixon Line, has reached Greenville, S. C.

WALTER PRESTON, program director of WBBM, CBS-owned station in Chicago, and ERNIE SHOMO, sales manager of the outlet, conferred at network headquarters Monday with Howard Meighan, manager of the eastern division.

NORMAN BOGGS, station manager of WGN, Chicago affiliate of the Mutual web, is spending a few days in Gotham.

CHARLES P. SCOTT, station manager of KTKC, Blue Network outlet in Visalia, Cal., left for home Monday following a week spent in New York.

LLOYD HOLM, program supervisor of "Truth or Consequences" for Compton Advertising, Inc., is back in town after having spent several weeks on the West Coast.

ADOLPH SCHNEIDER, acting manager of operations, NBC news and special events division, has returned to his desk from a two-day business trip to Boston.

WILLIAM J. DAVIS, of Detroit office of The Katz Agency, Inc., national stations reps, was welcomed yesterday at the New York headquarters of the organizations.

ROBERT J. SMITH, consultant of the "American Forum of the Air" is in town from Washington to discuss future plans of the program with Mutual executives.

EDGAR KOBAK, president of the Mutual network, has returned from a short trip to Atlantic City.

LAWRENCE TIBBETT is leaving today for Boston, where he will sing in the Metropolitan Opera performance of Debussy's "Pelleas et Melisande."

EDDIE KASPER, president of Kasper-Gordon, Inc., and AARON S. BLOOM, treasurer of the organization, arrived in town from Boston Tuesday. They are en route to the West Coast to wind up plans for a new disk series.

H. C. SANFORD, head of N. W. Ayer's Hollywood offices, who has been visiting briefly in New York, has left on the return trip to the West Coast.

HOWARD LANE, CBS director of station relations, and WILLIAM LODGE, the network's director of general engineering, are in Chicago in their tour around the country.

DAVE STANLEY, co-editor of the forthcoming anthology of radio humor, "There's Laughter in the Air," has left for Boston, where he'll gather material for another work.

HERB KRUEGER, station manager of WTAG, Columbia network outlet in Worcester, was a visitor this week at the offices of the web.

WILLIAM A. RIPLE, station manager of WTRY, Troy, N. Y., in town on another of his business trips—frequent, but brief.

ROBERT CONVEY, president and general manager of KWK, St. Louis, and V. E. CARMICHEAL, manager of the station, visitors this week at Mutual's main office.

HENRY V. SEAY, sales manager of WOL Washington, D. C., was in conferences yesterday at the New York offices of the station's national reps.

HARDY C. HARVEY, station manager of KNOW, Austin, is here from Texas. Paid a call Monday at the offices of the Blue Network.

C. G. RENIER, program director of KMOX, St. Louis, is in New York for confabs with officials of CBS.

### Educators Study FM For Post-War Usage

(Continued from Page 1)

by George Jennings, director of the Chicago Radio Council, gave the educational group a practical insight into school use of radio.

Among the speakers who addressed the one-day gathering were Florence Warner, educational director of WHOM, Cowles station, New York; Robert Hoadley, CBS, Chicago; Betsy Ross, assistant to Judith Waller of NBC; Dr. William H. Johnson, superintendent of Chicago public schools and Paul McCluer, NBC, Chicago.

### Uhlig Joins Columbia Discs As Chief of Sound Dept.

Max Uhlig, for the past 13 years in the sound effects department at CBS and recently assistant sound supervisor with the network, has been named chief of a new sound and production department at Columbia Recording Corporation, it was announced yesterday by Robert J. Clarkson, general manager of CRC's Transcription Division.

This move is in line with the decision of the CRC Board of Directors to achieve greater facility and effectiveness to agencies and clients.



## SEA WALL

A safety zone beyond the storm . . . a haven from damage. That's the buttress they call a sea wall.

There's a safety zone in Baltimore radio time . . . safe against the howl of sales chatter . . . safe against the deluge of high pressure.

That safety zone is W-I-T-H . . . the independent station. That safety zone is built on solid rock facts.

Facts prove that W-I-T-H produces the greatest results at the lowest costs. If you have a sales problem in this, the 6th largest market, it will pay you to get the W-I-T-H facts before any budget is approved.



# W-I-T-H

## IN BALTIMORE

TOM TINSLEY, President  
 REPRESENTED BY HEADLEY-REE

## MUSIC has power

WDAS is the only Philadelphia radio station featuring three hours of classical music daily

No wonder WDAS audiences say "Thank You!"

Letter From  
a  
Philadelphia  
Time Buyer

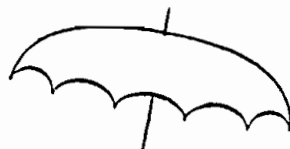


LIVING IN PHILADELPHIA, it's easy for me to "make up my mind" between Philadelphia radio stations. I think *all* Philadelphia stations are good mediums—and I buy time on all of them—but frankly, when I can get it, I would rather have time on WCAU—because for over two decades WCAU has been the station which Philadelphians tune in by force of habit.

*Umbrella Coverage* is one of the reasons why WCAU is our agency's "first choice" as the place for a program or a spot, and why we often use this phrase in conferences: "Any time is *good* time on WCAU."

**WCAU**

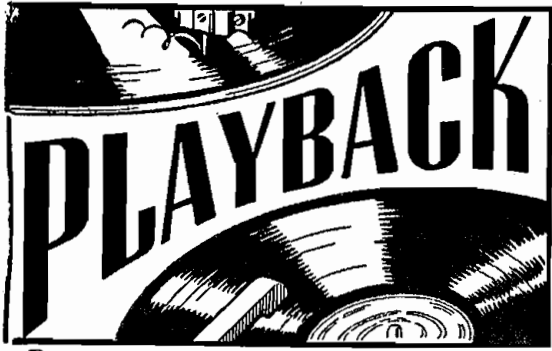
CBS AFFILIATE



*"Umbrella  
Coverage"*

50,000 "FREE WATTS" SURGING OUT IN A GREAT TIDAL WAVE  
OF POWER IN ALL DIRECTIONS, GIVING "UMBRELLA COVERAGE"  
OVER A CLEAR NATIONAL CHANNEL

**PHILADELPHIA'S LEADING RADIO INSTITUTION**



LOS ANGELES

By RALPH WILK

**PATRICK MICHAEL CUNNING** has set Cheryl Walker for the lead in "New Horizons," television production on telecine. This marks her debut as a television player.

Tony Romano has signed to appear on the summer Chase and Sanborn radio show with Frances Langford which will be broadcast from army camps and hospitals. Romano has been guest vocalist with Bob Hope's show many times during past three years.

George Fisher is conducting a poll of nearby army hospitals to determine their favorite screen personalities and plans to interview the top ten of his "Hollywood Spotlight" show heard Monday through Friday nights over KECA.

Film star Bing Crosby will be saluted on "Freedom of Opportunity" Friday, April 13th, over KHJ-Mutual. Don Lee, when highlights of the singer's career will be dramatized on the program.

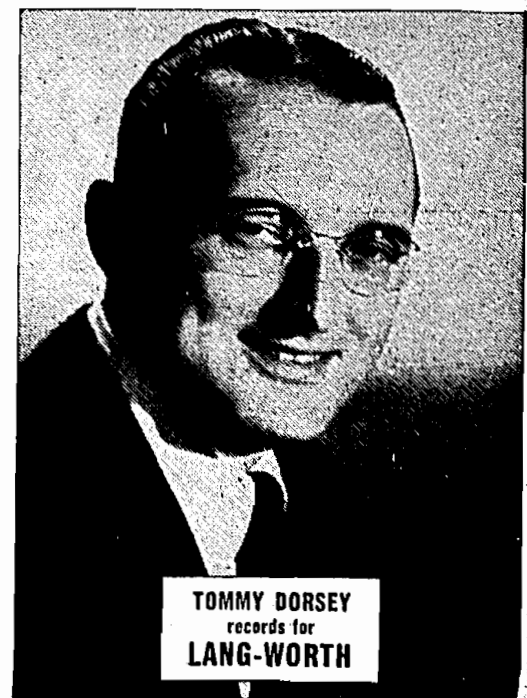
Cecil Underwood, producer of "Fiber McGee and Molly," has been named producer of the Blue Network's "Hires' Icebox Follies." He replaces Jack Rourke. "Icebox Follies," co-starring Wendell Niles and Don Prindle, is aired Wednesdays.

Will Receive Citation

Sons of the American Revolution will recognize radio for the first time in their history of presentation of awards, when it presents today to WNYC a special citation "for patriotic services rendered New York City home front." WNYC will broadcast the presentation ceremonies at 6:15 p.m., tonight. The proceedings will originate from the Plaza Hotel.

Wolf Scripts WEFW Show

George Wolf, writer in the NBC publicity department, will be the new scripter of the "Your Radio Reporter" program, beginning April 14, over WEFW.



Windy City Wordage!

● ● ● Radio libel bill, now before the Illinois State Legislature, is regarded by Chi radio execs as a fite between Col. McCormick, via WGN, who wants to see such a law on the books, and the other Chi stations who want no part of it. Insiders claim the Col. has an ulterior motive in the whole affair—namely to curb the effectiveness of radio as a political weapon. . . . Sportscaster Jack

Chicago

Brickhouse has left WGN to free lance. His first major assignment will be the WJJD's exclusive play-by-play broadcasts of the White Sox games this season. . . . Paul McCluer, NBC Central Division sales manager, is the same Paul McCluer who once conducted a Sunday ayem Sunshine Hour here locally. . . . Ann Hunter, commentator for WAIT and WBKB, is among the American reporters covering the war in Krautland. In a recent story, she cabled: "When you hear German shells zinging overhead, there's an instinctive feeling you want to climb up into your helmet" . . . Y 3/c Al Teitelman, of the Seabees, better known around Chi as Hal Tate, V-mails Easter greetings from the So. Pacific. . . . Radioites are chuckling over the recent Chicago Trib typo on the "Presents Curt Massey" show in the radio listings. By dropping a "P" accidentally, the listing read: "WGN-resents Curt Massey."



● ● ● Sidney Ellstrom, veteran character actor, starts his 22nd year of radio acting this month. . . . Wayne Osborne, professional baseball pitcher for 13 years, will be Bert Wilson's right hand on the WIND airings of the Cubs' games this season. . . . Malcolm (Uncle Mal) Claire will do three more children's books for the American Crayon Co. . . . Bob Guilbert, who created the "Don Winslow of the Navy" title role on NBC several years ago, is still around not as an actor, but as NBC's commercial continuity acceptance editor.



● ● ● Smilin' Ed McConnell, veteran song and patter man, is starting his 24th year in radio. And in all that time he's never been without a sponsor. . . . Jack Fulton and Jimmy Hilliard have collabbed on a tune called "If You Haven't Got It, Get It," based on Atlas Prager's radio slogan, "Got it? Get it!" . . . Lou Holz will probably do a repeat guestar shot with Hildegard as a result of his click performance a couple of weeks ago. . . . Carson Pirie Scott, Chi department store which is sponsoring WMAQ's new variety show, is keeping its commercial down to a mere thirty seconds. . . . Trouble really hounded the Blue's Don Milton airtimer the other day. It all started when Milton reported in with a cold and couldn't sing. The show was hastily revised to a poetry-plus-organ music thing, with announcer Don Dowd on the poetry and Marie Baldwin handling the organ interludes. Midway in the broadcast, the organ broke down, with Dowd punching away on the poetry until a piano could be rolled in.

—Remember Pearl Harbor—

Signed By Clothier

A 26-week contract was signed by Ripley Clothes, Inc., for the sponsorship of sportscaster Steve Ellis, heard daily over WMCA, Monday through Friday, 6:20-6:30 p.m., EWT, effective immediately. The contract also calls for coverage of the World Series. Account was handled through the Bogley Company, advertising agency, by Harry Bogley.

Sixteen Sponsors Set

Ed and Pegeen Fitzgerald will launch their new series on WJZ next Monday with 16 participating sponsors, John McNell, manager of WJZ, announced yesterday.

Join NBC News Staff

Two new news writers, John Freund and Dennis Dalton, have been added to the NBC news and special events division, it has been announced by William F. Brooks, department's director.

Freund was formerly affiliated with the New York "Daily News," Washington "Times Herald," and the Petroleum Administration for War in Washington.

Gets MBS Wire

Lionel Hampton and his orchestra will head the new show opening April 17th at the Cafe Zanzibar, and will be heard via MBS.

**THEY'RE** saying that "a new trend in radio-motion picture transcriptions" has been started by RKO. Ted Suski, Radio Director for the film company, is now writing, producing and directing an NBC-Recorded series of 5-minute programs, one-minute spots and chain-break announcements for the forthcoming RKO picture, "Enchanted Cottage," scheduled for mid-April in New York. Despite the short-time unit, this new series of spots and programs embodies real entertainment. A 23-piece orchestra, 16-voice chorus and top-notch actors and announcers are used to create the mood of the picture.

Five complete novels of James Fenimore Cooper are already produced or on the agenda for *Destiny Trails*. When completed, this will mean 156 fascinating adventure shows about Colonial America available for local sponsorship. If you haven't received your audition record, write today!

In the past few months we have noticed a great volume of religious program recording coming our way. For instance, the Congregational Christian Churches are NBC-Recording a series of 13 quarter-hour programs called *The Radio Bible*. Featuring such well-knowns as Raymond Massey, House Jameson, Raymond Johnson and Karl Swenson, the episodes are dramatic adaptations of famous Bible stories. The series is under the direction of Rev. Everett Parker.

*All Aboard For Adventure* is another series recently NBC-Recorded for Congregational Christian Churches. These twelve quarter-hour programs are aimed at a juvenile audience.

*The March of Faith* sponsored by the National Lutheran Council also bears the NBC-RRD label. These 15-minute programs feature songs by outstanding Lutheran Choirs.

Other NBC-RRD religious program recording . . . Baptist Centennial series for the Southern Baptists' Convention . . . The Voice of Prophecy . . . and even Church Call for the office of the Chaplain at Fort Sam Houston.

AMERICA'S NO. 1 SOURCE OF RECORDED PROGRAMS  
New York · Chicago · Washington · Hollywood · San Francisco  
A SERVICE OF RADIO CORPORATION OF AMERICA



PROMOTION

New Mutual Folio

Mutual's new weekly program folio produced on regular paper and in air-mail edition of onionskin paper. Theme color of the multi-colored affair is a pale green, and the show's program schedule is expertly designed for legibility and practicality. It is folded to fit into a hip pocket, or can be flattened out and read up against a wall for daily reference. The format was introduced by Hal Wagner, Mutual's assistant program director.

WBIG War Effort

WBIG, Greensboro, North Carolina, has had an active part radiowise in the "Greensboro Plan" for coping with manpower problems which was endorsed by the Mayor's war production committee. WBIG's effort to reduce absenteeism has been included in a report on the plan recently issued from Headquarters Fourth Service Command, Atlanta.

Capsule Preview

In connection with the booking by Mutual of a new weekly Oboler series titled "Arch Oboler's Plays," beginning today at 10 p.m., EWT, the network is sending out an effective brochure which gives "capsule previews" of a few of Oboler's plays to be presented. Shown on the cover of the brochure is a dramatic character study of Arch Oboler.

New Station Paper

KANS, NBC affiliate in Wichita, Kansas, now has its own paper. Volume 1, No. 1, dated March 1945 of "KANSan" has just reached this station. Called "Wichita's Radio Merchandiser," paper is pictorial and carries local and network news of current interest.

Television Outlet Will Increase Schedule

(Continued from Page 1)

Increase the variety of productions available within the confines of a television studio, as well as to accommodate a greater portion of the increasing requests to view television during their time.

Solid!

PERSON-AMERICA'S OUTSTANDING BANDS 7:05 P.M.-8:30 P.M. EVERY TUE.-THUR.-SAT.

W-I-N-D CHICAGO

60 Kc. 5000 WATTS

Sportscasters To Stage Game For Servicemen

(Continued from Page 1)

for the benefit of the men stationed there, many of them from neighboring Hunter Field Hospital included. Prexy Stan (WOR) Lomax, Ted (CBS) Husing, Tom (MBS) Slater, Don (WINS) Dunphy, Andy (Press Association) Lang, Jack (United Press) Harris, Lefty Gomez, Al Schacht and Mel (Armed Forces Radio) Allen, will be among the sportscasters who will engage the team of G.I.'s.

Several artists are also volunteering their services including Nanette Fabray, NBC television star, Edith Fellows, Hollywood starlet, Mary Ashworth, NBC Chesterfield Supper Club program, Margie Hart of stage and movies, Larry Douglas, CBS "Here's To Romance," Martha Tilton of Milton Berle's "Let Yourself Go" program via CBS, Jay C. Flippen, well known radio emcee.

WNEW Record Program As Sales-Aid To Retailer

A practical innovation for the benefit of retailers of popular and classical recordings will be programmed over WNEW, Sun., April 15, when it starts production of a twice weekly program entitled "The Listening Booth," with format designed to project the most recent releases of popular and classical recordings for the listeners.

In conjunction with the program, more than 1,400 listening booths in the metropolitan area will display placards calling attention to the two programs. The placards will say, "Hear the latest records the day they are released on 'The Listening Booth.' Popular records—every Thursday 9-9:30 p.m. Classical records—every Sunday 7-7:30 p.m. WNEW, 1130 on your dial. All records heard on 'The Listening Booth' are sold in THIS store!" The program is produced in co-operation with Bruno, N. Y., Inc., distributors for Victor Records in this area.

Envisions Post-War Future For FM Broadcasting Biz

(Continued from Page 1)

300,000 persons. This forecast, based upon accepted industry figures, was made by Walter J. Damm, general manager of The Milwaukee Journal radio stations and president of FM Broadcasters, Inc.

"Furthermore," Mr. Damm stated, "this rate of expansion for FM will continue for five years, keeping 262,000 persons at work in the manufacture and distribution of sets and increasing, meanwhile, the employment of persons in the construction of new FM stations and the operation of these stations.

"FM is not a war-born enterprise. It was an established business before the war. It has been accepted by the public. Nearly 400,000 families now enjoy FM's static-free, full-fidelity reception in 24 localities served by 46 licensed FM stations."

De Mille To Testify Today On California Union Bill

Sacramento—Cecil B. De Mille, whose refusal to pay a one-dollar AFRA assessment during the recent state election drew nation-wide attention, will appear here today to testify in favor of the Davis-Call bill, a measure which seeks to make unlawful any assessments by a union upon its membership for the purpose of raising funds for political campaigns, or for urging or opposing any initiative or referendum measure.

PROGRAM REVIEWS

"Fighting AAF"

WJZ-Blue, 1:30-2 p.m., Saturdays

Sustaining

Producers: Major Frederick Brisson, Army Air Force and Jack Byrne, Blue.

Musical Conductor: Col. Eddie Dunstedter.

Writers: Sgt. Warren Lewis and Cpl. Keith Fowler.

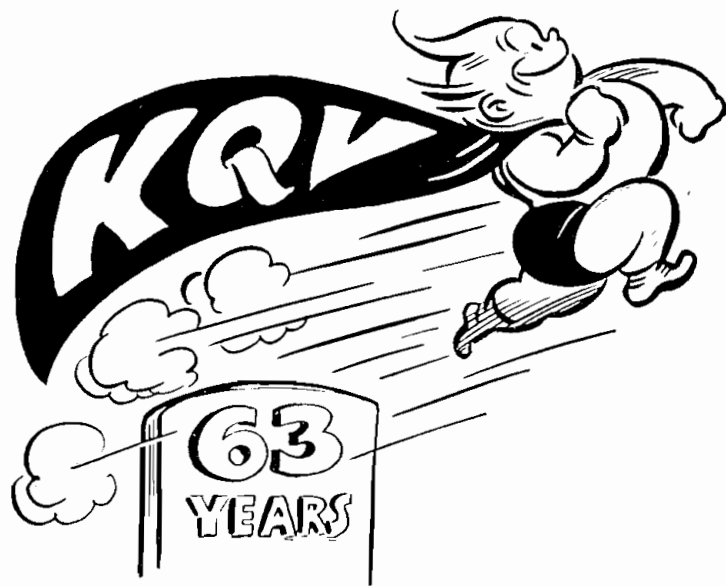
GREAT SERVICE SHOW.

A half-hour of moving dramatic action interspersed with spirited orchestral and choral contributions ranks the Army Air Forces new "Fighting AAF" show on the Blue second to the perennial armed forces favorite, "The Army Hour." Last Saturday's show, originating in the West Coast studios of the Blue, was a masterpiece of production. Highlight of the dramatic sequences was the 10-minute wire recorder report of the "City of Muncie," B-29 bomber, on an actual combat mission over Japan. Second thriller was the AAF recording of a bombing mission over Germany. Climaxing the dramatic accounts was the presentation of wives and mothers of some of the bomber crews from studios in Los Angeles, San Francisco and New York. Col. Dunstedter, once was a featured radio and theater organist and displays showmanship in conducting the orchestra and chorus in the fighting songs of the AAF.

63 YEARS NON-STOP

—HOW ABOUT THAT?

We have six accounts whose total uninterrupted time on KQV aggregates 63 years. Speaks well for the value they received.



ALLEGHENY BROADCASTING CORP.

National Representatives: SPOT SALES, INC.

Advertisement for WDDO 20th Year, featuring text: 'this is WDDO 20th YEAR the STATION IN Chattanooga CBS CHOICE OF CHATTANOOGA LISTENERS ACCORDING TO EVERY HOOPER the OUTSTANDING 5,000 WATTS DAY AND NIGHT PAUL H. RAYMER COMPANY NATIONAL REPRESENTATIVES'

## More Bond-Drive Adv. Requested Of Retailers

(Continued from Page 1)  
which retailers could advantageously use radio advertising in their war bond promotions:

(1). Make maximum use of local radio advertising already on the air.

(2). Purchase extra time for direct broadcast of instore special events which are part of the retailers' campaign plans.

(3). Extra time purchase for sponsoring of the Treasury Department's various transcription programs and live announcements.

The brochure sent to all retailers by the retail section of the War Finance Division, which includes details of retailers campaign, is also being sent to all broadcasters. ASCAP, BMI and Sesac have given the Treasury copyright clearance on all music used on its "Treasury Salutes," "Music for Millions" and "I Know the Enemy" discs, permitting all stations to broadcast these without restriction of any kind. To date, approximately 800 stations have ordered these program. It adds up to more than 50,000 transcriptions made by the Treasury Department for the 7th War Loan, sent gratis to stations for sale to local advertisers.

Carr is scheduled to speak in Chicago, April 23rd on "Radio Plans for the 7th War Loan" at a luncheon meeting of radio station program executives and writers and members of the Illinois State Finance Committee.

### Agency Merger

Hollywood—MCA Artists, Hayward-Deverich, Inc., of Beverly Hills, and Leland Hayward, Inc., New York, have merged. Leland Hayward and Nat Deverich become vice-presidents of MCA Artists, in addition to being vice-presidents of their own organization, and Hayward also joins the executive board of all MCA organizations.

## WORDS AND MUSIC

By HERMAN PINCUS

**R**AUDIO linked servicemen in the South Pacific with home on Valentine's Day and brought musical greetings from loved ones through the far flung operations of the Armed Forces Radio Service. Just how much these greetings meant to the servicemen is best told by Tech. Sergt. Hal Kanter, former radio writer, director and producer, in the following article:

"RADIO DAILY readers might remember a front page box that told of a special Valentine's Day program planned by WXLII, the Armed Forces Radio Station at Guam. If so, those readers might like to know the results.

"When Capt. Jack Wormser, the station manager and T/Sgt. Hal Kanter, program supervisor, worked out the idea they expected a modest response of from one to three thousand replies, at the most. With the rest of the staff (Sgt. Jim Schell, Cpls. John Needham, "Skip" Ferris and James Evans) pitching in, they planned to handle all of the requests for songs to servicemen, with Valentine's Day sentiments from civilians. A record library of 3,000 tunes was expected to cover all requests. A solid sixteen hours of broadcasting was expected to be sufficient.

"The men of the little 50-watt voice of the Pacific Ocean Network figured wrong. Instead of sixteen hours, 36½ were needed; instead of five men to handle the complicated details, eight plus a baker's dozen Red Cross women were needed; instead of the record library alone, a vocal quartet, a soloist and an organist were needed to comply with all requests and instead of from one to three thousand requests, well over 11,000 separate pieces of mail flooded the studio.

"Although statesiders could find out about the program only by correspondence from a serviceman in the Marianas at first, the idea was publicized via Associated Press and trade periodicals. Stateside radio newscasters picked up the item from a Press Association bulletin. As a result, more unsolicited requests were mailed and cabled to WXLII than solicited ones.

"All of the 48 states were represented and requests came from Hawaii, Canada and other overseas bases. More wives sent in requests than any other group. The majority of the songs requested were, of course, sentimental ballads. However, a surprising number of requests were for symphonic music.

"Swing tunes of several seasons back rated high on the list of most often requested numbers—discs like Bunny Berrigan's "I Can't Get Started With You," Miller's "Chattanooga Choo Choo," Shaw's "Begin The Beguine" and "Stardust," Dorsey's "Blue Skies," Crosby's "You Are My Sunshine."

"The most often requested song was "Always." "I'll Walk Alone" was a close second, with "I'm Making Believe," "A Little On The Lonely Side" and "One Alone" following. A number of religious hymns were requested (mostly by mothers in the South) and a considerable portion asked for "Rum and Coca Cola," which, incidentally, the station does not have in its library.

"All in all, the Valentine's Day program was more than a success and proved, once again, that radio is second only to letters from home in linking servicemen with America."

### New Company Formed For So. American Field

Following a survey of the Latin American radio stations, the Inter-American Radio organization has announced that they will venture into the radio field with a highly specialized service for radio promotion throughout this area. The new company, located at 625 Madison Avenue, will write and produce radio programs in Spanish and Portuguese and prepare radio time schedules in all the South and Central American republics.

Robert Allan Monroe, producer-writer-director, is one of the executives of this new venture. Monroe was formerly associated with the Office of the CIAA.

### Jo Stafford Wins Poll Among So. Pacific G.I. Joes

Guam, M. I.—In six months, the tastes of men overseas regarding their favorite female vocalists have changed. When the Armed Forces Radio Station at Eniwetok took a poll to determine the favorite girl singer of listeners on that atoll, Dinah Shore won hands down. Six months later a similar poll was taken over WXLII, the AFR Station at Guam. The winner in the latest contest was Jo Stafford and she led the field by a considerable margin. Dinah placed second, closely followed by Lina Romay.

Following Stafford, Shore and Romay in the final tab were these distaff vocalists: Helen Forest, Billy Simms, Connie Haines.

## NBC 'Institute' Heads Discuss Summer Plans

(Continued from Page 1)  
afternoon sessions of the semi-annual meet will be Dr. James Rowland Angell, NBC public service counselor.

Among those to attend the sessions are: Jennings Pierce, director of Public Service and manager of State Relations, Western Division; Jud Waller, director of Public Service, Central Division; William Drips, director of agriculture, Central Division and Gene Juster, director of Public Service, Washington.

Attending from NBC's New York office will be Dwight Herrick, manager of Public Service; Sterling Fisher, director of the NBC University of the Air; Margaret Cuthbert, director of Programs for Women and Children; Jane Tiffany Wagner, director of Home Economics; Gilbert Chase, supervisor of music for NBC University of the Air; Doris Corwin, Assistant Public Service Counselor; Arthur L. Forest, Public Service Promotion Manager; John Murphy, Station Relations; Marjorie Loebe, office manager, and Helen Leaf, press department.

### Spot Campaign Issued For Dumbarton Oaks Plan

Spot announcements have been issued to all broadcasters by the American Association for the United Nations and more than 50 other national organizations, who are co-operating to make Dumbarton Oaks Week, April 16-22, a week of study and understanding of the Dumbarton Oaks Proposals, prior to the opening of the San Francisco conference.

The spot announcements are designed to remind the public of "the responsibility," by urging them to study carefully the proposals which are being considered at the conference. There are four announcements in the American Association for United Nations release for broadcasters.

» IN PHILADELPHIA

**WIBG**

Leads in **SPORTS**

10,000 WATTS

Leads in **MUSIC**

FULL TIME!

Leads in **NEWS**

Philadelphia's Most Powerful Independent

REPRESENTED BY JOSEPH LANG SPOT SALES

Chicago's

BEST NEWS SERVICE AP-UP-INS

W-I-N-D

560 Kc. 5000 WATTS

OFF THE AIR

REFERENCE RECORDINGS IN CHICAGO

L. S. TOOGOOD RECORDING CO. 221 N. LA SALLE ST., CHICAGO 1, CENTRAL 5275

**AGENCIES**

**W KASHUK** has resigned as advertising director of I. J. Fox, in order to form his own organization to function as an advertising agency for both radio and newspapers. Kashuk was one of the first to recognize the possibilities of radio to stimulate the sales of furs and is widely known for his introduction of singing commercials.

**SEWART MILLER**, sometime member of the staffs at CHML, Hamilton and CFPL, London, Ontario, and recently associated with NBC in the Blue Network, has joined the staff of Joseph Hershey McGillivray Inc., national station representative, in their New York office.

**WILLIAM UNDERWOOD**, free lance producer, has been appointed by Robert C. Sanford of the N. W. Ayer agency to produce the Wendell Niles and Don Prindle show, "Hires Icebox Sales." Underwood was recently associated with the Needham, Louis & Kirby agency, as director of "Fibber McGee and Molly."

**HANNE STERN**, former writer with the publicity office of Benton & Bowles, Inc., is now associated in the same capacity with the Earl Ferris organization. Miss Stern is in charge of the William Esty radio programs handled by the Ferris office.

**He Sets Symphonic Series Conducted By Goberman**

(Continued from Page 1)

City Orchestra, heard every Saturday (4-5 p.m., EWT) over WJZ-Blue. Mr. Goberman will baton six programs, May 5, 12, 19, June 16, 23 and 30. Mr. Whiteman will conduct a special George Gershwin Memorial Broadcast, June 30.

**He Web Considering Site Of Old N. Y. Hippodrome**

(Continued from Page 1)

Contract with the Rockefeller Realty Company prohibits the leasing of space in Radio City to another network.

**Mutual Expands Programming And Forms Engineering Dept.**

(Continued from Page 1)

department for Mutual is something the network has never had, and something the network is very much in need of, Swezey pointed out, if the network is to operate on a smoother basis than it has in the past. The newly proposed engineering department will not operate chiefly as a consultation board for the web's affiliates, since Mutual's programs which originate from New York are engineered by WOR, and similarly with the other origination points for the web's programs.

Swezey is currently interviewing persons for the department and will announce his appointments in the near future. The department will consist of "one head man" who will be assisted by either one or two men, depending on their qualifications and experience, he said.

**Will Aid Affiliates**

"Right now there is no over-all authority our affiliates and clients can approach for any concrete aid in their various problems," he declared. The job of the engineering department will be "to keep the web in tune, to watch over the operations of the whole, to take care of the needs of the clients whenever there are special pick-ups," he said. Other problems, such as those pertaining to the improvement of facilities of stations desiring to increase their broadcasting power, etc., will also be referred to the engineering department. Last, but not least, Swezey pointed out, it will be up to this department to keep the network amply informed on the FCC matters at all times, so that the Mutual affiliates will always be in the know regarding their obligations, etcetera.

Phillips Carlin was less specific in making his announcement. He said that while he has felt the dearth of men in his department since he had begun to revamp the web's programming, he explained he was going to take his time about any new future appointments, "although the programming department can stand several." He added that he would add new men as he "found them," and not add them "haphazardly." Approximately two weeks ago, Mutual's board of directors voted to allot the executives almost twice the amount of operational money it had in the past, most of which will be channeled to the program department. Carlin, however,

pointed out that there would be no "wholesale slaughter" of this allotment.

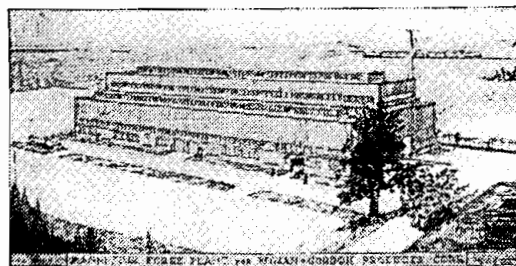
Revamping of the web's program schedule puts "You Were Born To Be a Star" in the Sunday 2-2:30 spot, beginning April 29. True Detective Mysteries, currently heard in this time spot, moves to 3:30-4 p.m., effective April 22, thus switching the Nick Carter to the 5:30-6 p.m., thus putting the "Shadow" off the air for the summer. Carlin said that the title "You Were Born To Be a Star" will be changed because it is too long, although the new title will have the same connotation. Elsa Maxwell, to be heard Mon. through Fri., 11:15-11:30 a.m., effective April 30, replaces "Ask Jane Porterfield." Henry Gladstone, now heard Mon. through Fri., 10-10:15 a.m., replaced the Billy Reppaid news program. However, Carlin pointed out that the Gladstone is an experiment to see what kind of a rating the program can sustain nationally. If the experiment is successful, he said, it will be offered for sale on a co-operative sponsorship basis. George Olsen's orchestra, effective April 30, goes into the 3:15-3:30 p.m., Mon. through Fri. spot. "Queen For Today," effective April 30, goes across the board, 2:30-3 p.m., switching "Never Too Old" to 4:30-5 p.m., across-the-board spot.

**Seeks Commentator**

Carlin said he is "looking for a name commentator, or prominent newsman, or a figure big enough" to fill the 9 a.m., EWT, across-the-board. He has spoken to several thus far, but they refused to spot because they do not want to "get to work that early."

**WOV Business Increase**

An increase of 14½ per cent in business for the first quarter of 1945 over same period in 1944 was announced by Ralph N. Weil, general manager of WOV, New York. The breakdown shows an increase in English time of 16 per cent and in Italian time of 10½ per cent.



**ANOTHER NEW WORCESTER INDUSTRY!**

Huge aircraft forgings of magnesium and aluminum will soon come from the largest die press ever installed, to add more high wage earning employees to WTAG's audience.

**WTAG**  
WORCESTER

**EQUIPMENT**

**RCA Names Laport**

The newly organized RCA International Division of the Radio Corporation of America has named Edmund A. Laport, well-known designer of communications equipment, chief engineer, it was announced this week by John G. MacKenty, managing director of the division. Mr. Laport is the designer of the radio transmitters that were praised early this year in a communique from General Chennault, in which he cited the fine air-force-ground communications achieved through their use in the Chinese-Burma-India theater of war operations, since 1941.

**Maginniss Forms Company**

Thomas H. Maginniss has been appointed distributor for Stewart-Warner home radios, to serve dealers in the Chicago area, it has been announced by the Stewart-Warner Corporation. Before the war a former Stewart-Warner Distributor Company manager, Mr. Maginniss has formed his own company and will operate independently when production of domestic radios is resumed.

**Bendix Names Detrick**

Harold Detrick has been appointed chief engineer for the new line of Bendix AM and FM radios, it was announced by W. L. Webb, director of engineering and research for Bendix Radio. Detrick was formerly associated with Stewart-Warner. Charles P. Geyh, formerly with General Electric, has been named cabinet design and production engineer for the company.

**NEWS**  
*Every Hour on the Hour!*

A FEATURE OF  
**WHKC**  
COLUMBUS  
Goes Full Time Day & Night

★  
Double Power  
News Every Hour On the Hour  
New Wave Length — 610 KC.  
Central Ohio's Only Mutual Station

★  
NATIONAL REPRESENTATIVE  
**RADIO ADVERTISING CO.**  
521 5th Ave., New York City  
333 N. Michigan Ave., Chicago, Ill.

T-8

*Every 24 Hours*

**51**  
SPONSORED  
NEWSCASTS  
UP-AP-INS  
**W-I-N-D**  
CHICAGO  
560 Kc. 5000 WATTS

*Send Birthday Greetings To -*

April 12

Herman Bess	Margaret Gardner
Bill Edmonds	Clark Fulks
Leo Miller	Howard Phillips

## Radio V-E Day Salute Will Stress Restraint

(Continued from Page 1)

on how radio should handle the "V-E Day" news, network spokesmen respect the attitude of official Washington which suggests a minimum of celebrating and more concentration on the war against Japan and such war activities as the Seventh War Loan and the Red Cross drives.

Officials of the BBC, however, are of the opinion that radio will be a part of a great celebration in London when V-E Day arrives. They point out that after six years of war the British people are keyed up to the point where "V-E Day" relaxation will be welcomed.

## Station Sets Aside Hour For Prisoners Of War Info.

(Continued from Page 1)

George Cushing, WJR news editor after the War Department Tuesday announced a new policy of immediately releasing the names of liberated war prisoners to the radio and press instead of withholding them until first of kin are notified.

Bob Rowley, the 8 a.m. newscaster told his audience yesterday that when names are available he will list them and that if he does not make such a listing, there is none available.

Cushing pointed out that radio stations could expect a flood of calls from listeners as soon as word gets around that radio and press have the names first. He said that if listeners did not hear announcements on the 8 a.m. newscast, they could be sure they were covered and that this would be beneficial to them and would simplify WJR's handling of requests for information.

## Kathryn Cravens To Europe

Kathryn Cravens, former newscaster on WNEW, has been signed by the Cowles Broadcasting Company as overseas correspondent and news commentator. Miss Cravens will leave some time about the end of this month for Paris which will be her headquarters though her comments on the European situation will be beamed from various capitals directly to station WOL in Washington. Plans have already been completed for Miss Cravens to interview Tito, the Yugoslavian general, in Belgrade.

## COAST-TO-COAST

—MINNESOTA—

DULUTH—Don Mathers, formerly with station relations department of BMI, has assumed the duties of program director at KDAL. Other newcomers are Alice Jane Morrison to sales promotion and announcers Don Stubbs and Bob Reynard, former Cincinnati radio man. . . . MINNEAPOLIS—WLOL is occupying a special booth at the annual sportsmen's show with Stu Mann, sports editor, airing his regular 10:15-10:30 p.m. sports review from there. Special interview program sponsored by Art Murray's Red Feather Cafe is being featured each evening at 8:15 during the show.

—LOUISIANA—

NEW ORLEANS—WWL has moved the "Convair Show," sponsored by the Consolidated Vultee Aircraft Corporation, to its University Room studio in the Roosevelt to allow for a live audience. Program, aired Monday, Wednesday and Friday, is open to the public Wednesday and Fridays. Ed Hoerner, program director, acts as emcee.

—MICHIGAN—

DETROIT—"Men of Action" is the title of a new WWJ series featuring Fran Harris, femme newscaster, Monday through Friday at 12:10 p.m. Sponsored by the Waste Paper Salvage Campaign, Miss Harris gives personal news of localities now in the services which includes promotions, decorations and wounds, etc. as reported by the news service branches.

—NEW YORK—

NEW YORK—New WMCA series heard Monday through Friday at 11:45 a.m. features Linda Gray who has conducted women's programs on local and network stations in the metropolitan area for the past four years. . . . Ted Grover, former chief newscaster of WMC, Memphis and now WBYN commentator, is being quoted in the columns. . . . Art Raymond of WBYN's Tico Tico Time will take his listeners to Bolivar Hill in Central Park for a description of the April 14 rally which winds up Pan American week.

—CONNECTICUT—

NEW HAVEN—Rudy Frank who was a WELI staffer when outlet first took to the air ten years ago has returned as promotion manager. In addition Frank handles promotion for Vaughn Monroe, Frankie Carle and Xavier Cugat. . . . HARTFORD—Larry Colton, formerly staff announcer at WDRC since August 1944, has been appointed chief announcer. Colton emcees the "Strictly Swing Club" as well as special news features and other programs. . . . Through Pan-American Week, WTIC will feature public service programs designed to acquaint listeners with Latin America.

—INDIANA—

KOKOMO—WKMO has a regular job of finding people for the Kokomo Chapter of the American Red Cross. . . . Outlet's fourth birthday was celebrated April 5 with an anniversary program arranged by Ward Charles Glenn, program director, and a dinner for the entire staff of the station.

—IOWA—

DES MOINES—KRNT has inaugurated a new plan of giving directional information in reporting news. With each movement of the American Army, announcer explains distance from a key city. . . . Maxine Fuqua Thielen, former newspaper woman in St. Louis, has been added to KRNT continuity staff. . . . Special banquet celebrating the close of the legislature will be given by KRNT and the Register and Tribune for those legislators who have appeared on the "Law-Makers Speak" series.

—FLORIDA—

WEST PALM BEACH—Frank Browne, sports director at WJNO, has been named member of the AAU swimming committee. . . . WJNO has plans in motion for a complete news and special events coverage for VE-Day. Otis C. Wright, chief engineer, is making careful surveys of reception with an eye to maximum use of the mobile transmitter. . . . MIAMI—When Leslie Balogh Bain, WIOD commentator interviewed four repatriated AAF war prisoners recently, two disassociated sponsors, Regal Beer and Highters Jewelry Company, joined forces to allow broadcast to run 25 minutes as a continuous program.

## Wedding Bells

Rita "Dixie" Dugan, casting director of Benton & Bowles, will be married to George Earnshaw, space buyer of Farm Implement News, Cleveland, Ohio, on Sunday, April 15.

## NBC-Chi. Newscasts Get Sponsor-Renewal

Chicago—Contract renewals for NBC's news programs, "Kaltenborn Edits the News" and "Voice of the Dairy Farmer," were announced this week by Paul McCluer, sales manager for the NBC central division. H. V. Kaltenborn, dean of American news commentators, has been renewed by the Pure Oil Company (gasoline and oil products), through Leo Burnett Company, Inc., for 13 weeks, effective May 7. Program aired Mondays through Fridays, 7 to 7 p.m., CWT, on 34 stations. Kaltenborn recently received the Alfred I. du Pont Radio Foundation commentator award.

"The Voice of the Dairy Farmer" sponsored by the American Dairy Association, through Campbell-Thun, Inc., Chicago, has been renewed on NBC for 13 weeks, effective April 29. Originating in Chicago and aired Sundays from 12:00 noon to 12:30 p.m., CWT over 38 stations, the program features Everett Mitchell, director of agriculture for the National central division, and Clifton Utley, NBC Chicago commentator, in weekly roundup of farm and news.

Utley, incidentally, takes the lanes to present news commentary for the British Broadcasting Corporation's overseas news service, Wednesday, April 11, for a two-week period. Featuring a commentary on the American scene, the program heard Wednesdays at 6:15 p.m. London time, and has in the past been presented by such prominent radio newsmen as Elmer Davis, Raymond Gram Swing and Joseph Harsanyi. Utley's appearance marks the first time that the BBC news spot, claimed to have the world's largest radio audience for any news commentary show, has been beamed from the midwest. Originating in the NBC Chicago studios, the program goes by land-line to New York where it is short-waved overseas.

## Ben Grauer McBride Guest

Ben Grauer guested yesterday on the Mary Margaret McBride program over NBC.

## AGENCY WANTED

to engage the services of 45 yr. old executive with over 20 years' experience in advertising films and radio production. Will fit in with post-war Television plans. Let's talk it over. Write Box 143, Radio Daily, 1501 Broadway, New York 18, N. Y.

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NEW YORK 18, N. Y.

**RADIO DAILY**  
The National Daily Newspaper of Commercial Radio and Television

VOL. 31, NO. 10

NEW YORK, N. Y., FRIDAY, APRIL 13, 1945

TEN CENTS



1882

Franklin Delano Roosevelt

1945

# Sad News Shocks Nation

## Independent Stations Carry Complete News

Independent stations in New York and throughout the nation cancelled all commercials and devoted all their time in the late afternoon and evening hours to the news of the President's death.

WNYC flashed the announcement of the President's death at 5:51:30, and was handled by Howard Reed, announcer. M. S. Novik, director of the station, explained that the delay was due to the fact that the news was "too momentous" to broadcast to the public without a double-check back at AP. Therefore the delay, he said. All regular programs for the evening were immediately cancelled. Following the tragic announcement was the playing of the "Requiem Mass" by Mozart, which was followed by other religious music, both recorded and organ. Biographical commentaries were made throughout the evening.

WNEW's Bill Williams flashed the announcement at 5:49:30 p.m., which was followed by appropriate music. All commercial programs were cancelled, of course, and the rest of the afternoon and evening was devoted to biographical commentaries.

### Dr. Kingdon Offers Prayer

WMCA's Bob Callan flashed the first announcement at 5:49:30 p.m., giving a brief resume of the President's life. Dr. Frank Kingdon followed him at 5:54 with a prayer and eulogy, followed by the "Star Spangled Banner." All commercial programs were cancelled, and at 6:10 the complete story was delivered. At 6:15 p.m., J. Raymond Walsh was heard. At 7:15, Dr. Kingdon went back on again, and was followed by Edgar Ansel Mowrer in New York, and Leon Pearson from Washington, on the latter's highlights and reactions. This was followed by a special hook-up with the British Broadcasting Company.

### Cancel Commercials

WAAT, Jersey City, cancelled all commercial announcements starting the moment the news was received and devoted their time to playing the late President's favorite songs and hymns and special bulletins and announcements.

WINS announced a cancellation of all commercials and commercial an-

(Continued on Page 3)

### Record Hooper

President Roosevelt on May 27, 1941 attained a Hooper Rating of 69.8, on his report of the Declaration of the National Emergency. His Dec. 9, 1941 speech, on the Attack on Pearl Harbor attained a Hooper rating of 79 (heard by about 65,000,000 people all over the world) and his Feb. 23, 1942 speech on the "State of the War" attained a rating of 78.1.

## Sudden Death Of President Roosevelt Is Announced First On Radio; Record Coverage

Radio yesterday was called upon to perform the most solemn duty in its history, that of announcing to the American people and to the world, the passing of Franklin Delano Roosevelt, 32nd President of the United States, who died of a cerebral hemorrhage at Warm Springs, Ga., at 3:35 P. M., (EWT).

Networks, national and regional, and stations, large and small, bowed in reverence to the man who had piloted the Ship of State safely through the troublous waters of the past years. Victories in Europe and Asia, in which the Chief Executive played such a salient part in the planning, were forgotten; commercialism practically disappeared from the radio programs of America, as the populace, close to its receivers, felt strangely and individually close to the broadcasters, as the profound details were unfolded.

### News Rooms Tense

Radio news rooms tensely awaiting "V-E Day" were shocked with the first flash which brought the news of The President's death.

NBC broadcast the announcement at 5:49 p.m., EWT, handled by Tom O'Brien. At 5:51 p.m., H. V. Kaltenborn was on the air, and concluded his tribute at 5:55. At 5:55-6 Morgan Bailey was heard from Washington with complete details. At 6 p.m., Niles Trammell, president, announced through Don Hollenbeck that all NBC commercial programs were to be cancelled until further notice. At 6:05-6:10 Robert St. John was heard. At 6:10 Kaltenborn was again heard. It was later announced that CBS would dispense with all regular programs until noon today.

At 6:55, NBC's Lowell Thomas was piped in from Luxembourg, where it was 12 midnight, and Thomas said everybody there "was stunned by the tragedy."

### Spots Dropped At Mutual

Mutual-WOR flashed the announcement at 5:49:30 p.m., with Dave Driscoll at the mike. All spot announcements were cancelled, in addition to programs of light music and comedy. However, all other programs were permitted to go on as scheduled. Arch Oboler's program was changed and his cast performed a slightly revised version of "Brotherhood of Man." While commercials were dispensed with on this station, all sponsors were identified in their time spots in the form of a "tribute identification" in mourning the death of President Roosevelt, said Bob Wilson of the press department. Other commentators to broadcast commentaries were: Paul Killiam, Fred Vandeventer, Paul Schubert, Walter Compton and Stan Lomax.

Mutual also carried a special short-wavecast of Paul Manning from Paris and Jack Mahon from Guam. At 10:30 p.m., EWT, Basil O'Connor, president of the National Foundation of Infantile Paralysis, and chairman of the Red Cross, was heard in a special tribute. Archbishop Spellman was heard at 11:30, followed by the All Angels Choir. At 12-12:30 a.m., EWT, organ music was played, concluding with a prayer.

### Blue Cuts Commercials

The Blue Network cancelled all commercial programs with the flash of the President's death and re-arranged the schedule of the Spotlight Bands, presenting tributes from high-ranking

(Continued on Page 3)

## Full Time to Coverage By All Wire Services

All the wire services were held completely with nothing but Roosevelt copy going through until late the night. The stations had scrapped all their schedules and were begging for all copy possible. Every phase of the President's background and highlights in his life and career were approached from every conceivable angle.

### AP Coverage

Associated Press, along with complete biographical information on Roosevelt and Truman, as well as special stories and features on the political, social and economic aspect of the situation the nation now faced with.

United Press shot out prepared biographies on the President, with highlights of his career plus a highly interesting "Headline" show giving important dates in the life of Roosevelt.

Trans-Radio Press covered Roosevelt's life from every possible angle, interviewing both his followers and opponents, leaders both here and abroad and man-in-the-street stories. Commentaries on Truman's possible attitude, etc., were also sent out.

### Assign Special Staff Members

International News Service assigned Inez Robb and Richard Shaner, creative feature writers, to Hyde Park to do color stories on the President's hometown, and James Powers did a man-in-the-street interview at Times Square. INS also called Gov. Dewey at the executive mansion at Albany and got a copy of the telegram to and Mrs. Dewey sent to Mrs. Roosevelt. Robert C. McCormick, news editor, was interviewing Duke Ellington at the 400 Club when word of the President's death reached the city. Suddenly, McCormick said he didn't feel like writing the story—and Duke just remained motionless as if he didn't feel like playing any music either.

### Tele Coverage

WCBW, CBS' tele station, cancelled its regularly scheduled programs between 8-10 p.m., and televised instead the pictorial story of the life of President Roosevelt as a war President. This included films made of the President's first, second and third inaugurations. Between reels, WCBW picked up broadcasts of CBS, in order to keep viewers fully covered on all announcements of statesmen who were being heard over CBS.

NBC's tele station, WNBZ, did not go on last night; however, the station is preparing a special tele program which will be telecast tonight.

# Radio Leaders In Tribute

## Independent Stations Carry Complete News

(Continued from Page 2)

Announcements with news and salon music only scheduled for the balance of the evening. The news of the President's passing was flashed by WLSH at 5:49:03, claimed by that station to be first heard on the air.

### Interrupts Program

WLSH's Jacob, WOV news analyst, interrupted probably one of the most moving tributes heard on the air at 7:15. A former refugee who served Europe's underground, Jacob summarized the news that shocked the nation, breaking down completely in the middle of his eulogy to give way to the emotions that swept the nation. He composed an hour later, he delivered the same eulogy at 7:15. Ed Hartley, program director of WLSH, was introduced by Lewis Charles at 7:00 and gave a brief but highly effective message on the importance of unity at this time. First news of the President's passing was made public over this station in Italian just before 6:00, and then again in English by Ben Kramer at 15 seconds past 6:00.

WQXR cancelled all commercials and spot announcements and changed its music schedule, taking out all music not in conformity with the solemnity of the occasion. News of the President's passing was broken at 7:00 by Charles Freed. At 7:00, Lisa Regio went on the air picking out notes from various Presidential talks which have made history. Algernon Black, who speaks every Thursday on ethical issues in the news, WQXR devoted his entire talk to the President.

WLIB claims they flashed the announcement at about 5:48 p.m. and that it was announced by Clifford Mans, news chief. All commercial programs were cancelled. The "Remember" by Faure was played, followed

(Continued on Page 4)

## FDR, Patron of Music

President Roosevelt was a great admirer and ardent supporter of songwriters and most sympathetic to their aims, hopes and ambitions. In July 18, 1940 FDR sent a letter to Gene Buck, then president of ASCAP in which he wrote—quotes—your society in its highly worthwhile work of giving protection and encouragement to our creators of music, can, I sincerely believe, play an important part in advancing American leadership in the field of music. In extending hearty greetings, may I express the hope that your Society will have continued success in such a laudable objective. Very sincerely yours (signed) Franklin D. Roosevelt. unquote—

Tributes to the memory of Franklin Delano Roosevelt—the voice which made "My Friends" and "Fireside Chats" radio history—were many among the leaders in the radio industry last night. These expressions included:

"The broadcasting industry mourns the passing of Franklin D. Roosevelt; one of the world's greatest leaders.

"Among his many accomplishments, he will long be remembered as one of the first statemen to use the medium of radio to bring his messages directly into the American home. His 'Fireside Chats' humanized issues which were deep and complicated.

"The National Broadcasting Company has cancelled all its entertainment programs and will present only those broadcasts in keeping with this tragic occasion."

NILES TRAMMELL, *President, National Broadcasting Company.*

\* \* \*

"It is now two hours since the world-shaking announcement of the President's death was first broadcast. We at CBS are all humbly aware of the grave responsibility placed upon broadcasting for informing the people in this fateful hour."

PAUL W. KESTEN, *Executive Vice-President, Columbia Broadcasting System.*

\* \* \*

"The tragic and untimely death of our great President is an irreplaceable loss to the nation, and to all freedom loving peoples of the world. To us who knew him, it is a great personal loss. His passing comes at a time when we, the living, must face the challenge to carry on the fight for which Franklin Delano Roosevelt fought and died."

EDGAR KOBAK, *President of Mutual Broadcasting System.*

\* \* \*

"In this moment of greatest national grief, I have this simple statement to make to the people of the United States, whom we all serve and in whose service our President has given his life. I knew him. I worked with him. There has not been a sufficient time for any of us to comprehend the blow that has fallen on all the people of the world. Our hearts bow in grief. Another great soldier, perhaps the greatest, has fallen in the midst of battle."

EDWARD J. NOBLE, *Chairman of the Board of American Broadcasting Company.*

\* \* \*

"The death of Mr. Roosevelt is a stunning blow to the entire world. We have lost one of our greatest soldiers in the fight for freedom. His life, which he gave for that in which he so ardently believed, can be and must be an inspiration for those who carry on his work."

CHESTER J. LAROCHE, *Vice-Chairman of American Broadcasting Company.*

\* \* \*

"Freedom and peace have lost one of their most valiant fighters. In the grief which enshrouds the whole world of the sudden death of our President, it is almost impossible to realize fully the extent of our loss. We must all resolve that we will fight as strenuously as did Mr. Roosevelt for the great objectives for which he gave his life."

MARK WOODS, *President of American Broadcasting Company.*

\* \* \*

We of show business feel a double loss in the death of Franklin D. Roosevelt, for not only was he an inspiring leader among the nations of the world, but he was a friend—and a warm one—of this industry. He never let an opportunity pass to show his deep affection for what it had done, and what it could do, for national morale and he was always grateful for what it had done for him. The full impact of his passing cannot be expressed in mere words.

JACK ALICOATE, *Publisher, RADIO DAILY.*

\* \* \*

"The death of Franklin Delano Roosevelt at this time of near triumph for Democracy and decency is a great shock to us in the radio industry who appreciated fully his many contributions in our behalf through his vigorous defense of the Four Freedoms."

FRANK E. MULLEN, *vice-president of National Broadcasting Company.*

## Nets Cancel Programs To Report News Fully

(Continued from Page 2)

Army Officials stationed at Victorville Army Base, in California. At 10 p.m. Fred Waring presented a half hour musical tribute to the memory of FDR with a five minute eulogy written and delivered by Orson Wells from Hollywood.

### CBS Announcement By Daly

CBS staff news analyst John Daly announced the news of the untimely death of the Nation's Commander-in-Chief at 5:49 p.m. (EWT) and the network cancelled all commercial and regularly-scheduled programs for entire night. Special broadcasts were beamed throughout the night and messages from Statesmen of the Allied Nations were relayed over the network as they were received in the NBC News Room. At intervals during the night, special programs of music, appropriate to the national state of mourning, were played. The schedule included, 7:30-8:00 p.m., News, 8-9 music, 9-9:30 prayers, 9:30-10 tributes from notables, 10-10:30 Great Lakes Naval Choir, 10:30-11 music, 11-11:15 news, 11:15-11:30 Danny O'Neill and organ music, 11:30-12 Salt Lake Tabernacle Choir, 12-12:30 a.m. news, 12:30-1 a.m. organ. It was later announced that CBS would dispense with all regular programs until noon today.

## Pearson Heard On KQV Shortly After FDR Death

Pittsburgh—Within five minutes of the announcement of the tragic death of President Roosevelt, KQV in Pittsburgh put Drew Pearson on the air for a special commentary broadcast. Pearson was in the KQV studios when the announcement was made. He had been scheduled for a personal appearance on KQV's "Radio Newsreel" at 6 p.m., a half-hour newscast which regularly includes Pearson's "Washington Merry-Go Round." Pearson, with news reporter Tom Rodgers, discussed for 20 minutes the world-shaking importance of the President's sudden death. Following a speech to members of the Pennsylvania Motor Truckers Association, KQV fed Pearson to the Blue Network.

Subsequent hours on KQV were given largely to reporting the tragic news, with additional details and background broadcast to the listeners from time to time.

### Governor Speaks

WSRR, Stamford, Conn. at 7 p.m. broadcast talks by the State Governor, Raymond E. Baldwin, Senators Brien McMahon and Thomas Hart (Connecticut) and Mayor Charles E. Moore of Stamford.

## Radio Talks Highlight Of President's Career

The untimely passing of President Roosevelt brings home forcibly to the radio industry the outstanding role which the medium played in the life of the Chief Executive. It points up not only radio's importance to the Commander-in-Chief, but also the part which he played in giving radio its present place in the lives of the American people.

After inaugurating a series of radio talks—"fireside chats," they came to be known—on March 12, 1934, President Roosevelt delivered 26 talks over the air that year. His voice became one of the best known on the air, his delivery the finest.

Following is a chronological list of some of the most important addresses which President Roosevelt made over the radio:

Sept. 3, 1939—Addressed the Nation in a Fireside chat on U. S. Neutrality.

Sept. 21, 1939—Addressed a special joint session of Congress on Revision of the Neutrality Act.

May 16, 1940—Addressed a message to Congress on National Defense.

May 26, 1940—Delivered a Fireside Chat on the National Defense situation.

May 27, 1941—Declaration of unlimited emergency.

Sept. 11, 1941—Special report on U. S. Naval Policy.

Dec. 8, 1941—Request for Declaration of War on Japan.

Dec. 8, 1941—Report on Attack on Pearl Harbor.

Feb. 23, 1942—Report on the State of the War.

Feb. 12, 1943—Report on Casablanca before White House Correspondents.

Dec. 24, 1943—Report from Hyde Park on Casablanca, Teheran, Sicily on meetings with Churchill, Stalin and Chiang Kai Shek.

June 5, 1944—Report on Fall of Rome.

June 6, 1944—Led Nation in "D-Day Prayer" (European Invasion).

March 1, 1945—Report to Congress on Yalta.

### Eulogy By LaGuardia

Mayor Fiorello H. LaGuardia of New York, in an address delivered last night over WNYC, declared that President Roosevelt's death is "the greatest loss peace-loving people have suffered during the present war."

## President's Prayer

The following is the text of the prayer by President Franklin D. Roosevelt which was read by him during his broadcast to the nation on all networks on D-Day, Tuesday, June 7, 1944.

**"ALMIGHTY GOD:** Our sons, pride of our nation, this day have set upon mighty endeavor, a struggle to preserve our republic, our religion, and our civilization, and to set free a suffering humanity.

"Lead them straight and true; give strength to their arms, stoutness to their hearts, steadfastness to their faith.

"They will need Thy blessings. Their road will be long and hard. The enemy is strong. He may hurl back our forces. Success may not come with rushing speed, but we shall return again and again; and we know that by Thy grace, and by the righteousness of our cause, our sons will triumph.

"They will be sorely tried, by night and by day, without rest—till the victory is won. The darkness will be rent by noise and flame. Men's souls will be shaken with the violences of war.

"These are men lately drawn from the ways of peace. They fight not for the lust of conquest. They fight to end conquest. They fight to liberate. They fight to let justice arise, and tolerance and goodwill among all Thy people. They yearn but for the end of battle, for their return to the haven of home.

"Some will never return. Embrace these, Father, and receive them, Thy heroic servants, into Thy kingdom.

"And for us at home—fathers, mothers, children, wives, sisters and brothers of brave men overseas, whose thoughts and prayers are ever with them—help us, Almighty God, to rededicate ourselves in renewed faith in Thee in this hour of great sacrifice.

"Many people have urged that I call the nation into a single day of special prayer. But because the road is long and the desire is great, I ask that our people devote themselves in continuance of prayer. As we rise to each new day, and again when each day is spent, let words of prayer be on our lips, invoking Thy help to our efforts.

"Give us strength, too—strength in our daily tasks, to redouble the contributions we make in the physical and material support of our armed forces.

"And let our hearts be stout, to wait out the long travail, to hear sorrows that may come, to impart our courage unto our sons wherever they may be.

"And, O Lord, give us faith. Give us faith in Thee; faith in our sons; faith in each other; faith in our united crusade. Let not the keenness of our spirit ever be dulled. Let not the impacts of temporary events, of temporal matters of but fleeting moment—let not these deter us in our unconquerable purpose.

"With Thy blessing, we shall prevail over the unholy forces of our enemy. Help us to conquer the apostles of greed and racial arrogances. Lead us to the saving of our country, and with our sister nations into a world unity that will spell a sure peace—a peace invulnerable to the schemings of unworthy men. And a peace that will let all men live in freedom, reaping the just rewards of their honest toil.

"Thy will be done, Almighty God.

"Amen."

## Independent Stations Carry Complete News

(Continued from Page 3)

by serious organ music. However, the music interspersed all announcements and newscasts intermittently. The station signed off at 8:15 p.m. according to FCC regulations as they pertain to this station's license.

WHN's Don Lyons announced the first flash at 5:49 p.m., and was followed by William Lang, the station commentator, who eulogized the President. All commercial programs were cancelled, of course, and serious organ music was played, interrupted throughout the evening with biographical commentaries on the President. Organ music was played by Leo Webber.

WHOM's flash was handled by Jim Elliott, assistant news editor, at 5:49:15 p.m. All commercial programs were cancelled, and practically the entire evening was devoted to biographical commentaries, interspersed only with serious musical interludes. The station has a direct line to NBC therefore was able to carry many of the web's commentators: Kaltenborn, Robert St. John, etc.

## WTAG Cancels Programs Until Noon On Friday

Worcester—The shocking news of the death of President Roosevelt was broadcast to Worcester listeners shortly before 6 p.m. Thursday in a special announcement by WTAG. Immediately thereafter E. E. Hill, managing director cancelled all regularly scheduled programs and commercial announcements until noon Friday, as the station aired special news programs and tributes informing the city of national and international reaction to the tragic event. Mayor William A. Bennett, representatives of the major faiths and other city leaders were brought to the WTAG microphone in a special program to express the city's sense of mourning.

## Fuldheim Eulogy Includes Interview With Truman

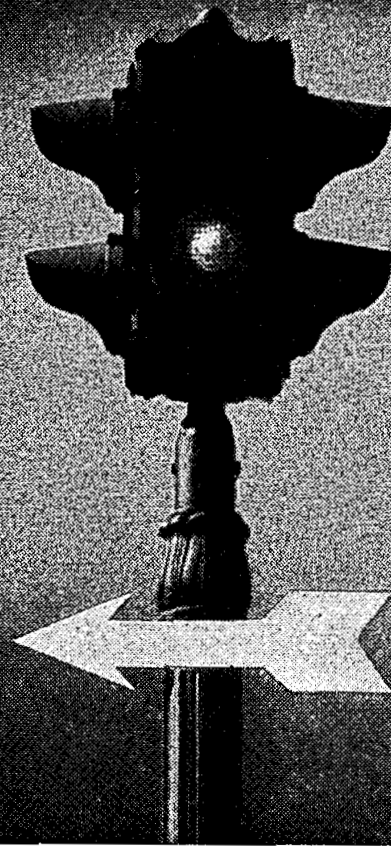
Cleveland — Dorothy Fuldheim, WJW news analyst, had last formal interview with Harry S. Truman as vice president in Washington two weeks ago. She devoted her program 10:15 p.m. Eastern Standard time Thursday, to a Roosevelt Obituary and her Truman interview.

## Helen Sioussat In YMCA Post

Miss Helen J. Sioussat, CBS Director of Talks, has accepted the appointment as a member of the National Public Relations Committee of the Young Men's Christian Association. The committee deals with major public relations problems in connection with the YMCA's total program. Miss Sioussat is one of two women newly-appointed to the committee. It is the first time that women have been appointed committee members.



# GREEN LIGHT



## in BLACK AND WHITE

Seven digits and a couple of commas. That's the size of the increased moneys recently voted by the Mutual directorate, to be invested during the balance of 1945 as a clear green light for well-studied efforts to make this a more serviceable network for listeners, for stations, for advertisers, and for artists.

Since late in 1944, Mutual has been subjected to a more critical appraisal—from within—than any outside observer could conceive. We prepared detailed blue-prints for improvement and presented them to the experienced owners of this network.

Today we can report to you their enthusiastic endorsement of our plans, confirmed in black and white to the resounding tune of a seven-digit increase. That adds a lot to any annual budget, but that's what it takes to put our plans to work.

Our blue-prints call for marked advances in stations, in engineering, and in sales—with service underscored throughout. But most of these special

dollars are earmarked for program improvements. We are determined to discover, create, and develop program fare that will win greater preference, around the entire radio clock, for the Mutual point on the dial. We are determined to build a staff equipped to originate standout entertainment, to foster the work of outside producers, and, by both means, to achieve a store of program material designed for any advertiser's need and budget.

These are truly large orders. None knows their scope better than we who drafted them. But the seven digits are already at work, as black-and-white evidence of our honest intent to fill these orders. We think you'll find Mutual more interesting to watch—and listen to—than ever before.

**THE MUTUAL  
BROADCASTING SYSTEM**

## SMPE Meet To Discuss Future Of Television

West Coast Bureau, RADIO DAILY

Hollywood—The use of film in television programming and the relationship of television and motion picture practices are among the topics which will be discussed at the 57th semi-annual conference of the Society of Motion Picture Engineers at the Roosevelt Hotel here from May 14 to 18.

Commenting on the subject of television, Klaus Landsberg, director of television at W6XYZ, declared:

"The industries of Motion Picture Production and Television Broadcasting can be of great mutual aid to each other. Based on the practical experience gained in the operation of our television station in the midst of a motion picture studio, the requirements of the two media are compared.

"The Motion Picture industries solution to problems common to those of a television station were evaluated in suggested design of television studios and equipment. Specifically the improvements in television control room facilities and a 210 mc relay transmitter designed by the author and only recently put in operation are explained and illustrated.

"New developments in large screen projection for home and theater, as well as television network plans are discussed. A brief analysis of television technical requirements for film further aims to aid the motion picture industry in its plans to enter the promising post-war television field."

### Polesie Leaves CBS

Herb Polesie after two years as producer-director at CBS has resigned to free-lance. Prior to joining CBS, Mr. Polesie was a producer with J. Walter Thompson and left to produce motion pictures on the Coast. Returning to New York he produced the Frank Sinatra shows and is currently directing the highly-rated "It Pays To Be Ignorant."



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MARVIN KIRSCH : : Business Manager

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## ★ AGENCY NEWSCAST ★

LUIS G. DILLON, vice-president of McCann-Erickson Corporation, has just returned from a 75-day business trip through Latin America, during which he travelled 25,000 miles by air, visited and conducted business in 15 countries, and discussed advertising campaigns for 14 different products.

ELLIOTT D. ODELL, advertising director of Fawcett Publications, Inc., announces the appointment of Michael Fast to the advertising department of Life Story Magazine. In the past Fast covered the cosmetic and drug classifications for the New York "Times." Prior to this he was a member of the retail sales department of the New York "World Telegram," and sales and advertising manager of the Cleveland, Ohio "Shopping News."

ROBERT W. REYNOLDS, account executive for Socony-Vacuum for the Compton Advertising Agency, has resigned to become affiliated with an advertising agency in New England. EDWARD BATTEY, JR., vice-president, has been made account supervisor of the Socony-Vacuum industrial, process products, tanners and railroad accounts. And JOHN OWEN will be in charge of the creative end of the aforementioned accounts.

THE PARTNERSHIP of B. Ellis Associates has been dissolved. The business now is being conducted by Bruce Ellis, who has assumed all the obligations of the former organization.

### Akron Joins Other Cities In Ohio Summer Time Change

Akron, O.—City Council in Akron has changed its mind and reconsidered its previous repeal of the existing Eastern War Time ordinance, spurred by irate telephone calls from bewildered radio listeners and the disapproval of Mayor Charles Slusser.

Akron Council on Monday night decided that it would go along with other large Ohio cities and adopt Eastern War Time during the summer months, effective April 29. This means that Akron will set its clock ahead one hour from Central War Time to Eastern War Time, on the same date as will Cleveland, Canton, Cincinnati, Dayton, Youngstown, Warren, and several other cities. On April 1, 18 cities in Ohio made a similar change.

### BMI Board Meets In N. Y.; 849 AM Stations Listed

The Board of Directors of Broadcast Music, Inc. held its regular bi-monthly meeting yesterday at which only routine matters were discussed. A spokesman for the company announced that BMI currently licenses 849 AM radio stations in the country, this figure exclusive of FM and non-commercial stations.

GENE KRAMER, whose last affiliation was with Joseph Hershey McGillvra, Inc., national station reps, has joined the staff of Adam Young, Inc., station representatives. Prior to joining McGillvra, Kramer was on the sales staff of NBC.

ROBERT R. DUNWODY, formerly with the S. S. Koppe & Co., as officer and director, has joined the foreign department of McCann-Erickson's New York office as media director. He will be assisted by LENORE HAHN. MARTIN M. C. SPITZ, account executive in the foreign department, has been transferred to the San Juan, Puerto Rico office.

MARK ROGER BROWN has been appointed general manager of the Earl Ferris publicity agency, it has been announced. Brown joined the agency in September of 1943 as sales manager. His previous affiliations were with the Studebaker Corporation; WGN, Chicago, and WMAQ, Chicago.

RUTHRAUFF & RYAN, INC. has been appointed to handle advertising for Hair Groom, a product of the Whitehall Pharmacal Company, a division of American Home Products, Inc.

HARRIET G. LAMM, most recently editor in the Bureau of the Overseas Director, Office of War Information, has joined the staff of "This Month" magazine, effective immediately, it has been announced today by Ada Siegel, editor-in-chief.

### Ohio Newspaper Changes Program Listing Schedule

Toledo—Radio program listings in the Toledo Blade have been curtailed. Henceforth only once a week, on Saturday, will the paper list those programs heard regularly in the daytime, at the same time, on the same station, Monday through Friday. However, daytime programs not heard regularly, and last minute corrections, will be printed every day. Evening programs starting at 6 p.m. are listed completely as heretofore, and both the evening and daytime programs for Saturdays and Sundays are complete. News broadcasts and commentators are listed for both daytime and night-time. Principally affected by this are the across-the-board.

### Nathanson, Fizdale Prexy

After nine years as executive vice-president of Tom Fizdale, Inc., Win Nathanson was elected president at a meeting of the Board of Directors. Bern Bernard succeeds him in the vice-president post.

### Anniversary

Station WMAQ, oldest in Chicago and one of the broadcasting pioneers of the nation will mark its 23rd anniversary today. No special observance is planned.

## Hearst Sale Of WINS Questioned By FCC

Washington Bureau, RADIO DAILY

Washington—Seriously questioning whether the \$1,700,000 price agreed upon for sale of WINS, New York, from Hearst Radio to the Crosley Corp., does not involve trafficking of frequencies, the FCC yesterday released the issues upon which it has ordered the sale application set for hearing. The price, in addition to operating agreement whereby Hearst is to receive \$400,000 in radio time over a 10-year period, is the highest ever paid for a standard broadcast station. WINS operates on 1,010 kilocycles, with 10 kilowatts and a construction permit for 50 kilowatts.

The 15 issues outlined are large concerns with the question whether station, its physical properties, its good-will and its construction permit, is worth the money involved which amounts in all to over \$2,000,000.

In addition, the Commission is curious to know about whether the agreement for Hearst to take time on the station over a 10-year period is within the terms of a legal grant by the Commission and is in the public interest.

Other questions concern the Crosley proposal to air the same program over WINS and WLW, Cincinnati, what effect the deal would have upon competition in chain broadcasting and other broadcast service, and what plans Crosley has for tele and FM service.

Crosley operates standard station WLW at Cincinnati; Hearst has radio station WBAL, Baltimore, Md.; WISN Milwaukee, Wis., and WCAE, Pittsburgh, Pa.

Hearst has applications pending before the FCC to build FM stations in New York, Baltimore, Milwaukee and Pittsburgh. Hearst has also filed for a construction permit to build a commercial television station and experimental television relay station in Baltimore.

Crosley has pending application for commercial FM stations in Cincinnati, Dayton and Columbus, Ohio, and in Washington, D. C., and pending applications are on file from Crosley for commercial television stations in Cincinnati, Dayton and Columbus, Ohio.

### Special NBC Committee To Meet In New York

Plans for V-E Day and post-war problems will be discussed by the NBC Stations Planning and Advisory committee when they meet in New York next Tuesday and Wednesday. Committee members who will attend the sessions are: G. Richard Shaft, WIS, Columbia, S. C.; Clair McCollough, WGAL, Lancaster, Pa.; Nathaniel Lord, WAVE, Louisville, Ky.; Harold Wheelahan, WSMB, New Orleans, La.; Stanley Hubbard, KSTP, St. Paul, Minn.; Edgar T. Bell, WKY, Oklahoma City, Okla.; Richard O. Lewis, KTAR, Phoenix, Ariz. and Arden J. Pangborn, KGW, Portland, Ore.



The NBC 1944 Nationwide Survey of Listening Habits shows that in New York 47% of the radio families listen most at night to NBC.

... This leads the next network by

**113%**

which simply means ...

**in New York, it's**

NBC's Key Station • New York

**WEAF**



50,000 watts • 660 kc.

Represented by NBC SPOT SALES

1945—RADIO'S 25th ANNIVERSARY—PLEGGED TO VICTORY!

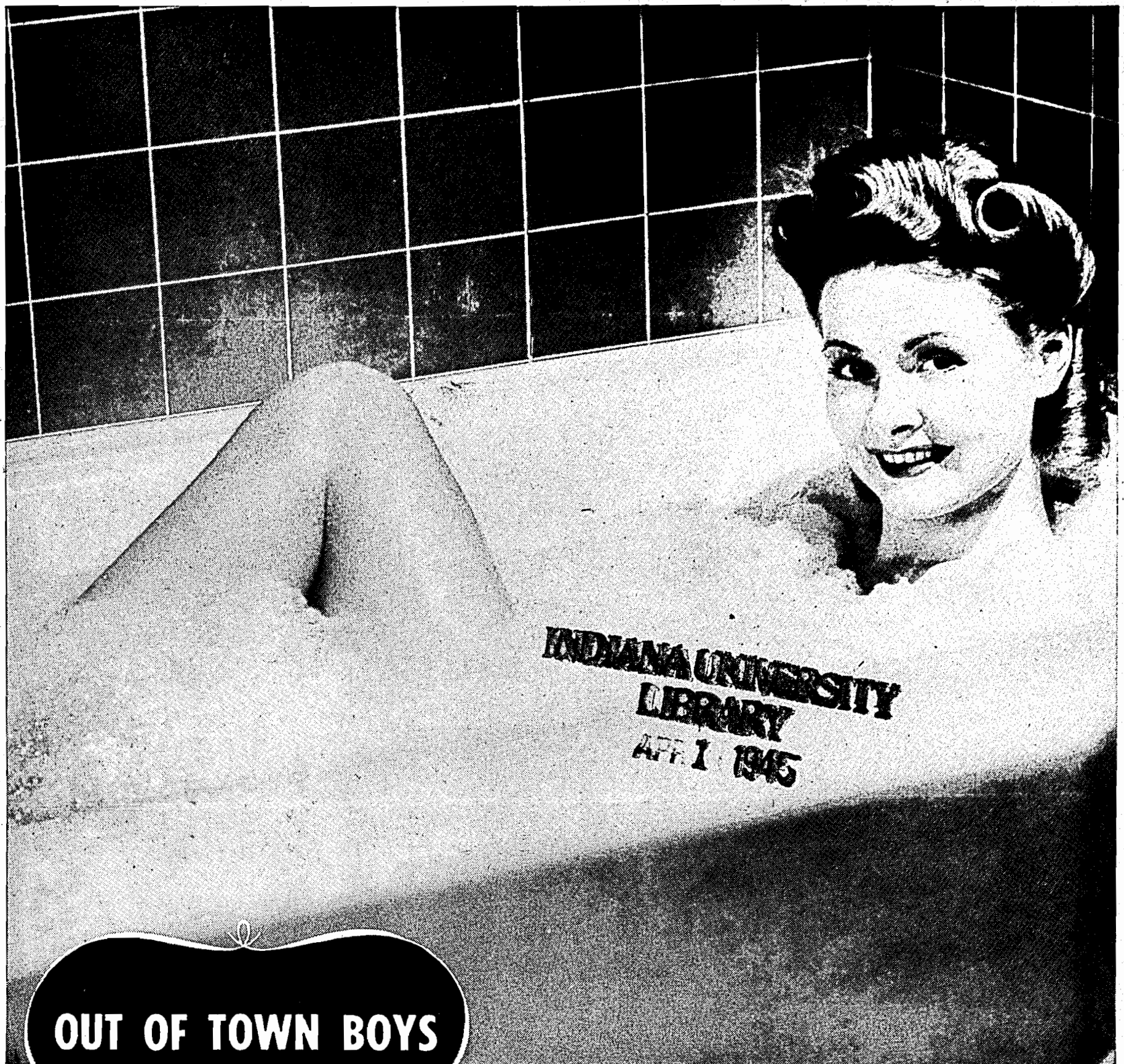
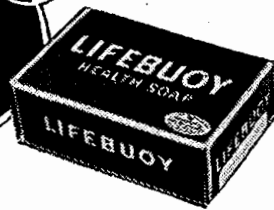


Photo by Ewing Galloway

**OUT OF TOWN BOYS  
MAKE GOOD**



Lever Bros. Company,\* world-famous merchandisers, use as one of their Baltimore sales levers — WFBR — Baltimore's big home town station. Since 1940 Lever Bros. have used spots generously on WFBR to promote Life-buoy, Rinso, Vimms and other Lever products.

Buying basically and staying strictly by only the

\*Agency: Ruthrauff & Ryan, Inc.

### Lever and the Baltimore Lever

yard-stick of results, Lever Bros. 5 year renewals on WFBR are evidence in themselves that WFBR sells goods.

Remember the above *facts* when people start *talking* about RESULTS in Baltimore! Yes, if you want to know what to buy in Baltimore . . . buy what the *successful* home town boys have *always* bought and are buying *today* . . . W . . . F . . . B . . . R . . .

NATIONAL REPRESENTATIVE — JOHN BLAIR & CO. • NEW YORK AND CHICAGO

**WFBR**

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VL. 31, NO. 11

NEW YORK, N. Y., MONDAY, APRIL 16, 1945

TEN CENTS

## Continue Radio Coverage

### Capital Radio Leaders Mourn FDR's Passing

Washington Bureau, RADIO DAILY  
Washington—Official Washington and the far larger portion of the city that is just like every other city in the nation—has been in mourning since Thursday afternoon. Washington radio has been on an emergency basis from mid-afternoon Thursday, when it first brought to this stunned city the news of the death of the nation's war leader. The city was quiet Thursday. Most Washingtonians were at home with their ears glued to their radios, as broadcasters performed the pleasant duty of convincing the city and the nation that the unbelievable news was actually true. The President was dead.

And radio is preparing today for  
(Continued on Page 11)

### Searle Named Vice-Pres. of Amer. Broadcasting Co.

Don Searle, general manager of the Western Division of the American Broadcasting Company (Blue Net-

work), has been elected a vice-president of the Company, Chester J. LaRoche, vice-chairman of the American Broadcasting Company, announced. Searle will continue his present duties with the company, operating from network headquarters in Hollywood.



DON SEARLE

### President to Speak

President Harry S. Truman is scheduled to address a joint meeting of the House and Senate at 1 p.m., EWT, today. The President's speech which will be carried by the four major networks, will mark his first formal address to the nation since taking the office of the Presidency shortly following the death of President Roosevelt last Thursday afternoon.

### "Greatest Friend"

Shortest and one of the finest tributes to the memory of President Roosevelt came from one of his staunchest friends—James Lawrence Fly, former chairman of the FCC. Mr. Fly said: "American Broadcasting has lost its greatest friend."

### Fervent Observance By Pacific Stations

West Coast Bureau, RADIO DAILY  
Los Angeles—The Columbia Pacific Network, the Western Division of NBC, Don Lee-Mutual and Pacific Blue, and their local outlets in the handling of President Roosevelt's death, carried out the pattern formulated by their respective national networks. KFWB eliminated all commercials through Sunday, and among those who eulogized President Roosevelt were Orson Welles, Edward G. Robinson, Mrs. Eleanor Wilson McAdoo, Mayor Fletcher Bowron, Judge J. F. T. O'Connor, Attorney Dudley Field Malone.

Numerous requests were received  
(Continued on Page 3)

### INS Claims News Beat On President's Death

Recounting events incident to the first news of the death of President Roosevelt, International News Service, Friday claimed to have originated the first flash. The INS statement, in part follows:

"Word of the sudden and tragic  
(Continued on Page 3)

### Week-End Programs Of Webs, Stations Devoted To President Roosevelt; Resume Schedules Today

Radio in the spirit of national mourning proclaimed by President Harry S. Truman cancelled all commercial programs the past week-end and limited programs to prayers, music, commentaries and news of the death and funeral services of the late Franklin Delano Roosevelt. Both networks and stations throughout the nation are expected to resume normal broadcasting schedules today.

Casting aside all semblance of regular program scheduling, broadcasters assigned all personnel and facilities to coverage of the President's death and funeral. From the first flash of

### OWI Flashes News To Other Countries

News of President Roosevelt's death was flashed to the world by OWI overseas branch at 5:45 p.m. Thursday over nearly 60 transmitters and relays which repeated it five times within 10 minutes. OWI's Voice of America interrupted all its programs at that time to make the announcement. The news was repeated on the Italian "Afternoon Press Review and Notes," which is relayed by short-wave to Radio Rome and Radio Algiers.

Beginning at 6 p.m. all Voice of America broadcasts carried the news in brief announcements in 24 languages. This was followed by news reports of early reactions and the swearing in of Vice-President Harry S. Truman. At 7 p.m. the first few  
(Continued on Page 11)

the President's death late Thursday afternoon to the funeral services at Hyde Park on Sunday radio's entire organization co-ordinated their efforts to bring comprehensive coverage and dignity to the media's presentation of the news of the President's death.

All programs throughout Friday, Saturday and Sunday were designed to pay homage to the memory of the late Commander in Chief. Commentaries  
(Continued on Page 3)

### Coast Radio, Pix Join In Memorial Program

West Coast Bureau, RADIO DAILY  
Hollywood—NBC, Hollywood, in collaboration with the Association of Motion Picture Producers and the Hollywood Victory Committee, joined yesterday in a memorial program honoring the memory of President Franklin Delano Roosevelt. Broadcast from 4-6 p.m., EWT, and heard in the East from 7-9 p.m., the tribute to  
(Continued on Page 2)

## ★ THE WEEK IN RADIO ★

### Industry Mourns President's Passing

By CHARLES MANN

SUDDEN death of President Franklin Delano Roosevelt late Thursday afternoon shocked the nation, as radio dramatically told the story of the Commander-in-Chief's passing. Broadcasters, large and small, the networks and allied industry activities cancelled all commercial programs and devoted the entire period

of broadcasting on Thursday night and Friday to the story.

Six stations have been extended temporary renewals by the FCC until the Commission receives correspondence from them regarding their reasons for failure to comply with their original program performance commitments.  
(Continued on Page 9)

Many a successful advertising campaign has originated on WLAW. Advt.

Think about the Industrial New England market. Think about WLAW. They go together. Advt.

### Sports Tribute

Bill Stern, on his Friday "Sports Newsreel of the Air" heard at 10:30 p.m. over NBC, broadcast as a memorial to the late President Roosevelt, eulogies of outstanding figures in the world of sports, including Babe Ruth, Clem McCarthy, James A. Farley, Vincent Richards, Larry McPhail, Ned Irish, Lou Little, Craig Wood and Clark Griffith.



Vol. 31, No. 11 Mon., April 16, 1945 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

BENEDICT GIMBEL, JR., president and station manager of WIP, Philadelphia, left yesterday on a trip to Chicago, Milwaukee and Minneapolis, where he will confer with network officials and attend to other business matters.

BEN FEINER, general program assistant for WCBW, CBS television outlet, has returned from Boston, where he attended the opening of "Carousel."

PETER DONALD went to Philadelphia Sunday to deliver an address at a business men's luncheon, a role which he fills these days with great frequency and success, and which he will repeat this week in Boston.

L. G. PEPPERLE, president of WCBS, Springfield affiliate of the Blue Network, was here from Illinois last week on station and network business.

ARTHUR WHITE, account executive on United Drug for N. W. Ayer & Son, Inc., has left for Hollywood, for conferences in the interest of the account.

JOE FLOYD, of Sioux Falls, S. D., co-owner of the "Blind Date" program, in Los Angeles last week on business.

BRUFF OLIN was in town late last week. Station manager of WKIP, Poughkeepsie, he comes down frequently to visit with executives of the Blue Network.

JEAN DE BEAR, formerly assistant time buyer for J. D. Tarcher Co., New York, has arrived in India to serve the armed forces as an American Red Cross staff assistant.

JOHN G. PAINE, general manager of Ascap, and HERMAN FINKELSTEIN, resident counsel for the society, have left for Washington, D. C., from which point they embark by clipper for Europe, where they will confer with representatives of European performing right societies.

JAMES MELTON back from the West Coast in time to take his place on the "Texaco Star Theater" program Sunday.

O. F. SOULE, president of WFBL, Syracuse, who was in Gotham last week to attend the Peabody Awards dinner, has returned to the station.

NORMAN CORWIN, CBS producer-director-author, and WILLIAM FINESHRIBER, assistant director of broadcasts, off to San Francisco last Friday to line up "Word from the People," Corwin's full-hour documentary to be broadcast on the eve of the opening of the United Nations Conference.

DICK DORRANCE, director of the promotion service for Columbia-owned stations, has returned to the New York headquarters after a two weeks' business trip which took him to KNX, Los Angeles and WBBM, Chicago.



HEAVY WEATHER

That's not such a good picture in this 1 column size. But enlarged it certainly gives you an idea of what "heavy weather" can mean to a ship.

We're using it to try to remind radio advertisers that when sales start to hit heavy going... they'll need to check all the media they buy. And the time to start thinking is NOW.

Our interest is radio in Baltimore... W-I-T-H, the successful independent. Authenticated facts prove that in this 5 station town, W-I-T-H produces the greatest sales results at the lowest cost.

These facts are available to anyone interested in getting the jump on the storm... NOW!



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

FINANCIAL

(April 13)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Row includes WCAO (Baltimore), WJR (Detroit).

Guest Of Cuba

At the special invitation of the Cuban Government, Vivian Della Chiesa, beautiful young prima donna of the opera, concert and radio, will go to Havana to sing "Tosca" on April 18, "La Boheme" on April 20, and "La Traviata" on April 22 with the Italian Opera Company of Havana—the only American soprano invited to sing during the Cuban opera season.

20 YEARS AGO TODAY

(April 16, 1925)

British Broadcasting Company have recently been organizing symphony concerts at Central Hall, Westminster, London, England. The proceeds from the sale of tickets for these broadcast performances are given to hospitals and charitable organizations.

Connect in Connecticut WDRG HARTFORD 4 CONNECTICUT WDRG - FM

Coast Radio, Pix Join In Memorial Program

(Continued from Page 1) the late President had as scheduled guests Amos 'n' Andy, Joe E. Brown, Jack Benny, Eddie Cantor, Bob Hope, Bing Crosby, Dinah Shore, Ginny Simms and John Charles Thomas.

Olsen & Johnson Guests

Blue Net's "Hall of Fame" show Sunday imparted a nostalgic spell when artists who have been "names" for many years in show business appeared as Paul Whiteman guests. Ole Olsen and Chic Johnson, currently starring on Broadway in "Laffing Room Only," will celebrate 30 years as dispensers of clowning antics, Mildred Bailey one of Maestro Paul's first vocal stars and the veteran announcer Milton Cross was on hand, with Cross emceeding festivities.

Sylvern To Free Lance

Henry Sylvern, for the past six years musical director for station WINS, will resign next month to freelance. He will be succeeded by Bert Shefter, pianist-composer.

Chicago's ONLY 24 HOUR STATION W-I-N-D 560 Kc. 5000 WATTS

New FM Applications Received At The FCC

Washington—FM applications were received at the FCC yesterday from WSIX, Nashville, Tenn.; WJRD, Tuscaloosa, Ala., and the Alliance Ohio, "Review."

Picture Tieup With CBS

Warner Brothers yesterday effected a tieup with CBS whereby the special Warner subject, "It Happened in Springfield," will be the subject of the "Youth on Parade" sustaining program on April 28.

Coverage ...in Philadelphia W-D-A-S covers the largest cross-section of the buying public in the Philadelphia area... at lowest cost.

# INS Claims News Beat On President's Death

(Continued from Page 1)

Death of President Roosevelt was flashed to the world first by International News Service.

"Other press associations followed not long afterward.

"Radio stations throughout the country served by International News Service wires scored a clear beat on competitors.

"At 5:47 EWT, the first flash came from Washington, preceded by 10 bells on the teletype machine, signifying news of great importance.

"Lee Otis in the news room of Columbia Broadcasting System heard the bell signals on the INS teletype and rushed to the machine, anticipating that Berlin had been reached."

The sudden and tragic death of the President served as a demonstration of the general efficiency of wire service reporting, which is especially prepared for radio requirements.

From the instant of the first flash that stunned the world, Transradio wires poured out dispatch after dispatch ready for microphone use. The Washington staff, under the guidance of Rex Goad, kept material flowing without pause over the high-speed teletypes.

Immediately after the flash was received—at 5:48 p.m., United Press radio scrapped its regular schedule and began sending out complete news programs every hour. George Marder, who writes UPR's "Under the Capitol Dome," was reached by telephone at the White House. At approximately 30 he came through with a story describing the tenor and feeling of Washington.

A feature of the service by Associated Press to subscribers was a 600-word story sent Friday and which dealt with radio's importance to the late President. "It was President Roosevelt," the PA report said, "who first realized the full potentialities of radio as a means of going directly to the people."

## Ethel Colby To Hollywood

Ethel Colby, WMCA's "Broadway Busybodies," will take a vacation from her thrice weekly program, beginning May 4, and will spend it in Hollywood. During her absence, Julius Colby will do the chatter chores on the drama and film.

# Radio Devotes Its Week-End To Pres. Roosevelt Tributes

(Continued from Page 1)

tators, clergy, personal friends of the late President and international figures were heard in tributes. Musical programs, many of which were light in format under normal programming conditions, became spiritual soul stirring gestures of mourning for the President's passing. Comedy pro-

## Cancel Press Parties

Series of week-end press cocktail parties scheduled for Friday, Saturday and Sunday were cancelled by the networks upon receipt of the news of the death of President Roosevelt. Among them were the Mutual web party for Elsa Maxwell on Friday; CBS reception planned for Paul La Valle and the Stradivari orchestra for Sunday and an NBC luncheon which was to have been held on Friday.

grams, and jazz music, were erased completely from the schedules by all broadcasters.

The major networks continued over the week-end to operate under the emergency schedule placed in effect Thursday afternoon. NBC-affiliated stations, including those in Canada and Hawaii, were instructed by wire from the New York office to permit only programs on the air that could be changed to conform with the Country's State of Mourning, dispensing with all commercial copy and allowing but one sponsor-identification during the program. All Sunday Evening Comedy Shows and light musical programs were cancelled and from 7 to 9 p.m., EWT, a special "Tribute to the Memory of Franklin Delano Roosevelt" program was broadcast from Hollywood, during which stars of Radio, Stage and Screen spoke. Commercial programs and all regularly-scheduled broadcasts were resumed this morning.

CBS on Friday, cancelled all commercial programs with the exception of the Kate Smith Noon newscast, the Bernardine Flynn and Irene Beasley programs since these were news programs, allowing but sponsor-identi-

fication. Like NBC, Columbia also cancelled all commercials but those which could be changed to conform with the Country's State of Mourning, cancelling every comedy and light musical program. Regular sustaining and commercial programs were resumed this morning.

Mutual eliminated all light musicals, dance bands and reading of any commercials, allowing but sponsor-identification, Friday afternoon it broadcast a story of President Harry S. Truman, related by friends and neighbors in Kansas City and an interview with his cousin, Major-General Truman, U. S. Army. Foreign correspondents, Arthur Primm and Larry Meier, just returned from the Pacific Fronts, were heard in a special broadcast from KFRC, San Francisco MBS outlet and the Lopez orchestra was cancelled for a talk by Mme. Chiang Kai Shek, direct from her suite at the Waldorf-Astoria Hotel in New York City. Saturday was given largely to churches and hymnal music with services at Temple Emanu-El in New York City, heard from 11:15-11:45 a.m. Solemn Mass at St. Patrick's Cathedral with Archbishop Spellman officiating from 12:45-1:45 p.m. and from 1:45-2:30, services from Christ Church in Philadelphia, with Rt. Rev. Oliver J. Hart officiating, the same Dignitary who,

## Work Weary

Staffs of the news, special events and publicity departments of the four major networks, kept working all night Thursday and throughout Friday, were charged with the assignments of coverage of President Roosevelt's death and watching "V.E Day" developments abroad.

as Rector of St. John's Church in Washington, administered the pre-inaugural sermon at the late President's start of the second term.

Chester J. LaRoche, vice-chairman of the American Broadcasting Company, made the following announce-

(Continued on Page 10)

# Fervent Observance By Pacific Stations

(Continued from Page 1)

for a 20-minute eulogy given by Averill Berman, KFVB announcer.

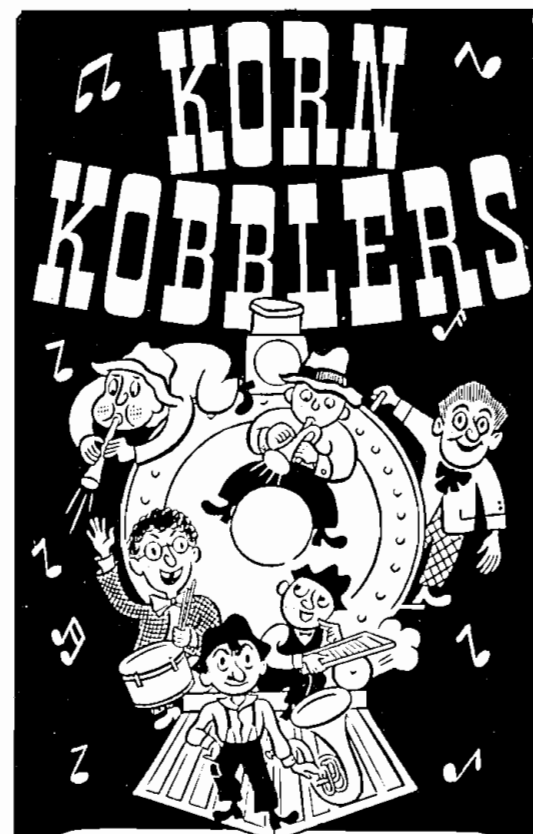
KMPC cancelled all scheduled programs until midnight Saturday. It broadcast Hollywood-Seattle Pacific Coast League Baseball games Friday and Saturday nights, because they reach hospitalized servicemen and shut-ins. Thursday night game was cancelled out of respect to the President's death. A 15-minute interview, which KMTR's radio newsreel transcribed with President Harry Truman in Washington, Dec. 14, 1939, was used over KMTR.

KAAC cancelled all commercial programs from 3 p.m. Thursday to Monday morning, and any money that station would have made during that time under normal conditions, will be contributed to the War Springs Foundation.

KGFJ deleted all commercials until Sunday noon and gave a biography of Roosevelt. It also aired Roosevelt's favorite poem, "Prayer for the United Nations."

KGFJ's staff remained on duty 24 hours until Sunday.

KECA did not resume normal broadcasting until 6 a.m. today.



RADIO'S LONGEST LIST OF SATISFIED SPONSORS  
**LYON VAN & STORAGE**  
THRU  
**BBD&O**  
ON  
**MUTUAL**  
**DON LEE**  
(TO BE CONTINUED)

FREDERIC W. **ZIV** COMPANY  
2436 READING ROAD, CINCINNATI, OHIO  
NEW YORK HOLLYWOOD

# "THE SHADOW"

15.2! HOOPER

America's Favorite Dramatic Feature  
Is Now Available For Summer Sponsorship  
In Many Desirable Markets Via Transcriptions

EXCLUSIVE DISTRIBUTOR

**CHARLES MICHELSON RADIO TRANSCRIPTIONS**

67 WEST 44th ST.

MURRAY Hill 2-3376

NEW YORK 18. N. Y.

*Exclusive!*  
**Chicago's Only**  
**NEWS-ON-THE-**  
**HOUR SERVICE**

**W-I-N-D**

560 Kc. 5000 WATTS

# Just for the record.

4/12

CBS--44 ATTENTION: CITY, RADIO EDITORS

CBS TELLS NATION OF PRESIDENT'S DEATH

PRESIDENT ROOSEVELT'S DEATH CAME INTO THE CBS NEWSROOM AT APPROXIMATELY 5:48 PM TODAY.

FIRST WORD WAS RECEIVED ON ONE OF THE INTERNATIONAL NEWS SERVICE WIRES AND CAME DIRECT FROM WASHINGTON. "THE TEN BELLS ON THE TELETYPE MACHINE SIGNIFYING NEWS OF GREAT IMPORTANCE SENT NEWSWRITER LEE OTIS FLYING TO THE MACHINE. "I CERTAINLY WASN'T EXPECTING ANY SUCH WORLD-SHATTERING REPORT," HE SAID LATER. FOR THERE ON THE TELETYPE WERE THE WORDS "BULLETIN" -- AND THE SHOCKING MESSAGE. OTIS TURNED AND TOLD HIS NEWSROOM ASSOCIATES "THE PRESIDENT IS DEAD." IMMEDIATELY, OTHER TELETYPES FLASHED THE WORD AND ALMOST BEFORE THEY HAD PRINTED THE WORDS -- WASHINGTON--PRESIDENT ROOSEVELT DIED SUDDENTLY THIS AFTERNOON--HAD TAPPED OUT THEIR MESSAGE, COMMENTATOR JOHN DALY, WHO KNEW THE PRESIDENT INTIMATELY AND HAD BEEN PRESIDENTIAL ANNOUNCER AND ATTENDED MANY OF HIS NEWS CONFERENCES BEFORE BECOMING AN ANALYST, GRABBED THE FLASH AND RUSHED INTO THE STUDIO TO PUT IT ON THE AIR.

CBS NEWS BROADCASTS DIRECTOR PAUL WHITE HAD ALREADY BEGUN MARSHALLING ALL THE FACILITIES AND MEN AT HIS COMMAND TO COPE WITH THE TREMENDOUS AND COMPLETELY UNEXPECTED STORY. ALL REGULARLY SCHEDULED PROGRAMS FOR TONIGHT WERE CANCELLED ON CBS AND BROADCASTS OF EULOGIES AND APPROPRIATE MUSIC SUBSTITUTED. WHILE NEWS Poured OVER THE WIRES FROM THE 13 NEWS MACHINES, INCLUDING FIVE UNITED PRESS MACHINES, THREE ASSOCIATED PRESS WIRES, AN OWI TELETYPE, A REUTERS BRITISH NEWS MACHINE AND THE ONES THAT BROKE THE STORY--THE TWO INTERNATIONAL NEWS SERVICE MACHINES, PEG MILLER (MRS. PAUL WHITE) WHO WRITES "REPORT TO THE NATION" BEGAN SWIFTLY TO GATHER BIOGRAPHICAL DATA FOR BACKGROUND MATERIAL FOR THE HASTILY IMPROVISED BROADCASTS.



the tragic news of  
resident Roosevelt's death  
was first told to the world  
by INTERNATIONAL NEWS SERVICE

**CLASS OF SERVICE**

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

**WESTERN  
UNION**

A. N. WILLIAMS  
PRESIDENT

12M

**SYMBOLS**

DL - Day Letter

NT - Overnight Telegram

LC - Deferred Cable

NLT - Cable Night Letter

Ship Radiogram

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

NP44 AOR 26 4 EXTRA

BOSTON MASS 905P APR 12 1945

BARRY FARIS

EDITOR IN CHIEF INTERNATIONAL NEWS SERVICE NEWYORK

YOUR STORY ON PRESIDENT'S DEATH ONE OF MAJOR SCOOPS OF OUR TIMES

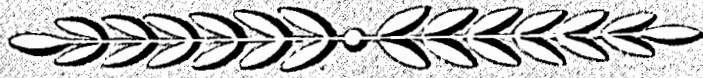
THANKS FOR YOUR AGGRESSIVENESS IT WAS A TWENTY CARAT BEAT.

LELAND BICKFORD EDITOR IN CHIEF YANKEE NETWORK NEWS SERVICE

954P

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

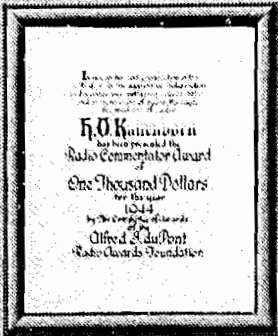
# CITATIONS ★ 1944-1945



## THE GEORGE FOSTER PEABODY RADIO AWARDS



**To: CAVALCADE OF AMERICA (Du Pont)** . . . Outstanding Entertainment in Drama  
**THE TELEPHONE HOUR (Bell System)** . . . Outstanding Entertainment in Music  
**WLW, NBC Cincinnati affiliate** . . . Outstanding Reporting of News  
**KFI, NBC Los Angeles affiliate** . . . Outstanding Program for Youth  
 (PHILHARMONIC YOUNG ARTISTS SERIES)  
**AND A SPECIAL CITATION**  
**KVOO, NBC Tulsa affiliate** . . . for its program, **SOUTHWEST FORUM**



## THE ALFRED I. DU PONT RADIO COMMENTATOR AWARD

**To: H. V. KALTENBORN (Pure Oil)** . . . for "distinguished and meritorious performance of public service by aggressive, consistently excellent and accurate gathering and reporting of news by radio and the presentation of expert, informed and reliable interpretation of news and opinion . . ."



### THE VARIETY SHOWMANAGEMENT REVIEW

In *Variety's* 12th annual survey of showmanagement three NBC affiliates were awarded plaques: WSB, Atlanta; WKY, Oklahoma City; and WTIC, Hartford. Special citations went to Bristol-Myers for its NBC program, "Mr. District Attorney" and to the NBC Program Department for "Words at War."

### THE CLEVELAND PLAIN DEALER

In this year's poll by *The Cleveland Plain Dealer*, NBC programs and stars once again won more first places than all other networks combined—13 out of 18.

### THE MILWAUKEE JOURNAL POLL

In the 1945 *Milwaukee Journal* Listeners' Poll, NBC won 7 out of 14 first places—more than all other networks combined.

### THE RADIO DAILY POLL

In *Radio Daily's* eighth annual poll, 1051 experts—the nation's radio editors and columnists—honored NBC advertisers and their agencies by giving NBC 15 first places out of 26—more than all other networks combined.

### THE BILLBOARD POLL

In *Billboard's* 14th Annual Radio Editors' Poll, NBC was given 10 out of 18 first places—with all of the top 5 and 8 of the top 10 places in the "Favorite Programs" classification alone.

### MOTION PICTURE DAILY-FAME POLL

In this year's *Fame* poll, NBC was accorded 13 out of 24 first places, including 3 out of 5 in the "Champion of Champions" classification—won this year as for the past nine years by an NBC star.

### THE WRITERS WAR BOARD "Best-Script-of-the-Month"

More than 33% of the total number of scripts selected each month as Best-Script-of-the-Month have been for NBC programs—with *Words at War* scripts, chosen 5 times, the only series chosen more than once.

# In Confirmation...

■ The National Broadcasting Company is *America's No. 1 Network*. It maintains that established position with stations, stars and programs—consistently the highest rated, the most popular in radio.

And when citations are made for radio excellence, for service to the nation, for cultural contributions, NBC, its independent affiliated stations and its advertisers again take the highest honors—specifically and in whole.

It is gratifying to share these recognitions—not in a spirit of triumph, nor as ultimate judgment of contributions, and not in any implied neglect of others' splendid achievements.

NBC accepts in simple appreciation the critical confirmation of an overwhelming popular vote—the vote that makes NBC *The Network Most People Listen to Most*.

## National Broadcasting Company

**America's No. 1 Network**

1945—RADIO'S 25th ANNIVERSARY—PLEGED TO VICTORY!



A Service of Radio  
Corporation of America

LOS ANGELES

By RALPH WILK

BETTY ASHER, for years one of M-G-M's top publicists, has joined Russell Birdwell and Associates as an account executive.

George Fisher, whose "Hollywood Spotlight" program is heard of KECA Mondays through Fridays, is writing a book based upon his appearances as a Hollywood columnist.

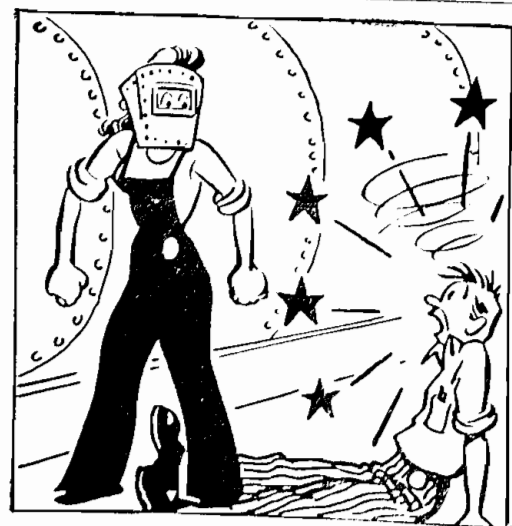
Bob Forrest who is writing and producing Hal Halley's musiquiz, "Name It and Claim It" for KMTR, is getting requests to take up where he left off with his thriller series "Time and the Play," which he did with Dicky Moore a few years back. KMTR, after seeing what Forrest could do with production on a disc show, is interested in putting the series back on the air and something is expected to come to a head at any minute.

Edgar Bergen will buy a house and turn it into an office by way of solving the office-space shortage. Three places in the Hollywood area are now being considered by Bergen and he will select one within the next few days. Bergen has maintained offices on the Sunset Strip for the past few years.

The Merry Macs are winding up their 30-week p.a. tour at the St. Charles Theater, New Orleans, and returning here for a two weeks' rest before plunging into their next Decca recording session.

Rumors Born Of Hysteria Gained Momentum In N. Y.

Rumors of the death of Commander Jack Dempsey in the South Pacific; Van Johnson, movie actor from a heart attack and the recovery of the body of Glenn Miller off the coast of England gained momentum in New York on Friday and radio stations were flooded with calls of inquiry. While all three rumors proved to be without foundation the confusion resultant from hysteria caused WOR's Dave Driscoll to go on the air at 1:40 p.m., and emphatically deny all three reports.



"WFDF Flint promised advancement not advances!"



Radio Is My Beat . . .!

● ● ● If Red Skelton gets out of the Army, as it now appears, he'll probably be following Bob Hope again instead of Hildegard. . . . Billie Grey, Don Reid and Jack Hill were warned several months ago by well-wishers not to go to the Coast with the Jack Kirkwood show. Now they're all looking for new jobs. . . . NBC throwing a little "Finder's Keepers" luncheon right after the show today when it shifts to its new 11 ayem spot. . . . Ben Gross, News radio ed, back at his desk after a Miami vacation and has resumed his Sunday airings over WHOM. Ben is also doing a monthly piece for "Pageant" mag, his next being "Extravert Paradise," an article about audience participants which should cause a lot of comment along radio row. . . . NBC has made more auditions this month than in any other month in their history. Mostly summer replacements and trying to uncover new talent. . . . Doris Steele (Mrs. Ted Steele) is looking for a cute, fluffy, ingenuish type of songstress, but right away. . . . Since Irv Mansfield became producer of the Milton Berle show, everything's running along so smoothly that the big names who once used to duck it are now clamoring to get on. . . . Henry W. Bank, of Automatic Industries, Inc., unknown a year ago in record circles, now has a Hollywood studio, a radio manufacturing concern and a music publisher bidding for an interest in his L. I. Record Plant. . . . Dick Gilbert passed his overseas physical but station killed proposed trip due to contract commitments here with sponsors. . . . Charlotte Manson's picture on new cover of "Radio Romances." Gilbert Mack assisting Charlie Schenck by taking over direction of "True Detective Mysteries" on Mutual Mondays and Thursdays. . . . Ben Grauer slated to cover the San Francisco conference. . . . Judy Garland on a terrific vitamin treatment. Her exact weight right now is only 98 pounds. . . . Victor Borge will learn here that he has been given the nod to replace Fibber McGee and Molly for the summer.

★ ★ ★

● ● ● Radio comedy writers are widely acknowledged in the trade, but as a general rule, writers of other than comedy or serialized scripts are taken for granted. We're thinking of Joe Hevesi, for instance, who scripts the Major Bowes' "Shower of Stars" program, featuring Morton Gould's musical magic. Hevesi's writing job is so well-handled that you are not conscious of the writing. It was this same touch that made the introductory spots for the amateurs on Bowes' original show always sound like ad libs.

★ ★ ★

● ● ● Fooling around with the dials: Jerry Devine hit the jackpot with his new "This Is Your FBI" series which bowed in last week on the Blue. Based on authentic stuff out of the official files, it proved a gripping airer—a crime thriller for the adults as well as youngsters. Van Cleave's original scoring contributed heavily to the show's suspense and Frank Lovejoy's narration was clean, sharp and expertly handled. . . . Allen Prescott's "The Wife Saver" on WNEW deserves a better fate. That is to say, it deserves a network frame. . . . "Agatha Christie's Poirot" program shows the result of better casting, better scripting and the benefit of better pacing. . . . Lou Costello is funny enuf as it is without his having to resort to the shrill falsetto routine popularized by Joe Besser. Same goes for a lotta other comics. Pretty soon Joe'll be accused of stealing his own stuff! . . . Dane Clark turned in a nifty performance on "Suspense." Great, Dane. . . . The Frank Morgan show would be swell, we guess, if you could only hear it. Strange that an old hand like Morgan doesn't know enuf to wait through a laff before picking up his dialogue. . . . Terry Allen showed big league class in handling the vocals and dialogue as a pinch-hitter for the indisposed Johnny Johnson on the Chesterfield stanza. This is Terry's first big chance since getting out of the Navy and he's showing plenty of class.

— Remember Pearl Harbor —

CHICAGO

By BILL IRVIN

EFFECTIVE Monday April 16, the Walgreen Company, Chicago, renews sponsorship, on a 52-week contract, of its 61 news broadcasts on WGN totaling eight hours and 35 minutes a week.

Olive McCann has been appointed to succeed Robert Ewing as manager of the sales research department of the Blue Network's central division, it was announced last Friday by E. R. Borroff, vice-president in charge of the Blue's central division. For several years Miss McCann has served as secretary to Borroff. She will be replaced by Barbara Good. Ewing is leaving the Blue to join the NBC local and spot sales department.

Joanne Mitchell has replaced Florence Walling as sales service manager of WENR, it has been announced by Roy McLaughlin, WENR, manager. Mrs. Walling has accepted a position with the overseas division of the American Red Cross.

Joseph Mackin, manager of station WMAM, Marinette, Wis. and Ed. Lally, program manager of station WBAP, Port Worth, Texas, were recent business callers at the office of A. W. Kaney, station relations manager of the NBC central division.



Fish MAKE POOR CUSTOMERS!

Demosthenes practiced his speeches to the ocean.

Don't broadcast your sales message to the ocean!

Use: Baltimore's Listening Habit

WCBM

The Blue Network Outlet

John Elmer President George H. Roeder General Manager  
FREE & PETERS, Inc., Exclusive Nat. Rep.

# THE WEEK IN RADIO

## Industry Mourns President's Passing

(Continued from Page 1)

commitments. On the other hand, while other stations were granted regular renewals, the FCC has requested statements from them on their future programming plans. Eighteen other licenses were issued with no questions asked. The aforementioned is in accordance with a previous announcement of the Commission that they intended to study more closely all applications for renewals.

**Highlights:** Comd. E. F. McDonald, Zenith executive, is now urging Congressmen to investigate the evidence on which the proposed FM allocations are based. FCC Chairman E. A. Tamm declared that McDonald who opposed to the proposed FM band was asked to participate at the original allocations hearings last Nov. and did the oral argument six weeks ago, but didn't do so on either occasion.

Byron Price, director of censorship, cautioned the radio and press to be more careful in the dissemination and interpretation of war news, despite the optimistic flow.

**Spotshots:** Robert D. Swezey, vice-president and general manager of CBS, announced the creation of an engineering department. . . . The Blue Network is considering the former Hippodrome Theater on Sixth Avenue as a home for ABC. . . . The Paul Whiteman program on the Blue opens the summer series on May 6, with vocalist Georgia Gibbs as co-mistress of ceremonies. . . . Net time sales for 1944 by 383 of the nation's 446 standard broadcast stations totalled \$32,708,160, an increase of 40 per cent over 1943.

John McKay has been made director of publicity of King Features, International News Service and International News Photos. . . . Lear, Inc., has produced a wire recorder that can be attached to a radio home receiver and operated efficiently. . . . Leonard Reinsch, general manager

of the Cox stations, Atlanta, will be the radio director of the United Nations conference in San Francisco. . . . Newark "Evening News" has made application to buy WBNY, Brooklyn station. . . . Indies and webs will recognize V-E Day with restraint. . . . Robert J. Landry, CBS director of program writing, will serve for the third time as director of the New York University Summer Radio Workshop. . . . Julius Haber has been made assistant director of the advertising and sales promotion department of RCA-Victor. . . . Chicago indies are recommending improvements on the BMB system. . . . A new web on the West Coast will be known as the Universal Broadcasting Company. . . . Ralph R. Beal has been elected vice-president of RCA Communications, in charge of engineering. . . . Donald Withycomb has been made Washington representative of the Blue. . . . Federal Judge John Delahant refused the request of defendants that cases by music publishing houses against them involving copyrighted infringements be reopened to produce more evidence and also denied a motion for retrial.

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

sell  
**Durham\***  
county's  
**100,000**  
people

with

**WDNC**

COLUMBIA NETWORK

★ NORTH CAROLINA

Represented by Howard H. Wilson Co.



**"VIA RADIO NETWORK" . . . WITHOUT PAYING METROPOLITAN RATES—YOU CAN NOW BUY FOR THE FIRST TIME A SEVEN BILLION DOLLAR RURAL MARKET!**



**THREE-FOURTHS** of all hogs, grain, cattle, and poultry produced each year in the United States is direct from the area served by MVN. "Mr. & Mrs. Farmer" have billions of dollars to invest, spend and speculate with . . . Mississippi Valley Network was established to blanket this area wherein our 79 affiliated stations reach . . . 1,600,000 farm radio families (urban families within this coverage are not counted).

Our programs will command the largest rural audience because of the factual information the farmer will receive as well as the entertainment.

To merchandise and sell your products most effectively to the exclusive rural audience consider one of the special farm features of MVN . . . (don't wait too long to do it — time is being optioned now for Sept. 1 starting date).

**HIGHLIGHT PROGRAMS BEING MADE AVAILABLE FOR SPONSORSHIP ARE:**

- 6:00 A.M. Mississippi Valley Time (complete network)
- 7:00 A.M. Agriculture and the News
- 9:30 A.M. Features for "Mrs. Farmer"
- 12:15 A.M. News and the Farmer's Views

For cost estimates and further details contact any NCBS office

**Mississippi Valley Network**  
OPERATED BY  
**NORTH CENTRAL BROADCASTING SYSTEM, INC.**  
JOHN W. BOLER, President

New York: 8 East 41st St. Lexington 2-6892  
St. Paul, Minnesota: First National Bank Bldg. Cedar 8579  
Chicago, Illinois: 360 North Michigan Ave. State 0361

### New York Situation

While the networks will be represented by news and special events men at the 'Frisco conference many key men will remain in New York with the prospect of "V-E Day" breaking soon. Networks believe the handling of "V-E Day" news will require as much manpower as the United Nations conference.

**Scoop!**

**BERNIE CUMMINS**  
(IN PERSON)

8:05 P.M.—8:30 P.M.  
EVERY WED. and FRI.

**W-I-N-D**  
**CHICAGO**

560 Kc. 5000 WATTS

### Commentators Eulogize FDR

## Radio Devotes Its Week-End To Pres. Roosevelt Tributes

### AGENCIES

"No man has done more for radio than Franklin D. Roosevelt. He, more than any human being, taught us all the power of radio. He used radio with consummate skill to unite the nation in the face of danger. All of us who use radio to communicate ideas recognize Franklin D. Roosevelt as the great master of a new art. It was he who made radio the nation's fifth estate."—H. V. KALTENBORN, NBC.

"The news of President Roosevelt's death comes like the message of the death—in his time—of Abraham Lincoln, for Mr. Roosevelt had piloted the nation, if not through victory, to within sight of victory. Lincoln's death removed him from leadership in the time of reconstruction. President Roosevelt's death has removed him from the greatest task ever faced by men of making peace and building a secure and neighborly world."—RAYMOND GRAM SWING, Blue Network.

"With the Four Freedoms, Franklin Delano Roosevelt gave the peoples of all the civilized earth the battle-cry with which to win the peace. To us here at home he has given a new bright page and place in history—an American name which men of all races and faiths will ever speak of reverently. Out in the lonely Pacific, off Okinawa Island, an American sailor said what is in most of our hearts: 'It's like somebody dying in your own family.' If Franklin Roosevelt could have heard that simple tribute, his cigarette holder would have climbed up into the corner of his mouth and with a great grin he would have said: 'That's simply grand!'"—JOHN DALY, CBS.

"President Roosevelt never spoke on solemn occasion without the name of God. His faith was sturdy and stimulating. It inspired in him a deep desire to weld the world into a genuine brotherhood, not only as a council of perfection, as far as that can be achieved in an imperfect universe—but on a practical necessity."—JOHN B. KENNEDY, Blue Network.

"The death of the President on the threshold of a United Nations victory. . . will have the effect of a fixation for the Roosevelt legend in the popular mind. . . any world peace organization that ever is formed in the future. . . will date itself back to the Roosevelt legend. . . the victory of Democratic nations over dictatorships, will be associated with the dramatic hour of his death. He

(Continued from Page 3)

ment over the Blue Network at 11:45 a.m., EWT, Friday.

"After discussion with Mr. Edward J. Noble, chairman of the Board of the American Broadcasting Company, our directors, and Mr. Alan Campbell, chairman of the advisory committee of our 196 Blue Network stations, it is the belief of the American Broadcasting Company that, at this tragic time, when our country bows its head, it is our responsibility to meet the informational needs of the nation and the mood of the people.

"There will be no sales commercial announcements over the Blue Network until after the services at the

President to further the future we face together."

#### BBC's Coverage

News of President's death first came from BBC London at 7:30 p.m., EWT on BBC Radio Newsreel. Radio Newsreel carried in United States by Mutual Network, WNYC and other stations throughout the country.

First broadcast from BBC New York to BBC London by Alastair Cooke at 7:00 p.m., EWT Thursday night. Cooke's program was heard on BBC overseas service 5:00 a.m. Friday and BBC home service at 7:00 a.m. The same program that Cooke did for BBC listeners overseas he did live for CBS Thursday night 9:15 EWT. BBC Stephen Fry broadcast for WNEW listeners British reaction. At 11:00 p.m., EWT, Cooke sent complete Biography of Life of FDR to BBC London to be heard on BBC overseas and home service. Tony Wigan went to the White House to broadcast on the services Saturday and both Cooke and Wigan went to Hyde Park to broadcast on funeral.

Special BBC programs honoring the late President were broadcast to United States as follows: 3:30 to 4:30 p.m., EWT memorial program with BBC symphony orchestra conducted by Sir Adrian Boult. First half of the 11:00 p.m. "Radio Newsreel" included impressions of the House of Commons adjournment and an appreciation of President Roosevelt by a Frenchman, a Briton by an anonymous G. I., also reactions from the Western and Italian fronts. Dennis W. Brogan, professor of political science at Cambridge, did a special tribute at 8:00 p.m., EWT.

#### Dies on Anniversary

President Roosevelt died on the 11th anniversary of his first "Fireside Chat." The first was held on March 12, 1934, and during that year the President delivered 26 radio talks.

White House on Saturday afternoon. Only sponsored programs that are appropriate, with institutional messages, in keeping with the occasion, will be presented, in addition to specially prepared public service programs.

"And at this time we pay tribute to the enormous contribution President Roosevelt made to radio as a means of communication. More perhaps than any other American, he demonstrated how it could be used to draw government and the people closer together, and to create an aware and informed public opinion. We shall continue to place all our resources at the disposal of the new

will be a kind of a martyr, in another hundred years." MORGAN BEATTY, NBC.

"I talked with the man and woman on the street, the old woman who runs the newsstand, the waitress, the war worker—all were just completely stunned by the news of President Roosevelt's death. They couldn't believe that this was true; you could have told them that Tokio had been invaded, that the war was over; they would have believed it. They couldn't believe President Roosevelt was dead. As the old lady who runs the newsstand told me:—'I've sold a lot of papers on this corner—good news

and bad news. I never sold one with worse news'."—WALTER KIERNAN, Blue.

"The tributes are beginning to come in from the great and the small of the civilized world. There will be many sincere words of sorrow and respect and there will be many tears and most of them will come from the small, the unknown people, because, as another American wartime President who also died before his task was done, once observed—there are so many more of the common people."—BOB TROUT, CBS.

### Send Birthday Greetings To—

April 16,

- Milton J. Cross
- Lou Goldberg
- Jack Negley
- Norman Weill
- W. Wright Esch
- George Ludlam
- Les Tremayne
- Joe McCauley
- Joseph C. Meeham

ALFRED EICHLER, for many years a copy director of Ruthrauff & Ryan working on a wide variety of soap, drug and food items, today joins the New York office of Dancer-Fitzgerald-Sample.

McCANN-ERICKSON has added two new persons to its foreign department: EMERSON LOW, formerly with the Gotham Agency, has been made account executive; STEPHEN B. JOSEPHS has joined the traffic staff of the New York office. Josephs was formerly with the production department of J. Walter Thompson, and before that with the Eastman Kodak Company.

JOHN MOLE has been appointed script editor of the Armstrong Theater program, handled by BBD&O. Mole was formerly associated with the Phillips Lord agency, producers of Counter Spy and Gang Busters.

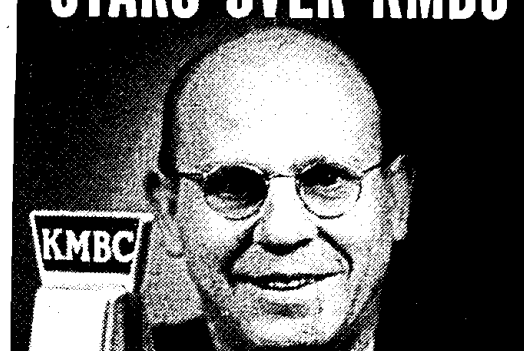
#### Organizational Meeting

First organizational meeting of the executive committee of the Amusements Division of the United Jewish Appeal of Greater New York will be held on Thurs., April 19, at 12:30 p.m., at the Hotel Astor, it has been announced by David Bernstein, co-chairman.

#### Enters Armed Forces

Robert Gould, veteran cameraman and producer at WRGB, General Electric's television station, entered the U. S. Navy on April 9. Mr. Gould's affiliation with WRGB as a cameraman dates back to 1940.

### STARS OVER KMBC



BOB RILEY

Like all KMBC personalities, Bob Riley is nationally publicized and nationally known! Bob, as KMBC's official marketcaster, broadcasts direct from Kansas City's livestock terminal—another exclusive KMBC feature! Hitch your advertising to a "Star" by phoning Free & Peters, Inc.



KMBC OF KANSAS CITY

SINCE 1928 BASIC CBS STATION for MISSOURI and KANSAS

### WROK

ROCKFORD, ILLINOIS

Metropolitan Population 115,000

Check with Headlines

1000 W

# Capital Radio Leaders Mourn FDR's Passing

(Continued from Page 1)

The initial broadcast of President Harry Truman, as he addresses a momentous joint session of Congress at 10 p.m. Again the nation will huddle around its radio receivers to hear Truman.

Broadcasters, as Americans, lost their leader and inspiration when President Roosevelt died. They also lost the man whose voice and personality made of radio the most effective medium in history for bringing the message of the leader to his people.

## FCC Chairman's Tribute

Paul A. Porter, FCC chairman, founded the note in the heart of the industry when he declared "the death of President Roosevelt leaves those of us who loved him and worked for him stunned and sad. The heavy heart of humanity finds consolation in the confidence that those principles for which President Roosevelt gave his life will triumph. There must be no compromise, no false adjustments, no betrayal of the tenets of human liberty and decency which our great beloved leader and friend championed so fearlessly.

"The world can achieve the order and the opportunity which President Roosevelt's vision foresaw; and we pray that America's greatness is rededicated to that goal."

## NAB President's Comment

NAB President Harold Ryan declared that "the passing of Franklin Delano Roosevelt brings a sense of deep personal loss to the broadcasters of America. He gave historic evidence of the effectiveness of this medium of communication in the solution of national and international problems.

"Now, in the hour of his death, radio responds to the sound of his name with overtones of immortality. Radio, the instrument by which the last President was known to so many millions, is a reluctant messenger of death, for this beloved leader of the people will always live in this avenue of friendly, human approach to men, women and children throughout the world. Broadcasters continue dedication of these facilities to the successful prosecution of the war and the realization of lasting peace under the leadership of President Harry S. Truman."

Radio will find a sympathetic friend in President Harry Truman. A member of the Senate Interstate Commerce committee until this year, Truman has sat in on that body's discussions of radio legislation over nearly a decade.

**Ave Maria Hour**  
**WMCA — Sunday — 6:30**  
 For 10 years the number one Religious drama of the Americas.  
**IT'S A DONALD PETERSON PRODUCTION**

# Stations Honor President

## Interviewed FDR's Teacher

Boston—S. Warren Sturges, the oldest living teacher under whom the late President Roosevelt studied at Groton, for 44 years a master there, was interviewed by Cedric Foster, Yankee and Mutual commentator, from 9:15 to 9:30 p.m. the night of our wartime President's death, in a special coast to coast broadcast over WNAC and Mutual. They discussed Franklin Delano Roosevelt, the student and the man and the inspiration he received from Endicott Peabody, the rector of Groton.

## WOWO Visits Newsroom

Ft. Wayne—WOWO chose Fort Wayne Journal Gazette as spot to broadcast special Roosevelt feature by interviewing desk man rewrite and color men who read headlines stories etc. as they were writing them for the first edition. Hilliard Gates special events director handled show. Station also aired a completely and impromptu tribute given by former Senator Samuel Jackson, permanent chairman Democratic National Convention 1944.

## Interviews Chinese Leader

Dale Morgan, inquiring reporter for WHOM, New York, obtained one of the first interviews from an international personality on the President's death. Morgan was interviewing Dr. Choh-Ming-Li, economic advisor to the Chinese delegation here for the United Nations conference, when the flash came. The distinguished Chinese was asked to comment on the President's death. He eulogized the President as a great friend of the Chinese people.

## Cancels All Programs

WHN, New York, cancelled all its regular schedule of broadcasters until after the President's internment at Hyde Park on Sunday.

## Claims First In Boston

Boston—The Yankee network news service claimed a beat over all news services in New England Thursday with the announcement from WNAC, Boston, that President Franklin D. Roosevelt had died at Warm Springs, Georgia. This sad news came over the ticker at 5:47 p.m. At 5:47:30 p.m. it was on all Yankee network stations. Editor in chief Leland C. Bickford ran up the stairs from the news room and handed the flash to Tom Powers, WNAC staff announcer.

## Special Tele Show

Los Angeles—Television station W6XYZ—Television Production Inc., a subsidiary of Paramount Pictures have cancelled their regularly scheduled programs Friday and replaced it by a Roosevelt Memorial.

One Sponsor Calls This Writer-Director:—  
**"AN UNBELIEVABLE POWERHOUSE OF TALENT NEATLY DONE UP IN 5'1" OF FEMININE CHARM!"**  
 Presently Director of Radio Dept.—medium-size advertising agency. Also writes, directs and produces weekly program for national magazine.  
**COMMERCIALS—PROGRAMS—DIRECTION—PRODUCTION—CASTING**  
 Write Radio Daily, Box 149, 1501 Broadway, N. Y. 18, N. Y.

## WNEW Observance

WNEW cancelled all commercials and regular sustaining programs over the week-end, high-lighting programs of services picked up from various churches throughout the city. Friday and Saturday several programs were picked up from London via BBC, eulogies by Nicholas Murray Butler and Mayor LaGuardia were piped in from City Hall and Sunday, 12-12:30 p.m., a special radio adaptation based on the Simon & Schuster book, "My Country," by Russell Davenport was narrated by Arnold Moss. Regular commercial and sustaining schedule was resumed this morning.

## 2-Hour Memorial on WFIL

Philadelphia—Recording and coordinating Blue Network spot broadcasts following the death of President Roosevelt, WFIL, Philadelphia, opened its Friday broadcast schedule with a two-hour memorial period. Heard during this time were Orson Welles in his stirring tribute, delivered on the Fred Waring program; a special broadcast from Guam; portions of previous Roosevelt address, and a re-broadcast of the touching report from the mayor and the citizens of Warm Springs. Following this specially programmed segment, WFIL rejoined the network.

Milwaukee, Wis.—The following poem, written by WISN announcer Robert O. Johnson, was used by WISN as sign off Friday night April 13:

Goodnight, Mr. President, goodnight and Godspeed,  
 The rest you've earned would more than pay  
 A million men for half the job you've done.  
 Rest well, sir, and do not grieve for us.  
 Your dreams will be our dreams to carry out;  
 Your faith will be our faith to carry on,  
 And if among the silent great you wonder now and then  
 What happened here, remember that the peace  
 You planned for us is ours to guard,  
 and love,  
 And hold inviolate forever.  
 Goodnight, Mr. President, goodnight.

**FIRST in NEWS SPORTS MUSIC**  
**KMPC**  
 LOS ANGELES  
 710 Kc.-10000 WATTS  
 THE WEST'S GREATEST INDEPENDENT  
 National Sales Representative • Paul H. Raymer Company

# OWI Flashes News To Other Countries

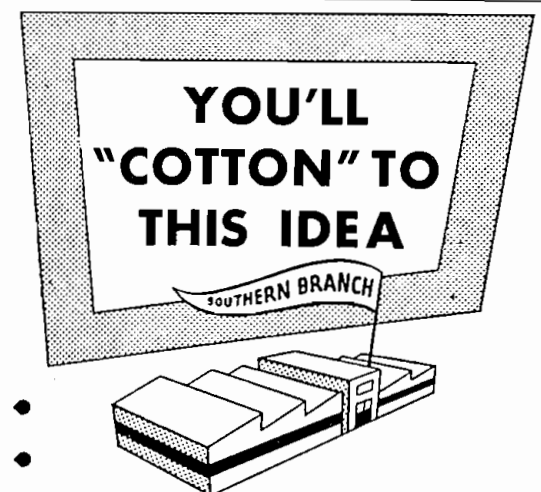
(Continued from Page 1)

bars of "Yankee Doodle," identification signal, was dropped as a sign of mourning. Official statements from the White House and by national and international personalities were broadcast, and all entertainment shows to liberated countries were cancelled Thursday night and Friday, being replaced by newscasts with interludes of serious music.

The broadcasts were carried on OWI's 24 East Coast transmitters and relays in Canada, North Africa, Italy, England and Luxembourg, and on 16 West Coast transmitters to the Pacific, the Southwest Pacific and the Philippines.

OWI's radio photo network cancelled all scheduled pictures for its 6:15 p.m. (Thursday) transmission and instead transmitted a recent portrait of President Roosevelt and President Truman and his family. The radiophoto network transmitted pictures to London, Rome, Paris, Brussels, Stockholm, Lisbon, Casablanca, Cairo, Istanbul, Bombay, Leopoldville, Johannesburg, Chungking, Honolulu, Melbourne and Moscow.

OWI's overseas News and Features Bureau sent 23 stories on the President's death and Truman's swearing in between 5:45 and 8 p.m. A total of 2,680 words on the President's death was sent to OWI outposts via Morse transmission during the two-hour period. Between 8 and 8, 2,600 more words were sent. According to an announcement by the Motion Picture Bureau of OWI overseas, a special film on the President's death and Truman's succession is being prepared for distribution.



More and more advertising executives and sales managers are checking on Branch Offices in "The Magic Circle". This station offers its cooperation.

For further particulars write Edney Ridge, Director

**WBIG**  
 GREENSBORO, N. C.

# REPRINT

OF LEADING EDITORIAL  
ST. LOUIS POST-DISPATCH  
TUESDAY, APRIL 10, 1945

## In the Interest of Radio

Last Jan. 18, the Post-Dispatch printed an editorial whose first paragraph read as follows:

The time has come to urge the big radio networks to change some of their practices regarding newscasting. In particular, NBC, Columbia, Mutual and the Blue Network (1) should quit interrupting news broadcasts with commercial plugs and (2) should quit permitting these broadcasts to be sponsored by objectionable advertisers.

This editorial, and subsequent ones in which the idea was explained and developed, have received considerable attention in magazines and in the press, and they have received particular attention in publications whose primary concern is the radio and advertising industries. In the course of the discussion, the Post-Dispatch position has sometimes been misunderstood and misinterpreted. We should like to clear up some of these misunderstandings and misinterpretations.

\* \* \*

Here are two typical instances: J. H. Ryan, head of the National Association of Broadcasters, in a speech at Cincinnati, saw in the Post-Dispatch attitude a threat to freedom of the radio. He argued against criticism of newscasts on the ground that it might invite Government intervention. At a recent meeting of radio and advertising executives in Chicago, the charge was made that, in essence, the Post-Dispatch suggestion of Jan. 18 represented an attack on the radio as a competing advertising medium. Other misunderstandings and misinterpretations may be cleared up by a restatement of this paper's position.

(1) To begin with, we repeat that radio has done a magnificent job in the transmission of news, to the point that many people prefer to get their news over the radio rather than through the columns of the daily newspaper. New techniques, such as the roundups of world capitals and battlefronts, have brought the war vividly to every American household. Too much praise cannot be given to the networks for designing these new techniques and for the general excellence of the newscasts themselves. By the very nature of its medium, radio's superiority over newspapers in the immediate transmission of important news has long been obvious. The newspaper "extra," once the fastest means of communicating news of extraordinary importance, is just about as dead as the dodo.

(2) We repeat that the Post-Dispatch is as jealous of freedom of the air as it is of freedom of the press. To imperil one is to jeopardize the other. In its 67 years, this newspaper has fought for every form of freedom of expression guaranteed in Article I of the Bill of Rights.

(3) Just as the Post-Dispatch is supported largely by advertising, so we believe that radio should and must be supported by advertising. We believe this because the alternative would be Government ownership and control of radio. The idea is abhorrent.

\* \* \*

(4) It was precisely for this reason that our suggestion of Jan. 18 was made. There are forces in the administration and Congress which have warned radio that Government might be compelled to act if radio standards



PROGRAM TO INSURE FREEDOM OF THE AIR

do not measure up to "public interest, convenience and necessity," for which radio is licensed. The sure way to prevent Government interference, and to discourage demagogues who would seek to impair freedom of the air, is for radio itself to set its own high standards for public service.

(5) It is not doing this when its principal contribution to public service, namely, the broadcasting of news, is marred, tortured and made nauseating by those commercial announcements which have become known as plug-uglies. This is particularly true in time of war. As Leo J. Fitzpatrick of Station WJR, Detroit, aptly said:

We must remember that practically all listeners have relatives or close friends in the armed services, and that their interest in newscasts is quite personal, quite emotional and sometimes becomes terribly tragic, as they hear the names and stories of loved ones in the news.

(6) We are not criticizing the commercial sponsorship of news. We are criticizing two specific methods that have crept into the commercial sponsorship of news. One such method is the interruption of news for sales talks. The other is the use of news by advertisers who deal in palliatives for bodily aches and pains, stomach acidity and gas, body odors and a thousand and one equally revolting subjects.

(7) Of course, the advertiser who pays for the newscast is entitled to tell his reasonably-timed story both at the beginning and the end of the program. No one objects to that. Such newscasts, as a matter of fact, are on the air. Two examples—and others could be cited—are the Lowell Thomas and Kaltenborn programs. These open and close with commercial announcements, but there is no interruption once Thomas and Kaltenborn begin to speak.

\* \* \*

(8) While the Post-Dispatch station, KSD, nearly a year ago eliminated interrupting commercials from newscasts originated by it, and

has also barred newscast advertising which it considers inappropriate, it admits an inconsistency. KSD has continued to broadcast NBC news programs which do not conform to the station's own standards. We could correct this by ending our connection with NBC and diverting its service to some other outlet. Our position, however, is that not only would that be to our financial disadvantage—we admit this frankly—but we believe our listeners would lose more than they would gain by such divorce from the many excellent programs originated by a great network.

(9) NBC is the oldest national network—a pioneer in developing our American radio system. Its achievements in the fields of entertainment, of education, of newscasting, of cultural contributions in music and in the arts are a monument to the principle of free radio. In the subject under discussion, NBC was the first of the big chains to outlaw the middle commercial in newscasts, though its new rules permit fudging at the beginning and end. In the matter of exercising control of sponsorship, however, NBC lags behind the Columbia Broadcasting System. CBS uses the middle commercial, but it long ago refused to permit distasteful sponsorship of its excellent network news service.

(10) We recognize it is only natural for the networks to be disturbed by a proposal whose fulfillment would affect an intricate series of relationships with advertising agencies and advertisers themselves. The sponsorship of news is one of radio's chief sources of revenue.

\* \* \*

(11) We believe, however, that the elimination of the newscast plug-ugly would be to the advantage both of the networks and of the advertisers. They have a common stake in maintaining the effectiveness of the radio appeal, now marred by the newscast plug-ugly. There is a large percentage of the listening public which does not willingly accept or which consciously resents bad taste and interruptions in newscasts.

(12) KSD's experience, and that of a growing list of other individual stations which have voluntarily barred the newscast plug-ugly, show that the advertiser, as well as the public, is pleased by the result. The latest advertiser to adopt this policy is the Standard Oil Co. of Indiana.

(13) We repeat we are making no attempt and have not the slightest desire "to reform the radio industry." We have challenged only one small phase of radio's activities. We think that middle interruptions in amusement programs are in quite a different category from newscast interruptions. We have no quarrel with radio except in the matter of the newscast plug-ugly. This is not a press attack upon radio. It is, we believe, a constructive suggestion offered in the interest of radio.

(14) Our position is a simple one. The plug-ugly, we hold, is neither good broadcasting nor good advertising. News is news and the public is entitled to hear it reported with dignity and good taste. We hold that the radio industry whose function it is to serve the "public interest, convenience and necessity" has far more to gain than to lose by eliminating the newscast plug-ugly—lock, stock and barrel.

If radio did so, it would fortify the great and fundamental principle of freedom of the air.

# ST. LOUIS POST-DISPATCH



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 31, NO. 12

NEW YORK, N. Y., TUESDAY, APRIL 17, 1945

TEN CENTS

## Truman Voice Gets Okay

### Educational Aspects Stressed At NBC Meet

Two major spokesmen who visualize radio as the educational medium for the post-war world of reconstruction are Dr. James Rowland Angell, public service counselor of NBC, and Dwight Herrick, NBC public service manager, speakers at sessions of the International Education Assembly held at the network's studios.

Dr. Angell pointed out to the 34 countries represented at the IEA meetings held under the sponsorship of NBC University of the Air, that great international audience for radio had been achieved largely as a result of the desire for war news. He urged educators to act promptly if they are to retain this audience.

(Continued on Page 7)

### WLW Sets Limitations On Proprietary Plugs

Cincinnati—A new WLW policy regarding announcements which mention laxatives, deodorants, alkalizers or any other products involving or suggesting bodily functions will not be accepted for broadcast during certain hours. According to an announcement by Robert E. Dunville, general manager of the station and vice-president.

(Continued on Page 2)

### Wilkes-Barre CP Request Before FCC Wednesday

Washington Bureau, RADIO DAILY  
Washington—Hearings will be held Wednesday on three petitions to intervene in the application of the New Sharon Broadcasting Co. for a station.

(Continued on Page 4)

### Gagged

Minneapolis — Larry Haeg, WCCO's Farm Service director and Bill Stewart, emcee of the "Sunrises," who somehow between their singing and weather predictions they read incurred the "ire" of both citizens and legislators, find a law against them. The law was actually enacted by the State Legislature and prohibits them from crooning on their radio programs.

### Historic Tolling

Philadelphia—WFIL, oldest station in town, originated the historic tolling for the Blue of the bell atop Independence Hall yesterday, honoring each year of the late President Franklin D. Roosevelt. Bell is six times the size of the Liberty Bell and is composed of metals weighing 13,000 pounds, used in four wars by the original 13 states.

### GE Large Screen Tele Will Be Shown Sunday

Schenectady—The first public showing of General Electric's large screen post-war television set is scheduled for next Sunday evening to leading Schenectady citizens, company executives and the press. The receiver produces a picture about 18 by 24 inches.

The public demonstration also will be the first to broadcast a signal to demonstrate projection television on a post-war set. Previous private showings of other sets of this kind have

(Continued on Page 2)

### U. S. Prisoners Of War On WOR Via Recordings

"Our Prisoners in Germany Speak," a special broadcast presenting the recorded messages of American prisoners of war in Oflag 64, Germany, will be heard over WOR-Mutual Friday, 8:15-8:30 p.m., EWT. The recordings were made in Germany by a traveling neutral secretary of War Prisoners

(Continued on Page 2)

## No Commercials To Britain Due To France-Eire Action

London (By Cable)—Hopes of sponsored radio reaching Britain from outside the country in the event of a continued negative here have been dashed by the actions of two of the nations whose stations were available in the past to advertisers seeking to reach the English audience. French authorities stated over the week-end

The voice of WLAW is strong in an area that spells "sales"—Industrial New England. Advt.

## President Achieves The Third Highest Daytime Rating Of 32 Per Cent; 16,850,000 Listened In

### Tribute To Agencies By War Advt. Council

In paying tribute to the 500 agencies, the War Advertising Council disclosed yesterday that several hundred thousand man-hours of the best planning, research and creative talent in the advertising field have been contributed by U. S. advertising agencies for the development of official home front information campaigns

(Continued on Page 6)

### Tele Post-War 'Penicillin,' Brown Tells Rotary Club

Atlantic City—Prediction was made by Charles B. Brown, advertising director of RCA Victor, recently that the effect of television on the economic status immediately after the war and in the years ahead promises to

(Continued on Page 2)

### KFI Ban On Analysts Hit By Rep. Patterson

Washington Bureau, RADIO DAILY  
Washington—California listeners have been advised by Rep. Ellis E. Patterson, former Lieutenant Governor of the state, to write KFI, Los Angeles, in protest of the recent move

(Continued on Page 6)

President Truman's first address to a joint session of Congress, brought to America and the world as well by radio at 1 p.m., EWT yesterday, killed all speculation as to how strongly his voice would register with the American people. Consensus quickly gave President Truman the stamp of approval for a natural delivery tending to inspire confidence in his words. In the past Truman has been judged on the merits of the pre-election speeches, made during the heat of the campaign and often under unsatisfactory conditions.

It is conceded that the new President

(Continued on Page 6)

## BBC Identifies Shows For V-E Day In U. S.

The BBC has offered to networks and interested independent stations a schedule of broadcasts planned for V-E Day. In presenting the outline just cabled from London Stephan Fry, program operations manager of the BBC in North America, stressed

(Continued on Page 6)

## W. E. Radio Div. Manager Elected To Directorate

At the annual meeting of the stockholders of the Western Electric Company held last week, Frederick R. Lack, vice-president of the company and manager of its radio division, was

(Continued on Page 7)

### Summons

Invitations to hear the "Mr. District Attorney" fifth anniversary broadcast were passed out of the New York press yesterday in the form of a legal summons signed by Jay Jostyn. Anniversary broadcast will be heard over NBC tonight at 9 p.m., with the program receiving a plaque from the Criminal Courts Bar Association of the City of New York.

Advertisers and merchandisers appreciate the importance of WLAW in Industrial New England. Advt.



Vol. 31, No. 12 Tues., April 17, 1945 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

EDGAR KOBAK, president of the Mutual network, left yesterday on a business trip that will take him to Pittsburgh, St. Louis and Cincinnati. He'll be accompanied to the two latter cities by ADE HULT, vice-president in charge of western division operations.

COMMDR. T. A. M. CRAVEN, vice-president and technical adviser of Cowles Broadcasting Co., and MERLE S. JONES, Cowles vice-president and general manager of WOL, Washington, D. C., are spending a few days in New York.

DONN CLAYTON, vice-president of the North Central Broadcasting System, has arrived in New York to establish new and enlarged quarters for the NCBS, which recently added to its roster the 40-station Mississippi Valley Network.

JACK RYAN, press manager of NBC's central division, has arrived from Chicago to confer with Sid Eiges, head of the network's press department in New York.

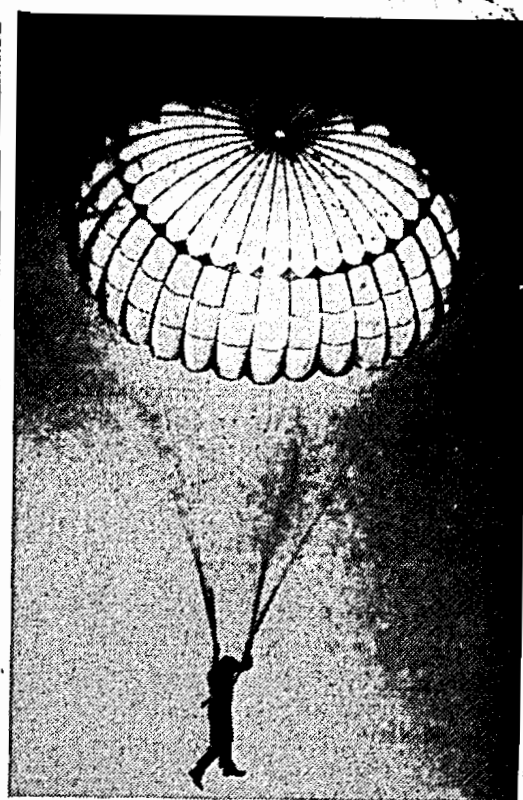
BERT HAUSER, director of co-operative programs for the Mutual network, is spending a few days in Boston.

CHRISTOPHER CROSS, public relations manager of BBC, has left on an extensive business trip that will take him to the West Coast. His first stop will be San Francisco, where he will spend a week assisting John Salt, North American director of BBC, who is co-ordinating activities for the organization's coverage of the World Security Conference.

JOHN WHITMORE, head of the Mutual network's news bureau, left Saturday for San Francisco, where he will cover the coming conference. He is accompanied by MRS. WHITMORE.

BERNE W. WILKINS, radio director of Sterling Advertising Agency, and A. I. PARKER, president of the Parker Watch Company, have left for Hollywood to purchase additional Parker programs and to confer on the advisability of originating Parker programs from the Film Capital.

DON S. ELIAS, executive director of WWNC, Columbia network affiliate in Asheville, N. C., is on a one-week business trip to Washington and New York.



Where he wants to land!

At Fort Benning, Georgia, they teach the student paratroopers all about wind currents. And they teach him to keep his mind on the spot where he wants to land. He's learning to make the kind of windfall he wants.

In Baltimore radio you can pick the kind of windfall you want to make in sales.

W-I-T-H, the successful independent in this five-station town, offers you the greatest number of listeners at the lowest cost.

In planning your postwar sales drives . . . stick to the W-I-T-H facts.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REE

FINANCIAL

(Monday, April 16)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

Table with columns: Bid, Asked. Lists Du Mont Lab., Stromberg-Carlson, WCAO, WJR, etc.

Phil Silvers To Guest

Comedian Phil Silvers will guest on Beatrice Kay's "Gaslight Gayeties" Saturday, at 8-8:30 p.m., EWT, NBC. Teel is the sponsor, and Kenyon & Eckhardt is the agency.

20 YEARS AGO TODAY

(April 17, 1925)

Better late than never is the tale of courage demonstrated by A. B. Chamberlain, WGY engineer. For over three hours on a cold winter night he sat atop a 30-foot pole and monitored a wire carrying music to WGY listeners.

Two Networks! Three City Market!!

CBS - WENT - MUTUAL

Gloversville - Johnstown - Amsterdam SPOT SALES, INC. Nat. Rep.

U. S. Prisoners Of War On WOR Via Recordings

(Continued from Page 1)

Aid of the YMCA, during one of his visits to the camp. They are the only such recordings to come to the United States from Germany, and arrived here by Army transport.

The messages were recorded by the men of Oflag 64 for parents and friends in America. The broadcast will also feature music by the 20-piece prison camp swing orchestra, conducted by Lt. Bob Rankin of 3514 Flatlands Avenue, Brooklyn, New York.

The instruments for the prison camp orchestra are provided by the War Prisoners Aid of the YMCA, which also furnishes prisoners of war with educational, recreational, and religious facilities. The special broadcast is presented in co-operation with the YMCA.

WLW Sets Limitations On Proprietary Plugs

(Continued from Page 1)

dent of the Crosley Corp., the new restrictions will apply to the following time periods: 7:30 a.m. to 8:45 a.m.; 11:30 a.m. to 1:30 p.m., and 5:45 p.m. to 7:30 p.m. The new policy which includes all types of programs and announcements, will go into effect on April 29th, this year.

GE Large Screen Tele Will Be Shown Sunday

(Continued from Page 1)

used wire lines for transmission. General Electric will use its television station WRGB to transmit the Blue Network program "Ladies Be Seated" which will be picked up by the new large screen set.

The new receiver operates on the principle of projection like the movies and has a reflecting optical system similar to that used in observatory telescopes. The set also uses a new cathode ray tube about five inches in diameter.

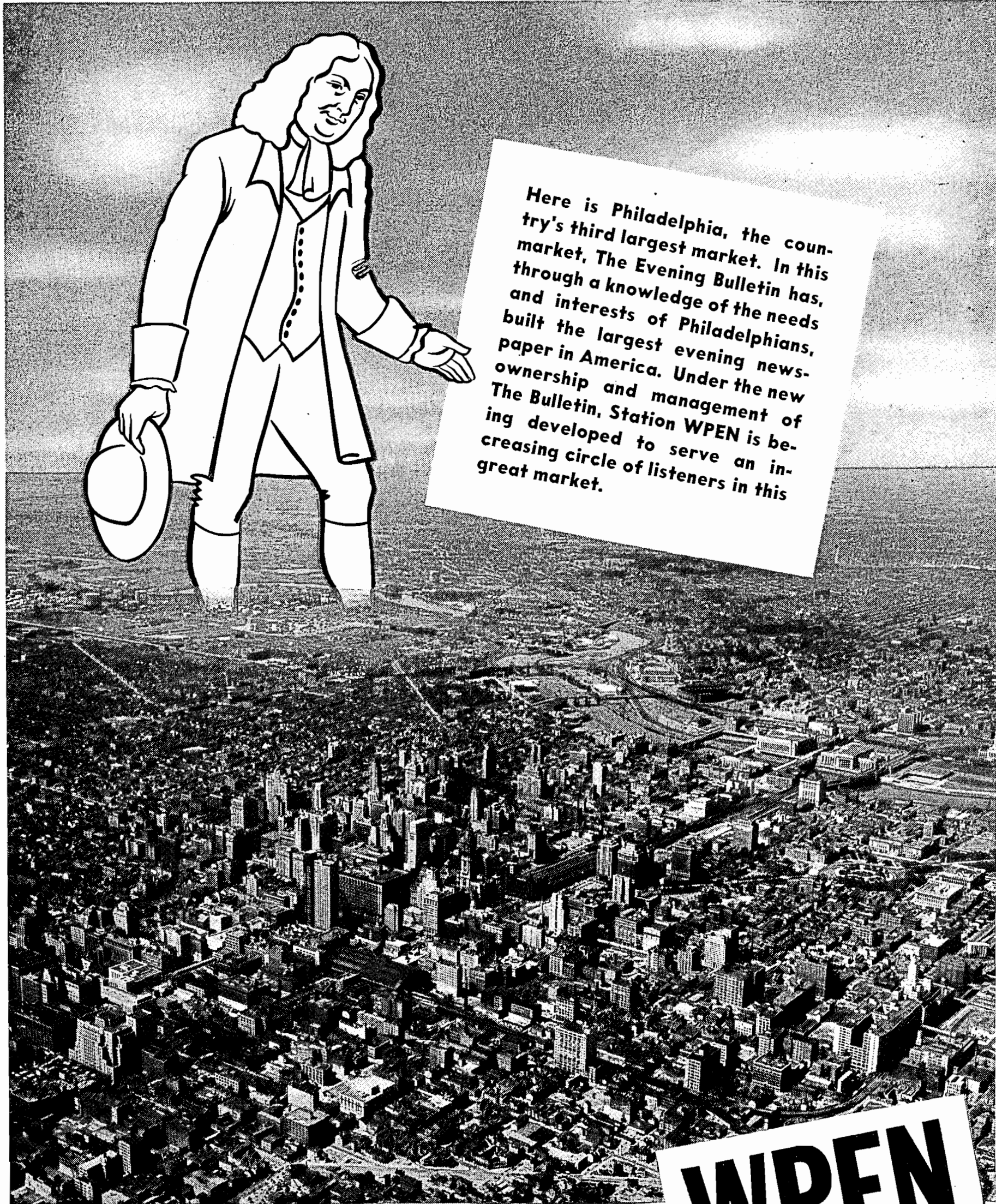
Tele Post-War 'Penicillin,' Brown Tells Rotary Club

(Continued from Page 1)

be even more surprising than the scientific developments which have thus far created television and made it possible. Brown spoke to a gathering of the Rotary Club of Atlantic City.

"Much as we have in penicillin and the sulfa drugs a means of minimizing the once-tremendous toll of life exacted by infections," he said, "we have in television a sort of economic penicillin to counteract economic ills if they should appear in later years, after the post-war backlog of civilian needs has been satisfied."

Advertisement for WDAS in Philadelphia. Text: 'IN PHILADELPHIA Nearly everybody listens to WDAS BROADCASTS OF NEWS ON THE HOUR • EVERY HOUR That's why 78 percent of our sponsors renew regularly.' Includes image of a radio set.



Here is Philadelphia, the country's third largest market. In this market, The Evening Bulletin has, through a knowledge of the needs and interests of Philadelphians, built the largest evening newspaper in America. Under the new ownership and management of The Bulletin, Station WPEN is being developed to serve an increasing circle of listeners in this great market.

**In Philadelphia — It's**

**WPEN**

# RADIO DAILY

## SOUTHWEST

**I**MPERIAL SUGAR COMPANY is airing three shows weekly from the studios of WFAA, Dallas, over the Texas Quality Network.

Betty Lee has been named director of women's programs for KABC, San Antonio. In her newly created position, Miss Lee will conduct "For Ladies Only," heard half-hourly Monday through Friday.

Manual Leal as emcee, together with Los Charros and Carmelita, make up the format for a sprightly daily quarter-hour heard over KABC of Latin-American tunes.

Paul Green is the new kid reporter to be heard Saturdays over KTSA under sponsorship of Handy Andy Food Stores in the quarter-hour presentation "The Kid Reporter."

Margo Porter, so-called radio psychologist, heard over XELO, Juarez, was charged with mail fraud in a complaint filed by Postal Inspector W. J. Griffis. Charge was made following a Dallas County indictment for swindling.

News staff members of WFAA-KGKO include Mrs. Adele Rutledge, T. M. Hott and Hugo Speck, who prepare all copy for staff of newscasters which now includes Haywood Vinson, Pat Halverson, Lynn Bigler, James Byron and Lillard Hill.

Kallison's Trading Post, aired over KTSA, rounded out eight years of continuous broadcasting last month. Perry Kallison is the Old Trader.

### Wilkes-Barre CP Request Before FCC Wednesday

(Continued from Page 1)

at Wilkes-Barre, Pa. Petitions have been filed by Northeastern Pennsylvania Broadcasting, Inc., WBAX of Wilkes-Barre and Key Broadcasters, Inc.

### Swing Concert

Lionel Hampton and his orchestra gave an Esquire Award Concert at Carnegie Hall on Sunday, April 15th, where he was given an award for being selected as leader of "the greatest young swing band to come into prominence in 1944." Concert was staged by Leonard Feather, Jazz Editor of Esquire mag and Harry Ulanov, of Metronome.



### California Commentary!

● ● ● Station representatives, agency executives and NBC personalities attended the dinner party tossed at the Beverly Hills Hotel in connection with the network's annual "Parade Of Stars" promotion. Among the station representatives present were Arden X. Pangborn, Portland; Charles Phillips, Denver; William Stuh, Seattle; Myron Fox, Alvin Pack, Frank Baker, Salt Lake City; Roy Chapman, El Paso; Franz Robischon, Billings, Mont.; Ruthe Fletcher, Pocatello, Idaho; John Elwood, Helen Murray, San Francisco; William Ryan, Gil Paltridge, Los Angeles; Keith Collins, Fresno; William Harvey, Phoenix; R. B. Williams, Tucson; Robert Stoddard, Reno; Thomas Sharp, Marion Harris, San Diego; E. C. Kelly, Sacramento; Tracy Moore, representing NBC affiliates in Butte, Helena and Bozeman. Among the NBC personalities in attendance were Bob Burns, Edgar Bergen, Eddie Bracken, Art Baker, Eddie Cantor, Joan Davis, Dinah Shore, Ralph Edwards, Georgia Carroll, Kay Kyser, Harold Peary, Art Linkletter, Rudy Vallee, Louise Erickson, Norah Martin, Joan Merrill, Ann Rutherford, Shirley Mitchell, Haven MacQuarrie, Jim Doyle, Joy Storm, Chuck Collins, Doug Gourlay and Graeme Fletcher. Agency members included Raymond R. Morgan, Murray Bolen, Earl Ebi, Bob Hussey, John Guedel, John Swallow, Norman Blackburn, Walter Bunker, Alfred Morton, Archie Scott, Kenny Hodges, Bob Nye, Tom McAvity, Ed Cashman, Norton Mogge, R. E. Messer.

### Los Angeles

● ● ● Hedda Hopper's recent editorial on her "Hedda Hopper's Hollywood" program urging America to make its reforms now instead of waiting "till the boys come home," has found a strong champion in San Fernando Valley's "Town Hall" club, near Hollywood. Rev. Harold Schmidt has written Hedda for copies of the editorial and announces that "Town Hall" is studying ways and means of putting her thoughts into action. Martha Curry, of the NBC Western division publicity department, created a stir when she walked into the Hollywood Brown Derby, wearing a brown wig. Later, she explained she did it for a laugh and to "break it in" for Rudy Vallee, who was to wear it as a stunt as guest on "Truth Or Consequences." By the way, Ralph Edwards has finished work in "Radio Stars On Parade," at RKO-Radio, where he also worked in "Seven Days Leave" three years ago. George Volger, who has been teaching a class in Radio at Immaculate Heart College, reports that on the final exam, students were asked to outline various activities studied. One student, under "Comedy Programs," listed: "(1) What type of floor mat is used?". Jeri Sullavan, the gal who wrote "Rum And Coca Cola" with Morey Amsterdam, was the featured vocalist on Jimmy Durante-Garry Moore program April 13th.



● ● ● "Here's Hope, The Man Nobody Misters," written by Joe Alvin, NBC Western division special events and news director, which appeared in December's "Red Book," won the highest reader interest of any article to appear in that magazine. Walter Tetley, the "Leroy" of the "Great Gildersleeve" show, is the permanent voice of "Andy Panda," the Walter Lantz cartune character, after more than 60 players auditioned for the assignment. Bill Goodwin, featured comedian on the Frank Sinatra program, is raising 150 acres of cotton on the ranch which he recently purchased from Lou Costello. Frank Bull of Smith, Bull and McCreery, has purchased first rights to a new television invention, whereby film shorts of orchestras and entertainers, with soundtrack, may be televised. Walter E. Criswell, formerly with the art department of the Los Angeles "Times," has joined the Los Angeles office of Batten, Barton, Durstine & Osborn, as assistant art director.



● ● ● "Here's Hope, The Man Nobody Misters," written by Joe Alvin, NBC Western division special events and news director, which appeared in December's "Red Book," won the highest reader interest of any article to appear in that magazine. Walter Tetley, the "Leroy" of the "Great Gildersleeve" show, is the permanent voice of "Andy Panda," the Walter Lantz cartune character, after more than 60 players auditioned for the assignment. Bill Goodwin, featured comedian on the Frank Sinatra program, is raising 150 acres of cotton on the ranch which he recently purchased from Lou Costello. Frank Bull of Smith, Bull and McCreery, has purchased first rights to a new television invention, whereby film shorts of orchestras and entertainers, with soundtrack, may be televised. Walter E. Criswell, formerly with the art department of the Los Angeles "Times," has joined the Los Angeles office of Batten, Barton, Durstine & Osborn, as assistant art director.



— Remember Pearl Harbor —

## AGENCIES

**C**HARLES CLAGGETT, radio director of the Gardner Advertising Company, St. Louis; MRS. CLAIR CARRI-CARRI, assistant director, and HAL CHASE, of the Ralston-Purina Company, are in town for conference at the Mutual network on promotional plans for the Tom Mix program.

COMPTON ADVERTISING, INC. has been appointed to handle the advertising for Citrus Concentrate, Inc., Dunedin, Fla., it has been announced by B. C. Skinner, president.

MARION HARPER, JR., has been elected vice-president and manager of the central research department of McCann-Erickson, Inc. Harper has been manager of the agency's copy and radio research division supervising the agency's continuing studies of reader interest of magazine and newspaper advertising.

MARION HARPER, JR., manager of the copy and research division of McCann-Erickson, has been elected vice-president of the agency in charge of the central research department.

### Latin-American Analysts Set By CBS For 'Frisco

Roberto Unanue and Enrique Rodriguez Fabregat, news analysts for CBS Latin-American network, will cover the San Francisco United Nations Conference for all Latin-American countries. The broadcasts will be in Spanish, piped from San Francisco to New York, and thence via short-wave to the CBS network of the Americas.

Unanue is assistant director of Latin-American relations for CBS and Fabregat is a Uruguayan historian and political writer.

there's **NO QUESTION** about SELLING KANSAS when you hire: **Ben Ludy, GEN'L. MGR. WIBW** The Voice of Kansas TOPEKA

**WBAL** means business in Baltimore

Edward Petry & Co., National Representative

# WRRF INSURES WRRF

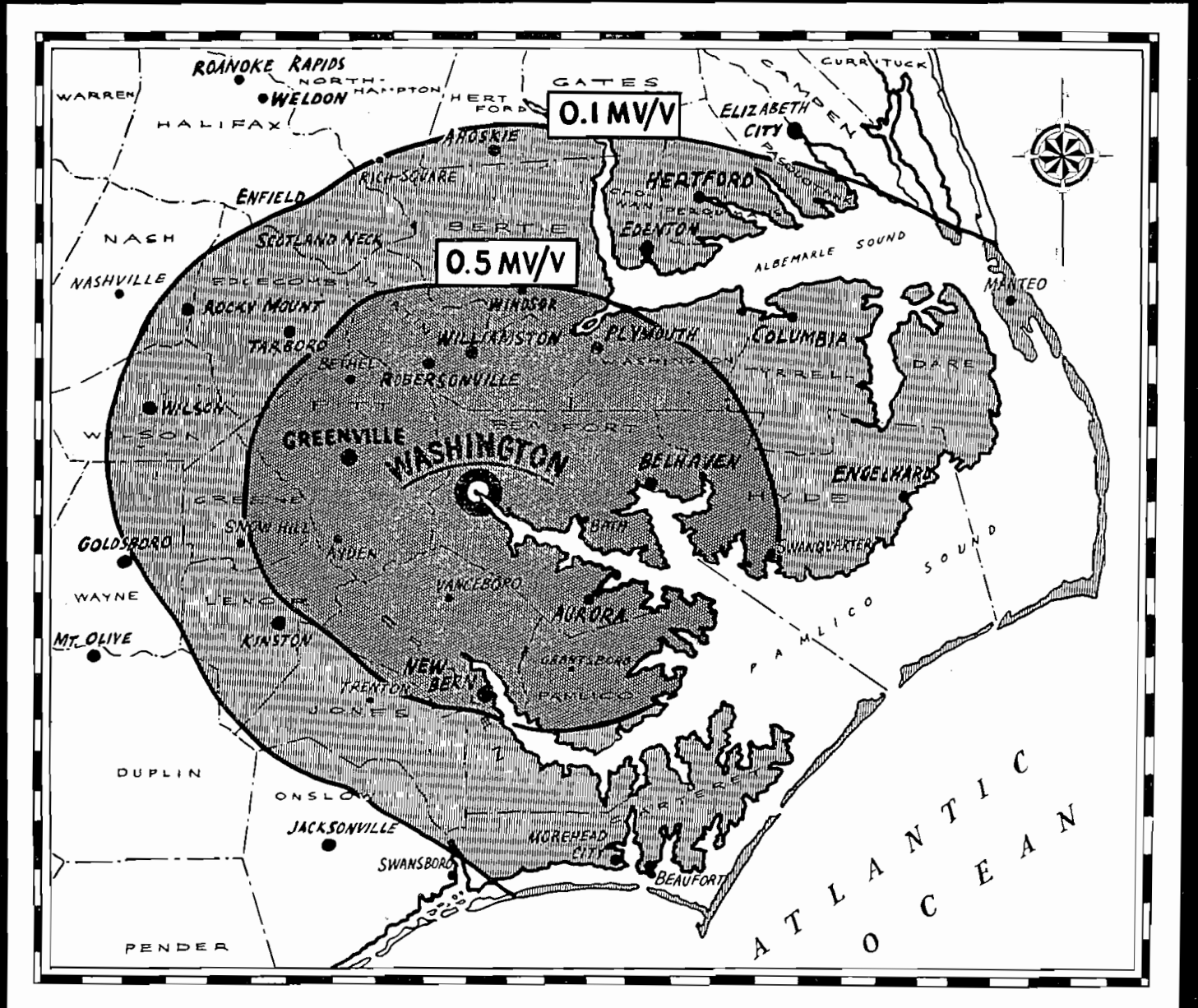
FULL COVERAGE

## OF THIS HUNDRED MILLION DOLLAR MARKET IN EASTERN NORTH CAROLINA

### THOUSANDS LISTEN TO THESE BLUE NETWORK PROGRAMS

- Martin Agronsky—News
- The Breakfast Club
- My True Story
- Weekly War Journal
- Correspondents Around the World
- Darts for Dough
- Breakfast at Sardi's
- Baukhage Talking—News
- Walter Kiernan—News
- Ladies, Be Seated
- Mary Small Revue
- Miss Hattie
- Gilbert Martyn—News
- Time Views the News
- Sammy Kaye's Sunday Serenade
- Terry and The Pirates
- Metropolitan Auditions

EVERY WEEK OVER  
**WRRF**



WRRF is the regional station . . . with national programming . . . in an area with over 600,000 population. Here are located over 67,000 radio homes which can be reached by no other station; here are over 6,188 retail stores doing an annual volume of over \$100,000,000.00 . . . a most fertile field promising rich rewards year after year.

WRRF trade territory covers many small towns surrounded by rich farms . . . a STABLE area that insures good business *year after year* . . . never materially affected by fluctuations in general business conditions in more industrialized areas.

While buying per capita compares favorably with any other section, and has shown a marked increase the past few years, this has not been occasioned by any large influx of new population, or by war industries. Neither has there been any radical price inflation. This increase in buying power is due largely to higher prices for agricultural products (principally tobacco) coupled with more scientific farming methods, which have produced larger and more profitable crop yields.

Situated in the heart of one of the richest agricultural belts in the United States, WRRF offers the advertiser opportunities for exceptional profit from his advertising dollar now . . . and in the future.



WRITE US TODAY FOR OUR NEW INFORMATIVE FOLDER

# WRRF

1000 WATTS • 930 KILOCYCLES  
BLUE NETWORK  
WASHINGTON-NORTH CAROLINA

**TAR HEEL BROADCASTING SYSTEM, INC.**

National Representatives: FORJOE & CO. NEW YORK • CHICAGO  
PHILADELPHIA



## Truman's Voice Okay Is Radio Consensus

(Continued from Page 1)

dent of the United States is following the "voice of the century" possibly, for the late President Roosevelt without question had the inspiring touch that gave leaders their followers, in the opinion of expert radio technicians and others in the broadcasting field.

Survey by C. E. Hooper yesterday gave President Truman 16,850,000 listeners, thus giving the new Chief Executive of the United States a rating of 32 per cent of the nation's total radio homes. The survey which was carried out for CBS pointed out that the highest daytime rating ever achieved was by the late President Roosevelt on Dec. 8, 1941, when he addressed the joint session of Congress, the day after the Pearl Harbor attack. The only other daytime rating higher than President Truman's speech yesterday was on Jan. 6, 1942 when the late President Roosevelt addressed Congress on the State of the Union. At that time he achieved a rating of 35.0 per cent.

### Addresses Armed Forces Tonight

Tonight at 10 p.m., EWT President Truman will address the Armed Forces and this it is believed will be more of a test than his speech of yesterday. It is expected that all major networks will carry the talk along with numerous independent outlets throughout the country.

President Truman's address to the joint session of Congress was rebroadcast last night by key stations of networks and many lesser outlets and for war-workers whose hours prevented their hearing it previously; additional rebroadcasts were heard in the early hours of this morning.

Meanwhile, as the broadcasting industry of the nation was receiving plaudits for its unprecedented handling in good taste of the program days that followed the passing of Franklin Delano Roosevelt, all webs and stations eased back to normalcy yesterday morning.

## Army-Navy And Red Cross Co-Op On New Blue Show

A new program series entitled "We Live Again" will be produced collectively by the Army, Navy and the American Red Cross over the Blue Network, beginning Wednesday, May 2, 9-9:30 p.m., EWT. American industry will give "voluntary financial support" to this series to be produced in behalf of hospitalized servicemen.

*Send Birthday  
Greetings To—*

April 17

Margaret Espy Lawton Campbell  
Jack Nedell

## KFI Ban On Analysts Hit By Rep. Patterson

(Continued from Page 1)

by that station banning news comment. Patterson has also suggested in replies to the several hundred people in his district who have written him about the KFI ban that copies of their letters be sent the FCC.

### Commentators Listed

Patterson wrote that he is "most disturbed to hear of the action by radio station KFI in putting Sam Balter, A. T. Blackstone, Peter De Lima, Rodriguez Sutherland and Alvin Wilder off the air." This action was in line with the station's new policy of "undigested news."

"I do not think it a heavy policy," said Patterson, "to deny the listening public the varied views these men aired. It was with this in mind that I introduced the attached resolution, with which my fellow California members concurred.

"It would be highly unrealistic to say that all possibility of editorializing has been avoided by barring news commentators. There is editorializing in the selecting of items of news which will be given or omitted in a straight news broadcast. That radio station KFI now has it in its power to give you one-sided news is obvious.

### Says Many Asked Action

"Many have written me asking that action be taken against this arbitrary policy of KFI. In answer to the resolution sent to them, the station management replied that they are to decide what programs best serve your interest. If you do not agree with them, I suggest that a letter to KFI might help them change their minds. A copy of the letter to be sent to the Federal Communications Commission here in Washington may also bear weight, for it will go into the file on KFI and be considered when the station's license is up for renewal."

## Tribute To Agencies By War Advt. Council

(Continued from Page 1)

undertaken in co-operation with government departments.

Pointing out the necessity of this volunteer service, the Council reveals that since Pearl Harbor, 135 advertising agencies have functioned as task forces on 150 different campaigns, running the scale of advertising activity, including fact-finding, planning, production and preparation of radio messages ranging from spot announcements to complete programs, copy art, etc.

### AAAA Clearing House

Focal point for volunteer agency service performed through the Council is the American Association of Advertising Agencies. Immediately after the Council was formed early in 1942, the AAAA invited agencies through the country to indicate what services they were willing to perform gratis as part of advertising's wartime role. Nearly 500 agencies, whose commercial accounts represent more than 90 per cent of all national advertising billing, responded.

## NBC Television Station Plans "V-E Day" Schedule

Extensive plans for television coverage of "V-E Day" by the NBC station, WNBT, were announced yesterday by John F. Royal, vice-president in charge of television.

Plan calls for the station broadcasting a 'round-the-clock video presentation with pickups from Times Square, news room commentators and a historic film recount of recent European war history. Direct pickups of the crowds at Times Square will be a feature of the 24-hour telecast, with NBC's portable field equipment installed atop the Hotel Astor.

News tickers will be installed in the network's television studio, 3-H so viewers may see up-to-the-minute flashes of the latest news.

### Blue Also Planning

NBC is the second network to arrange special television coverage of V-E Day. The Blue web has worked out a plan with WABD, Du Mont outlet, whereby facilities of the station will be at the disposal of the Blue on that day. Many special pickups are planned.

### Blue's Tele Musical

Blue Network's television program over WABD tonight will contain highlights from the Broadway musical "Follow the Girls," starring Gertrude Niesen, Jackie Gleason, and featuring Val Valentino, Buster West and Tim Herbert. Harvey Marlowe, consultant producer, produces the program.

### M-G-M Signs Jean Holloway

Jean Holloway, youthful writer whom Ted Collins engaged some five years ago to script the Kate Smith program, has been signed by Metro-Goldwyn-Mayer to do the scenario of a film based on the life of Jerome Kern. Miss Holloway's other radio writing chores include "Mayor of Our Town" and the Victor Jory program.

## BBC Identifies Shows For V-E Day In U. S.

(Continued from Page 1)

that "because conditions under which V-E Day will be announced are necessarily unpredictable, all the plans are, of course, subject to last-minute change."

Among the programs offered are: man-in-the-street interviews from all over Britain; a church service from St. Margaret's Church at Westminster, a thanksgiving service from Hyde Park, broadcasts by outstanding political and military leaders, a program of Joybella and messages from United Nations leaders, Scottish celebrations. A feature program paying tribute to the British Commonwealth and a special Shakespeare victory program to include top-flight British theater and movie talent.

## Tele Employment Role Subject Of Taylor Talk

Television's prospective role as an employment medium will be discussed before the International Association of Public Employment Services tonight by Herbert E. Taylor Jr., director of transmitter equipment sales for Allen B. Du Mont Lab., Inc.

### Returning East

Hollywood—Harriet Van Horn, New York, "World-Telegram" radio editor, who sought an extension on her coast trip to visit the United Nations press conference at 'Frisco, will return East next week. Miss Van Horn winds up her Hollywood visit tomorrow.

### Joins NBC Correspondent

Joseph R. Hainline, student of Japanese internal affairs, has been added to the NBC staff and is now on Iwo Jima.

**WANTED:  
QUIZ SHOW  
FOR COAST-TO-COAST  
SPONSORSHIP**

WRITE OR PHONE

**HENRY BRETZFIELD, RADIO DIRECTOR  
LAWRENCE FERTIG & COMPANY, INC.**  
(ADVERTISING AGENCY)

**149 MADISON AVE., NEW YORK 16, N. Y.  
PHONE: MURRAY HILL 4-3300**

# France-Eire Actions Hit Commercial Radio

(Continued from Page 1)

For the present the policy stands. Radio Normandy, in the pre-war days had a card rate of \$2,000 per hour for commercial broadcasting in English and Britain on Sundays.

In Ireland a statement has been issued by P. J. Little, Minister for Posts and Telegraphs outlining the Eire Government's policy on commercial broadcasting. Policy while it will continue more or less that of complete isolation, makes it mandatory that the agency placing the business using radio in the country must have branches in all of the 26 counties or be in business there, at least. No retail advertiser may use the air, but manufacturers may do so.

### No Change Likely

Despite efforts to change this setup, the latest pronouncement by Minister Little dispels any fear of a change now.

Meanwhile the British campaign to have sponsored programs over the BBC continues and stars have actually been lined up for as much as five thousand pounds sterling a year.

# W. E. Radio Div. Manager Elected To Directorate

(Continued from Page 1)

Elected to the board of directors. The present directors were re-elected.

At the annual meeting of the directors, all officers of the company were re-elected.

Lack has been associated with Western Electric Company and its research affiliate, Bell Telephone Laboratories, for 33 years, having entered the manufacturing department of the former in August, 1911, as an assembler. During World War I, he enlisted in the Signal Corps and saw action in France. Upon his return in 1919, he was assigned to development work on radio telephony. As an outgrowth of this he supervised the installation of a radio telephone link in China between Peking and Tientsin.

### Minis MBS Script Editor

Philips Carlin, vice-president in charge of programs for Mutual, has appointed H. Philip Minis script editor for the web, effective yesterday. Minis was formerly with the OWI and Young & Rubicam, in the talent division of the latter.

### KCRA Joins NBC April 29

KCRA, Sacramento, Calif., which was scheduled to join the NBC network on April 15, 1945, will not do so until April 29, 1945.

OFF THE AIR  
**REFERENCE RECORDINGS**  
IN CHICAGO

**L. S. TOOGOOD RECORDING CO.**  
221 N. LA SALLE ST., CHICAGO 1, CENTRAL 5275

# COAST-TO-COAST

### — NEW YORK —

**SYRACUSE**—Highest single wood structure flag pole and antenna combination in central New York is being erected at WFBL's transmitter at Collamer; height 110 feet. . . . Announcer Bob Cullings has taken over the duties of sportscaster. . . . **BUF-FALO**—WBEN's "House Party" fencée, Dorothy Alt, appears nightly at the Park Lane. Sports announcer Van Patrick leaves soon for Baltimore to be with the Buffalo Bisons during spring training.

### — OHIO —

**CLEVELAND**—Formerly announcer and actor and with the AAF, Stanley Vainrib has joined the announcing staff of WTAM. . . . **STUEBENVILLE**—John Laux, president of Valley Broadcasting Company, operators of WSTV, WFPG, Atlantic City; WKNY, Kingston; WJPA, Washington, has announced the appointment of Kieran (Kay) Balfe as program director of WJPA. Balfe joined WSTV a year ago as announcer. . . . **CINCINNATI**—Little Joe Isbell, WCKY hillbilly singer, raises canaries on his 162-acre farm—a quiet change from his 21 months' tour of Army camps in the U. S., Alaska and Europe.

### — CALIFORNIA —

**LOS ANGELES**—Ben Polin, member of the KNX-CBS photographic staff for eight years, takes over as director of that department April 16, to succeed Ted Allan who will establish his own photographic business in Hollywood. . . . **SAN FRANCISCO**—Steve Robertson, recently transferred from KOA's to KPO's announcing staff, was a merchant seaman in the early days of the war. . . . Jim Garthwaite is back on KPO with his "Date at Eight" after a bout with bronchial pneumonia.

### — SOUTH CAROLINA —

**SPARTANBURG**—WORD is starting a series of radio plays utilizing every member of the staff interested in taking part. . . . CBS promotional transcriptions on radio listening by Fred Allen and others are featured on new WSPA "Columbia Carnival." Popular music is fitted around the 15-minute talks. . . . **CHARLESTON**—Anne Heineman, WCSC promotion director, tendered entire staff a party when Allies captured Mainz, her birthplace. . . . **COLUMBIA**—New at WCOS is Charlie Burdsal, well known ad man. He has joined the commercial department.

### — CANADA —

**MONTREAL**—"Information Please" will be aired from this city for the first time April 23 when it will be staged at His Majesty's in recognition of the ninth Victory Loan drive. All "regulars" will be on hand at the usual hour, 9:30 p.m., and the audience will be entirely of bond buyers. "Information Please" will be eight years old on May 17. . . . "Boursiers De CKAC" gala night took place April 7 when series winners were presented with awards, which brought the new talent contest to a close.

### — NORTH CAROLINA —

**ASHEVILLE**—26 victory garden broadcasts over WWNC will start this week under sponsorship for third year by Carolina Garden Stores. . . . **GREENSBORO**—First paid subscription to the WBIG "Run Sheet," special edition published for service men, was received last week by Major Edney Ridge. It was from Neville Miller, former NAB prexy, who sent 25,000,000 drachmae in payment.

### — PENNSYLVANIA —

**PHILADELPHIA**—Using radio for the first time, Philadelphia Gas Works has assumed sponsorship of "Highlights in Music." WFIL feature with Milt Spooner, organist. . . . WCAU Farm Editor Charles Shoffner begins his 2nd year in radio this month. . . . WIBG baseball airings will start with the exhibition game between A's and Phillies, Sunday, April 15. Atlantic Refining will sponsor all games. . . . **PITTSBURGH**—Vera Immel is leaving the control room of WWSW to join a field crew of the Gulf Oil Corporation of which husband, Bill, is a seismograph operator.

### — COLORADO —

**DENVER**—Paul Godt, organist and orchestra leader from St. Louis, has been appointed program director of KFEL. In addition to the program department, Godt will be in charge of KFEL promotion. He comes to the outlet with 14 years' background in radio.

### — KENTUCKY —

**LOUISVILLE**—New WINN staffers are Len Dawson, announcer, and Stan Corley, production manager. . . . Harry McTigue, general manager, and G. F. "Red" Bauer, sales manager, have assumed roles of jockey and trainer in the local Turtle Derby which replaces Churchill Downs this year. Staff is placing bets on "Baby WINN," sired by "Good Entertainment" out of "1240."

# Educational Aspects Stressed At NBC Meet

(Continued from Page 1)

for education by radio, because delay may result in failure.

This interchange, he said, may create many problems. While the American system of broadcasting is based upon free enterprise, supported by advertising, broadcasting systems in other countries are either partially or completely government controlled, he said. "Bear that in mind when you set up a system for international education by radio," he said.

Guest participants in the sessions were Lt. Hazel Kenyon Markel, radio branch, bureau of public relations, Navy Department; Lt. Col. John Harris, assistant chief of radio branch, bureau of public relations, War Department; John Rennie, British Information Service, and Kenneth Bartlett, director of the Radio Workshop, Syracuse University.

Rennie asserted that radio will be more important after the war than it was before. "It's been tried and tested in war years, and the peculiar and intimate power of reaching the public through the human voice cannot be discounted," he said.

## WROX Joining Mutual

WROX of Clarksdale, Mississippi, becomes a fulltime affiliate of the Mutual Broadcasting System effective May 1, it has been announced by Carl Haverlin, vice-president in charge of station relations. The new station, owned by Col. B. Imes, Sr., will operate on 250 watts. Bob McRaney is general manager and David Segal is station manager of the station.

## New WNEW Announcers

WNEW has signed up the following three new announcers: Joe Bolton, formerly with WOR, for special events chores; Ralph Scott, formerly with WLW, Cincinnati; Greg Abbot, formerly with WOR. Abbot is also a Paramount Newsreel commentator.



## WALTER COMPTON

### BACKGROUND FOR NEWS

add  
**KALE**  
to his  
sponsor list

#### WATCH THIS LIST GROW

- KOL
- WBTA
- WJHO
- WSAY
- WAIR
- WSIX
- WEBR
- KFJZ
- WHYN
- WLAY
- WNOE
- WJBY
- KFXD
- WSAP
- KALE

Available for cooperative sponsorship on MUTUAL. Call, wire or write WM. B. DOLPH, Barr Bldg., Washington 6, D. C.

**WDOX**  
20th YEAR  
CBS  
for  
**CHATTANOOGA**  
5,000 WATTS DAY AND NIGHT

*first in Chattanooga in*

**LISTENING AUDIENCE**  
**ADVERTISING VOLUME**  
**PUBLIC SERVICE**

**THEY'RE THERE!**

**NOW BROADCASTING  
DIRECT FROM OVERSEAS**

*Johannes Steel*

*George Hamilton Combs Jr.*

**THE ONLY NEWS ANALYSTS DISPATCHED  
TO THE BATTLEFRONTS BY ANY  
INDEPENDENT STATION IN AMERICA**



**50,000  
WATTS**

**WHN**  
**1050**  
**NEW YORK**

**AMERICA'S MOST POWERFUL INDEPENDENT STATION**

REPRESENTED BY **RAMBEAU**



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

COL. 31, NO. 13

NEW YORK, N. Y., WEDNESDAY, APRIL 18, 1945

TEN CENTS

## Truman Appoints Reinsch

### NBC Affiliate Group Told Of V-E Day Plan

William F. Brooks, NBC director of news and special events, in a talk yesterday at the first session of NBC's Stations Planning and Advisory Committee, outlined his department's plans for coverage of V-E Day. He based his discussion, most of which was off the record, on experience founded on his recent tour of the European battlefronts.

He told members of the committee that his department has experienced able representatives with each army, who, he said, are prepared to take to the air on a minute's notice when General Eisenhower announces the defeat of the German Army.

James M. Gaines, assistant director of advertising and promotion, dis-

(Continued on Page 11)

### Sevareid Back From ETO En Route To 'Frisco Meet

That the political situation in Europe not only is greatly complicated now, but threatens to be about the same in the immediate post-war era, was the opinion expressed yesterday by Eric Sevareid, CBS war correspondent just returned from the

(Continued on Page 10)

### Major Bowes Retiring As Active Radio m.c.

Major Edward Bowes will retire from active radio participation on Thursday, April 26. He will continue his interest in radio by serving as advisor to the Chrysler Corp. on radio matters. One of the standouts

(Continued on Page 12)

### Unauthorized

Speaking on behalf of Roosevelt family, Basil O'Connor last night declared: "It has come to our attention that funds are being solicited in the name of the late President. This is to advise that no one is authorized by the Roosevelt family to appeal for funds in the name of the former President at this time, regardless of the purpose to which the proceeds are to be utilized."

### Voice of America

Office of War Information has turned all its facilities over to the Armed Forces Radio Service for today, in order that the AFRS may rebroadcast President Truman's talk of last night to the Armed Forces. The Voice of America will rebroadcast the speech six different times. The Armed Forces Radio Service will originate the shortwavecasts from their own studios in Los Angeles and New York.

### BMB Figure \$735,000; 505 Subscribers Sign

Financial support thus far pledged by 505 stations has amounted to the figure of \$735,000, according to the announcement made by the Broadcast Measurement Bureau yesterday. This is approximately three-fourths of the total sum sought for the present.

New subscribers received most recently are: KFBK, Sacramento, Calif.; KMJ, Fresno, Calif.; KWG, Stockton, (Continued on Page 2)

### REC Presidential Race To Have Opposition Slate

Election of a new president of the Radio Executives Club of New York, will have at least one additional candidate on the slate, according to a wire sent yesterday to Ralph Weil of WOV, chairman of the nominating committee. Wire was sent by Murray (Continued on Page 11)

## Safety Council Sets Awards For Networks And Stations

Chicago — The National Safety Council, in an effort to encourage safe farm practices the year round, has announced it will present its highest wartime award—for distinguished service to safety—to the national network, the regional network and the individual station (in each of two groups—under 50,000 watts and 5,000 watts or more), which originates and

There is advertising effectiveness in the Voice of WLAW—5000 watt strong. Adv.

## Given Post As Administrative Assistant With Emphasis On Radio-Press; Seen As Daniels Successor

### Sectional Officials Appointed By AAAA

Sectional councils of the American Association of Advertising Agencies have elected their officers and governors, who will hold office for the year ending March 31, 1946.

The new officials are: New York Council, chairman, Robert E. Lusk, vice-president of Benton & Bowles; vice-chairman, Robert M. Ganger, vice-president, Geyer, Cornell & Newell; secretary-treasurer, Robert (Continued on Page 10)

### Egner Announces Changes In Web Recording Division

C. Lloyd Egner, NBC vice-president in charge of the Radio Recording Division, yesterday announced the following changes and personnel additions in his department: Robert W. (Continued on Page 2)

### Godofsky Resigns Post As Official Of WLIB

Elias I. Godofsky has resigned as president and general manager of station WLIB, New York, effective immediately. Godofsky has occupied that post since the station first went (Continued on Page 7)

Washington Bureau, RADIO DAILY  
Washington—One of the first two executive appointments made by President Harry S. Truman yesterday was that of J. Leonard Reinsch, as an administrative assistant, acting as press and radio representative. At the White House, it was stated that Reinsch was "administrative assistant." Reinsch, himself, told newspapermen later that he will be advisor on radio and press. While he was not formally announced as a Secretary, it is expected that he will succeed Jonathan (Continued on Page 7)

## CBS Releasing Data On Listening Areas

H. V. Akerberg, vice-president in charge of station relations for the Columbia Broadcasting System, announced yesterday the distribution of individual station Listening Area and Circulation maps to each CBS affiliate in the U. S., Canada, Hawaii and Puerto Rico. These maps are the first data to be released from Colum- (Continued on Page 10)

## GE First Quarter Net Reveals 13% Increase

Schenectady—General Electric Co., profit available for dividends for the first three months this year amounted to \$11,762,662, or 41 cents a share of common stock, President Charles E. (Continued on Page 12)

### Big Program

Arthur Godfrey's airtime weekly schedule beginning April 30 will undoubtedly be about the fullest any independent radio performer. His weekly hours follow: WABC: 6:30-7:45 a.m., Monday through Saturday; WTOP, 7:7:30, 7:40-8: 8:15-9:15 a.m., Monday through Saturday; CBS, 9:15-9:45 a.m., and rebroadcast at 3:30-4 p.m., Monday through Friday.

Get the most out of the Industrial New England market—use station WLAW! Adv.



Vol. 31, No. 13 Wed., April 18, 1945 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

(Tuesday, April 17)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: High, Low, Close, Net Chg. Lists Nat. Union Radio.

20 YEARS AGO TODAY

(April 18, 1925)

Article titled "Thoughts on Stereoscope Broadcasting" by Harrison B. Hymes, published in the Register has brought forth Franklin M. Doolittle's interesting comment that he holds basic patent on the method which he calls binaural broadcasting. Doolittle is instructor of electrical engineering at Yale.

Coming and Going

DINAH SHORE has left for Nashville, Tenn., called hence by the illness of her father. Ginny Simms will substitute for her on tomorrow's broadcast of "Dinah Shore's Open House," heard over NBC.

JOHN MAYO is in the Blue Ridge Mountains of Virginia with the Lang-Worth Library.

ED THOMAS, vice-president and publicity director of Geyer, Cornell & Newell, is in Detroit for conferences with executives of the Eureka organization.

POTTER DARROW, account executive on the Charles E. Hires, account for N. W. Ayer & Son, Inc., has left for Hollywood, where he will confer on plans for the Niles & Prindle "Ice Box Follies" program.

VICTOR BORGE, concert pianist and humorist, is in Toronto, where today he will assist in the opening of the 8th Victory Loan with a broadcast over CBC.

LOUIS PRIMA and the members of his band go up to Orangeburg, N. Y., today for the broadcasting of tonight's "Spotlight Bands" program over the Blue Network.

LEN TAYLOR, program director of WHBC, Canton, Ohio, is leaving for Masillon, in the same state, where he will take over his new duties as assistant advertising manager of the Tyson Bearing Company.

WALLY WALKER has returned for WFCI, Pawtucket, R. I., following a few days in New York during which he visited with officials of the Blue Network.

Egner Announces Changes In Web Recording Division

(Continued from Page 1)

Friedheim, eastern sales manager and business manager, has been named manager of the Recording Division.

Henry P. Hayes, office manager, to become business manager of the division.

William R. Seth, Jr., director of promotion and Advertising will assume complete charge of sales promotion and advertising activities of the division.

With the expansion of the division's activities in the sale of NBC Thesaurus and Syndicated Programs, Wade Barnes, former field representative, has been made assistant to Willis B. Parsons, assistant sales manager of this section. Additions to Parsons' sales staff include Addison Amor, Daniel Denny, Jr., and John Keck.

George Stevens has joined the NBC recording division as office manager, reporting to Hayes.

Friedheim, a native of Memphis, Tennessee, is a former newspaperman. A graduate of Westminster College, Fulton, Mo., he was a reporter on the Joplin, Mo., "Globe and News-Herald" for six years. He left the city room to enter radio at Joplin and was named assistant manager of station WMBH.

"Good Word" Going Half-Hour

"What's the Good Word," formerly a 15-minute program on Mutual, has been doubled in length and will be heard Sundays from 10:30-11 p.m. The change will go into effect April 29.

BMB Figure \$735,000; 505 Subscribers Sign

(Continued from Page 1)

Calif.; KOG, Reno, Nevada; KERN, Bakersfield, Calif.; WDWS, Champaign, Ill.; KDFN, Casper, Wyo.

The NAB executive committee, consisting of J. Harold Ryan, president; Paul West, first vice-chairman; Frederic R. Gamble, second vice-chairman, and Roger Clipp, secretary-treasurer, sessioned in New York recently and reviewed with BMB President Hugh Feltis the many immediate business problems confronting the organization. Proposals for office location were included and negotiations are currently under way to establish BMB general offices in a convenient location so that the business can be conducted on an efficient basis.

President Feltis, following the study of an organization plan, was told to employ a research director and other personnel who will conduct the experimental studies, explore the special problems incident thereto and to work out the financial aspects of BMB's operation, including detailed budgets.

Grauer To Frisco Friday To Cover Meet For NBC

Ben Grauer, NBC announcer, has been designated by the network to do on-the-scene reporting of the World Security Conference in San Francisco and will leave Friday for the West Coast to set the stage for his work.



Something new about the ostrich

Ma and Pa Ostrich (you don't know which is which) ... in the Cleveland Zoo ... let the hot sun beat down on their backs while they had their heads in the shade, made by their own shadows.

That's not so dumb!

But we're using that picture to remind advertisers that the older "Head buried in the sand" line about the ostrich is still in effect in some places.

Some radio time is still bought on a big-name basis. In Baltimore the big buy is the small but successful independent, W-I-T-H. Here the station that delivers the greatest number of listeners for the lowest cost.

Facts available to you prove it!



W-I-T-H IN BALTIMORE

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



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 - 127 West 46th Street, New York, N. Y.

MUSIC has power
WDAS is the only Philadelphia radio station featuring three hours of classical music daily
No wonder WDAS audiences say "Thank You!"

The Massachusetts State Federation of Women's Clubs  
*Presents this*

**Merit Award**

*To*



**Clarence L. Maish**

President, Little Crow Milling Co.  
Warsaw, Indiana

as an appreciation of the

**"Happy Hank"**

program over Yankee Network stations, a  
deserving contribution to the campaign of

**Youth Conservation**

February 15, 1945

*President - Ethel M. Leonard -*  
Massachusetts State Federation of  
Women's Clubs

We, too, thank you Mr. Maish, and your agency, Rogers &  
Smith, for scheduling "Happy Hank" over WNAC and The  
Yankee Network, Monday through Friday at 7:30 A. M.

*Acceptance is* THE YANKEE NETWORK'S *Foundation*

**THE YANKEE NETWORK, INC.**

*Member of the Mutual Broadcasting System*

21 BROOKLINE AVENUE, BOSTON 15, MASSACHUSETTS

Represented Nationally by EDWARD PETRY & CO., INC.

# What America's youngest network GREATEST NEWS



A CAVALCADE OF ANALYSTS, COMMENTATORS, DRAMATISTS AND "PLAIN FOLKS" WILL BRING THE SAN FRANCISCO CONFERENCE DOWN TO EARTH FOR BLUE'S LISTENERS.

## SUMNER WELLES

*One of the best-informed men in America on international relations who is free to speak has joined the American Broadcasting Company as Advisor on the Peace.*

We figured out the other day that our radio audience in the course of a week totals the equivalent of five hundred million listeners. And we feel that such an audience deserves the best that radio can give it. There's an obligation, too—an obligation to know what we're talking about. So we looked around for a competent authority to guide us.

We secured as our advisor on world peace an experienced diplomat and statesman: Sumner Welles, former Under-Secretary of State.

In addition to giving us his guidance and counsel, Mr. Welles will appear personally on a series of programs designed to "give every American a seat at the Conference table."

## SUMNER WELLES' PEACE FORUM

We set up a group of four conferences on the subject of World Peace. The first two of these have already been heard on the nights of April 2 and April 9. With Mr. Welles were such men as Senator Pepper, President Seymour of Yale University and Dr. George Gallup.

The conference to follow will bring to Blue listeners people of similar experience and reputation along with Mr. Welles. Well informed, unbiased authorities will hold informal discussions... as interesting as though they were meeting in your own living room.

## ORSON WELLES' CONFERENCE FORUM

An arrangement has been made with Orson Welles, Free World Association, Americans United, and the American Broadcasting Company for a forum to take place every Saturday in San Francisco—whose mayor has supplied the Civic Auditorium for a setting.

From this forum the citizens of San Francisco and the American public will be brought up to date on what is happening: what went on last week, and what is to come the next. And they'll get a chance to meet foreign delegates and get some ideas of what kind of folks they are.

This series will be listenable, distinctive, and as significant as anything that can be done outside the Conference itself. 27 of the 44 delegates are members of the Free World Association, and will, accordingly, be available for these forums.




*will do about the*

# STORY OF OUR TIME



**BEN HECHT**  
 will write a special drama spelling out the significance of the Conference. A simple, down-to-earth story by a man whose box office draw is legendary in Hollywood. Ben Hecht knows how the common people of America feel, and what they think. Perhaps better than any radio writer, he can bring our people the true meaning of the Conference. Orson Welles will be key man in this drama, assisted by other Hollywood stars.

**WALTER WINCHELL**  
*and*  
**DREW PEARSON**  
*will broadcast*  
*direct from San Francisco*  
 So will Peabody Award winner Raymond Swing; also Baukhage, Vincent Sheean, Edward Tomlinson, David Wills, Ray Henle, James Abbe, Tony Morse. Among others covering the Conference, Walter Kiernan, Earl Godwin and Westbrook Van Voorhis in "Time Views the News."

**UNITED NATIONS' NIGHT . . . THURS. APR. 26, STARTING 6 P. M. EWT**

*People you know—programs you enjoy—bringing the Conference down to earth for you!*



**I**N ADDITION to other Conference coverage described on this page, the entire evening of April 26 will be devoted to the Conference.

All sponsors and advertising agencies are cooperating in slanting their regular programs toward the Conference.

Newscasters and commentators will round up the news for you. Lum and Abner (left) will present the down-to-earth small-town viewpoint on the Conference. "America's Town Meeting of the Air" will bring you Raymond Swing, H. V.

Kaltenborn and other top analysts. "The March of Time" will give you a Time's-eye view of the Conference and what it means, Fred Waring will interpret music of the United Nations, and "The Victory Parade of Spotlight Bands" will offer a musical interlude with a special guest commentator.

These, and many other programs in the schedule below, will bring you every viewpoint on the tremendous decisions to be reached in San Francisco.

YOUR CONFERENCE SCHEDULE		"WORLD PEACE FORUM"	SUMNER WELLES' COMMENTARY	EDWARD TOMLINSON	DREW PEARSON	WALTER WINCHELL	"BAUKHAGE TALKING"
Featuring Sumner Welles, April 16, 23, with outstanding educators, statesmen and leaders in foreign affairs. Tuesdays, 10:30-11:00 P. M. EWT		Beginning May 1st, Mr. Welles will do a weekly 15-minute Commentary on the conference. Tuesdays, 9:00-9:15 P. M. EWT	His weekly broadcasts originate from San Francisco until the Conference closes. Saturdays, 8:30-8:45 P. M. EWT	Will originate from San Francisco April 22nd and 29th, and will comment on the Conference in subsequent broadcasts. Sundays, 7:00-7:15 P. M. EWT	Will originate from San Francisco April 22nd and 29th, and will comment on the Conference in subsequent broadcasts. Sundays, 9:00-9:15 P. M. EWT	Originates from San Francisco, beginning April 23rd. Mon. through Fri., 1:00-1:15 P. M. EWT	
RAYMOND SWING Will originate from San Francisco, beginning April 23rd. Mon. through Fri., 7:15-7:30 P. M. EWT	RAY HENLE Will originate from San Francisco, beginning April 23rd. Mon. through Fri., 11:15-11:30 P. M. EWT	WALTER KIERNAN Will cover the Conference from a human interest viewpoint, originating from New York. Mon. through Fri., 6:00-6:15 P. M. EWT	BEN HECHT A special dramatic program, written by Ben Hecht, on April 25th, the day the Conference opens. Wed. April 25th, 9:00-9:30 P. M. EWT	"CONFERENCE FORUM" Orson Welles, moderator. Delegates and commentators will review past events and make predictions. Saturdays, 10:30-11:00 P. M. EWT	"HEADLINE EDITION" Featuring people who make the news from San Francisco. Mon. through Fri. 7:00-7:15 P. M. EWT	The Victory Parade of SPOTLIGHT BANDS A musical interlude plus a special guest commentator. Thur. April 26th 9:30-9:55 P. M. EWT	EARL GODWIN He'll tell you what the man in the street thinks about the Conference. Thursdays 8:00-8:15 P. M. EWT

**AMERICAN BROADCASTING COMPANY, INC.**

*The Blue Network*

# BOSTON SYMPHONY REVIEWS

by Leading Radio Editors

APRIL 14th  
CONCERT

The Star Spangled Banner and  
Beethoven's "Eroica" Symphony

## GLADYS MAHON

Altoona Tribune, Altoona, Pennsylvania

Dr. Serge Koussevitzky and the Boston Symphony Orchestra brought the New York series of programs to a fitting close in presenting Beethoven's Eroica Symphony, honoring the late President Franklin Roosevelt. No finer tribute to a great leader could be found in all symphonic repertory. Unexcelled performance for which the Boston Symphony Orchestra is noted was unmistakably evident and, under the masterful direction of Koussevitzky, presented a brilliant rendition of the heroic work. Introduced by two crashing chords, the first movement of energetic rhythm surprise and strokes of genius speak in dramatic precision. The second movement so skillfully performed revealed the rare beauty of the score. The lively tempo of the scherzo and the allegro molto developed in theme and variations brought the performance to a triumphant close as if to reiterate the original dedication by Beethoven "To The Memory of a Great Man."



### APRIL 21st PROGRAM

Prelude in Allegro for Organ and Strings by  
Walter Piston—Organ Soloist: E. Power Biggs.  
Symphonic Variations, "Istar," Op. 42 . . . D'Indy.  
Prelude and F. leuse from Pelleas and Melisande  
. . . Faure. Spanish Rhapsody . . . Ravel.

Saturday, 8:30 P.M., E.W.T.—Blue Network

Boston Symphony Broadcasts  
Serge Koussevitzky, Conductor  
Sponsored Every Saturday By

# ALLIS-CHALMERS

Mfg. Co., Milwaukee, Wis.

"Engineering that aids all Industry—  
further American Good Living"



### Notes From A Ringside Seat . . . !

• • • For no reason at all, today we're in a jovial mood—surprising since payday is so far off. What we're tryin' to say in our own clumsy fashion is that we'd like to toss a few bouquets around. Take, for instance, Maggi McNellis. Maggi, whose show seems to have a bigger following among the trade than any other show we know of, is responsible for all that sparkling dialogue that passes back and forth between herself and her announcer, Herb Sheldon, which you and I always thought were ad libs, the writing is that gifted. Maggi, incidentally, is turning B'way producer in the fall and will be associated with publicist Irving Zussman. Then there are the Jerry Manns—Jerry and Bette Linde, who are clicking so solidly on the Friday nite Chesterfield Supper Club show. Just back from 19 months of overseas entertaining, Jerry and Bette are two of radio's nicer people and richly deserve the breaks that are coming their way. Over here on our left is Enoch Light who has just come up with a very live idea, indeed, both for radio and the theater: "Date with a Disc." Enoch drew so lustily at Loew's State not long ago that the bookers there have seen the light, so to speak, and have inked him in for a speedy return date in June. We also want to say something nice about Nancy Baird, who for the past ten years has been with the NBC and the Blue. Nancy quits her job Friday at Blue promotion to start promoting an Inn of her own up at Weston, Vt., and all radio joins in wishing her luck in her new role as a Mine Hostess. And a nod to the Allan Meltzer office for a swell press job on Burl Ives, culminating in a "Sat. Evening Post" break a week ago.

☆ ☆ ☆

• • • Question Markers: Is Ed Gardner feuding with his sponsors because he wants to take an extended trip overseas this summer? . . . Is Fitch Bandwagon about to undergo another overhauling? . . . Is one of the P & G execs thinking of taking "Glamour Manor" back to the coast because the cast is allegedly unhappy here? . . . The cast of what hit radio show is feuding due to one of the members doing a solo vaude act?

☆ ☆ ☆

• • • Radio Small Talk: WBYN shopping around for a baseball announcer for the Newark Bears games. . . Latest reports now have it that Dr. Frank Kingdon won't replace Winchell during the summer. . . Early ayem listeners to Arthur Godfrey got an unexpected treat when Fred Allen dropped down to Washington for a visit with him. The ungrateful lil' Arthur even made Fred read half the commercials. . . Sylvan Tappinger, recently discharged from the Army, has a new quiz show tagged "You're Asking Me" which has NBC's interest and consideration. Jay C. Flippen will be the man behind the quips. . . Wesson Bros. finally get on the "Atlantic Spotlight" show this Saturday after cancelling out four times due to being stranded in Florida. . . Maybelle Prindaville leaves "Road of Life" Sunday to fly out to Chi where she'll become the ever-lovin' bride of Lew Lauria, publisher of the Radio Artists' Directory. They'll live in Hollywood, where Maybelle has a screen test or two in view. . . Fredric Vonn and Bob Downey, popular piano duo at the No. 1 Fifth Avenue spot, will guest again for the third time tomorrow on the Arrid show. . . Yvette will introduce a new tune tomorrow on the Morton Gould stanza called "Little Captain." Song was penned by Bob Reed, producer of the show who just went in the Army yesterday. . . Hank Sylvern, one of radio's ablost organists, turning out Vogue Records.

— Remember Pearl Harbor —

### Returned To 'Frisco

Los Angeles—Wilton Gunzendorfer, general manager of KSFO, San Francisco, and Lincoln Dellar, general manager of Associated Broadcasters, San Francisco, have returned North after business conferences here.

### Newspaper Buys Time

Fort Wayne, Inc.—On April 2, the Fort Wayne News-Sentinel started four daily broadcasts over WGL, Fort Wayne, at 6:15 a.m., 6:45 a.m., 7:15 a.m., and 7:45 a.m., Monday through Saturdays.

# 83

# rating!

More Listeners  
Than The Next 3  
Stations Combined!

## AVAILABLE FOR SPONSORSHIP

# LEIF EID

## NEWS

## COMMENTARY

6:05 to 6:15 P. M.

Monday thru Saturday  
(following Esso News)

FIRST in WASHINGTON



Represented by NBC SPOT SALES

# Reinsch Gets Post On Truman's Staff

(Continued from Page 1)

Daniels as White House press secretary, a job formerly held by Steve Early. Daniels is expected to remain on long enough to train Reinsch before leaving.

New presidential appointee, is a member of the NAB board of directors and managing director of the ex-governor Cox radio stations. During the election campaign last fall he was Democratic National Committee's radio director and since then served as Truman's radio and public relations advisor.



J. LEONARD REINSCH

As soon as the sudden death of Franklin Delano Roosevelt was announced Reinsch went immediately to Truman's side to render whatever services he could. Yesterday President Truman told his press conference of his new appointments, which of course included Reinsch.

# Godofsky Resigns Post As Official Of WLIB

(Continued from Page 1)

on the air in May 1942. In September, 1944, WLIB, in which Godofsky was a large stockholder, was sold to Mrs. Dorothy S. Thackrey, publisher of the New York "Post." Godofsky agreed to stay on with the station for a brief period of time to enable the new ownership to become acquainted with the operation. For several months, he has sought to be relieved from his post in order to enter radio station ownership again, and it has been decided that his resignation may now take effect without affecting the operation.

Marvin Berger, secretary of WLIB, has been named by Mrs. Thackrey as acting general manager. The entire staff remains, with Paul Gould as station manager.

# National Safety Council Planning Radio Awards

(Continued from Page 1)

division of the National Safety Council. Entry blanks may be obtained by writing to Paul Jones, director of public information, National Safety Council, 20 N. Wacker Drive, Chicago 6, Illinois.

Bases for the awards are as follows:  
1. Awards will be based 75 per cent on electrical transcriptions or scripts of actual broadcasts which took place in July, 1945, in connection with National Farm Safety Week. The remaining 25 per cent will be based on safety broadcasts which took place in the period beginning at the close of last year's National Farm Safety Week—July 29, 1944, and ending July 1, 1945.

2. Any responsible person or agency may nominate a candidate for the council's distinguished service to safety award by submitting transcripts of scripts of actual farm safety broadcasts made in July, 1945, together with an entry blank and a statement regarding the candidate's year-round service to safety in the period described above—from July 29, 1944 to July 1, 1945.

3. All nominations for the award shall plainly state the category in which the candidate is interested.

4. Decision of the judges will be final. In case of ties, duplicate awards will be made.

5. The electrical transcriptions or scripts of all July, 1945, broadcasts must be submitted to the National Safety Council to be considered for the award, and must be accompanied by an entry blank. A statement regarding broadcast made between July 29, 1944, and July 1, 1945, shall be deemed sufficient for consideration of the year-round program conducted by the candidate.

# Sports Frolic May 4

Red Cross Sports Frolic, originally scheduled to be held today at the Waldorf-Astoria Hotel, has been postponed to Friday May 4. Postponement came as a result of the death of President Roosevelt.



IN DENVER — KOA LEADS IN EVERY WAY . . .

POWER . . . . . 50,000 WATTS  
PROGRAMS . . . . . Top NBC SHOWS  
COVERAGE . . . . . Denver and the Mountain and Plains States Region  
LISTENER LOYALTY . . . . . 59% to 79% in 7 of Colorado's largest cities\*  
DEALER PREFERENCE . . . . . 68.8%\*\*  
SALES RESULTS  
\*—NBC's "1077 Cities"  
\*\*—Ross-Federal Survey

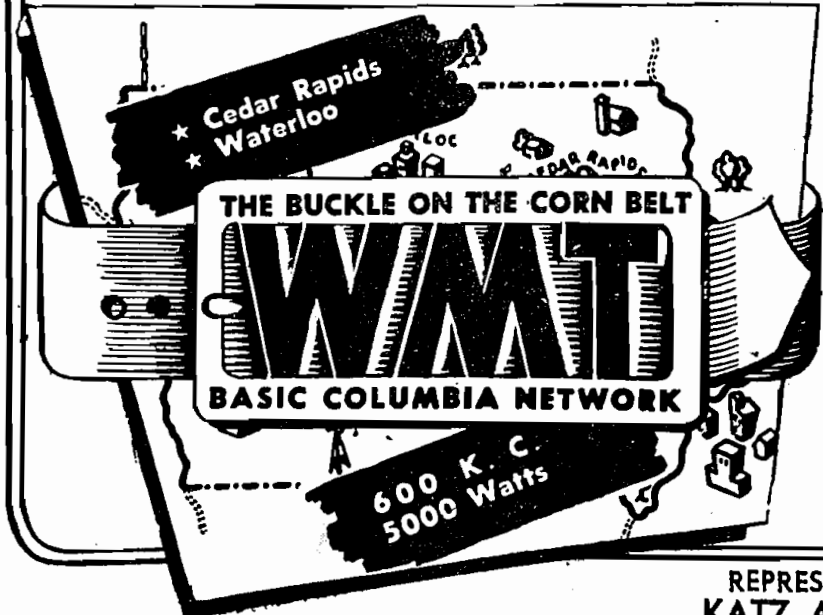
FIRST in DENVER  
**KOA**  
50,000 watts 850 KC  
Represented by NBC SPOT SALES

THERE'S MORE THAN FARMING IN IOWA!



1/3 OF WMT'S LISTENERS ARE CITY FOLKS!

More than one million of the listeners in WMT's vast potential listening audience (3,500,000) are "City Folks." These are the same people you meet in any city—doctors, lawyers, engineers, factory workers, clerks. They contribute their share toward Iowa's \$1,500,000,000 (plus) yearly income. Don't think Iowa begins and ends with farming—sell both the farmers and the city folks with WMT. WMT's 5,000 watts at 600 kc. can't miss when you're pointing your sales message at Iowa.



REPRESENTED BY KATZ AGENCY

**Solid!**  
IN PERSON—AMERICA'S OUTSTANDING BANDS  
8:05 P.M.—8:30 P.M.  
EVERY TUE.—THUR.—SAT.  
**W-I-N-D**  
**CHICAGO**  
560 Kc. 5000 WATTS

**We Never**

**Sen**



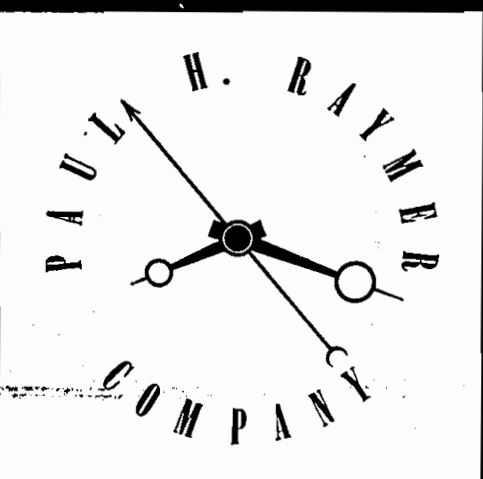


# Boy—



We like to think of this business of ours as post graduate. It is an advanced responsibility for the skilled and experienced—only. Certainly there is no place in it for beginners—or for a young man to "make good." Before he comes here, he must be good.

The stations we represent know their affairs are in the hands of competent men, able to accept the many responsibilities of station representation. This policy has resulted in not only more business for them but better business. We never send a boy—this is a man's errand.



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

## Bill Favoring Ascaph Passed In Nebraska

Lincoln, Nebr. — Nebraska legislature yesterday voted to permit Ascaph to resume business in the state. LB 252, which repeals the Nebraska anti-Ascaph law passed in 1937, was passed 27-11. The bill now goes to the governor for his signature. Senator John Mekota, Crete, who had opposed the bill bitterly, charging that Ascaph was a "viciously monopoly" and was conducting a "campaign of fear" to "coerce" music users to support it and the legislature to pass it, made a last and unsuccessful attempt to kill the bill. His motion that the enacting clause be stricken was defeated 27-7.

Music users in the state had written Senators letters in support of the bill, asserting that they must have some agency to deal with for public performance of music or be subject to numerous and costly infringement rules, but Joe Malec, operator of Omaha's Peony Park and WOW, Omaha, the state's largest music user, had opposed it. After the passage, Malec stated:

"In seeking truth and justice in defense of free enterprise under the laws of our Constitution, I bow to the organized power of the music-Ascaph cartel which knows no justice and does not recognize the laws of our Constitution. While our sons fight all over the world to bring freedom to other nations we are losing their freedom here at home to monopolies and cartels. We are heading the wrong way."

## Sevareid Back From ETO En Route To 'Frisco Meet

(Continued from Page 1)

ETO. Sevareid was guest of honor at a luncheon given for him by CBS and leaves shortly to cover the San Francisco United Nations conference.

Paul White, network director of news, acted as emcee and introduced some of the guests present. On the dais were heads and representatives of press associations, including Barry Faris of INS and Phil Newson of UP.

Sevareid also mentioned the potentialities in relations between some of the allies and how difficult it was to find the front, what with the said front being in an absolutely fluid state.

## Sectional Officials Appointed By AAAA

(Continued from Page 1)

B. Grady, of the Grady Company; governors, Monroe F. Dreher, of the Dreher Company; A. W. Lewin, of the Lewin Company; Dwight M. Mills, executive vice-president of Kenyon & Eckhardt.

### New England Council

New England Council: chairman, Donald D. Douglass, vice-president, Harold Cabot & Co., Boston; vice-chairman, Harold Bugbee, president, Walter B. Snow & Staff, Boston; secretary-treasurer, Elmer S. Horton of Horton-Noyes Company, Providence; governors, James Thomas Chirurg, of his company, Boston; Richard S. Humphrey, of his firm, Boston.

Atlantic Council: chairman, Lee E. Hood, first vice-president, The Richard A. Foley Advertising Agency, Philadelphia; vice-chairman, Howard A. Medholdt, account executive, Aitkin-Kynett Co., Philadelphia; secretary-treasurer, Wesley M. Ecoff, president, Ecoff & James, Inc., Philadelphia; governor, Norman W. Geare, president of Geare-Marston, Inc., Philadelphia.

### Central Appointees

Central Council: chairman, Fairfax M. Cone, chairman of executive committee of Foote, Cone & Belding, Chicago; vice-chairman, Arthur R. Mogge, Inc., of his company, Chicago; secretary-treasurer, Sidney Wells, art director of McCann-Erickson, Inc., Chicago; governors, Robert B. Barton, vice-president of BBD&O, Chicago; Willard F. Lochridge, vice-president of J. Walter Thompson, Chicago; R. W. Metzger, vice-president, Ruthrauff & Ryan, Chicago; L. T. Wallace, president of Wallace-Ferry Hanly, Chicago; Enno D. Winius, president of Anfenger Advertising, St. Louis.

Pacific Council: Chairman, H. E. Cassidy, vice-president, McCarty Co., Los Angeles; vice-chairman, Warren E. Kraft, vice-president, Erwin, Wasey & Co., Seattle; secretary-treasurer, Dana H. Jones, of his company, Los Angeles; governors, Charles L. Baum of Short & Baum, Portland; Robbins Milbank, account executive of McCann-Erickson, San Francisco.

## CBS Releasing Data On Listening Areas

(Continued from Page 1)

bia's new Listening Area Study, which has been in the field, and in tabulation, for the past 10 months.

In transmitting individual station maps to each affiliate, Akerberg pointed out that this study is the latest in the CBS series, and is by all odds "the largest and most intensive study of its kind ever undertaken for any media."

The controlled mail ballot technique used in this study is the one which received the only radio research Advertising and Selling Award for 1941. Further refined and developed by CBS, it was the pattern for the Canadian Bureau of Broadcast Measurement surveys in 1943-44, and is being followed for the Broadcast Measurement Bureau studies now getting under way in the U. S. The endorsement of the research technique goes beyond the radio industry and includes official recognition by both advertisers' and agencies' associations in the U. S. and Canada.

### Release Within Few Weeks

On behalf of the CBS Research Department which has developed these studies, and processed these tabulations, Mr. Akerberg points out that the early release of these maps and circulation data to the individual station is to enable them to analyze their up-to-date coverage pictures. Release of network data will be made to clients and agencies within a few weeks, when the composite coverage of combinations of stations has been completed.

As in the past, the release of individual station maps will be handled by the individual station. Network tabulations or special analyses, based on the same data, will be handled for advertisers, agencies and prospective clients by the Research Department on special order. Maps of the CBS Circulation Areas will be limited to those showing complete CBS facilities. A special brochure, "How CBS Coverage (and Circulation) Areas are Measured," explains the development and use of this series of measurements.

## There Was A Metropolitan Audition Winner Because . . . There Was A Metropolitan AUDITION

This producer and director was asked to put on a difficult show as a new "Timer" and not only counted the seconds but made each second count . . . in more than 100 half-hour programs.

Professional and public reaction to these programs prove that a small budget, good talent and deft dubbing can make a program. It's on record.

LONG and DIVERSIFIED training in the practical school of advertising and merchandising enable me to point a program UP and not OVER the heads of an audience; which affords the sponsor an opportunity to perform a real public service while making a sound investment. Write Box 148, Radio Daily, 1501 Broadway, New York 18, N. Y.

REACH  
THESE 2  
PROFITABLE  
MARKETS..

WEST

EASTON  
PENNSYLVANIA

Phillipsburg, New Jersey

WAZL

HAZLETON  
PENNSYLVANIA

NBC  
MUTUAL

Represented by

RADIO  
ADVERTISING  
COMPANY

Every 24 Hours

51

SPONSORED  
NEWSCASTS  
UP-AP-INS

W-I-N-D  
CHICAGO

560 Kc. 5000 WATTS

**PROGRAM REVIEWS**

**DuBarry Success Magazine**

Richard Hudnut

WOR, Thursdays, 11:30-12 Noon

Agency: G. Lynn Sumner

Producer: Hu Chain

Writer: Jane Ashman

Music: Ben Ludlow

Reasons for this program becoming a success are many. Most important is the fact that producer Hu Chain has tied the package up in a web of romantic wrappings. The opening theme, "Lovely Lady, I'm falling madly in love with you," gives you an idea of what we mean. From there on, the program goes into a more complete rendition of another song, singing the lines of "Saturday night is the loneliest night in the week," ably negotiated by tenor Donny Saxon. Miss Delafield, "editor in chief" of the "magazine," makes her entrance and goes on at proper length about beauty aids for the feminine listener. Guestings are included, and their informative contributions are also deemed to buoy up the listeners' morale. Perhaps the highlight of the program is the dramatic portion which gives a before-and-after case history of an individual who matriculated at the DuBarry Success School. What we should have explained earlier is that the program invites male guests to participate on the program, obviously aimed to obtain a greater psychological affect.

Since the program itself is a puff piece for the sponsor, the formal commercial is dispensed with. Re the script department, results show that Miss Ashman has a comprehensive understanding of the program's needs. While it is apparent that Miss Delafield is new to radio, she's catching on. And the production, or make-up, you will, is handled with dexterity.

**NBC Affiliate Group Told Of V-E Day Plan**

(Continued from Page 1)

Discussed NBC's 1944-45 "Parade of Stars" promotion and plans for its expansion for the 1945-46 season. He noted the phenomenal growth of the "Parade of Stars" from its inception in 1941, in the amount of material serviced to stations, the number of stations participating and the increased participation of the part of advertising agencies. Niles Trammell, president of NBC, presided at the opening session. The group will meet again tomorrow.

Members of the Stations Planning and Advisory Committee present were: G. Richard Shafto, WIS, Columbia, S. C.; Clair McCollough, WGAL, Lancaster, Pa.; Nathan Lord, WAVE, Louisville, Ky.; Harold Wheelahan, WMB, New Orleans, La.; Stanley Hubbard, KSTP, St. Paul, Minn.; Edgar T. Bell, WKY, Oklahoma City, Okla.; Richard O. Lewis, KTAR, Phoenix, Ariz.; and Arden X. Pangborn, KGW, Portland, Ore.

**REC Presidential Race To Have Opposition Slate**

(Continued from Page 1)

Grabhorn, of the Blue Network and predecessor in office as REC president of Warren Jennings, outgoing prexy. Arthur Hull Hayes of WABC, was the choice of the nominating committee.

Wire to Weil, read as follows: "A number of members of the Radio Executives Club have approached me requesting that I make myself available as candidate for president of the club next season. After considering the matter thoughtfully, I have decided to accept a place on the ticket in the forthcoming election, providing the inclusion of my name meets with the approval of the nominating committee and providing the neces-

**St. John, NBC Analyst, To Replace Vandercook**

Robert St. John, news commentator heard Monday through Friday mornings over NBC, will sub on this network's "News of the World" program (7:15-7:30 p.m., EWT) while John W. Vandercook tours the European battle-fronts. Morgan Beatty, NBC Washington correspondent, who filled in on the program last week has returned to the Nation's Capital where his portion of the program will be piped in.

sary petition duly signed by at least seven members in good standing is sent to you as provided for in the constitution." Carbon copy was also sent to Warren Jennings.

**AGENCIES**

**M**MAGAZINE REPEATING RAZOR CO., makers of Shick Injector Razors and blades, has named Ivey & Ellington to handle its advertising account.

ALFRED EICHLER has joined Dancer-Fitzgerald-Sample in its New York office. He formerly was copy chief at Ruthrauff & Ryan.

YOUNG & RUBICAM has named Richard L. McKee merchandising supervisor for Pacific Coast clients. McKee formerly was assistant vice-president of Albers Milling Co.



*Twice as many  
Grand Rapids listeners as  
any other station anywhere!*

**WOOD**

**GRAND RAPIDS**

*The No. 1 Station (5000 Watts)  
with the No. 1 Network (NBC)  
in the No. 1 Market in Outstate Michigan*

## LOS ANGELES

By RALPH WILK

**P**ATRICK MICHAEL CUNNING is contacting film studios and agents in search for a beautiful girl to symbolize "the spirit of television" in the productions he makes at his studio known as Stage 8. Cunning will use the girl as a "sing-in" on all his productions and will give her a long term contract. He already has interviewed or tested more than 60 applicants.

Larry Compton, for the past four months account executive at KECA, has resigned, it was announced by Clyde Scott, general manager. Compton's successor has not yet been announced.

On April 14, 1945, Marion and Jim Jordan, Encino's first couple, started their eleventh year as the beloved comedy team of Fibber McGee and Molly, and still, at present writing, the nation's top laugh provokers, according to all ratings!

### Major Bowes Retiring As Active Radio m.c.

(Continued from Page 1)

programs in radio during the past decade, Major Bowes first brought the Amateur Hour to the attention of listeners in 1934 via WHN, New York. A year later he sold the program to Chase & Sanborn and the show subsequently was heard over NBC, Sunday nights. Later it shifted to CBS for the Chrysler Corp. (Sept. 1936) and continued its popularity. Recently the program changed the format, and has been using Morton Gould and orchestra plus outstanding graduates of the Amateur Hour.

### Paramount Newsreel Clips Will Be Used By W6XYZ

Hollywood—An arrangement whereby W6XYZ, operated by Television Productions, a subsidiary of Paramount, will be supplied with Paramount newsreel clips to be converted into slides for use by the station, has been completed between Klaus Landsberg, managing director of W6XYZ, and Paramount.

## WORDS AND MUSIC

By HERMAN PINCUS

**R**ADIOLOGY: Tony Barrett, on a recent Sunday, played the lead in "Miss Hattie," then portrayed a 'tough mugg' on the Walter Hampden program and an hour later appeared on "Headlines on Parade," giving characterizations of a fanatical Nazi, a Jap and an American Marine Sergeant . . . twisting the old bromide we say, "such popularity must be Reserved." . . .

- Pianist Bert Shefter, formerly heard on Maggy Fisher's "Piano Playhouse," will succeed Hank Sylvern as musical director of station WINS . . . Hank will free-lance. . .
- Morrey Davidson of the Stan Zucker office has uncovered a brand new quiz show, "Musiquiz," which sounds 'big-timey' . . .
- Sgt. Samuel C. Monroe, son of radiolite Irene Hubbard, who was reported missing in action, is safe in a German prison camp. . . .
- Gino Nirova, just returned from a South-American tour and while guestrilling on Johnny Kane's WINShow, proved she rates NetWORK. . .
- Latest radiolite to score in a Broadway stage success, G. Swayne Gordon, heard in "Pepper Young's Family," "Second Husband," "Goldbergs" and others. . . .
- Radio Director for United Artists Martin Starr doing a bang-up promotion job, reaching movie-going public via radio, radio trade journals and mags. . . .
- Ruth and Mae Brandt, Brooklyn's scriptwins have Universal Pictures plenty interested in their latest radio script, "Tete A Tete With Thais." . . .
- Alan Young show renewed for another 13 weeks on the Blue. . . .
- Allan Prescott once received the following letter . . . quote:—Because of you my wife left me and married someone else and then I married someone else and now we're BOTH HAPPY . . . unquote.

★ ★ ★

**TIN PAN ALLEY-OOPS:** Ray Seeley, an inmate serving a life sentence at Folsom Prison has entered his latest ditty, "Hi Buddy," in the War Song Sweepstakes . . . Corporal Bert Gold and Lt. Ken Hart have the satisfaction of knowing that their "I'm Just A Dog-Face Soldier," was sung by Yanks during the North African Invasion and during the Sicilian and Italian Campaigns. . .

- Alice Remsen's new novelty "Man With the Curly Moustache," is a rib-tickler. . . .
- L. Wolfe Gilbert, writer of "Waiting For The Robert E. Lee," "Ramona," "My Mother's Eyes," "In A Little Spanish Town," and many other hits, has opened a new Hollywood service for songwriters . . . it's about time he was paid for the many favors, tasks and help he's been giving tunesmiths these many years for FREE. . . .
- Coast songwriters have plans to join the Screen Writers Guild to insure a fair minimum price scale for synchronization of songs . . . Good Idea. . .
- Ed Kasper and Aaron S. Bloom have acquired an interest in Fortune Music, Inc. and are readying several new pop tunes.

★ ★ ★

**ON AND OF THE RECORD:** Columbia Records has cut a special 12-inch platter, featuring Frank Sinatra singing "Ole Man River," backed up with "Stormy Weather," slated for release this month . . . only other Columbia artist ever to make a 12-inch White Label Disc, is Benny Goodman. . . .

- Bluebird Records may re-make the western novelty ditty, "The Cowboy Isn't Speaking to His Horse," which Al Trace claims is the funniest song of its kind he's ever heard . . . Original disc was made by "Texas" Jim Robertson, currently in the USMC. . .
- Muriel Reger of the NBC-Radio Recording Division, writes to inform us that Wingy Manone's Decca record of the tune, "Tar Paper Stomp" is an earlier version of the jump tune that Edgar Hayes recorded in 1932 titled, "In The Mood." . . . we'll answer Muriel's letter with the information that King Oliver used the riff, on which both those tunes are based, on records which are now collectors' items and which were disked when Wingy Manone was learning to toddle . . . and going even further back, the lick was published in a book of clarinet exercises in 1897 . . . but thanks, anyhow, Muriel for checking up on us . . . proves we have at least ONE reader. . .
- Andrews Sisters' Decca Platter of "Rum & Coco-Colah-ah-ah" is the fastest selling disc of the past 'deccade' . . .
- Joan Brooks, recording of "Seven Days A Week," for Musicraft is the CBSStar at her best. . .
- Decca is rushing out with a "Firebrand" album, featuring Earl Wrightson, Eileen Farrell, Kitty Carlisle and Wilbur Evans while RCA-Victor dittoes with one waxed by Dorothy Kirsten and Tommy Thomas.

## CHICAGO

By BILL IRVIN

**P**FC. JACK BIVANS, who plays the role of "Chuck Ramsay" in the Blues' Captain Midnight serial, visited the midnight cast recently while home on furlough. Jack met the blister guns in a B-29.

Bradley Smith, American magazine fotog, has spent two mornings showing the Blue Network's Breakfast Club.

Florence Capter, formerly employed at the Chicago Quartermaster depot, has assumed her duties as secretary to Frank O'Connell, head of the new midwest sales office of the Blue's Co-operative program division.

On May 3 and 10 the drama series, "Arch Oboler's Plays," heard on WGN and Mutual, will originate in the Chicago studios of WGN.

Robert Murphy, former announcer on NBC's "Voice of the Dairy Farm" and "Woman in White," and on the Blue Network's "Quiz Kids," is now attached to the Navy public relations office at Minneapolis, Minn.

Edward Meltzer, former Chicago public high school music teacher, has joined the Radio Recording Division of the NBC central division as salesman.

### GE First Quarter Net Reveals 13% Increase

(Continued from Page 1)

Wilson announced yesterday at the annual meeting of the company stockholders. This represented an increase of 13 per cent over the \$10,384,405, or 36 cents a share, earned during the corresponding quarter of 1944.

Net sales billed, representing shipments, during the first quarter of 1945 year totalled \$309,766,472 compared with \$354,624,206 in the same period a year ago, a decrease of 13 per cent. Wilson explained that the reduction in billing resulted from lower prices on war products and from decreased output in one operating department where it was necessary to make complete changeover in order to manufacture a different type of product required by the Armed Services. "Due largely to these factors and the fact that costs and expenses do not decrease proportionately," he said, "the Company's total income was 13 per cent less than in the first quarter of last year. However, this decrease was more than offset by a 46 per cent reduction in the amount set aside for provision for Federal taxes on income and for post-war adjustments and contingencies so that there was an increase in the profit available to shareholders."

A dividend of 40 cents a share will be paid on April 25 to 235,742 stockholders for the first quarter of 1945 compared with 35 cents a share paid for the first quarter of 1944. This will be the 191st dividend paid on the Company's common stock.

Chicago's

BEST NEWS  
SERVICE  
AP-UP-INS

W-I-N-D

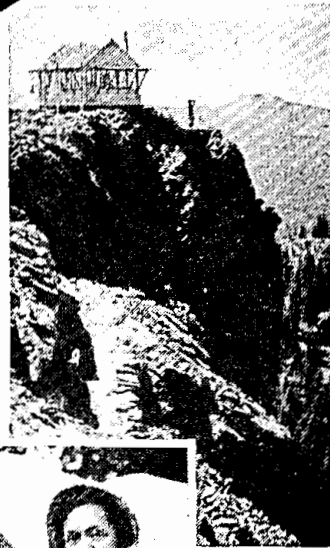
560 Kc. 5000 WATTS

# SOUTHWEST

# WOMEN IN RADIO

By MILDRED O'NEILL

**first** in War!



**first** in Peace!

**first**

in Audience Influence!

Forestry officials give much credit for 1944's record of a 45% decrease in fires to a series of KGW public service programs, "Forgotten Enemy". In the early 1930's, KGW written and produced, "Covered Wagon Days", set a record for longevity by remaining under one sponsorship for more than eight straight years. Twenty-three years of anticipating and then meeting the desires of its audience has kept KGW FIRST with radio listeners of the Pacific Northwest. This established pattern of audience response works to benefit every KGW advertiser.

ONE OF THE GREAT STATIONS OF THE NATION

# KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

**STARKIST** Flotation Toothpaste show, "Name The Tune," has added an additional five stations to the roster carrying the program across the country. Added were WGAC, Augusta, KPAB, Laredo, WMOB, Mobile, KYA, San Francisco, KTUL, Tulsa. Total stations now airing the program count to 62. "Name The Tune" is a copyrighted feature owned by Howard W. Davis, owner and operator of KMAC as well as the toothpaste company.

The Early Birds, one of the oldest daily morning programs on the air, has completed 15 years of continuous broadcasting over WFAA. Jimmie Jefferies, emcee, has been with the program since its inception.

Parks Laboratory Company is airing a new series of programs over KMAC, San Antonio, titled "Behind the Scenes in Hollywood with Bidwell McCormick," three times weekly. News about the stars, new pictures and behind-the-scene activities make up the programs.

## Foster Hailey To Address N. Y. Advertising Women

Foster Hailey, member of the New York "Times" editorial staff, will address Advertising Women of New York at the Club's monthly luncheon meeting tomorrow, to be held in the Belmont Plaza Hotel. Mr. Hailey, who left for Honolulu the day Pearl Harbor was attacked to report on developments in the Pacific, will speak on "One Down and One-Still To Go."

The luncheon will be presided over by Caroline Hood, president of Advertising Women of New York, who will introduce the guest of honor, Mrs. Arthur Hayes Sulzberger. Mrs. Lucy B. Milligan is chairman of the luncheon program.

## Movie Contest On WNEW

As a portion of their radio promotion for the film "I'll Be Seeing You," United Artists produced a contest over WNEW for servicemen, program going by the same title. Martin Starr, radio publicity director of UA, was heard as the Hollywood reporter on the program. Joe Bolton was the announcer, and George Foster, producer.

**I'M BACK;** where do you want to use me? . . . that's the greeting, more than any other, that would thrill Elizabeth Morgan of United Theater War Activities. We know because she told us of the many radio folk who've been so swell about going on her canteen and hospital shows, but who upon returning from engagements forget she won't have their new addresses. With a touch of nostalgia, Elizabeth looks back on the good old days of vaudeville when novelty acts, jugglers, singers, comedy teams and dancers could almost be pulled out of your hat. How badly she needs them today! And emcees, too—good ones the soldier boys are familiar with. The kind of co-operation needed by United Theater War Activities can be imagined when you realize that it arranges between 35 and 45 shows a week with six and seven-act bills of which between 15 and 22 are hospital shows, not including ward appearances. How about giving Elizabeth Morgan a call?

☆ ☆ ☆

Mrs. Lars Jensen was born in Rapid City, South Dakota, some 50 years ago where she's lived almost continuously. She has raised 17 children—her own; before that her husband's niece's, and now her daughter's. You might call her a "chip off the old block" since her mother was a midwife who cared for over one hundred women in the early days when the only means of travel was by horseback or buckboard. Next month, for the first time in her life, Mrs. Jensen will see a big city. She's coming to New York. On Mother's Day, May 6, she will tell her own story over CBS' coast to coast program, "We, the People" . . . all of which makes us feel like a fairy godmother, as it was our little item of February 27 that brought adventure to Mrs. Jensen.

☆ ☆ ☆

When the Gripsholm made its first voyage to the United States in June 1942 as the exchange ship, one of the repatriates on board was Theodora Lynch. Theodora had been studying voice in Rome and at the same time working as a correspondent for a New York paper. Upon declaration of war against the United States by Mussolini, she had been interned with other American reporters at Siena prison and there remained for five months. Theodora arrived in the United States emaciated and wan, but none the less determined to revive her career as a singer. Now, climaxing a series of personal triumphs on the concert stage since her return to this country, Theodora Lynch has emerged with her own half-hour program over the American Broadcasting System from Hollywood.

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A large part of radio's junior audience is all a-quiver. For most of a year they have been tuning to WJZ Saturday mornings for Isabel Manning Hewson's delightful fantasy of the "kingdom at the bottom of the sea" called "Land of the Lost." Every Saturday they've thrilled to the adventures that befall Isabel, Billy and Red Lantern who's guided them to King Findall's realm to which drift eventually all things that have been lost. Now, Mrs. Hewson has put "Land of the Lost" into book form with wonderful color drawings and Mary and Johnny are excitedly awaiting April 23, for that is the day their copies will start going out to them. Now they will be able to see Kid Squid, Pretty Boy Tarpon, Knives of the Square Table, the Fishroys, Fishtocrats and all the other fishfolk in whose honor Young America has formed some 6,000 clubs throughout the nation.

☆ ☆ ☆

Dorothy Lewis, NAB co-ordinator of listener activity, starts out any day now on a cross-country trip which will end at the United Nations Conference in San Francisco where she will interview women of foreign countries for material to go into special releases for AWD members. Also, AWD officers are working in close collaboration with various government agencies in the preparation of additional material to popularize and clarify the various issues of the United Nations' plan. Considering there are 425 stations in 270 of our cities that employ femme radio directors, the net result should be a wide-spread dissemination of related news especially pointed at the woman listener.

"A Bit of Paris in New York"

# Henri

Est. 1906

FRENCH RESTAURANT

REAL FRENCH CUISINE

LUNCHEON From \$1.50

DINNER From \$2.00

Famous French Candies

15 EAST 52d ST.

PROMOTION

Three From WHBQ

Recent WHBQ, Memphis, promotions include an illustrated folder with "around the clock" Hooper ratings through September, 1944, comparing station's rating with other stations at specified periods. Another booklet which is being sent out to prove the value of WHBQ as an advertising medium, is a reprint of ad series based on the key word "more." Each is illustrated with well-known product followed by "more" reasons why WHBQ is best. A third pamphlet features Cedric Foster, Mutual news commentator, as the "Best Radio Buy."

About Betty And Bob

In conjunction with local dealer promotion on the Eno-sponsored Betty and Bob series, WAAT's audience and sales promotion department has prepared a two-color window streamer calling attention to the program and its air time. Enclosed with the 9 x 30 streamer is a letter signed by Victor A. Bennett, national sales manager. This is the first of a series of point-of-sale promotional helps.

WCOP Mail Piece

"What's cookin' in Boston?", first mail piece in the 1945 direct mail campaign of WCOP, Boston, is now out. It's an attractive four-page job in two colors and presents the new WCOP program, "Food Is Fun," with Mildred Bailey. Full outline of costs and availabilities are given in the presentation, which is being circulated to agencies and advertisers.

KDYL Mailing Piece

"Snowballing Sales for KDYL Advertisers" is the title of a mailing piece just published by the Salt Lake City outlet. Purpose is to show clients how service is aided with program displays and merchandising service. Piece includes 10 photos of typical window displays and devotes a page to samples of the monthly letter touggists, station's news page in the termountain Retailer and billboard displays.

Ziv Adds Sponsors

Frederic W. Ziv Company, producer of the transcribed radio program, "Calling All Girls" announces the following additions to the list of department store sponsors bringing the total to 123: Northway & Sons, Toronto, Canada; Block & Kuhl, Peoria, Ill.; Danville, Rockford, Moline, Ill.; H. C. Prange Co., Sheyan and Green Bay; Ben Snyder, Lexington, Ky.; Solomon's Dept. Store, San Antonio, Tex.; Burr Department Store, Elk City, Okla.; H. Eber & Sons Co., Zanesville, Ohio; Myers Dept. Store, Springfield, Ill.; Jortons Inc., Clarksville, Tenn. The program features music by the Three Jinks, comedy by Jennie Jabberjucky, in her own inimitable language, fashions by Nancy Pepper, the country's outstanding teen-age fashion editor, and guest stars.

Washington Front

By ANDREW H. OLDER

THIS is to be a lazy man's column. It'll be made up mainly of material given us by the Army—material which we think will interest the industry. . . . Item number one deals with a neat trick pulled by the Signal Corps in France. When the Nazis withdrew, they left behind them a great deal of auxiliary telephone equipment already installed—not even bothering to cut the wires as their lines moved back. To insure that we could not use this equipment, however, they smashed or removed the vacuum tubes needed to operate the telephone repeaters—these tubes are used to "boost" the voice as it weakens over miles of wire. The tubes of a German type are different from any of our stock. . . . One of them, however, came to Brig. Gen. Carroll O. Bickelhaupt, who shot it to Dr. Vannevar Bush, chairman of our National Defense Research Council, just as Dr. Bush was to return to this country after a brief trip to Europe. On his return, Dr. Bush had two contracts for duplicating this tube placed—each for one thousand copies. One firm made approximate copies with materials on hand, the other took more time to make exact copies. The first order was completed in three weeks—the second in five weeks. A competitor of the first contractor made the tube bases. . . . The tubes were shipped to France as fast as they were ready, and they worked perfectly in the German telephone system. Not only were we able to use the telephone system ourselves, but in several cases we were able to put German language experts on with orders which went through to German detachments. After a while, the Nazis were forced to instruct their field officers to take the time to call back and double-check all orders received.

AGAIN with the Signal Corps, we are told of a new mercury dry cell battery developed for use in the tropics—a cell with extremely long shelf and operating life regardless of heat or humidity. The new cells, each hermetically sealed, have what is called a "flat discharge" characteristic—the voltage remaining extremely constant right to the end of cell life. No recovery time is needed, whether the battery is operated constantly or intermittently. . . . The battery was developed by electro-chemist Samuel Ruben, of New Rochelle, N. Y., and is now in wide use for walkie-talkies and handie-talkies. It is also being used in mine detectors. . . . The two-

McClatchy Promotion Dept.

Eleanor McClatchy, president of the McClatchy Broadcasting Company and the McClatchy Newspapers of California, has just announced the formation of a new promotion department of the companies, with Evert S. Peterson and Bradley Riter as the initial members.

pound box has a nominal voltage of 93.6. It contains layers of zinc and paper especially impregnated and laid in a spiral like a jelly roll. A zinc-pellet at the top but separated from the can by an insulator serves as the negative pole. A steel can serves as the positive pole, but does not enter into the reaction of the cell.

LAST month Bill Brooks came down to Washington and spoke for a small group at a luncheon given by NBC. Bill didn't stick very close to his script, and we were warned that he wouldn't. Consequently, we didn't get around to looking at the script until a few days ago—and we found that the NBC news director had some interesting things in it which he had skipped over for lack of time or for other interesting things which occurred to him while he was on his feet. . . . He spoke of the terrific news coverage the Nazis gave their war in its initial stages—with on-the-spot broadcasts through France and Belgium, flying darkrooms and other measures to keep the public right up to the minute. Such was not the case with the Allies—in fact no comparable aid for our radio and press men had been worked out until shortly before D-Day, when the Signal Corps mission headed by Brig. Gen. David Sarnoff mapped out a radio coverage plan so extensive that, according to Brooks, "at one time we radio broadcasters were crying our eyes out for transmitters at various points. Now the situation is reversed in a way. Only recently, one army group headquarters messaged the War Department that it now had a beautiful transmitter but no radio to go with it." NBC immediately sent a man over, in that case. . . . Brooks told much more of the wide coverage radio now gives the war—and of the open-handed co-operation given radio newsmen by our commanders in the field.

LEO PAULIN reports that the Congressional Record of the Air, which was originally a WHN exclusive but is now being sold on platters, is going over extremely well. It's a good show. . . . Last week WOL hosted at a tea at the Carlton for Eleanor Howard, who's back on her morning women's show after some hospitalization which resulted after she lost an argument with a trolley car. A very pleasant get-together, and for those who snickered, it was a tea, with no bartender.

New Package Show

Burl Ives and Red Barber are featured in a half-hour musical-folklore variety show which is being auditioned for a potential sponsor whose agency is in Chicago. The show is a Mildred Fenton Production, Inc., package. Barber does the narrational chores.

EQUIPMENT

Regional Meetings

With its nation-wide distributor roster nearly 100 per cent complete, Bendix Radio this month and next will present merchandising and dealer organization plans to distributors at a series of district meetings, it was announced by Leonard C. Truesdell, general sales manager for the company's forthcoming line of home radios and radio-phonograph combinations. Regional meetings, planned to minimize travel in accordance with requirements of the Office of Defense Transportation, were scheduled for April 9 and 10 at the Peabody Hotel in Memphis, Tenn.; April 16 and 17 and April 19 and 20 at the Belvedere Hotel in Baltimore; April 27 and 28 at the Morrison Hotel in Chicago; May 1 and 2 at the Muehlebach Hotel in Kansas City; and May 7 and 8 at a locale to be selected in the Pacific Coast area, Truesdell stated.

Magnograph Plans

After nine years of continuous research in perfecting its exclusive multiple line recording on steel tape, Magnograph Corporation is launching a program of expansion to meet post-war needs. Although Magnograph is concentrating on war work, President M. P. Price states that in keeping with organization's peace-time objectives, its engineering staff is actively engaged in developing and improving new equipment suitable for industrial, entertainment and home use after victory although there are 37 different fields to which Magnograph can be applied in post-war era, company devoting special attention to advancement of its equipment service, visual education, home recording and high fidelity recording fields.

Sylvania Expands

Sylvania Products Company, with plants operating in 22 cities will open another plant to occupy 22,000 square feet at Marietta, Ohio, early this summer. Edward Lewis has been named resident general manager and W. H. Lamb will be in charge of the new plant. Since Pearl Harbor the company has concentrated on the manufacture of radio and electronic devices, tubes for radar and other communication equipment for the war effort.



KLZ \* Denver

★ ★ ★ COAST - T O - COAST ★ ★ ★

— WASHINGTON —

**YAKIMA**—KIT news: Jim Murphy back from his annual eastern trip. . . Lois Knickrehm latest addition to staff-musical director. . . Former promotions manager R. Lee Black's wife reports Lee's army life in India makes him yearn for home. . . "The Town Crier," new program sponsored by Western Thrift Drug-gists, features news of local service-men. . . **SEATTLE**—Norman Runions of KIRO became the father of a boy April 6.

— UTAH —

**SALT LAKE CITY**—Former KSL violinist Earl Kevitch is featured in a current issue of the "Hillfielder," OTASC publication, as having "an inventive knack which has resulted in many time and man-power-saving operations at the instrument repair branch." In addition to this day-time work, Kevitch is frequently heard in OTASC concerts.

— TENNESSEE —

**MEMPHIS**—WMBQ, when notified that Memphis or mid-South boys in service will appear on Mutual programs not carried locally, has adopted a policy of locating relatives of the boys and inviting them to listen to the programs in the studio. When this proves impracticable, studio makes a recording which is presented to the family. . . WMBQ is the only station in the area regularly on the air 24 hours daily.

— CONNECTICUT —

**HARTFORD**—Olive Johnson, WTIC supervisor of commercial traffic, is leaving after 13 years, to join the Red Cross. . . WDRC will air the spring dinner of the Needle Club April 19, over which Jack Zaiman of the Courant will preside. . . **STAMFORD**—Clair Shadwell, radio veteran, has joined WSRR as program director. Shadwell's experience includes 10 years with WBT, five years at WSAI and WLW and two years at WELL.

— SOUTH DAKOTA —

**RAPID CITY**—Myrtle Robeson, former KOTA employee, now in Chicago, is marrying Lt. John Knight of the Army Signal Corps this month. . . One of KOTA's oldest clients, Gamble Stores, have renewed for 52 weeks to start the 7th year. . . After June 15 KOTA will be the only CBS network station in the state.

— FLORIDA —

**ST. AUGUSTINE**—WFOY recently welcomed back Harold Spengler as chief engineer. Spengler, just out of the Navy, replaces Carl B. De Lay, leaving for the Radar Division of Hazeltine Corp., Long Island, N. Y. . . "Around the Town," daily program of local news that emphasizes school activities, is now sponsored by Superior Dairies. WFOY staff is now covering and reporting 21 local news programs weekly.

— OKLAHOMA —

**OKLAHOMA CITY**—Tom Rucker, WKY publicity director was on the shakedown cruise of the U.S.S. Oklahoma City as an accredited war correspondent. As a prelude to the Seventh War Bond drive, Rucker is speaking to civic clubs and other groups on how the Navy is spending war bond monies. He has been loaned full time to all drives since the second and will handle exploitation and publicity in the 7th.

— DISTRICT OF COLUMBIA —

**WASHINGTON**—WOL has been chosen to feed five minutes of news weekly to the Tuesday luncheon meetings of the Ad Club for several months. Broadcasts will be edited and delivered by Walter Compton. . . WTOP general manager Carl J. Burkland, has been named radio's representative on the public relations committee of YMCA. . . Tony Wakeman, WWDC sportscaster, is in need of names and post office addresses of Yanks overseas so he can send them his 1945 baseball rule book.

— IOWA —

**MARSHALLTOWN**—KFJB personnel notes tell us: E. N. Peak, owner and general manager since June 1923, passed away early this year. Son Gene continues as chief engineer. . . W. J. Binkley, former commercial manager at KDTH, Dubuque, is now general manager. . . New program director-chief announcer is Baden Powell, recently out of the Navy. . . Charles Webb, new to KFJB and radio, announcer-operator, has become news editor. . . Don Young, handy man, sells time, writes continuity. . . Traffic is handled by Thelma La Valley and Doris Lunde. . . Arlene Gard and Geneva Wetherbee write copy.

— INDIANA —

**FORT WAYNE**—WOWO is paging the FBI. Last week the marquee box in which signs promoting new shows are posted outside the studios was broken into and the sign taken out. Subject of the announcement was new show, "Your FBI."

— ILLINOIS —

**CHICAGO**—Jack Brickhouse, sportscaster, has resigned from WGN to freelance. His first major assignment is the WJJD airing of Chicago White Sox baseball games. . . WENR new business report includes: Noma Electric Co., Philadelphia, Maggi Co. Inc., Consolidated Biscuit Co., California Wine Co., Paul F. Beich Candy Co., Bloomington, Kingsbury Breweries, Manitowoc and Carter Products, Inc. of New York City, N. Y., for Arrid.

— VIRGINIA —

**NORFOLK**—WTAR has a new publicity representative in the person of Charlton Whitehead. . . John Wilson New, commercial manager, recently completed a swing through the territory which took him to the cities of Richmond, Cincinnati and Louisville.

— UTAH —

**SALT LAKE CITY**—KUTA's owners and operators, Utah Broadcasting Company, have changed their name to Utah Broadcasting and Television Company. Plans have been completed for television studios in the new KUTA Building about to be constructed. . . Bill Agee, formerly chief announcer, has acquired title and full duties of production manager. . . Newcomers on the announcing staff are Bill Delman and Truman Walrod.

— NEW JERSEY —

**PATERSON**—WPAT's plans for V-E Day broadcasting have been completed by the staff, it has been announced by Ted Webbe, program director. . . **ASBURY PARK**—Due to travel restrictions and gas shortage, the Monmouth County War Fund Committee has aired regular meetings over WCAP, to keep committee members and general public abreast of current needs and progress being made during the drive.

— WEST VIRGINIA —

**HUNTINGTON**—John L. Henry, baritone, and Phyllis Vickers, musical director, are going into the third year of O. J. Morrison Department Store sponsorship on WSAZ's "Breakfast Serenade" . . . Huntington Dry Goods is again sponsoring National Needle Craft Guild's Sewing Contest with "Marcia" of WSAZ acting as fashion commentator for the five-times-weekly program.

— MISSOURI —

**ST. LOUIS**—Pfc. John D. Stookey, 19 son of Charlie Stookey, KXOK farm editor is a prisoner of war in Germany, having been reported "missing in action" . . . KWK will augment its present news service with that of AP starting May 1 . . . **KANSAS CITY**—KCKN's entire staff is wearing small sterling silver microphone pins which carry call letters up one side and "Mutual" across the base.

— MONTANA —

**MISSOULA**—John R. Lindsay of the KGVO commercial department has resigned to go into business for himself. Harry G. Bennett, former promotion manager, has been named as Lindsay's successor. . . Mike Mulvihill, news editor, has reported to his draft board for physical examination.

— NEBRASKA —

**OMAHA**—B. J. Foley Brokerage Company has signed for one year's spot announcements on KOWH. . . Arthur J. Weaver, advertising head, has filed a petition for city commissioner place on the primary ballot. . . Board and committee members of the Radio Council heard C. W. Pettegrew, WOSU, Columbus, program supervisor, at a luncheon at the Paxton Hotel. Pettegrew is also national moderator of the Junior Town Meeting Leagues.

— LOUISIANA —

**NEW ORLEANS**—Ted Nabors, "the other half" on "Quiz of Two Cities," visited WWL recently. Nabors works from KTRH, Houston, in collaboration with Bill Brengel, in quizzing contestants each Thursday night. Don Lewis is commercial announcer; Ed Hoerner, director.

Newman, WNLC Mgr., Joins Templetone Radio

Ivon B. Newman has resigned as general manager of WNLC, New London, Conn., to accept the position as assistant to the president of the Templetone Radio Co. of New London. A present Templetone is engaged in war work but post-war plans are under way to manufacture home receivers for regular broadcast, FM and television. Newman will divide his time between the New London and New York offices of Templetone.

Chicago's  
ONLY  
24 HOUR  
STATION  
W-I-N-D  
560 Kc. 5000 WATTS

Send Birthday  
Greetings To -

April 18

Page Gilman Leopold Stokowski  
Muriel Haynes Edgar Kobak

For  
Tired Dramatic Editors:

A copy of "The Script Shop," by Evelyn L. Ke'ler, recently released by Christopher Publishing House, Boston.

Contains ten half-hour plays, one short sketch, a balanced collection of comedy, drama, tragedy. Sound effects, casting problems, kept to a minimum.

Cloth binding, gold stamped . . . \$4.00  
Send your order to The Script Shop, P. O. Box 541, Sharon, Pennsylvania.

WORCESTER and the WORLD



WTAG  
WORCESTER



**TIME!**

WHEN THE BELL SOUNDS "TIME!" for the start of every business day, Weed men come out of their corners from coast-to-coast, ready for the kind of action that makes time mean money for sales-able stations.

At the end of each round, Weed-represented stations find themselves with more solid sales punches scored. For time is Weed's business, and when handled through Weed, "time will sell!"

# WEED AND COMPANY

RADIO STATION REPRESENTATIVES

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





# Tele Network Practical

## FCC Tightening Rules Re Station-Operation

Washington Bureau, RADIO DAILY  
Washington—The FCC yesterday announced a tightening of its rules regarding ownership of all types of broadcast stations and the filing of network and management contracts. Oral argument on the new rule has been set for May 21, with requests to appear and briefs to be filed by May 9.

The Commission voted to delete Rules 1.361 and 43.1 substituting for these new language of which excerpts are printed below:  
SS 1.301; *Financial Report*—Each licensee shall file with the Commission  
(Continued on Page 2)

## Baukhage Adds 5 Clients On Blue Co-op Program

Following new business has been signed by the Blue Network's Cooperative Program Department, it was announced yesterday by Stanley Florsheim, director of the department. "Baukhage Talking" (Monday through Friday at 1 p.m., EWT), has been bought by Blue Boy Dairy of Rochester, N. Y., over WHAM, beginning April 3; Beaumont Motor Co., of Beaumont, Texas, over KDFM, starting April 16; Fritz Jewelry Co., of  
(Continued on Page 6)

## Steel Misses Two Shows; Cause Mystery To WHN

To displace all rumors that Johannes Steel, WHN news analyst, was not heard on two of his usual broadcasts early last week, Monday and Tuesday, April 9 and 10, because of censorship difficulties with the military  
(Continued on Page 8)

### Proud Dad

Philadelphia — This city will honor the father of a famous infant-tryman on its public service program, "Salute Industry," April 25. The father is Nick Young, foreman of the Baltimore Enamel & Novelty Co., now in war production. His son is Rodger Young, the soldier who has gained much fame lately as the subject of the new song titled "Rodger Young."

### Switch

Newspaper PM yesterday on page four carried two stories and pictures, one relating to Leonard Reinsch's appointment and the other to one Charles Porter Kimball, arrested by the FBI for alleged plan to blow up the White House. Pictures however had a fellow scowling under the title of Reinsch and over the Reinsch photo was the caption, "Saboteur?"

## Truman's Rating 53.6 For Tue. Night Speech

President Truman's radio talk to the Armed Forces Tuesday night was heard by an audience of 41,080,000 adult listeners within the United States, according to a survey made for CBS by C. E. Hooper, Inc., radio measurement firm.

The Hooper rating for the talk was 53.6. President Truman's rating for his first address to the joint session of Congress on Monday was 32 per cent of the nation's total homes. It was heard by 16,850,000 adult listeners in the United States.

## Col. Lewis To Address REC's Meeting Today

Col. Thomas H. A. Lewis, head of the Armed Forces Radio Services, will be principal speaker today at the luncheon session of the Radio Executives Club of New York. Luncheon will be held as usual in the Hendrick Hudson Room of the Hotel Roosevelt, at 12:30 p.m., sharp.

## Webs-Stations Pay Tribute To Ernie Pyle, Killed By Japs

Radio solemnly joined hands with other communicative media to announce to the world another war casualty—Ernie Pyle, famed war correspondent, who was killed yesterday during the battle for Okinawa by a bullet from a Japanese machine gun. Pyle, for many years, was a newspaperman in Washington, and editor of the Washington "Daily News." He

## Proven Scientifically Possible Through Wireless Relays Set Up By Philco Between Washington And Phila.

## WOW's Reply Brief Filed In High Court

That a state court such as the Supreme Court of Nebraska "cannot cancel an FCC license or otherwise interfere with its licensing function" is one of the points made yesterday by James Lawrence Fly, attorney for Radio Station WOW, Inc. in a reply brief filed with the United States Supreme Court. Brief was filed in connection with the minority stock-  
(Continued on Page 7)

## Murrow's New Sponsor; Three Renewals On CBS

Pan-American Petroleum Corp. will sponsor the Sunday broadcasts of Edward R. Murrow on CBS, for a 15-week period effective May 6, 1945 on nine Southern stations of the network. The stations are WAPI, Birmingham,  
(Continued on Page 8)

## Licenses To Philips Patents In U.S. Terminate On July 1

Licenses, which cover approximately 700 patents of the Philips Company of Eindhoven, Holland, will be terminated on July 1 with the Radio Corporation of America, Westing-  
(Continued on Page 3)

First multiple-relay television network in the world linking two major cities has proven technically practical and may result in New York, Philadelphia and Washington being part of a tele chain within the next few months according to Philco Corp. engineers and officials. Multiple-relay is her-  
(Continued on Page 3)

## Jos. V. Connolly Dead; Headed Hearst Firms

Joseph V. Connolly, president of King Features Syndicate, International News Service and International News Photos, died early yesterday morning at New Rochelle Hospital, following a heart-attack suffered the midnight before. Connolly, who was 50 years old, had been ill for several months but continued to be at his  
(Continued on Page 8)

## CBS 3-Months' Earnings Equal To 66c A Share

Consolidated income statement of CBS for the three months ending March 31, 1945 (13 weeks), reveals gross income of \$22,031,844. After deductions for time discounts, commissions, operating expenses and tax pro-  
(Continued on Page 8)

### Postponed

Schenectady—Because of conflicting events, the first public showing of General Electric's large screen television receiver, scheduled for April 22, has been postponed. New date for the public debut of the GE projection type receiver will be announced shortly. The new receiver operates on a principle of projection very similar to motion pictures.

When? Now! What? Sell your product over WLAW. Why? Greater sales results! Advt. The key to increased sales is WLAW. It opens the door for you in a buying market. Advt.



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

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FINANCIAL

(Wednesday, April 18)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	164 3/4	164 1/2	164 3/4	+ 1/2
CBS A	37 3/8	37	37 3/8	- 1/8
CBS B	37	37	37	- 3/4
Crosley Corp.	34 1/2	34	34 1/2	....
Farnsworth T. & R.	14 5/8	14 1/4	14 5/8	+ 1/8
Gen. Electric	43 1/4	42	42	- 1/8
Philco	35 7/8	35 1/4	35 7/8	+ 1/8
RCA Common	11 5/8	11 3/8	11 1/2	- 1/8
RCA First Pfd.	87 1/4	86	87 1/4	+ 1/2
Stewart-Warner	19 3/8	18 5/8	19 3/8	+ 1/2
Westinghouse	136 1/2	135	136 1/8	+ 1 1/8
Zenith Radio	40 1/4	40	40	- 1/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	32	32	32	....
Nat. Union Radio	5 7/8	5 7/8	5 7/8	+ 1/4

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	7 1/2	8 1/4
Stromberg-Carlson	19 3/8	20 3/8
WCAO (Baltimore)	27	....
WJR (Detroit)	41	....

20 YEARS AGO TODAY

(April 19, 1925)

Following decision of the Federal Court of Appeals in Cincinnati affirming claim of the American Society of Composers, Authors and Publishers that broadcasting stations must pay royalty fees to composers for the right of sending out their compositions, the society is preparing to enforce the regulation thus put into their hands.



S. TOOGOOD RECORDING CO. 121 N. LA SALLE ST., CHICAGO 1, CENTRAL 5275

FCC Tightens Its Regulations Governing Station Operation

(Continued from Page 1)

sion on or before March 1 of each year a balance sheet showing its financial condition as of December 31 of the preceding calendar year and an income statement for said calendar year. Each such form shall be subscribed as provided in Section 1.121 of the Commission's regulations.

SS 1.302; Filing of Contracts—Each licensee of a broadcast station (standard, FM, television, and international) shall file with the Commission within 30 days of execution thereof all documents, instruments, contracts (the substance of oral contracts or understandings shall be reduced to writing for submission) together with amendments, supplements, and changes therein and cancellations thereof relating to character of organization and identity of its officials; ownership or control of licensee of station, or of any of licensee's stock, rights or interests therein; the use, management, or operation of licensed facilities; and agreements relating to network service, transcription service or bulk time sales (amounting to two hours or more per day); any document, instrument, or contract relating to or affecting ownership of licensee, rights or interests therein, its stock, or voting rights thereto; any contract relating to or affecting control of general program service of the station (such as management contracts, network and transcription contracts, and time sales to brokers, etc).

SS 1.303; Ownership reports: (a). Annual Ownership Reports—The licensee shall file on or before March 1 of each year, on FCC Form 323A, an annual ownership report as of December 31 of the preceding calendar year.

(1). For the year 1945, an annual ownership report shall be filed with the Commission on FCC Form 323A on or before September 1, 1945, showing the information required by Section 1.303 as of June 30, 1945.

The Commission pointed out, for example, that "where A is the beneficial owner or votes stock held by B, the same information should be furnished for A as is required for B. Where X corporation holds stock in the licensee, the same information should be furnished with respect to

X Corporation (its capitalization, officers, directors and stockholders and the amount of stock in X held by each) as is required in the case of the licensee, together with full information as to the identity and citizenship of the person authorized to vote licensee's stock.

"The same information should be furnished by Y Corporation if it holds any stock in X and as to Z Corporation if it holds any stock in Y, and so on back to natural persons."

(B). Interim Ownership Reports—An interim ownership report shall be filed by each licensee on FCC Form 323B describing any change in information required in the annual ownership report from that previously reported within 30 days after any such change occurs, including without limitation:

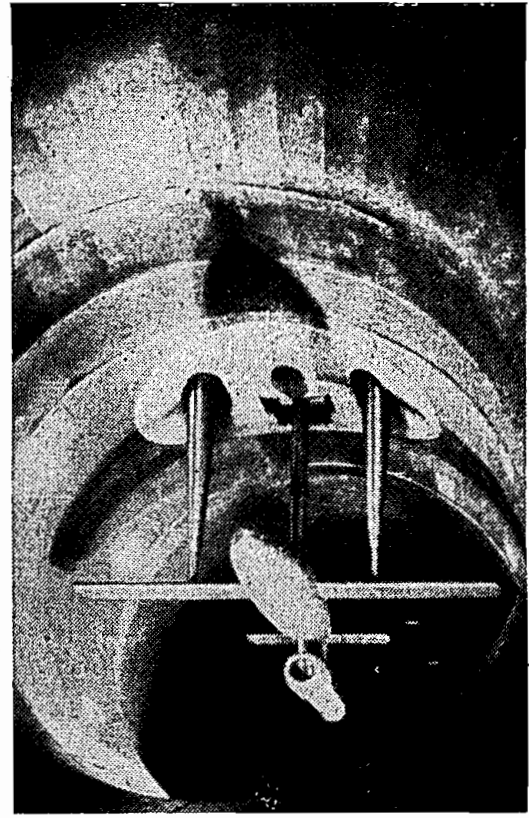
- (1). Any change in capitalization or organization.
- (2). Any change in officers and directors or in operating personnel determining station policy.
- (3). Any transaction affecting the ownership, direct or indirect, of licensee's stock, such as transfer of stock, issuance of new stock or disposition of treasury stock, acquisition of licensee's stock by the issuing corporation.

Provided, however, that in the case of a change in the officers, directors or stockholders of a corporation other than the licensee (such as X, Y or Z Corporation described in the example above), such change need not be reported in the interim report unless that corporation directly or indirectly owns 25 per cent or more of the voting stock in the licensee.

(C). Exceptions—Where information is required under Paragraphs (A) or (B) of this section with respect to a corporation having more than 50 stockholders, the licensee may request a modification of the requirements so far as applicable to the particular case.

Ed Halbert Joining CBS

Ed Halbert has resigned as head of production of WIP, Philadelphia, to join the production staff of CBS in New York. He was formerly associated with WTAR, WARM, WKBN.



Robot bomb tested

We selected that wind tunnel picture to make a comparison between pre-testing of airplanes and robot bombs, with pre-testing your purchase of radio time.

But the story behind the picture interested us so much, we thought maybe you'd like to know more about what's going on in that picture.

That's a genuine German robot bomb. It was reconstructed from an infinite number of undamaged parts that were salvaged from nobody knows how many "buzz bombs" that landed both dud and exploded in England.

Here it is given a flight test in the big Wright Field wind tunnel. Just to add another fillip to the story... for test purposes in the tunnel the robot is suspended upside down!

It didn't take our army long to get the dope on German robot bombs... and it won't take you long to get the low-down in Baltimore radio... if you use the successful, independent W-I-T-H.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

MUSIC has power  
WDAS is the only Philadelphia radio station featuring three hours of classical music daily  
No wonder WDAS audiences say "Thank You!"

# Find Tele Network Practical Via Micro-Wave Relay Points

(Continued from Page 1)

alded as the forerunner of future nationwide television networks and was demonstrated Tuesday night between Washington and Philadelphia.

This scientific demonstration, it is pointed out, reveals that it is entirely practical and possible to connect distant cities for television by a series of micro-wave tele relay transmitters. In this particular setup developed by Philco engineers, six tele transmitters were used to carry the pictures from Philco studios in Washington to the final tele station, WPTZ, in Philadelphia.

### The Route

Television signals were relayed at four intermediate points on hill tops along the route—Arlington, Va.; Odenton, Md.; Havre de Grace, Md., and Honeybrook, Penn. to reach WPTZ, Philadelphia, which transmitted the program to its tele audience in the Philadelphia metropolitan area. Thus Philco engineers feel that they have a scientific basis technically, for a coast-to-coast tele network.

In order to overcome the problem of distance, Philco states that its engineers worked out new electronic devices for amplifying television pictures and relaying them from transmitter to transmitter without distortion. Thus it is indicated, television's biggest technical limitation has been overcome. Rapid nationwide chains

can develop along these lines, in the opinion of Philco.

### Not a Matter of Distance

It is stressed that actual distance of the relay is not the point so much as the fact that the relays were purposely set up to go around cities and over hills etc. over the most difficult terrain. In the past Philco has covered distances with the use of one relay and booster stations. In this case additional relays were used to see if the signal could be transmitted under such conditions. Actual distance between Washington and Philadelphia is about 135 miles. New York to Philadelphia is 90 miles. Thus the New York to Washington relay would cover roughly 225 miles.

In the past tele has been relayed from Philadelphia to New York and vice versa, also to GE in Schenectady. However the method used in the relay is different from that used by Philco Tuesday night. Possibly in two months, Philco believes it will start regular tele program service between Washington and Philadelphia.

Appearing on the inaugural telecast from Washington were Paul A. Porter, chairman of the FCC; Dr. Karl C. Compton, president of the Massachusetts Institute of Technology and chairman of the Research Board for National Security, and John Ballantyne, president of the Philco Corporation.

## C. A. Fleming Dies At 88; Director Of CKSF, CFOS

Montreal—C. A. Fleming, 88, director of CKSF, Cornwall, Ont., and CFOS, Owen Sound, Ont., also president of the Fleming Publishing Co., publishers of the Owen Sound "Daily Sun-Times" and director of the Cornwall "Daily Standard-Freeholder," died yesterday in Owen Sound where he had been in business over 60 years.

## Licenses To Philips Patents In U.S. Terminate On July 1

(Continued from Page 1)

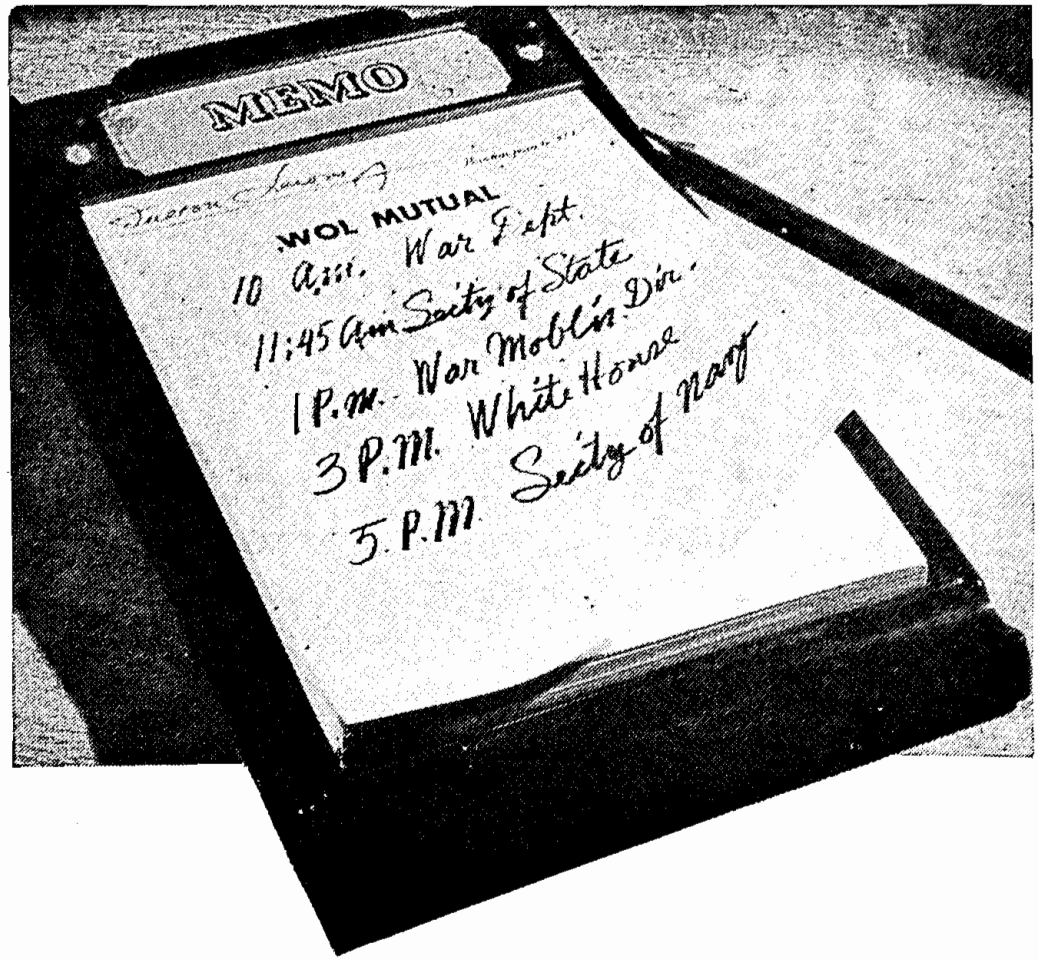
house and General Electric, it was announced by the Hartford National Bank and Trust Company, trustee of the Philips Company. In announcing the termination of the sublicensing rights, the trust company stated:

"These important patent rights have flowed to American industry for the last 20 years through license agreements (now terminated) with RCA, General Electric Co., and Westinghouse Electric & Manufacturing Co. Licenses under these patents were also included in the licenses granted by RCA to the Government for war purposes. Practically all major radio communications equipment today incorporate principles covered by Philips patents.

"The trustee is taking steps to make the patent rights available to the Government and industry under appropriate terms after the present licenses expire. RCA, General Electric and Westinghouse will continue to hold non-exclusive licenses after July 1 under existing patents."

### Herman L. Hirt

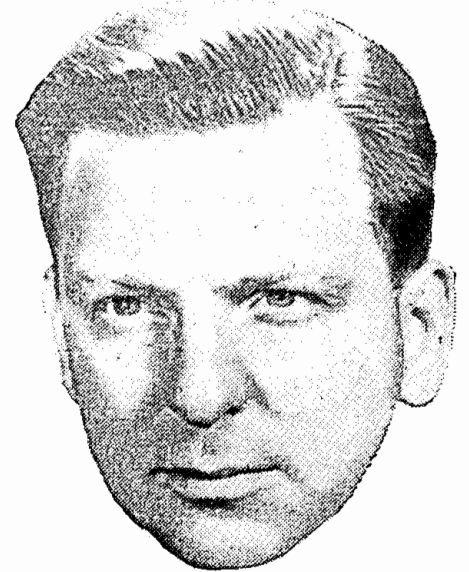
Herman L. Hirt, assistant to the president of the International General Electric Company, died at New Rochelle Hospital early this week after a heart attack on the train to his home in Larchmont. He was forty-one.



**Fulton Lewis, jr.**

*Makes a Date with*

# TOMORROW'S HEADLINES



The man who gets the news, must be with the men who make the news. Fulton Lewis jr. gets the news at its source . . . personally, from the capital conference tables where news is made. Lewis' famed "nose for news" is a big reason why he is heard on more stations by more people with more sponsors than any other news reporter! A few choice sponsorships are still available if you act fast!

**FOR AVAILABILITIES—  
PHONE, WIRE OR WRITE  
WILLIAM B. DOLPH  
BARR BLDG., WASH. 6, D. C.**

1

CHOICE  
IN  
CHATTANOOGA  
IS

---

W D O D

20th YEAR

CBS

5,000 WATTS DAY AND NIGHT

PAUL H. RAYMER COMPANY  
NATIONAL REPRESENTATIVES

---

first IN (1) AUDIENCE  
(2) PUBLIC SERVICE (3) RESULTS

ORIGINATING FROM WOL WASHINGTON, D. C.

Affiliated with the MUTUAL BROADCASTING SYSTEM

*12 years of comedy unexcelled is no accident!*



The George Foster Peabody jury put on its woollack the other day and looked over the radio performance of 1944 throughout America.

And then it reached into the CBS galaxy of rare and varied and wonderful entertainment and laid hold on a star who was temporarily trying to hide from sight. He gave the jury a slight scuffle, but was hauled, skeptical and grumbling, into the light.

Dusted off, he turned out to be a comedian. F. Allen, of Allen's Alley. Allen of the *Texaco Star Theatre* on CBS. The same Allen who took a holiday last summer to go make a motion picture, and who isn't quite so sure it was a holiday. The same Allen for whom the CBS latchstring dangles—for whom millions of loyal CBS fans are keeping that candle twinkling in the network's window.

As he blinked in the glare of the jury, its composite voice, through a loud speaker said:

"Mr. Allen, willy or nilly, you now get the George

Foster Peabody Radio Award for 1944. It's the highest one we can confer. You get a medal with it. You get it for Outstanding Entertainment in Drama. You get it for comedy. You get it for *comedy unexcelled* over a period of twelve years."

"Thank you" said Mr. Allen. "Let's leave Willy and Nilly out of this. I'll cherish the medal myself."

Durable excellence isn't an accident on CBS. It's no accident that more Peabody awards and citations for 1944 went to CBS programs and stations than to any other network; no accident that CBS radio has won a total of 20 out of 52 awards and citations since the Peabody Awards were first established. Excellence is the CBS target always.

But no winner on any network ever deserved it more. In plain words, this couldn't happen to a nicer guy than Allen. We congratulate him, and the jury of the George Foster Peabody 1944 Radio Awards on its perception and daring.

# Striking leadership is no accident!

**1** A few weeks ago two CBS affiliate-stations, WTAG (Worcester) and WJR (Detroit), won *both* major duPont Awards for outstanding service to their communities in 1944.

**2** Variety's "Showmanagement" survey, made by the editors, gave 4 major awards out of 7 to stations of the Columbia Network; recognized for either award or special "high-light" comment 19 stations on CBS.

**3** Now the George Foster Peabody jury, reviewing 1944 accomplishment, honors

WTAG, Worcester, for "Outstanding Public Service by a Regional Station of More Than 1,000 Watts" (A CBS affiliate)

WIBX, Utica, for "Outstanding Public Service by a Local Station of 1,000 Watts or Less" (A CBS affiliate)

KOIN, Portland, a special citation for regional excellence in public service (A CBS affiliate)

WFBL, Syracuse, a special citation for regional excellence in public service (A CBS affiliate)

KMOX, St. Louis, a special citation for regional excellence in public service (A CBS station)

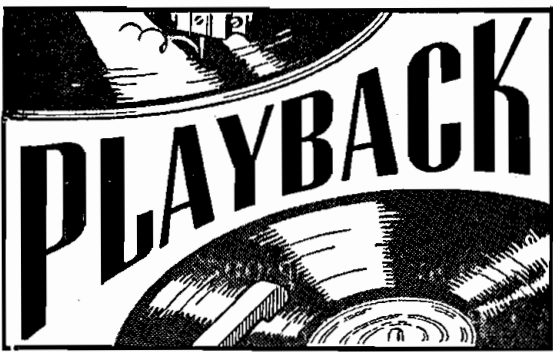
What is more, of the 17 stations who were "finalists" in the Peabody judging, 12 were CBS stations: those just cited, plus these—

WCAU, Philadelphia • WBT, Charlotte • WGAR, Cleveland • WJR, Detroit • WBBM, Chicago  
KLZ, Denver • KQW, San Francisco

Thus, in the span of a few recent weeks, the public spirit and technical performance which characterize the typical station on this single network have been forcefully demonstrated not once but three times by representative and impartial juries. With more than 20 of our stations blushing in the pleasant limelight, we need point out simply that this overwhelming evidence of station strength of character is not an accident. It is the direct and well-earned recognition of a philosophy shared by every CBS station between the oceans, and out in Hawaii and down in Puerto Rico: "He best serves himself who best serves his own people."



*This is CBS.... the Columbia Broadcasting System*



### Bouquets from the morning mail:

"The *Slim Bryant* release is very welcome. Should have it sold this week . . ."

"The *Roth string group* sounds like a first-rate idea . . ."

"In the words of one of our staff . . . 'Our THESAURUS is wonderful now'."

"We now have well over a hundred selections of *The Music of Manhattan* which, considering the fact that this material has been issued over a period of a little more than two months, is nothing short of phenomenal."

Those are station men's comments on NBC THESAURUS . . . America's Number 1 Musical Program Service.

The Golden Gate Quartet, another regular THESAURUS feature, was in town last week to record some more of those inimitable spirituals in the style that has given this group the earmark of "big time." "The Boys" are now on the opening lap of a personal appearance tour through the Midwest and South.

Sixteen different versions of a musical theme have just been NBC-Recorded by a full orchestra for Hochschild Kohn and Co., Baltimore department store. The theme, written by our own Norman Cloutier, was arranged in swing style, as a polka, a Viennese waltz, samba, and in twelve other rhythms for special use by Hochschild Kohn and Co. on their local radio show.

Down in Wilson, North Carolina, Bissette's Drug Stores are broadcasting a new series of one-minute NBC-Recorded announcements made by Hugh James who is heard daily with Lowell Thomas over the NBC network.

A third series of *Time Out*, NBC-RRD's popular musical variety show, is now available for local sponsorship. Formerly used by the American Express Company in 14 major markets, *Time Out* (3) features the ever popular Ted Steele, the Novatones and the cozy chanteuse, Gwen Williams.



### Windy City Wordage!

● ● ● Producer Les Weinrott's feat in writing and producing three WBBM tributes to FDR in less than 72 hours may be articulated by two national mags. WBBM's Les Atlass informed Weinrott at 5:30 p.m., Thursday

### Chicago

that Phil Wrigley, sponsor of the "The First Line" Navy program at 9 p.m., wanted the show revamped into a tribute to the President. With something under three hours to go, Weinrott, with the help of WBBM news editor Everett Holles and scripter Ken Robinson, got the show rewritten just in time for the cast to rush to the studio with their scripts and go on the air, sans rehearsal. The Navy is shipping recordings of the broadcast to Navy personnel all over the world. . . . Weinrott replaced his regular Quaker Oats show, "Those Websters," on Friday night with a specially written script, "These Are His Words," and his Army Air Forces program Saturday night became a "Tribute to Our Commander-in-Chief, the Flying President." The Air Forces have asked for transcriptions of this broadcast. . . . Dr. Preston Bradley leaves tomorrow night, after his 6 p.m. WGN commentary, for the San Francisco Conference. He'll address the delegates at a pre-convention reception Tuesday. . . . Bandleader Lawrence Welk was honorary colonel during his New Orleans stay by Gov. Jimmy Davis, Louisiana's song-writing gov-nor, whose "You Are My Sunshine" Welk has put on wax . . . and Bandleader Woody Herman, currently at the Oriental, has penned a tune called "Northwest Passage," which has been recorded for Columbia. Tune was written at the request of Woody's friend, Joe Ferris, public relations man for Northwest Air Lines.

★ ★ ★

● ● ● E. A. MacCornack, Chicago Blue engineer assigned to the "Spotlight Bands" broadcasts in the middle west, has reeled off 250,000 miles on broadcast jaunts to Army camps, Navy bases and war plants. The laundry situation being what it is, Mac, while on the road, has bought shirt after shirt until now he owns 134. . . . Which brings up this tale of the shirts: Some months ago Announcer Wayne Griffin, Producer Newt Stammer and Engineer MacCornack, one of the two middle west crews for the "Spotlight" broadcasts, sent out their shirts to be laundered in Dallas, Texas. Came time to leave and no shirtee, so Griff, Newt and Mac moved on to the next broadcast at New Orleans with instructions for their laundry to be forwarded. The same thing happened at New Orleans, and ditto Montgomery, Ala., Atlanta, Ga., and Birmingham, Ala. When the package finally caught up with the trio back in Chicago it was so badly battered the shirts—yeah, you guessed it—the shirts had to be sent to the laundry again. . . . Royal Arch Gunnison is airing his Tuesday, Wednesday, Thursday and Friday Mutual commentaries from WGN studios this week. . . . Pat Buttram, National Barn Dance comic who trekked to Chi from Alabama for a brief visit more'n 11 years ago, is still a-visitin' . . . Mice have appeared in the Blue's 19th floor offices in the Merchandise Mart. Rodents seem to favor the office of Ed Horstman, Central Division engineering department manager, but they also scamper in and out of publicity and sales promotion.

★ ★ ★

● ● ● WGN's "Freedom of Opportunity" dramatizes the life of Bing Crosby tomorrow night from his days with the Rhythm Boys through his rise to film and radio stardom. . . . Ethel Kirsner, CBS publicist, in town this week en route from Hollywood to New York. . . . Jim Campbell, Blue Network spieler, recently turned thespian in an Actors' Company production. He was to be shot almost at point blank in one scene, so close it was decided to use an off-stage sound rather than a blank. On opening night the prop man excitedly fired the fatal shot a full minute before the cue. Quick-witted Campbell ad libbed: "Hal missed me that time."

—Remember Pearl Harbor—

## LOS ANGELES

By RALPH WILK

HAVING scored as the prizefighter in "The Champ's Girl," P. Ward has been assigned the lead in "Happily Ever After" by producer Les Mitchel. The Ray W. Johnson drama will be put on the Blue Network next month by Mitchel's Famous Players.

Lynn Garson, formerly a publicist with Charles R. Rogers Productions and Constance Bennett Productions, has joined the Arthur Eddy publicity agency.

It's gratifying to see those major entertainment media, radio and film, increasingly sharing their wealth of talent and material. With Ed "Archie" Gardner's "Duffy's Tavern," already on celluloid; "Pepe Are Funny," now in production with Pine-Thomas with Ozzie Nelson and a bevy of radio stars heading the cast, and "Tom Brenemans Hollywood" another TC airer soon to be filmed by Golden Productions.

### Baukhage Adds 5 Clients On Blue Co-op Program

(Continued from Page 1)

Cheyenne, Wyo., over KFBC, April 16; E. I. Du Pont de Nemours of Richmond, Va., over WRNL, since Feb. 16; and Bell Furniture Co. of Spokane, Wash., over KGA, April 16.

New sponsors of "Headline Edition" (Monday through Friday 7-9 p.m., EWT), include Peter Fox Broadcasting Co. of Chicago, Ill., over WCCO beginning April 16; Lone Star Broadcasting Co. of San Antonio, Texas, over KABC, starting April 2; Motors Curities Co. of Shreveport, La., over KRMD, April 16; McKay Davis Co. of Toledo, Ohio, over WTOL, April 16; Bateman-Eichler of Hollywood, Cal., over KECA, April 16; Brown Furniture Co. of Grand Island, Neb., over KMMJ, April 23, and LaFrance Cleaning Co. of Youngstown, Ohio, over WFMJ, starting April 30.



FRANKIE CARLE  
records for  
LANG-WORTH

**NBC-RRD**  
RADIO-RECORDING DIVISION  
AMERICA'S NO. 1 SOURCE OF RECORDED PROGRAMS  
New York • Chicago • Washington • Hollywood • San Francisco  
A SERVICE OF RADIO CORPORATION OF AMERICA

# WOW's Reply Brief Filed In High Court

(Continued from Page 1)

er suit pending against WOW John J. Gillin and his associates. seeks to recover the station facilities which were leased by the Wood of the World Life Insurance So to Gillin's Company for an aver-net rental of \$74,000 per year. ion is a 50,000 watter in Omaha.

### Original Courts Reversed

braska courts which originally rd the case were reversed by the er state court and the case now ore the Supreme Court, resulted he court asking the Solicitor Gen- to submit a brief stating the tion of the Government. WOW's ef is in reply to the Government's ef in the case. A reply brief is also ng filed by Homer H. Johnson, representing the minority group su- WOW.

WOW's brief also points out that iginally the respondent sought and ks the "return to the Society of going radio station—and nothing —the license as well as the lised facilities." Attorney Fly makes blain that a license by itself, with facilities or goodwill cannot be idied about, but must be connected h certain elements, a part of which an expectancy that the license will continued. Many precedents are ed in the brief which is brought to date with the pending sale of NS by Hearst Radio to the Crosley rp.

### CA Exec On WMCA Program

CA Communication's personnel irector, James F. Rigbey, and Aaron venstein, director of the labor divi- n of the Research Institute of erica, will discuss "Industry and : Negro" tonight at 9:03-10 p.m., VT, over WMCA's "Labor Arbitra- n" program. Samuel R. Zack, labor ations consultant, is the program airman.

**WKY Covers**  
*The Biggest Part*  
**OF OKLAHOMA'S FARM INCOME**

**WKY**  
**OKLAHOMA CITY**  
The Katz Agency  
Representative

# Webs-Stations Pay Tribute To Ernie Pyle, Killed By Japs

(Continued from Page 1)

McCormick, who worked under Pyle in Washington, at the microphone. NBC also carried the pooled broad- cast of John A. Hooley from Okinawa at 12:45 p.m., EWT. At 6:15 p.m., an- other special broadcast dedication was made by John Hainline and Mc- Cormick. NBC flashed the news at 11:27 a.m., EWT, followed by Don Goddard at 12 noon with more com- plete details.

### Mahon For Mutual

Mutual's eulogies were projected by Jack Mahon, MBS' correspondent at Guam, at 12:02 p.m., EWT; by Sey- mour Korman, MBS foreign corres- pondent with the 7th Army, who gave "reaction of G.I.'s." At 4 p.m., EWT, Walter Compton interviewed Thomas L. Stokes, writer for the United Fea- tures Syndicate, from Washington, D. C. Paul Manning shortwavecast from Paris the reaction of the soldiers of the 1st Army, carried over the web at 6 p.m., EWT. And at 9:15 p.m., EWT, Korman was again heard in a special interviewing program with servicemen. Mutual flashed Pyle's death at 11:10 a.m., through Arthur Gaeth and KFRC, San Francisco.

CBS eulogized Pyle through Kate Smith's noontime program, over Ber- nadine Flynn's program at 1:30 p.m., EWT, and over its "Feature Story" program at 4:30-4:45 p.m., EWT, with Gene Rider, Guam correspondent. CBS flashed the news at 11:30 a.m., EWT.

### Three Programs on Blue

The Blue Network paid tribute to Pyle on three programs: Larry Tighe, Guam correspondent; John B. Ken- nedy, analyst, and Walter Herlihey, commentator, were heard at 11:45 a.m., EWT. At 2:45 p.m., John B. Hooley was heard from Okinawa with complete details. At 10:30-11 p.m., EWT, the Blue produced a special program which included: Lowell Mel- lett, columnist; author Vincent Sheean, Mrs. Raymond Clapper, and George B. Parker, editor of Scripps-Howard Newspapers. The Blue's flash was announced at 11:24 a.m.

### Indie Outlets on Job

Among the independent stations in this metropolis paying special tri- bute to the great writer are: WMCA, WNEW, WLIB and WHOM.

WMCA's eulogies were projected over its "Five Star Final" at 7:15 p.m. last night, in the form of a special dramatization written by Michael Sklar, and produced by Howard Phil-

lips. News analyst Dr. Frank King- don eulogized him over his 10:30-10:45 p.m. program.

WNEW's eulogy was broadcast last night at 9:35-9:45 p.m., and featured prominent newspaper men who were close to Pyle: Dwight Bentel, feature writer on the staff of Editor and Publisher; George A. Carlin, general manager of United Feature Syndicate; Major Theodore Fredenburgh, World War I and II veteran; Russ Brinkley, commercial pilot and associate editor of Aero Digest, and former radio man.

### Col. Coffery On WLIB

WLIB's eulogy will be presented tonight at 8-8:15 p.m. under the cap- tion "Infantry Salutes Ernie Pyle," and will feature Lt. Col. Edward H. Coffery, staff officer of the Army Ground Forces and technical advisor of the Ernie Pyle film soon to be released by Hollywood. Program will also contain readings from some of Pyle's columns, in addition to a ren- dition of the "Ballad of Roger Young."

"Quoting America," WHOM's night- time show heard at 10:45 which quotes newspaper and radio opinions across the country of the day's out- standing news events was dedicated in its entirety last night to Pyle. Permission was secured from the

# AGENCIES

**R**OBERT W. HOLBROOK has been appointed executive vice-presi- dent of Compton Advertising, Inc., it was announced by the agency yester- day.

**WILLIAM S. MILLER**, former ad- vertising manager of General Fire- proofing Co., Youngstown, O., has formed Associated Advertisers Corp., Youngstown, with offices in the Ma- honing National Bank Building. Prin- cipals include Miller, R. D. Hill, and David E. Jones.

**DONALD L. EPHLIN** of Detroit has joined the radio department of Gale Associates as a salesman. He formerly was an account executive and mem- ber of the creative staff of McManus. John & Adams, Inc., Detroit, and Mc- Cann-Erickson, Inc., Detroit-New York.

**KEN SOBLE**, manager of CHML, Hamilton, Ontario, has announced the appointment of Adam J. Young, Jr., Inc. as his exclusive national repre- sentative throughout the United States, effective May 1st.

Scripps-Howard Syndicate to quote from some of Pyle's famous columns and news editors across the country wired 250-word tributes, all of which were incorporated into the program.

# WELL, WELL— ALL THE HONORS IN PITTSBURGH

All of the Pittsburgh agencies handling radio accounts placed business with KQV in 1944—and the local boys know local coverage!



ALLEGHENY BROADCASTING CORP.

National Representatives: SPOT SALES, INC.

Send Birthday Greetings To -

April 19

Anny Shelley Ronny Sherwood Liss  
Murray Salberg Ge Ge Pearson

# Jos. V. Connolly Dead; Headed Hearst Firms

(Continued from Page 1)

desk regularly. He was returning from a motion picture theater with his wife when stricken.

Connolly, one of the best liked and known veteran newspapermen was instrumental in building up many syndicated columnists, including Walter Winchell whom he first syndicated on a large scale. INS, which he built up over a period of over 20 years, currently serves numerous stations and networks throughout the country. King Features, also under his direction dramatized many of its features and comic strips for radio serialization, now on various webs.

He was a member of Archbishop Spellman's Committee of the Laity and a long time personal friend of the Archbishop. He was also a friend of the late President Roosevelt and had been a guest at the White House on numerous occasions. At the time of his death, he was "boss" of the largest group of star war correspondents in the world.

### Native of New Haven

Connolly was born in New Haven, Conn., Feb. 7, 1895 and was graduated from Worthington Hooker High School in 1911. A year after he took his first job on the New Haven Union, he became a reporter and also acted as space correspondent for the New York "Sun" and New York "World." He subsequently came to New York and accepted a post on the "Sun's" staff. In World War I, Connolly who enlisted, came out with the rank of lieutenant in a machine gun outfit. In 1920 he was hired by W. R. Hearst to do promotion work for King Features and successively climbed the ladder with the Hearst organization to the offices he held when he died.

At his Pelham, N. Y. home, he is survived by his widow, Mrs. Marguerite Connolly; two children, Joseph Vincent Jr. 25, an officer in the U. S. Navy, and Mary Jacqueline, 20; a brother, Roger Connolly, managing editor of the New Haven "Register" and a sister, Dr. Sabina Connolly.

Funeral services will be held at the Connolly residence in Pelham at 10 a.m. tomorrow. Solemn high requiem mass will follow at 11 a.m. at St. Catherine's Church, Pelham. Burial will take place at St. Lawrence Cemetery, New Haven.

## AVAILABLE

Young woman with Talent Agency background. Extensive experience in Package shows, handling scripts, writers, etc. Have contacts in all branches of business. Write Box 150, Radio Daily, 1501 Broadway, New York 18, N. Y.

# News Exec. Dies



Joseph V. Connolly

## Murrow's New Sponsor; Three Renewals On CBS

(Continued from Page 1)

Ala.; WDOD, Chattanooga, Tenn.; WNOX, Knoxville, Tenn.; WREC, Memphis, Tenn.; WCOC, Meridian, Miss.; WCOV, Montgomery, Ala.; WLAC, Nashville, Tenn.; WWL, New Orleans, La., and KWKH, Shreveport, La. Negotiating the contract was the Fitzgerald Agency of New Orleans.

Three other clients have renewed their contracts with Columbia. Effective Feb. 28, 1945, for a 52-week period, General Electric renewed its sponsorship of "The World Today," heard Mondays through Fridays, 6:45-6:55 p.m., EWT. Agency was Maxon, Inc. of New York. American Tobacco Co., for Lucky Strike Cigarettes, renewed its sponsorship of "Your Hit Parade," heard on Saturday nights for a 52-week period effective April 28, 1945, with Foote, Cone and Belding as the agency, and Philip Morris & Co., for Philip Morris Cigarettes, renewed its contract for "Crime Doctor," heard on Sunday evenings.

### Georgia Gibbs Guest

Georgia Gibbs, songstress, will guest on the "Stage Door Canteen" program Fri., April 20, over CBS. Program is sponsored by Corn Products Refining Company. C. L. Miller is the agency.

**PHILADELPHIA'S LARGEST SPORTS AUDIENCE!**

**WIBG**

**10,000 WATTS DAY & NIGHT**

PHILA.'S MOST POWERFUL INDEPENDENT

REPRESENTED BY JOSEPH LANG. SPOT SALES INC.

## CBS 3-Months' Earnings Equal To 66c A Share

(Continued from Page 1)

visions, \$1,126,545 was available for dividends. This equals 66 cents a share for the 13 weeks, and compares with 68 cents a share for the same period in 1944.

### Third Army-Navy Award

The Hicksville Plant of Press Wireless has received its third Army-Navy award for excellence in war production, Under-Secretary of War Robert Patterson advised the plant yesterday. The award entitles the plant to another white star in its "E" flag, which it won in March two years ago.

### Lewis' New Show

Robert Q. Lewis, who has been heard on WEAJ six-mornings-a-week in the 8:15 a.m., spot, launched a new program on the full NBC network Saturday at 7:30 p.m. Lewis will continue his morning series as well as the Saturday night network show.

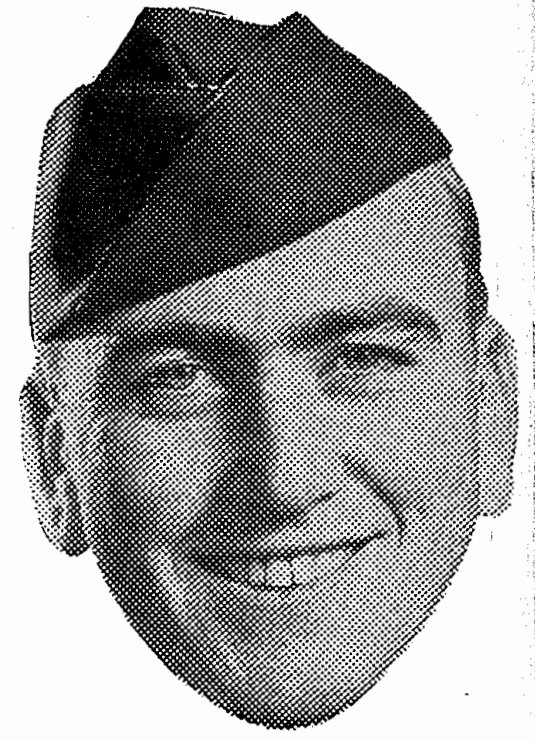
# Steel Misses 2 Shows; Cause Mystifies WHN

(Continued from Page 1)

tary department, Bertram Lebh Jr., station executives, declared the reason for Steel's absence from microphone has "nothing to do with the realm of broadcasting." Whatever reason it is, he said, it will have to wait until Steel returns from Europe which is sometime during the early part of May.

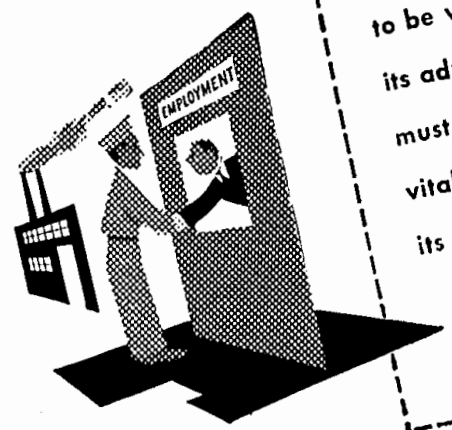
### Notified by Censors

WHN was notified previously to the above mentioned dates by the Military Censorship Headquarters that Steel's broadcasts for those dates would not be cleared by the MCH. The message, however, failed to clarify the statement. Steel was not heard over WHN on Friday, April 13; however, that was due to the revamping of programs designed especially to pay tribute to the late President Roosevelt.



**IT'S THE STATION THAT GOT ME A GOOD JOB**

Helping put our returning G. I. Joes into suitable jobs is a job now actually being undertaken by WGAR. We believe that any radio station to be valuable to its advertisers must render a vital service to its community.



**CLEVELAND'S WGAR**  
THE FRIENDLY STATION  
FREE SPEECH "MIKE"  
RADIO'S XXV ANNIVERSARY



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 31, NO. 15

NEW YORK, N. Y., FRIDAY, APRIL 20, 1945

TEN CENTS

## FCC's Coverage Survey

### Growth Of Web News Shown In Agcy. Study

Results of a survey conducted to determine the number of newscasts projected today by the major networks as compared to the number of newscasts broadcast before this country declared war on the Axis reveal that all networks produce many times the former output. NBC currently produces approximately seven times the number of news programs that it did in 1937; the Blue network currently produces approximately four times the number of

(Continued on Page 7)

### Cecil Brown MBS Co-Op On Limited Station List

Cecil Brown, analyst and commentator on Mutual, will become a network co-operative program on certain stations, according to Bert Trauser MBS' director of Co-Op programs. Brown's "Sizing Up The News," is heard Monday, Wednesday and Friday at 8-8:15 p.m., EWT with repeat for Western stations, at 11:15-12:30 a.m., EWT and sponsored by Bayuk Cigars, Inc. over 93 stations.

### Canadian Radio Control Goes To Commons Member

Montreal—Hon. J. J. McCann, Liberal member of the Dominion House of Commons for Renfrew South and former chairman of the Commons committee which reviewed radio broadcasting in Canada, and recommended improvements has been named Minister of War Services, which includes control of radio.

### Feud?

Mike Jablon of the publicity department of WNYC has sent out an SOS. It appears that Bob Dixon, on WOR's "Telo Test Quiz" program, is asking his listeners a lot of questions which necessitate their telephoning WNYC for the solutions. Jablon doesn't mind their want for education, but he does mind having to dash out every few minutes to look up answers.

### Unusual

While the last of the guests at the REC luncheon yesterday were visiting here and there after the session was adjourned, Frank Silvernail of BBD&O invited Lt. Bill Williams to have lunch in the near future. Williams remarked that a former station rep man eating on a time-buyer was unheard of. Then some wag remarked: "Wait'll after the war!"

### AFRS Global Activity Detailed By Col. Lewis

Far-flung activity of the Armed Forces Radio Service, was explained in detail yesterday by Col. Thomas H. A. Lewis, who was principal speaker at the luncheon session of the Radio Executives Club of New York. Col. Lewis, formerly a top-flight producer for Young & Rubicam, said that currently there are some 55 sta-

(Continued on Page 7)

### U. S. Rubber Co. Renews Philharmonic 3rd Year

United States Rubber Co. for the third successive year has renewed the New York Philharmonic-Symphony Sunday afternoon broadcasts for another 52 weeks over CBS. Society's regular subscription season ended last Sunday and the sponsor will again invite audiences to Carnegie Hall to attend the broadcasts. Major conductors and guest artists are engaged for the next 24 weeks.

### Rebuilding Of Manila Outlets Planned By Former Owners

Owners and operators of radio stations in Manila and other Philippine cities are now planning to rebuild outlets now destroyed or those partially rebuilt by the army, as soon as the green light is given for materials here and the army re-assigns the properties in question. Prior to the attack on Pearl Harbor, Manila

Can WLAW help you sell your product? According to countless advertisers it can... and does! Advt.

### Plans To Survey Radio Homes Outside Of The Primary Listening Areas; O. K. With Industry Officials

### State Dept. Radio Staff Set For 'Frisco Meet

Willett Kempton, chief of station relations and special events for OWI Radio Bureau in the Capital has been appointed by the State Department to serve as radio relations officer for the United Nations Conference. Kempton is flying from Washington with Michael McDermott, chief press relations officer for the conference. They are due in San Francisco this afternoon.

McDermott, veteran press chief of

(Continued on Page 6)

### FCC Construction Permit Granted Michigan Firm

Washington Bureau, RADIO DAILY  
Washington—The FCC yesterday granted a construction permit for a new standard station in Cadillac, Mich., the third since the clamping

(Continued on Page 7)

### Stewart-Warner To Mfr. FM And Tele Receivers

In connection with its annual report, Stewart-Warner Corp. reveals that it will manufacture a number of important radio and television

(Continued on Page 2)

Washington Bureau, RADIO DAILY

Washington—A survey of radio coverage among families outside of primary listening areas is planned by the FCC, it was revealed yesterday. The subject was discussed during a staff meeting in connection with the forthcoming Clear-Channel Hearings, and industry representatives on hand supported the idea of a survey and volunteered to help defray the costs.

The FCC plan called for expenditures of about \$40,000 to include questionnaires to roughly 250,000 families

(Continued on Page 7)

### NBC's Central Division Shows Rise In Billings

Chicago—Reflecting a continuing upsurge in billings, the NBC central division's network sales department showed a sales increase of 9.6 per cent for the first three months of 1945 over the same period last year, according to Paul McCluer.

(Continued on Page 7)

### Dorothy Doran To Join N. W. Ayer Publicity Staff

Dorothy Doran, formerly radio editor of the Akron "Beacon-Journal" and widely known in radio circles in New York, joins the publicity staff of N. W. Ayer & Son in New York.

(Continued on Page 7)

### Gratitude

All officials and lesser employees of CBS yesterday received a personal note of thanks from executive vice-president Paul W. Kesten relative to the comprehensive job done by the network during the three days following the death of President Roosevelt. Kesten acknowledged the extraordinary efforts required by a network to do such a job on short notice.

WLAW (5000 watts) serves New England's 3rd Largest Concentrated Radio Audience—and how! Advt.



Vol. 31, No. 15 Fri., April 20, 1945 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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# Coming and Going

CHARLES GODWIN, Mutual's assistant director of station relations, and PAUL HANCOCK, research specialist in the department, leaving for four or five days in the Southland, where they will confer with web affiliates.

BILL HENRY, CBS news reporter, has arrived in San Francisco and is doing his 8:55 news program from that point.

BESSIE BEATTY, commentator on the Mutual network, planned out Wednesday via TWA for San Francisco, where she will assist in the web's coverage of the United Nations Conference.

HERMAN FAST, station manager of WKRC, Cincinnati outlet of the Columbia network, a visitor this week at the office of Bill Schudt, at CBS headquarters.

ROY THOMPSON, managing director of WFBG, Altoona, Pa., is in town. Paid a call at the offices of the national reps.

WILLIAM L. SHIRER, news analyst heard on CBS, has left by plane for the San Francisco conference.

MILTON L. GREENBAUM, president of WSAM, is here from Saginaw, Mich., on station business.

J. B. FUQUA, general manager of WGAC, accompanied by MRS. FUQUA, has arrived from Augusta, Ga., for conferences at the headquarters of the Blue Network.

HILDEGARDE arrives in town tomorrow from Chicago. Her Tuesday program will originate in New York and will have Xavier Cugat as guest.

J. C. TULLY, president and station manager of WJAC, Johnstown, has arrived from Pennsylvania for conferences with the national representatives of the station.

WENDELL CAMPBELL, assistant station manager of KMOX, CBS-owned station in St. Louis, is in town for confabs with officials of the network.

CHARLES MICHELSON, head of Charles Michelson Transcriptions, is back at his desk following a short vacation.

CARLTON D. SMITH, general manager of WRC, Washington, D. C., spending three days in New York this week to attend the management meeting at NBC.



## Size doesn't mean a thing!

That's a 155 mm. gun . . . "Long Tom" the troops call it. But that type gun was silent for four days during the recent German counter-attacks. No ammunition.

So size . . . and being on the spot . . . don't mean a thing in guns or radio stations.

Radio stations need ammunition too. That's why in this five-station, network town an independent is the big buy. It's the station with sales ammunition that delivers the greatest number of listeners per dollar spent.

Blunt facts and figures are available to prove that W-I-T-H is your best bet for sales in Baltimore . . . America's 6th largest market.



## W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

## FINANCIAL

(Thursday, April 19)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	164 7/8	164 1/8	164 1/4	- 1/2
CBS A	37 1/8	37 1/8	37 1/8	- 1/4
CBS B	36 1/2	36 1/2	36 1/2	- 1/2
Crosley Corp.	35 3/4	35 3/4	35 1/2	+
Farnsworth T. & R.	15 3/8	14 3/4	15	+ 3/8
Gen. Electric	43 1/8	42	42	- 7/8
Philco	36 1/2	35 1/2	35 1/2	+ 3/8
RCA Common	11 7/8	11 5/8	11 5/8	....
RCA First Pfd.	87 1/4	87 1/4	87 1/4	....
Stewart-Warner	19 7/8	19 7/8	19 7/8	- 1/4
Westinghouse	137	135 1/2	135 1/2	- 5/8
Zenith Radio	39 3/4	39	39	- 1

### OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	7 1/2	8 1/4
Stromberg-Carlson	19 1/4	20 1/4
WCAO (Baltimore)	27	....
WJR (Detroit)	41	....

## 20 YEARS AGO TODAY

(April 20, 1925)

Dolly, the two-year-old elephant star of Barnum & Bailey's Circus, entertained through the microphone in Madison Square Garden via transmitters of WJZ, WRC and WGY . . . Appointment of Kent Cooper as general manager of AP, succeeding Frederick Roy Martin, has been announced.

## Stewart-Warner To Mfr. FM And Tele Receivers

(Continued from Page 1)

items in the post-war period, when war work is concluded. These include: television receivers, FM receivers, radio phonograph combinations, portable radios and regular receivers both electric and battery.

## Chilton To Address NAWL

Ruth Chilton Director of Woman's Programs at WCAU in Philadelphia and President of the Association of Women's Directors of the NAB speaks tomorrow at the meeting of the National Assn. of Women Lawyers at the Waldorf-Astoria.

## Steber On Texaco Show

Eleanor Steber, soprano of the Metropolitan Opera Association, will guest on the "Texaco Star Theater" program Sunday over the Columbia network.

**CKLW**

**BEST RADIO BUY**

**in the DETROIT AREA**

**5,000 WATTS DAY and NIGHT**

**800 Kc. MUTUAL SYSTEM**

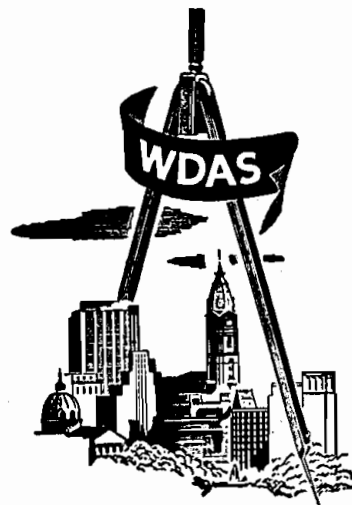
*Chicago's*

**ONLY 24 HOUR STATION**

**W-I-N-D**

**560 Kc. 5000 WATTS**

## Coverage ...in Philadelphia



WDAS covers the largest cross-section of the buying public in the Philadelphia area . . . at lowest cost.

*Exclusive!*

**Chicago's Only NEWS-ON-THE-HOUR SERVICE**

**W-I-N-D**

**560 Kc. 5000 WATTS**



# **THE FITZGERALDS** booked solid before first broadcast on **WJZ!**

**JAYZIE** rolled out the carpet for this  
top-ranking morning show on **April 16**

**THANKS TO ALL THESE SPONSORS:** H. Hicks & Sons, Inc. • J. W. Beardsley's Sons • The Davidson Bros. Corp. • Dorsay Products • Hanscom Baking Corp. • The House of Herbs, Inc. • Isbrandtsen-Moller, Inc. • C. F. Mattlage Co. • Vegex Co. • West Disinfecting Co. • J. A. Wright & Co., Inc. • Minwax Co., Inc. • Maritime Milling Co., Inc. • Pieter de Witt Diamonds, Ltd. • F. Schumacher & Co. • William A. Nesbitt

**THERE'S STANDING ROOM ONLY** now for sponsors to the Fitzgerald program. And no wonder! The same real-life antics are still broadcast from the Fitzgeralds' own breakfast table—the same cat's meow and doorbell ring, the same gay sparkle that gives each moment its private chuckle, the same pleasant, effortless advertising that's been so effective—everything which has made those delightful Fitzgeralds a daytime favorite. *But . . .* a better time—7:50 to 8:15 A. M.—to catch the whole family at breakfast, *and* now over WJZ, New York's First Station—stronger, clearer.

Approved advertisers will be given priority and put on the waiting list in order of application. Why not talk it over with us right away?



**THE FITZGERALDS ARE NOW PLAYING**

Monday through Saturday, 7:50-8:15 A. M. and Saturday at 3:30-4:00 P. M. on

# **WJZ**

# It happened on NBC



## In the Beginning . . .

### APRIL 1935

*The Johnson's Wax people put a veteran comedy team, and a new kind of radio act, on a modest network of 26 NBC stations.*

### JULY 1936

*After a year and a quarter on the air, Fibber McGee and Molly received a Hooper rating of 7.0—the first available Hooper rating on this show.*

### OCTOBER 1936—APRIL 1937

*Fibber McGee and Molly received a winter season average Hooper rating of 12.8.*

► 79 Wistful Vista is the legendary home of one of America's best-loved families—the boastful, blundering, big-hearted Fibber and his kindly, Irish-witted Molly. They have been careful to retain their "hominess" because they realize that this small-town wholesomeness is the good earth

from which their comedy blossoms so lustily.

Fibber McGee and Molly would be the first to acknowledge that a large share of their success is due to Don Quinn, their writer, and to the makers of Johnson's Wax, their sponsors. Johnson's Wax officials have seen their faith in

The Story of Fibber McGee and Molly) NO. 2 OF A SERIES

Today . . .

**OCTOBER 1944—FEBRUARY 1945**

*Fibber McGee and Molly received an average Hooper rating of 30.4—making them the highest-rated comedy team on the air. Incidentally, under the Crossley Recall system, they received the highest rating ever obtained by a half-hour program.*

**APRIL 1945**

*Fibber McGee and Molly celebrate their tenth anniversary on NBC. They are now heard over 141 NBC stations, short-waved to troops in every part of the world.*

**TODAY**

*Fibber McGee and Molly reach an estimated weekly audience of 10,000,000 families.*



his beloved comedy team more than justified  
s the program's popularity grew steadily  
rough the years until today Fibber McGee  
nd Molly are good neighbors to some 30 million  
merican listeners.

They are also good neighbors to Bob Hope, who

has occupied the Tuesday night half-hour follow-  
ing them since September, 1938. The two programs  
comprise the highest Hooper-rated hour on the air.

*A good show, plus good neighbors, plus NBC facili-  
ties is the NBC formula for developing a great show.*

**National Broadcasting Company**

**America's No. 1 Network**

1945—RADIO'S 25th ANNIVERSARY—PLEGED TO VICTORY!



A Service of Radio  
Corporation of America

## AGENCIES

**H**OLLYWOOD OFFICE of N. W. Ayer & Son, Inc., starting May 1, will increase its publicity personnel to include Chester Brouwer as assistant to Jean McFarland, in charge of radio publicity on the West Coast for the agency. Jane Glenn, formerly CBS-Hollywood, joined Ayer publicity in February.

Brouwer, former Fort Wayne (Ind.) newspaper man and who for the past year has been a member of the Blue Network's publicity department, will assist in coverage on Ayer's three coast-to-coast network programs emanating from Hollywood—"The Electric Hour" and the "Durante-Moore" shows on CBS, plus the "Niles and Prindle-Hires Icebox Follies" on the Blue.

ERWIN D. SWANN has resigned as creative head of Dancer-Fitzgerald-Sample, New York, in order to complete several free lance writing assignments.

"THE SAVE CHILDREN FEDERATION" has appointed George Vogel Associates, radio public relations counsel. "American Relief for India, Inc." has also appointed the Vogel organization.

### State Dept. Radio Staff Set For 'Frisco Meet

(Continued from Page 1)

the State Department has the information staff for the delegates from all countries. Harold McGrath, superintendent of the Senate Radio Gallery is acting as McDermott's assistant in charge of radio men. Broadcasters who have been accredited may obtain accreditation cards from him in San Francisco. They will be issued after April 21.

Acting as radio officer for the American delegates will be Commander Lloyd Dennis who is on loan to the State Department from the Navy. Headquarters for radio and press relations have been established on the 1st floor of the Veteran's Memorial Building. The conference information officers together with other accredited officers will stay at the Palace Hotel.



### Reporter At Large . . . !

● ● ● NBC execs and Ted Lloyd, radio director of 20th-Century Fox, huddling over the use of the term 'public service' on latter's three-time weekly midnite news spot via WEA. Film company wants to drop lengthy commercial, merely inserting dignified announcement that 20th-Century brings the news as a public service. NBC has okayed the word 'service,' put nixed the 'public' part of it. . . . Ethel Barrymore's "Miss Hattie" shifting to the coast for June 3rd and 10th airings. She'll leave the air for a few weeks then to make a film for RKO, "Miss Hargreaves" . . . Benton & Bowles will probably be shopping around for a new casting director shortly with Dixie Dugan slated for wedding bells. . . . Local radio publicists' set loses one of its most popular members when Warren Gerz reports in for the Navy today. In his own words, he's releasing some WAVE for active duty. . . . Dick Chaplin, publicity director for Crowell-Collier Publishing Co. has been named in a similar capacity for the N. Y. State Seventh War Loan Drive. . . . Wonder what movie outfit will be the first to make a bid for Earl Wilson's swell title: "I Am Gazing Into My Eight-Ball" . . . Annette Warren dropped from Barney Grant's "Fresh-Up" show. . . . Mutual's "What's the Name of That Song" moving here from Hollywood. Emcee Doug Williamson will also take over Mutual's new "Queen for Today" show. . . . A personal call from Larry McPhail lured Don Dunphy into airing the first three games on the Newark Bears schedule over WBYN. Willard Schraeder of WINS, released Don for the period as a special favor. . . . A buddy in France V-mails "cocktailing at a table in Patee were Maurice Chevalier, Jean Gabin and Josephine Baker" . . . Adams Hats turning over part of their Sunday time for the mirror Heroes' Phone Fund. . . . It's a boy at the Ralph Bells.

☆ ☆ ☆

● ● ● They were discussing FDR the other day at one of the agencies and one dope pointed out that the recent tribute must have cost the networks million dollars. To which the squelch came back immediately: "Any idea what it cost the world?"

☆ ☆ ☆

● ● ● Fooling around with the dials: FPA deserves an Oscar for his "Info, Please" gags, but the show could stand another Oscar named Levant. . . . When will the West Coast comics learn that the mention of the Pomona Bus line doesn't mean a thing outside of Pomona, and how many listeners are there in Pomona anyway? . . . Dinah Shore's aircer seems to be built around Harry Von Zell's commercials. Too long . . . "Headline Editions" on the Blue makes for fascinating listening—done in a big time manner. . . . John B. Kennedy always did write high class stuff—but now that he's slowed down his pace, his listeners have a better chance to absorb and appreciate it . . . "Boston Blackie" highlighted by solid script (Ken Lyons and Ralph Rosenberg) plus Hank Sylvern's superior background music. . . . Dorothy & Dick (Dorothy Kilgallen and Dick Kollmar) jumped into one of radio's toughest spots with that early ayem breakfast thing on WOR, but their sparkling openers assure them a lusty audience.

☆ ☆ ☆

● ● ● As an ex-GI, the passing of Ernie Pyle comes as a great personal loss. Folks this side of the water would find it difficult indeed to imagine the niche Ernie had created for himself with the gang—living, sweating, marching and suffering with them as he did. To the boys, Ernie was more than a war correspondent. He didn't represent the press—he WAS the press. He told the story of the American as the American fighting men wanted it told. To his millions of readers, Ernie's column was not a daily communique—it was a daily letter from the front.

☆ ☆ ☆

—Remember Pearl Harbor—

**83.3**  
**rating!**  
More Listeners  
Than The Next 3  
Stations Combined!

**AVAILABLE FOR  
SPONSORSHIP**

**LEIF EID**

**NEWS  
COMMENTARY**

6:05 to 6:15 P. M.  
Monday thru Saturday  
(following Esso News)

**FIRST in WASHINGTON**  
**WRC**  
Represented by NBC SPOT SALES

**Scoop!**  
**BERNIE CUMMINS**  
(IN PERSON)  
8:05 P.M.—8:30 P.M.  
EVERY WED. and FRI.  
**W-I-N-D**  
**CHICAGO**  
560 Kt. 5000 WATTS

## FCC Planning Survey Of Listening Areas

(Continued from Page 1)

about 2,000 personal interviews. This study would be confined to families with no primary area service. Representatives of the clear-channel and regional broadcasters' groups, as well as of CBS and NBC supported the plan but discussed the advisability of extending it to include questioning of a substantial number of families within primary service areas. This, they maintained, would provide a basis for comparison between the two groups.

The industry representatives were agreed on precisely what should be done, although there were estimates that the survey should be completed within industry groups contributing to the added cost. Estimates of the entire study went as high as \$100,000.

The Commission plan proposed for completion of the survey by midsummer, and assurance was given that it will not in any way conflict with the BMB plans. Regardless of what is done about enlarging the study, it seems fairly certain that the FCC will go ahead with at least a portion of the study as it has been carrying on. It was proposed by the industry representatives that the Commission be aided by the Census Bureau and the Department of Agriculture.

## Expect Early Comeback Of Stations In Philippines

(Continued from Page 1)

John RCA Victor for new equipment. He was station manager of KZRH, which was later interned, released and acted as an NBC correspondent, also a post held prior to the Jap invasion. The Silen visiting RCA was John A. Malcolm, vice-president of the H. E.acock Co. which operated the station as well as department stores and distributed RCA products. KZRC Cebu was also operated by the H. E.acock Company.

Other Manila outlets scheduled for comeback include KZRM, which is a CBS affiliate in Manila; (KZRH is NBC, also KZRC), and KZRF and KZIB.

## Col. Lewis At REC Luncheon Describes World-Wide AFRS

(Continued from Page 1)

tions around the world serving the armed forces at their respective fronts, from tiny islands to the continents. Some 160 mobile units are augmenting the AFRS outlets while 22 powerful shortwave stations in the U. S. act as basic international broadcasting units.

Col. Lewis explained the growth of the AFRS since it was formed in 1942 and how the industry has contributed its talent, manpower and facilities to bring to the men at sea and on the land-fronts every conceivable bit of entertainment they asked for, whether music or leading commercial comedy programs.

### Executives on Dais

On the dais and introduced by President Warren Jennings were: Captain Frank King, officer in charge of the New York office of AFRS and formerly account executive with the old firm of Blackett-Sample-Hummert; Paul Hollister, vice-president in charge of promotion for CBS; Sigurd S. Larmon, president of Young & Rubicam; Chester LaRoche, vice-chairman of the board of American Broadcasting Co. (Blue); Lou Cowan, chief of the New York office, Overseas Branch of the OWI and creator

of the "Quiz Kids" program; Major Martin Work, executive officer of AFRS and former writer and agency man; John Sheehan, assistant chief, Bureau of Communication Facilities, Overseas Branch of the OWI and previously in charge of FM and short-wave operations for General Electric Co. Vivien Della Chiesa, radio operatic star sang the National Anthem.

### Grabhorn As Candidate

Matter of Murray Grabhorn running for president of REC brought forth a letter written by Arthur Hull Hayes who desired to bow out in deference to Grabhorn's past services to the REC. Frank Silvernail of BBD&O, however, arose to state that a committee should be formed to wait on Hayes and see if he would reconsider. Jennings then appointed Silvernail as head of the committee.

Out-of-town attendees at the luncheon session included: Jack Ryan, NBC, Chicago; Robert E. Dunville, vice-president of WLW; J. B. Maurer of WHK, Cleveland; Ben Baylor of WMAL, Washington; W. A. Banks of WHAT, Philadelphia. Lieut. Bill Wilson, USNR, attended en route to a new assignment for the Navy.

## FCC Construction Permit Granted Michigan Firm

(Continued from Page 1)

down last year of renewed restrictions of new construction. The station will operate with 250 watts on the 1,240 band, and is licensed to the midwest broadcasting company, licensees of WTCM, Travers City, Mich.

## Ballet On WNYC

WNYC will broadcast the Saturday afternoon performance of the Ballet Theater which starts at 2:30 p.m., EWT. Program will come from the Metropolitan Opera House.

## NBC's Central Division Shows Rise In Billings

(Continued from Page 1)

division sales manager. The central division handled 35.2 per cent of the network's entire sales business during the three-month period.

Simultaneously, a business increase of 9.2 per cent has been scored in national spot sales on WMAQ (Chicago) for the first three months of 1945 over the same period a year ago, according to Oliver Morton, manager of the NBC central division national spot sales department.

## Dorothy Doran To Join N. W. Ayer Publicity Staff

(Continued from Page 1)

as assistant to Wauhillau La Hay, director of radio publicity on April 23. Miss Doran was associated with Knight papers for 17 years. She is a graduate of Ohio State University where she received her bachelor of arts degrees.

Chet Brower, of the publicity department of the Blue Network on the West Coast, joins the Hollywood staff of N. W. Ayer & Son as assistant to Jean McFarland.

## Send Birthday Greetings To -

April 20

Betty Lou Gerson	Wilfred Glenn
Bud Linn	Arthur Pine
Merritt W. Barnum	Matt Barr
Marshall Neal	Florence Fouchia

April 21

Louis Collier	Max Jordan
Arthur Hinett	Ken Schon
Josephine Dee	Ed Yocum
Paula Nicoll Carter	

April 22

Eddie Albert	Edmund J. Holden
Bert Roggen	Patrick J. Montague
Robert Waldrop	Phil Stewart
Ann M. Wright	G. Richard Shafto

**Exclusive!**

**CUBS '45  
BASEBALL**

**W-I-N-D  
CHICAGO**

**560 Kc. 5000 WATTS**

## Ave Maria Hour

**WMCA - Sunday - 6:30**

For 10 years the number one Religious drama of the Americas.  
**IT'S A DONALD PETERSON PRODUCTION**

## Growth Of Web News Shown In Agcy. Study

(Continued from Page 1)

newscasts that it did in 1937 (Blue was affiliated with NBC until 1942); CBS' current newscasting figures are approximately three and a half times as much as the newscasts projected in 1937; Mutual produces about six times the number of newscasts today that they did in 1939. The survey was made by the Duane Jones advertising agency.

Actual figures from the survey reveal that NBC produced more newscasts in 1944 than any other network, with CBS as runner up. NBC came through with 1,726 news programs, which represents 20.4 per cent of their programming hours. In 1937, 2.8 per cent of their program hours were devoted to newscasts.

CBS' results show 405 hours of newscasts for 1937, as compared with 1,497 newscasts made in 1944.

While Mutual produced the smallest number of newscasts during 1939 (first figures available), it spurted to the figure of 1,238 newscasts for the year 1944.

The Blue Network's figures for 1937 came to 274; while in 1944, they produced 1,062 newscasts. The former figure represents 2.8 per cent of total program hours devoted to news; the latter, 16.7 per cent of total program hours devoted to news.

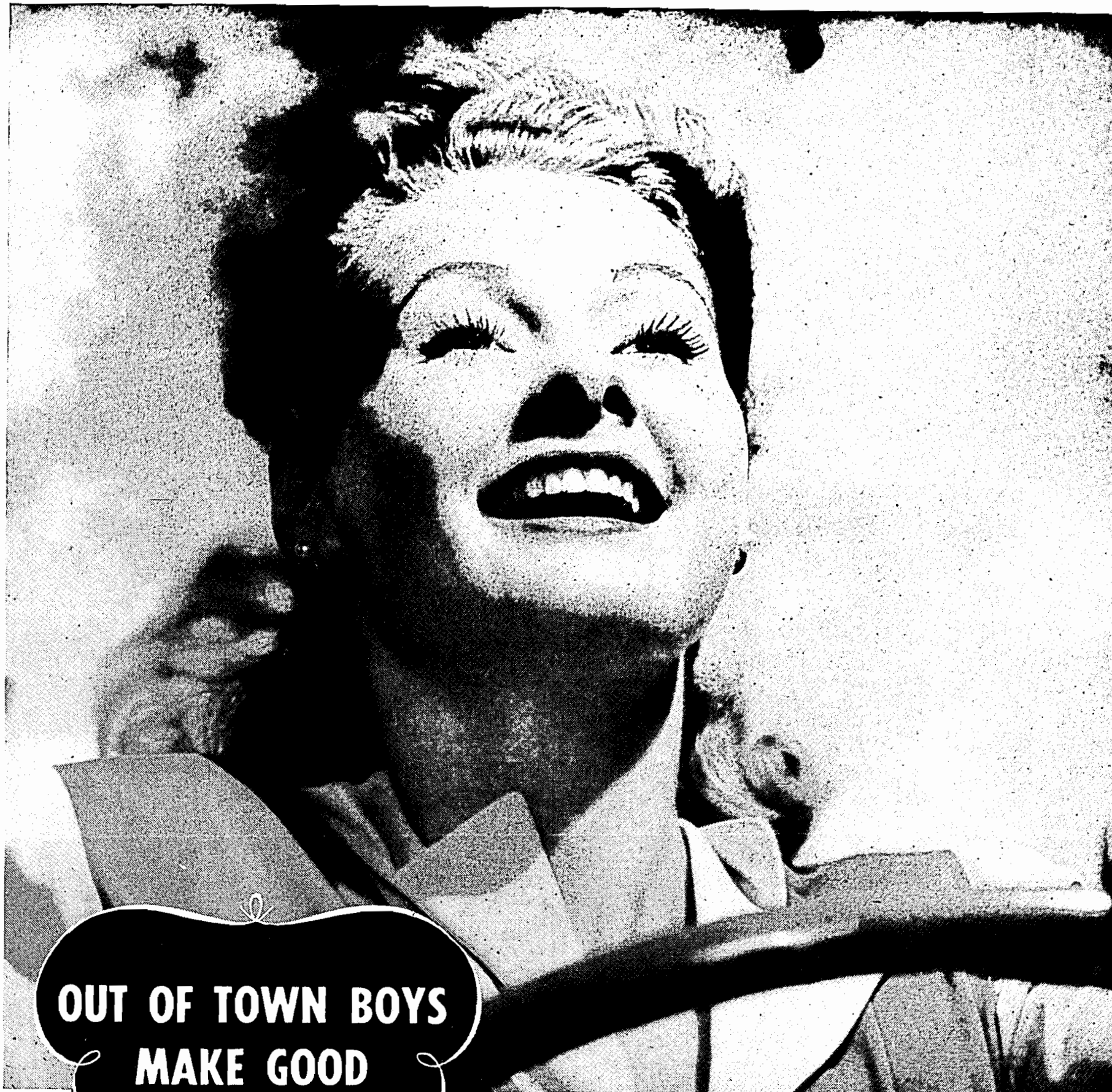
In 1937, of the 279 hours of newscasts on NBC, 154 were sponsored. In 1944, of the 1,726 hours of newscasts, 847 were sponsored. In 1937, of the 405 hours of CBS newscasts, 209 were sponsored; in 1944, of the 1,497, 637 were sponsored. Mutual's figures indicate that of the 193 hours of newscasts in 1939, 122 were sponsored; for 1944, out of 1,238, 828 hours were sponsored. The Blue's total of 274 hours of newscasts for the year 1937 found 87 of them sponsored; for the year 1944, 339 hours of newscasts were sponsored out of a total of 1,062.

### "Info" Guests

Clifton Webb, actor, and Lawrence Tibbett, will guest on Socony-Vacuum's "Information Please," April 23, when it originates in Canada from His Majesty's Theater for the benefit of the Canadian 8th Victory Loan Drive.

**FIRST  
in  
NEWS  
SPORTS  
MUSIC**

**KMPC**  
LOS ANGELES  
710 Kc.-10,000 WATTS  
THE WEST'S GREATEST INDEPENDENT  
National Sales Representative • Paul H. Roymer Company



**OUT OF TOWN BOYS  
MAKE GOOD**

Photo by Ewing Galoway

**10th ANNIVERSARY**

On March 4th, 1935, Studebaker\* bought its first program on WFBR — Baltimore's big home town station. For ten years continuously Studebaker has stayed continuously on WFBR.

From 1941 to present time Studebaker has sponsored Fulton Lewis on WFBR. Just another long term example of picking the right station — WFBR — and

\*Agency: Roche, Williams & Cleary, Inc.

staying with it. They come. They test. They stay year in and year out.

Remember the above *facts* when people start *talking* about RESULTS in Baltimore! Yes, if you want to know what to buy in Baltimore . . . buy what the *successful* home town boys, too, have *always* bought and are *still* buying . . . W . . . F . . . B . . . R . . .

NATIONAL REPRESENTATIVE — JOHN BLAIR & CO. - NEW YORK AND CHICAGO

**WFBR**



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 31, NO. 15

NEW YORK, N. Y., FRIDAY, APRIL 20, 1945

TEN CENTS

## FCC's Coverage Survey

### Growth Of Web News Shown In Agcy. Study

Results of a survey conducted to determine the number of newscasts projected today by the major networks as compared to the number of newscasts broadcast before this country declared war on the Axis reveal that all networks produce many times the former output. NBC currently produces approximately seven times the number of news programs that it did in 1937; the Blue Network currently produces approximately four times the number of

(Continued on Page 7)

### Cecil Brown MBS Co-Op On Limited Station List

Cecil Brown, analyst and commentator on Mutual, will become a network co-operative program on certain stations, according to Bert Hauser MBS' director of Co-Op programs. Brown's "Sizing Up The News," is heard Monday, Wednesday and Friday at 8-8:15 p.m., EWT with a repeat for Western stations, at 12:15-12:30 a.m., EWT and sponsored by Bayuk Cigars, Inc. over 93 stations.

### Canadian Radio Control Goes To Commons Member

Montreal—Hon. J. J. McCann, Liberal member of the Dominion House of Commons for Renfrew South and former chairman of the Commons committee which reviewed radio broadcasting in Canada, and recommended improvements has been named Minister of War Services, which includes control of radio.

### Unusual

While the last of the guests at the REC luncheon yesterday were visiting here and there after the session was adjourned, Frank Silvernail of BBD&O invited Lt. Bill Williams to have lunch in the near future. Williams remarked that a former station rep man eating on a time-buyer was unheard of. Then some wag remarked: "Wait'll after the war!"

### AFRS Global Activity Detailed By Col. Lewis

Far-flung activity of the Armed Forces Radio Service, was explained in detail yesterday by Col. Thomas H. A. Lewis, who was principal speaker at the luncheon session of the Radio Executives Club of New York. Col. Lewis, formerly a top-flight producer for Young & Rubicam, said that currently there are some 55 sta-

(Continued on Page 7)

### U. S. Rubber Co. Renews Philharmonic 3rd Year

United States Rubber Co. for the third successive year has renewed the New York Philharmonic-Symphony Sunday afternoon broadcasts for another 52 weeks over CBS. Society's regular subscription season ended last Sunday and the sponsor will again invite audiences to Carnegie Hall to attend the broadcasts. Major conductors and guest artists are engaged for the next 24 weeks.

## Rebuilding Of Manila Outlets Planned By Former Owners

Owners and operators of radio stations in Manila and other Philippine cities are now planning to rebuild outlets now destroyed or those partially rebuilt by the army, as soon as the green light is given for materials here and the army re-assigns the properties in question. Prior to the attack on Pearl Harbor, Manila

Can WLAW help you sell your product? According to countless advertisers it can and does! Advt.

## Plans To Survey Radio Homes Outside Of The Primary Listening Areas; O. K. With Industry Officials

### State Dept. Radio Staff Set For 'Frisco Meet

Willett Kempton, chief of station relations and special events for OWI Radio Bureau in the Capital has been appointed by the State Department to serve as radio relations officer for the United Nations Conference. Kempton is flying from Washington with Michael McDermott, chief press relations officer for the conference. They are due in San Francisco this afternoon.

McDermott, veteran press chief of (Continued on Page 6)

### FCC Construction Permit Granted Michigan Firm

Washington Bureau, RADIO DAILY Washington—The FCC yesterday granted a construction permit for a new standard station in Cadillac, Mich., the third since the clamping (Continued on Page 7)

### Stewart-Warner To Mfr. FM And Tele Receivers

In connection with its annual report, Stewart-Warner Corp. reveals that it will manufacture a number of important radio and television (Continued on Page 2)

Washington Bureau, RADIO DAILY Washington—A survey of radio coverage among families outside of primary listening areas is planned by the FCC, it was revealed yesterday. The subject was discussed during a staff meeting in connection with the forthcoming Clear-Channel Hearings, and industry representatives on hand supported the idea of a survey and volunteered to help defray the costs.

The FCC plan called for expenditures of about \$40,000 to include questionnaires to roughly 250,000 families (Continued on Page 7)

## NBC's Central Division Shows Rise In Billings

Chicago—Reflecting a continuing upsurge in billings, the NBC central division's network sales department showed a sales increase of 9.6 per cent for the first three months of 1945 over the same period last year, according to Paul McCluer, (Continued on Page 7)

### Dorothy Doran To Join N. W. Ayer Publicity Staff

Dorothy Doran, formerly radio editor of the Akron "Beacon-Journal" and widely known in radio circles in New York, joins the publicity staff of N. W. Ayer & Son in New York, (Continued on Page 7)

### Fend?

Mike Jablon of the publicity department of WNYC has sent out an SOS. It appears that Bob Dixon, on WOR's "Telo Test Quiz" program, is asking his listeners a lot of questions which necessitate their telephoning WNYC for the solutions. Jablon doesn't mind their want for education, but he does mind having to dash out every few minutes to look up answers.

### Gratitude

All officials and lesser employees of CBS yesterday received a personal note of thanks from executive vice-president Paul W. Kesten relative to the comprehensive job done by the network during the three days following the death of President Roosevelt. Kesten acknowledged the extraordinary efforts required by a network to do such a job on short notice.

WLAW (5000 watts) serves New England's 3rd Largest Concentrated Radio Audience—and how! Advt.



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

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FINANCIAL

(Thursday, April 19)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include 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.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include Du Mont Lab., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

20 YEARS AGO TODAY

(April 20, 1925)

Dolly, the two-year-old elephant star of Barnum & Bailey's Circus, entertained through the microphone in Madison Square Garden via transmitters of WJZ, WRC and WGY...

Exclusive! Chicago's Only NEWS-ON-THE-HOUR SERVICE W-I-N-D 560 Kc. 5000 WATTS

Coming and Going

CHARLES GODWIN, Mutual's assistant director of station relations, and PAUL HANCOCK, research specialist in the department, leaving for four or five days in the Southland, where they will confer with web affiliates.

BILL HENRY, CBS news reporter, has arrived in San Francisco and is doing his 8:55 news program from that point.

BESSIE BEATTY, commentator on the Mutual network, planned out Wednesday via TWA for San Francisco, where she will assist in the web's coverage of the United Nations Conference.

HERMAN FAST, station manager of WKRC, Cincinnati outlet of the Columbia network, a visitor this week at the office of Bill Schudt, at CBS headquarters.

ROY THOMPSON, managing director of WFBG, Altoona, Pa., is in town. Paid a call at the offices of the national reps.

WILLIAM L. SHIRER, news analyst heard on CBS, has left by plane for the San Francisco conference.

MILTON L. GREENBAUM, president of WSAM, is here from Saginaw, Mich., on station business.

J. B. FUQUA, general manager of WGAC, accompanied by MRS. FUQUA, has arrived from Augusta, Ga., for conferences at the headquarters of the Blue Network.

HILDEGARDE arrives in town tomorrow from Chicago. Her Tuesday program will originate in New York and will have Xavier Cugat as guest.

J. C. TULLY, president and station manager of WJAC, Johnstown, has arrived from Pennsylvania for conferences with the national representatives of the station.

WENDELL CAMPBELL, assistant station manager of KMOX, CBS-owned station in St. Louis, is in town for confabs with officials of the network.

CHARLES MICHELSON, head of Charles Michelson Transcriptions, is back at his desk following a short vacation.

CARLTON D. SMITH, general manager of WRC, Washington, D. C., spending three days in New York this week to attend the management meeting at NBC.

Stewart-Warner To Mfr. FM And Tele Receivers

(Continued from Page 1)

items in the post-war period, when war work is concluded. These include: television receivers, FM receivers, radio phonograph combinations, portable radios and regular receivers both electric and battery.

Chilton To Address NAWL

Ruth Chilton Director of Woman's Programs at WCAU in Philadelphia and President of the Association of Women's Directors of the NAB speaks tomorrow at the meeting of the National Assn. of Women Lawyers at the Waldorf-Astoria.

Steber On Texaco Show

Eleanor Steber, soprano of the Metropolitan Opera Association, will guest on the "Texaco Star Theater" program Sunday over the Columbia network.

CKLW BEST RADIO BUY in the DETROIT AREA. 5,000 WATTS DAY and NIGHT 800 Kc. MUTUAL SYSTEM

Chicago's ONLY 24 HOUR STATION W-I-N-D 560 Kc. 5000 WATTS

Coverage ...in Philadelphia. Illustration of a radio tower with 'WDAS' on it, overlooking a city skyline. Text: WDAS covers the largest cross-section of the buying public in the Philadelphia area : : : at lowest cost.



Size doesn't mean a thing!

That's a 155 mm. gun... "Long Tom" the troops call it. But that type gun was silent for four days during the recent German counterattacks. No ammunition.

So size... and being on the spot... don't mean a thing in guns or radio stations.

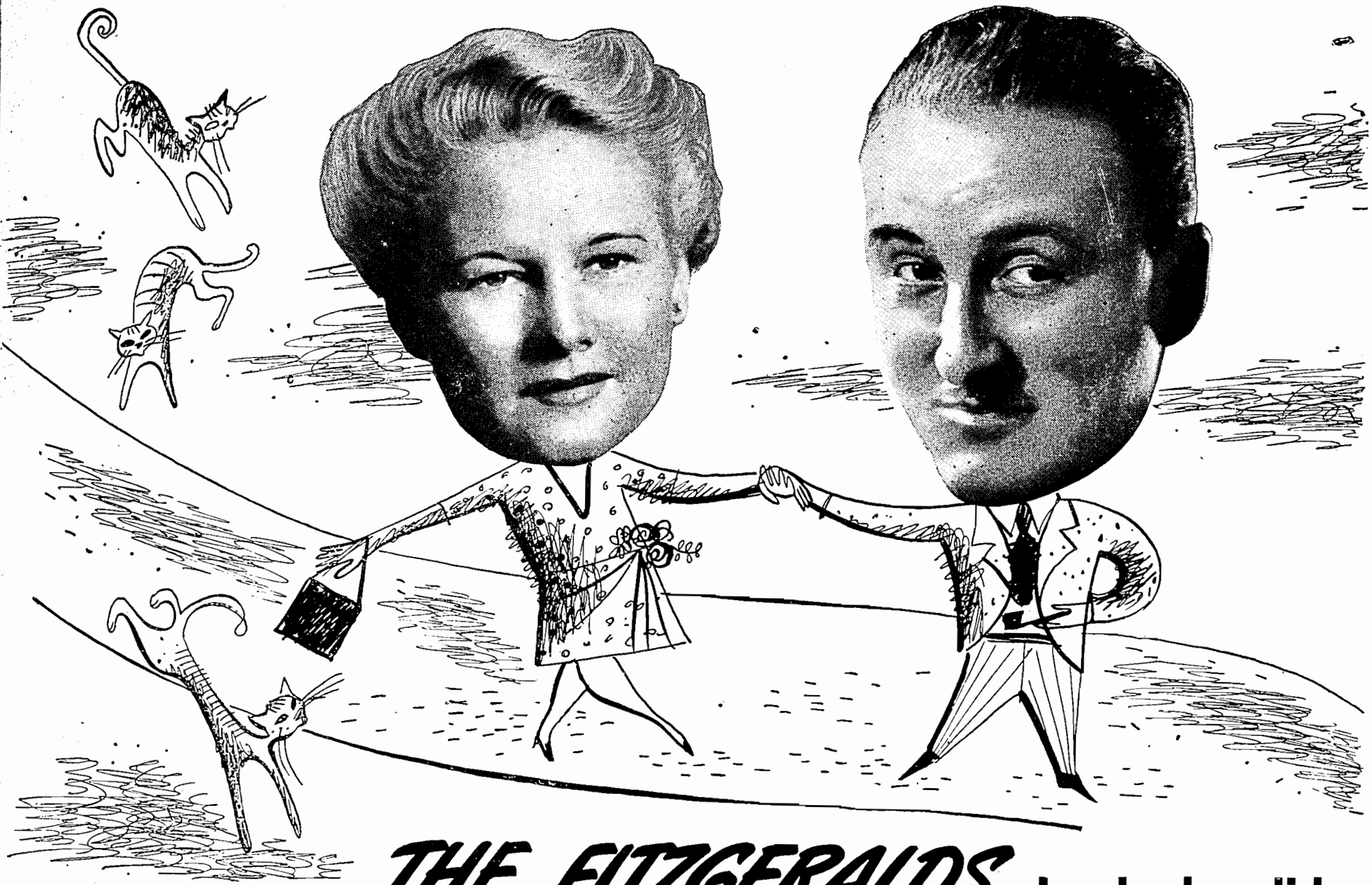
Radio stations need ammunition too. That's why in this five-station, network town an independent is the big buy. It's the station with sales ammunition that delivers the greatest number of listeners per dollar spent.

Blunt facts and figures are available to prove that W-I-T-H is your best bet for sales in Baltimore... America's 6th largest market.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED



## **THE FITZGERALDS** booked solid before first broadcast on **WJZ!**

**JAYZIE** rolled out the carpet for this  
top-ranking morning show on April 16

**THANKS TO ALL THESE SPONSORS:** H. Hicks & Sons, Inc. • J. W. Beardsley's Sons • The Davidson Bros. Corp. • Dorsay Products • Hanscom Baking Corp. • The House of Herbs, Inc. • Isbrandtsen-Moller, Inc. • C. F. Mattlage Co. • Vegex Co. • West Disinfecting Co. • J. A. Wright & Co., Inc. • Minwax Co., Inc. • Maritime Milling Co., Inc. • Pieter de Witt Diamonds, Ltd. • F. Schumacher & Co. • William A. Nesbitt

**THERE'S STANDING ROOM ONLY** now for sponsors to the Fitzgerald program. And no wonder! The same real-life antics are still broadcast from the Fitzgeralds' own breakfast table—the same cat's meow and doorbell ring, the same gay sparkle that gives each moment its private chuckle, the same pleasant, effortless advertising that's been so effective—everything which has made those delightful Fitzgeralds a daytime favorite. *But . . .* a better time—7:50 to 8:15 A. M.—to catch the whole family at breakfast, *and* now over WJZ, New York's First Station—stronger, clearer.

Approved advertisers will be given priority and put on the waiting list in order of application. Why not talk it over with us right away?



**THE FITZGERALDS ARE NOW PLAYING**

Monday through Saturday, 7:50-8:15 A.M. and Saturday at 3:30-4:00 P.M. on

**WJZ**

# It happened on NBC



## In the Beginning . . .

### APRIL 1935

*The Johnson's Wax people put a veteran comedy team, and a new kind of radio act, on a modest network of 26 NBC stations.*

### JULY 1936

*After a year and a quarter on the air, Fibber McGee and Molly received a Hooper rating of 7.0—the first available Hooper rating on this show.*

### OCTOBER 1936—APRIL 1937

*Fibber McGee and Molly received a winter season average Hooper rating of 12.8.*

► 79 Wistful Vista is the legendary home of one of America's best-loved families—the boastful, blundering, big-hearted Fibber and his kindly, Irish-witted Molly. They have been careful to retain their "hominess" because they realize that this small-town wholesomeness is the good earth

from which their comedy blossoms so lustily.

Fibber McGee and Molly would be the first to acknowledge that a large share of their success is due to Don Quinn, their writer, and to the makers of Johnson's Wax, their sponsors. Johnson's Wax officials have seen their faith in

*The Story of Fibber McGee and Molly* NO. 2 OF A SERIES

**Today . . .**

**OCTOBER 1944—FEBRUARY 1945**

*Fibber McGee and Molly received an average Hooper rating of 30.4—making them the highest-rated comedy team on the air. Incidentally, under the Crossley Recall system, they received the highest rating ever obtained by a half-hour program.*

**APRIL 1945**

*Fibber McGee and Molly celebrate their tenth anniversary on NBC. They are now heard over 141 NBC stations, short-waved to troops in every part of the world.*

**TODAY**

*Fibber McGee and Molly reach an estimated weekly audience of 10,000,000 families.*



his beloved comedy team more than justified the program's popularity grew steadily through the years until today Fibber McGee and Molly are good neighbors to some 30 million American listeners.

They are also good neighbors to Bob Hope, who

has occupied the Tuesday night half-hour following them since September, 1938. The two programs comprise the highest Hooper-rated hour on the air.

*A good show, plus good neighbors, plus NBC facilities is the NBC formula for developing a great show.*

**National Broadcasting Company**

**America's No. 1 Network**

1945—RADIO'S 25th ANNIVERSARY—PLEGED TO VICTORY!



A Service of Radio Corporation of America

## AGENCIES

**H**OLLYWOOD OFFICE of N. W. Ayer & Son, Inc., starting May 1, will increase its publicity personnel to include Chester Brouwer as assistant to Jean McFarland, in charge of radio publicity on the West Coast for the agency. Jane Glenn, formerly CBS-Hollywood, joined Ayer publicity in February.

Brouwer, former Fort Wayne (Ind.) newspaper man and who for the past year has been a member of the Blue Network's publicity department, will assist in coverage on Ayer's three coast-to-coast network programs emanating from Hollywood—"The Electric Hour" and the "Durante-Moore" shows on CBS, plus the "Niles and Prindle-Hires Icebox Follies" on the Blue.

ERWIN D. SWANN has resigned as creative head of Dancer-Fitzgerald-Sample, New York, in order to complete several free lance writing assignments.

"THE SAVE CHILDREN FEDERATION" has appointed George Vogel Associates, radio public relations counsel. "American Relief for India, Inc." has also appointed the Vogel organization.

### State Dept. Radio Staff Set For 'Frisco Meet

(Continued from Page 1)

the State Department has the information staff for the delegates from all countries. Harold McGrath, superintendent of the Senate Radio Gallery is acting as McDermott's assistant in charge of radio men. Broadcasters who have been accredited may obtain accreditation cards from him in San Francisco. They will be issued after April 21.

Acting as radio officer for the American delegates will be Commander Lloyd Dennis who is on loan to the State Department from the Navy. Headquarters for radio and press relations have been established on the 1st floor of the Veteran's Memorial Building. The conference information officers together with other accredited officers will stay at the Palace Hotel.



### Reporter At Large . . . !

● ● ● NBC execs and Ted Lloyd, radio director of 20th-Century Fox, huddling over the use of the term 'public service' on latter's three-time weekly midnite news spot via WEA. Film company wants to drop lengthy commercial, merely inserting dignified announcement that 20th-Century brings the news as a public service. NBC has okayed the word 'service,' put nixed the 'public' part of it. . . . Ethel Barrymore's "Miss Hattie" shifting to the coast for June 3rd and 10th airings. She'll leave the air for a few weeks then to make a film or RKO, "Miss Hargreaves" . . . Benton & Bowles will probably be shopping around for a new casting director shortly with Dixie Dugan slated for wedding bells. . . . Local radio publicists' set loses one of its most popular members when Warren Gerz reports in for the Navy today. In his own words, he's releasing some WAVE for active duty. . . . Dick Chaplin, publicity director for Crowell-Collier Publishing Co. has been named in a similar capacity for the N. Y. State Seventh War Loan Drive. . . . Wonder what movie outfit will be the first to make a bid for Earl Wilson's swell title: "I Am Gazing Into My Eight-Ball" . . . Annette Warren dropped from Barney Grant's "Fresh-Up" show. . . . Mutual's "What's the Name of That Song" moving here from Hollywood. Emcee Doug Williamson will also take over Mutual's new "Queen for Today" show. . . . A personal call from Larry McPhail lured Don Dunphy into airing the first three games on the Newark Bears schedule over WBYN. Willard Schraeder of WINS, released Don for the period as a special favor. . . . A buddy in France V-mails "cocktailing at a table in Paree were Maurice Chevalier, Jean Gabin and Josephine Baker" . . . Adams Hats turning over part of their Sunday time for the mirror Heroes' Phone Fund. . . . It's a boy at the Ralph Bells.

★ ★ ★

● ● ● They were discussing FDR the other day at one of the agencies and one dope pointed out that the recent tribute must have cost the networks million dollars. To which the squelch came back immediately: "Any idea what it cost the world?"

★ ★ ★

● ● ● Fooling around with the dials: FPA deserves an Oscar for his "Info, Please" gags, but the show could stand another Oscar named Levant. . . . When will the West Coast comics learn that the mention of the Pomona Bus line doesn't mean a thing outside of Pomona, and how many listeners are there in Pomona anyway? . . . Dinah Shore's airer seems to be built around Harry Von Zell's commercials. Too long . . . "Headline Editions" on the Blue makes for fascinating listening—done in a big time manner. . . . John B. Kennedy always did write high class stuff—but now that he's slowed down his pace, his listeners have a better chance to absorb and appreciate it . . . "Boston Blackie" highlighted by solid script (Ken Lyons and Ralph Rosenberg) plus Hank Sylvern's superior background music. . . . Dorothy & Dick (Dorothy Kilgallen and Dick Kollmar) jumped into one of radio's toughest spots with that early ayem breakfast thing on WOR, but their sparkling openers assure them a lusty audience.

★ ★ ★

● ● ● As an ex-GI, the passing of Ernie Pyle comes as a great personal loss. Folks this side of the water would find it difficult indeed to imagine the niche Ernie had created for himself with the gang—living, sweating, marching and suffering with them as he did. To the boys, Ernie was more than a war correspondent. He didn't represent the press—he WAS the press. He told the story of the American as the American fighting men wanted it told. To his millions of readers, Ernie's column was not a daily communique—it was a daily letter from the front.

★ ★ ★

— Remember Pearl Harbor —

**83.3**  
**rating!**  
More Listeners  
Than The Next 3  
Stations Combined!

**AVAILABLE FOR  
SPONSORSHIP**  
**LEIF EID**

**NEWS  
COMMENTARY**

6:05 to 6:15 P. M.  
Monday thru Saturday  
(following Esso News)

**FIRST in WASHINGTON**  
**WRC**  
Represented by NBC SPOT SALES

**Scoop!**  
**BERNIE CUMMINS**  
(IN PERSON)  
8:05 P.M.—8:30 P.M.  
EVERY WED. and FRI.  
**W-I-N-D**  
**CHICAGO**  
560 Kc. 5000 WATTS

# FCC Planning Survey Of Listening Areas

(Continued from Page 1)

about 2,000 personal interviews. This study would be confined to families with no primary area service. Representatives of the clear-channel and regional broadcasters' groups, as well as of CBS and NBC supported the plan but discussed the advisability of extending it to include questioning of a substantial number of families within primary service areas. This, they maintained, would afford a basis for comparison between the two groups. The industry representatives were agreed on precisely what should be done, although there were estimates that the survey should be charged within industry groups contributing to the added cost. Estimates for the entire study went as high as \$3,000. The Commission plan proposed completion of the survey by midsummer, and assurance was given that it will not in any way conflict with the BMB plans. Regardless of what is done about enlarging the survey, it seems fairly certain that the FCC will go ahead with at least as much of the study as it has been carrying on. It was proposed by the industry representatives that the Commission be aided by the Census Bureau and the Department of Agriculture.

# Expect Early Comeback Of Stations In Philippines

(Continued from Page 1)

with RCA Victor for new equipment. Sen was station manager of KZRH, was later interned, released and acted as an NBC correspondent, also a post held prior to the Jap invasion. With Silen visiting RCA was John A. Malcolm, vice-president of the H. E. Maccock Co. which operated the station as well as department stores and distributed RCA products. KZRC on Cebu was also operated by the Maccock Company. Other Manila outlets scheduled for comeback include KZRM, which is a CBS affiliate in Manila; (KZRH is NBC, also KZRC), and KZRF and KZIB.

# Col. Lewis At REC Luncheon Describes World-Wide AFRS

(Continued from Page 1)

tions around the world serving the armed forces at their respective fronts, from tiny islands to the continents. Some 160 mobile units are augmenting the AFRS outlets while 22 powerful shortwave stations in the U. S. act as basic international broadcasting units.

Col. Lewis explained the growth of the AFRS since it was formed in 1942 and how the industry has contributed its talent, manpower and facilities to bring to the men at sea and on the land-fronts every conceivable bit of entertainment they asked for, whether music or leading commercial comedy programs.

### Executives on Dais

On the dais and introduced by President Warren Jennings were: Captain Frank King, officer in charge of the New York office of AFRS and formerly account executive with the old firm of Blackett-Sample-Hummert; Paul Hollister, vice-president in charge of promotion for CBS; Sigurd S. Larmon, president of Young & Rubicam; Chester LaRoche, vice-chairman of the board of American Broadcasting Co. (Blue); Lou Cowan, chief of the New York office, Overseas Branch of the OWI and creator

of the "Quiz Kids" program; Major Martin Work, executive officer of AFRS and former writer and agency man; John Sheehan, assistant chief, Bureau of Communication Facilities, Overseas Branch of the OWI and previously in charge of FM and shortwave operations for General Electric Co. Vivien Della Chiesa, radio operatic star sang the National Anthem.

### Grabhorn As Candidate

Matter of Murray Grabhorn running for president of REC brought forth a letter written by Arthur Hull Hayes who desired to bow out in deference to Grabhorn's past services to the REC. Frank Silvermail of BBD&O, however, arose to state that a committee should be formed to wait on Hayes and see if he would reconsider. Jennings then appointed Silvermail as head of the committee.

Out-of-town attendees at the luncheon session included: Jack Ryan, NBC, Chicago; Robert E. Dunville, vice-president of WLW; J. B. Maurer of WHK, Cleveland; Ben Baylor of WMAL, Washington; W. A. Banks of WHAT, Philadelphia. Lieut. Bill Wilson, USNR, attended en route to a new assignment for the Navy.

# FCC Construction Permit Granted Michigan Firm

(Continued from Page 1)

down last year of renewed restrictions of new construction. The station will operate with 250 watts on the 1,240 band, and is licensed to the midwest broadcasting company, licensees of WTCM, Travers City, Mich.

# Ballet On WNYC

WNYC will broadcast the Saturday afternoon performance of the Ballet Theater which starts at 2:30 p.m., EWT. Program will come from the Metropolitan Opera House.

# NBC's Central Division Shows Rise In Billings

(Continued from Page 1)

division sales manager. The central division handled 35.2 per cent of the network's entire sales business during the three-month period.

Simultaneously, a business increase of 9.2 per cent has been scored in national spot sales on WMAQ (Chicago) for the first three months of 1945 over the same period a year ago, according to Oliver Morton, manager of the NBC central division national spot sales department.

# Dorothy Doran To Join N. W. Ayer Publicity Staff

(Continued from Page 1)

as assistant to Wauhillau La Hay, director of radio publicity on April 23. Miss Doran was associated with Knight papers for 17 years. She is a graduate of Ohio State University where she received her bachelor of arts degrees.

Chet Brower, of the publicity department of the Blue Network on the West Coast, joins the Hollywood staff of N. W. Ayer & Son as assistant to Jean McFarland.

# Growth Of Web News Shown In Agcy. Study

(Continued from Page 1)

newscasts that it did in 1937 (Blue was affiliated with NBC until 1942); CBS' current newscasting figures are approximately three and a half times as much as the newscasts projected in 1937; Mutual produces about six times the number of newscasts today that they did in 1939. The survey was made by the Duane Jones advertising agency.

Actual figures from the survey reveal that NBC produced more newscasts in 1944 than any other network, with CBS as runner up. NBC came through with 1,726 news programs, which represents 20.4 per cent of their programming hours. In 1937, 2.8 per cent of their program hours were devoted to newscasts.

CBS' results show 405 hours of newscasts for 1937, as compared with 1,497 newscasts made in 1944.

While Mutual produced the smallest number of newscasts during 1939 (first figures available), it spurted to the figure of 1,238 newscasts for the year 1944.

The Blue Network's figures for 1937 came to 274; while in 1944, they produced 1,062 newscasts. The former figure represents 2.8 per cent of total program hours devoted to news; the latter, 16.7 per cent of total program hours devoted to news.

In 1937, of the 279 hours of newscasts on NBC, 154 were sponsored. In 1944, of the 1,726 hours of newscasts, 847 were sponsored. In 1937, of the 405 hours of CBS newscasts, 209 were sponsored; in 1944, of the 1,497, 637 were sponsored. Mutual's figures indicate that of the 193 hours of newscasts in 1939, 122 were sponsored; for 1944, out of 1,238, 828 hours were sponsored. The Blue's total of 274 hours of newscasts for the year 1937 found 87 of them sponsored; for the year 1944, 339 hours of newscasts were sponsored out of a total of 1,062.

### "Info" Guests

Clifton Webb, actor, and Lawrence Tibbett, will guest on Socony-Vacuum's "Information Please," April 23, when it originates in Canada from His Majesty's Theater for the benefit of the Canadian 8th Victory Loan Drive.

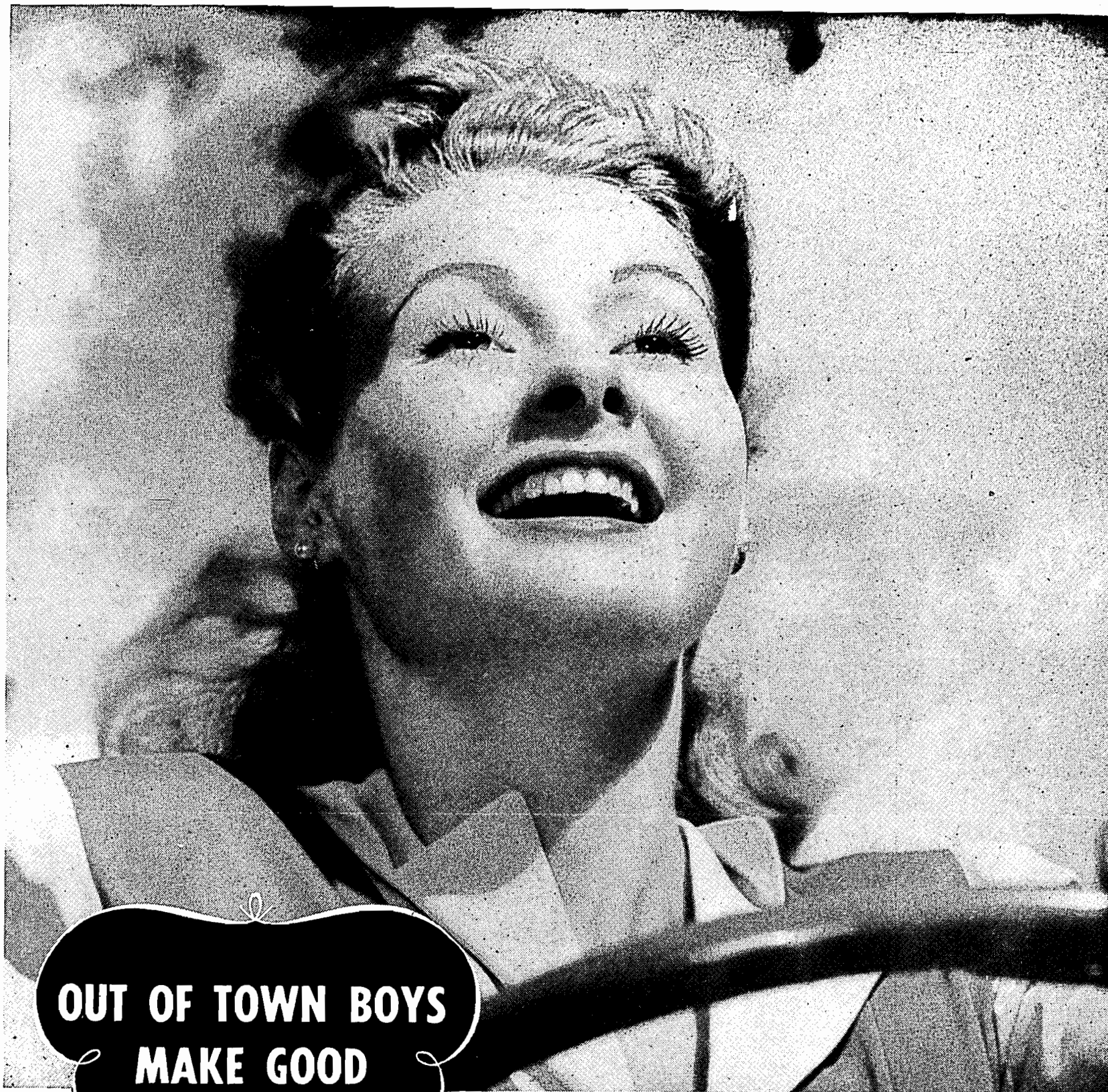
**Exclusive!**  
**CUBS '45**  
**BASEBALL**  
**W-I-N-D**  
**CHICAGO**  
560 Kc. 5000 WATTS

**Send Birthday Greetings To -**

April 20	Betty Lou Gerson	Wilfred Glenn
	Bud Linn	Arthur Pine
	Merritt W. Barnum	Matt Barr
	Marshall Neal	Florence Fouchia
April 21	Louis Collier	Max Jordan
	Arthur Hinett	Ken Schon
	Josephine Dee	Ed Yocum
	Paula Nicoll Carter	
April 22	Eddie Albert	Edmund J. Holden
	Bert Roggen	Patrick J. Montague
	Robert Waldrop	Phil Stewart
	Ann M. Wright	G. Richard Shafro

**Ave Maria Hour**  
**WMCA — Sunday — 6:30**  
For 10 years the number one Religious drama of the Americas.  
**IT'S A DONALD PETERSON PRODUCTION**

**FIRST in NEWS SPORTS MUSIC**  
**KMPG**  
LOS ANGELES  
710 Kc. - 10,000 WATTS  
THE WEST'S GREATEST INDEPENDENT  
National Sales Representative - Paul H. Raymer Company



**OUT OF TOWN BOYS  
MAKE GOOD**

Photo by Ewing Galoway

**10th ANNIVERSARY**

On March 4th, 1935, Studebaker\* bought its first program on WFBR — Baltimore's big home town station. For ten years continuously Studebaker has stayed continuously on WFBR.

From 1941 to present time Studebaker has sponsored Fulton Lewis on WFBR. Just another long term example of picking the right station — WFBR — and

\*Agency: Roche, Williams & Cleary, Inc.

staying with it. They come. They test. They stay year in and year out.

Remember the above *facts* when people start *talking* about **RESULTS** in Baltimore! Yes, if you want to know what to buy in Baltimore . . . buy what the *successful* home town boys, too, have *always* bought and are *still* buying . . . W . . . F . . . B . . . R . .

NATIONAL REPRESENTATIVE — JOHN BLAIR & CO. - NEW YORK AND CHICAGO

**WFBR**



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 31, NO. 16

NEW YORK, N. Y., MONDAY, APRIL 23, 1945

TEN CENTS

## 'Frisco Now Radio Mecca

### Clear Channel Hearing May Get Later Date

The State Department has proposed that the Inter-American Telecommunications Conference scheduled for June 2, in Brazil, be postponed until the Fall, it was learned here yesterday. No answer has yet been received, although it is believed that delay is likely. With this delay expected, there looms a distinct possibility that the Clear-Channel Hearing scheduled for May 9, here may also be delayed.

There has been complaint that the May date for the clear-channel sessions was set too early to permit compilation of data which witnesses would like to present at the hearings  
(Continued on Page 4)

### GI-Hospital Show Retitled, Starts On Network May 2

World premiere of "The Road Ahead", formerly titled "We Live Again"—new series in which the Army, Navy, American Red Cross and American industry will join forces in a nation-wide effort on behalf of hospitalized U. S. service men, will take place over the Blue Network Wed., May 2, at 9 p.m., EWT;  
(Continued on Page 2)

### Danny Kaye Show Moving; To Follow Durante-Moore

Continuous hour of comedy is scheduled over CBS network Friday night, April 27, when the stars of the Jimmy Durante-Garry Moore show play host to network comedian Danny Kaye for the first half hour,  
(Continued on Page 4)

### Philadelphia Citation

Two Mutual network news commentators, Cecil Brown and Frank Singiser, will be presented awards for excellence in reporting by the United Businessmen's Association of Philadelphia, at a dinner held in that city April 26. Brown will be cited as outstanding commentator and Singiser for "excellence in the preparation and presentation of news."

### Change in Title

"The Veterans' Aide," NBC program designed to give information to service men and discharged veterans, will in the future be known under the program title of "The Veterans' Advisor." The series, conducted by Tyrrell Krum, Lt. Comdr., USNR, is heard every Saturday, 1-1:15 p.m., EWT, and originates in Washington, D. C.

### WAC's Annual Report Lauds Industry Aid

Report of the War Advertising Council for the past year reveals that American business contributed \$302,248,775 worth of its own advertising for government home front information campaigns. This report marks the third year of the Council's activity.

Media participating in the campaigns include radio, newspaper, magazine, motion pictures, outdoor posters, car cards and point of sale displays. Breakdown of figures in the  
(Continued on Page 6)

### NBC Stations Committee Hears Menser And Royal

Clarence L. Menser, vice-president of NBC in charge of programs, and John F. Royal, vice-president and head of the television department, delivered addresses late last week before the closing session of the Sta-  
(Continued on Page 6)

## ★ THE WEEK IN RADIO ★

### Listeners Take To Truman

By CHARLES MANN

LISTENERS via radio honored President Harry S. Truman last week when 32 per cent of the nation's total radio homes tuned in to hear his first address to a joint session of Congress. Addressing the armed forces Tues. night he hit 53.6. The surveys were made by C. E. Hooper for CBS. . . . Following the aid rendered

Select a buying audience—Industrial New England. Select a leading station—WLAW! Advt.

### Cream Of The Industry's Commentators Plus Topflight Newscasters Set For United Nations Conference

### Gov't Bond-Drive ETs Offer Wealth Of Talent

Washington Bureau, RADIO DAILY

Washington—Preparation of the Treasury's special transcribed series for local sponsorship is now under way, with completion expected well before the beginning of the Seventh War Loan on May 14. A breakdown of the 21 reveals:

"Treasury Salutes" of which eight  
(Continued on Page 2)

### 'Pops' Concerts Resuming On Blue Network May 5

On Saturday, May 5, the WJZ-Blue Network of the American Broadcasting Co., which since Dec. 26, 1942, has broadcast the Saturday night concerts of the Boston Symphony Orchestra, will bring the 60th season of that organization's "Pops" concerts to listeners at 8:30 p.m., EWT.

### KDKA Appoints Lewis Promotion-Adv't. Manager

Pittsburgh—David N. Lewis, Pittsburgh newspaperman, has been named KDKA sales promotion and advertising director by J. E. Baudino, general manager of the Westing-  
(Continued on Page 6)

San Francisco — With the opening of the epic San Francisco Conference but a few days away, correspondents and operators of all communicative media are straining all their energies and facilities to make sure that no single phase of the historic proceedings will go uncovered. The four major net-  
(Continued on Page 6)

### Reinsch Plans Return To Former Radio Post

Washington Bureau, RADIO DAILY

Washington—Radio's White House Secretary, Leonard Reinsch, will return to active management of the radio stations in Miami, Atlanta and Dayton, owned by former Governor James M. Cox, it was revealed yesterday. Cox requested Reinsch's return after the former democratic radio chief had served less than a  
(Continued on Page 4)

### Soviet Relief On WNEW Teaches Russian Tongue

Russian War Relief yesterday inaugurated new weekly radio series, called "Let's Talk Russian," to be heard over WNEW from 10-10:15 p.m. The language lesson will be con-  
(Continued on Page 2)

### Co-operation

A plan now is in effect whereby the French Government is broadcasting to its people an OWI program describing life as it is lived in America. In return the OWI is shortwaving over its "Voice of America" to France the Paris-originated feature titled "Ce Soir en France" (This Evening in France), a report on French political and editorial trends.

Don't forget it or you'll regret it! Add WLAW to your schedule . . . serves Industrial New England. Advt.



Vol. 31, No. 16 Mon., April 23, 1945 Price 10 Cts.  
**JOHN W. ALICOATE** : : : Publisher  
**FRANK BURKE** : : : : : Editor  
**MARVIN KIRSCH** : : Business Manager

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**Soviet Relief On WNEW Teaches Russian Tongue**

(Continued from Page 1)  
 ducted by Mary Modell, director of the language school of the American-Russian Institute. Programs will feature well-known guest pupils. A lesson sheet with the Russian expressions used on each program will be sent to listeners who write to the station.

**GI-Hospital Show Retitled, Starts On Network May 2**

(Continued from Page 1)  
 each program will originate in a different military hospital in the United States. The war casualties themselves, assisted by stars of the entertainment world, will discuss their future plans and hopes direct with the American public.

Clifton Fadiman will serve as master of ceremonies for the series, with the possibility, however, that he may go to Europe later in the summer with "Information Please." The program "The Road Ahead" was developed by the radio sections of the Army, Navy and American Red Cross. The business-firm host for the first week's program will be the International Business Machines Company.

Each program will feature a "hospital call," made by a famous star to the hospital where the broadcast originates. Bob Hope from California will make the first call, with Bing Crosby making the second and Fred Allen the third. Each week a guest star will also be heard from the hospital, stars on the first four programs being chosen from a list including Kate Smith, Carole Landis, Beatrice Lillie, Ginny Simms, Grace Moore and Patrice Munsel.

David Broekman, who conducted the Treasury programs for several years, will lead the orchestra from a different hospital each week. First program, May 2, will originate at Walter Reed Hospital, Washington, D. C.

**Gov't Bond-Drive ETs Offer Wealth Of Talent**

(Continued from Page 1)  
 have already been grooved, stars Raymond Massey as actor and narrator in a salute to "The People of America" and closes with a brief war bond talk by Ted Gamble, national war finance director.

Other seven transcribed programs star or feature radio and picture personalities Arnold Moss, Raymond Edward Johnson, Martin Gable, Jane Wyatt, Jim Ameche, Blanche Yurka, Lieut. Jack Coogan, Everett Sloane and Les Tremayne.

Sixteen of the 21 quarter-hour discs in the Treasury's special war loan series, "Music for Millions," have already been transcribed. With Mark Warnow's orchestra, each program features a top radio or screen vocalist, the singing of a new war song, and a brief interview with its composer.

Already recorded by the Joseph Katz Agency, consultants to the war finance division, are singers Robert Merrill, Robert Weede, Jerry Wayne, Joan Edwards, Mary Small, Elton Britt, Barry Wood, Bea Wain, Walter Cassell, Evelyn Knight, Frank Parker, Bob Hannon and Earl Wrightson.

Composers heard are Irving Caesar, Herman Hupfeld, Robert Russell, Sgt. Hy Zaret, Robert Sour, Robert Miller, Joan Whitney, Alex Kramer, Charles Tobias, Joe Meyer, Dorothy Fields, Fred Ahlert, Mitchell Parish, Leonard Whitcup, John Latouche, Otto Harbach, Peter De Rose, Frank Loesser and Vic Mizzi.

**20 YEARS AGO TODAY**

(April 23, 1925)  
 This summer will decide the efficacy of high power, when the 1,000-2,000 watt stations will try to show the listener what they can do to make reception as pleasing in summer as in winter, despite extreme static conditions which prevail in hot, humid weather.

**FINANCIAL**

(April 20)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	164 3/4	164 1/8	164 3/8	+ 1/8
Crosley Corp.	35 3/4	35 3/4	35 3/4	+ 1/4
Farnsworth T. & R.	15 1/2	14 5/8	14 5/8	- 1/2
Gen. Electric	42 3/4	42 1/4	42 1/2	+ 1/2
Philco	35 7/8	35 1/4	35 5/8	+ 1/8
RCA Common	11 3/4	11 1/4	11 1/4	- 3/8
Stewart-Warner	19 5/8	19 1/8	19 1/4	+ 1/8
Westinghouse	135 3/4	135	135	- 1/2
Zenith Radio	39 3/8	39 3/8	39 3/8	+ 3/8

NEW YORK CURB EXCHANGE				
	Bid	Asked		
Hazeltine Corp.	32	32	32	

OVER THE COUNTER				
	Bid	Asked		
WCAO (Baltimore)	27			
WJR (Detroit)	41			

**Operas From City Center Scheduled On WNYC-FM**

Puccini's "Manon Lescaut," scheduled by City Center Opera Company for tomorrow night, and "The Gypsy Baron" of Johann Strauss, to be performed next Saturday evening, will be broadcast in their entirety over WNYC's FM station. Over WNYC, itself, they will be aired from the opening of the performance until 10 p.m., the city station's sign-off.

**WRITER**  
 Unlimited opportunity for experienced writer with imagination for leading half hour evening dramatic show. Full background first letter. Box 153, RADIO DAILY, 1501 Broadway, New York 18, N. Y.



**Camera study**

That's a U.S. Navy sub. It makes a fascinating study for the camera.  
 But do you see anything wrong with the picture?  
 Most people who first see the picture exclaim, "Look at that torpedocrossing the bow!"  
 But that's just part of the reflection on a sullen swell.  
 But there's one picture that has no second guesses in it... no doubtful reflections... and that's the part W-I-T-H plays in the Baltimore radio picture!  
 Delivering as it does... the greatest number of listeners for the lowest cost... W-I-T-H is the top buy in this five-station town.

**W-I-T-H**  
**IN BALTIMORE**  
 TOM TINSLEY, President  
 REPRESENTED BY HEADLEY-REED

**IN EASTERN NORTH CAROLINA**

**WRRF**

Blue NETWORK

**COMPLETELY COVERS THIS HUNDRED MILLION DOLLAR MARKET**

Over 600,000 Population  
 67,144 RADIO HOMES  
 6,188 Retail Outlets

**Annual RETAIL SALES Over \$100,000,000**

Write Us Today for Our New Informative Folder

**TARHEEL BROADCASTING SYSTEM, INC.**  
 WASHINGTON, NORTH CAROLINA  
 National Radio Representatives  
**FOR JOE & CO.**  
 New York • Chicago • Philadelphia

**IN PHILADELPHIA**

Nearly everybody listens to

**WDAS** BROADCASTS OF NEWS... ON THE HOUR • EVERY HOUR

That's why

78 percent of our sponsors renew regularly.



From SAN FRANCISCO, for the duration of the Conference, at 3 P. M. (EWT), will come ALEXANDER GRIFFIN—metropolitan editor of many years and radio commentator whose keen news analyses have gained for him closely interested audiences on more than 110 MUTUAL Stations!

GRIFFIN REPORTING is open for network or local co-operative sponsorship immediately, at quite reasonable rates.

---

**NOW HEARD 3 P. M. (EWT) MONDAY through FRIDAY**

---

Write, wire or phone BENEDICT GIMBEL, JR.—WIP, Philadelphia

**“GRIFFIN REPORTING”**

# Reinsch Plans Return To Former Radio Post

(Continued from Page 1)

week as President Truman's press radio secretary.

Jonathan Daniels, who succeeded Stephen Early last year as the late President Roosevelt's press secretary will remain on the job until about May 15. After which Charles G. Ross, veteran correspondent for the St. Louis "Dispatch" will take over the duties. Ross is not directly connected with radio but his paper is in the broadcaster field and he may be expected to bear in mind the needs of broadcasters as well as of the press.

## Speculation Re Radio Man

There is speculation still as to whether President Truman will appoint a man specially for radio, but the speculation does not appear to have and solid foundation.

Drew Pearson revealed Sunday that had President Roosevelt lived a few days longer Clifford Durr of the FCC would have been appointed Federal Loan Administrator. This was revealed to Treasury Secretary Henry Morgenthau only two days before Roosevelt's death, according to Pearson.

While visiting in Warm Springs the story goes, Roosevelt said he had been considering appointing Durr to post, but had decided against it because he had been told Durr was "a Jesse Jones man." Morgenthau told the President he had been misinformed and promised to send a dossier down on Durr. The President then told Morgenthau that if the dossier was satisfactory he would announce the appointment on his return to Washington—last Monday.

## TPA Meeting Tonight

Television Producers Assn. will hold a meeting tonight at the Salle Moderne of the Hotel Pennsylvania at 7:30 p.m.

## FOR SALE

Stop-watch. Gallet. Perfect condition. Owner in New York. Write RADIO DAILY, 156, 1501 Broadway, New York 18, N. Y.



"Like home, ain't it — except no radio with WFDF Flint."



## Notes From An Aisle Seat . . .!

● ● ● Those who contend that radio will shed the 'uniform' once the war is written off, will have to argue with Mutual's Ed Kobak, who in an article in the May issue of "Free World" mag, contends that radio "will not return exclusively to its former role of entertainer and salesman of shirts, soups, soaps and automobiles. Radio has discovered and developed potentials and techniques in far wider fields of human endeavor, and these it will not allow to lie fallow" . . . J. Leonard Reinsch, who is resigning as Pres. Truman's press sec'y, will probably wind up with the FCC. . . . Insiders believe that Fanny Brice will not return to the air in the fall. Her sponsors are reportedly looking for a half-hour dramatic stanza. . . . MCA is trying to make Clifton Webb another Alexander Woollcott on the airwaves. They'll have to fatten him up first. . . . Bob Hope and Frances Langford feuding over her desire to do a summer show. . . . One of the soft drink firms, heretofore confined to spot announcements, has become network-minded to the extent of auditioning a musical show on the a.t. this week. . . . Marion Hutton, who just landed the Bourjois show, has sold her California home and was lucky enuf to rent a 10-room house in Great Neck. . . . Mrs. FDR has had more radio offers than any ten persons could handle. It's an even money bet she'll be on the air in the fall. . . . Tony Pastor wires from the Sherman Hotel in Chi that he's a pappy again. It's a boy—his third.



● ● ● Question Markers: Is Maltex auditioning Charles F. McCarthy and Kenneth Bangheart to replace Clyde Kittell? . . . Is Adelaide Hawley contemplating leaving NBC for a half-hour show five times a week on CBS, where she originally hails from? . . . Is modelman Harry Conover readying an air show for the fall? . . . Will a 'dark horse,' not too well known now, inherit the "Hit Parade" spot? . . . Wouldn't it be a good idea to send a bobby socks brigade, consisting of Sinatra, Crosby, Como, Brown, Haymes and Johnson overseas to entertain the GI's? . . . Did Jack Benny have a hurried conference over the week-end over his dipping Hooper?



● ● ● Radio is laughing at one of its top execs for letting one of his shows go in order to buy another at three times the cost—only to find out that the one he had let slip by is two and a half points higher on the Hooper. . . . In order to put the campaign over about dropping middle commercials on news shows (necessitating bringing in an announcer to do the commercial) NBC will pay the announcers' fees for the first 13 weeks. . . . Harry Prine, 25-year-old ex-postal clerk, has copped the coveted Johnny Johnston replacement spot on "Music That Satisfies" after a close race that found most of radio's topnotchers in a photo finish. . . . Mac Ceppos slated for the musical director post with Guild Records. . . . All the webs expect V-E Day to occur during the 'Frisco Conference, so don't be surprised if the table talk is hooked up with special stuff from London, Paris and even Berlin. . . . The teen-agers have discovered that Danny O'Neil has plenty of bobby-socks-appeal. They've already ruined two of his best suits. . . . We had the privilege of eavesdropping on what we think will be one of the funniest comedy shows in years with triple-voiced Marlin Hurt. Show was waxed as a summer replacement, but audition record indicates it'll be here for a long time. Latest report is that Al Pearce's sponsor outbid all others for the option. . . . Blue's press dep't moving from the 3rd to 2nd floor, studio section, around May 1st. Room will be air-conditioned, which will be quite a switch from the old site overlooking the Music Hall dressing rooms. . . . Phyllis Schulman hostessing at the 5th anniversary "Mr. D.A." party with a bum ankle. Incidentally, Mrs. Willkie will guest on the show this week in behalf of the clothing drive—one of her very rare radio appearances.

— Remember Pearl Harbor —

# Clear Channel Hearing May Get Later Date

(Continued from Page 1)

—both technical data and data regarding coverage. In addition it was felt that the post-war frequency allocations to be announced by the FCC will have a definite bearing on the handling of the clear-channel problem. No decision on these allocations has yet come down, although an announcement is expected fairly soon.

## Danny Kaye Show Moving; To Follow Durante-Moore

(Continued from Page 1)

and Danny does likewise for Jimmy and Garry during the second half hour. The linking of both half-hour shows marks the shift of Danny Kaye's program from Saturday to Friday nights 10:30-11 p.m., EWT. The Durante-Moore show is heard at its regular time 10-10:30 p.m., EWT. Both are heard from Hollywood.

Roy Bargy will conduct the orchestra for the first half-hour; and Harry James and his Music Makers work through the second half.

Howard Petrie announces and Phil Cohan directs for Durante-Moore; Ken Niles announces and Dick Mack produces for Danny Kaye.



## ONE MAN IS A POOR AUDIENCE

Sentenced to jail, Paganini, great violinist, played to his jailer—a poor audience for such talent.

Be sure your program has a worthy audience! Use:

Baltimore's Listening Habit

# WCBM

The Blue Network Outlet

John Elmer President      George H. Roeder General Manager

FREE & PETERS, Inc., Exclusive Nat. Rep.

**THE WEEK IN RADIO**

**Listeners Take To Truman**

(Continued from Page 1)

...oration engineers and officials, the first multiple-relay television network in the world connecting two major cities has proven technically successful and may result in New York, Philadelphia and Washington being telechained within a few months. This scientific demonstration reveals that it is entirely practical and possible to connect distant cities for television by a series of microwave tele relay transmitters.

**Spotshots:** Erne Pyle, famed war correspondent, was killed last Wednesday during the battle for Ie Jima; major poets and indies alike candidly many programs to eulogize him. . . . Joseph V. Connolly, president of King Features Syndicate, International News Service and International News Photos, died following a heart-attack. . . . Don Searle, general manager of the western division of the American Broadcasting Company, has been appointed vice-president. . . . A state court such as the Supreme Court of Nebraska cannot invalidate an FCC license or otherwise interfere with its license function, James L. Fly, attorney for WOW, Inc., declared in a brief filed with the U. S. Supreme Court. . . . Johannes Steel, WHNews analyst in Europe, was cancelled from two programs but not for "broadcasting" reasons. . . . Dorothy Doran, former editor of the Akron "Beacon-Journal," has joined the publicity staff of N. W. Ayer & Son.

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

**AGENCIES**

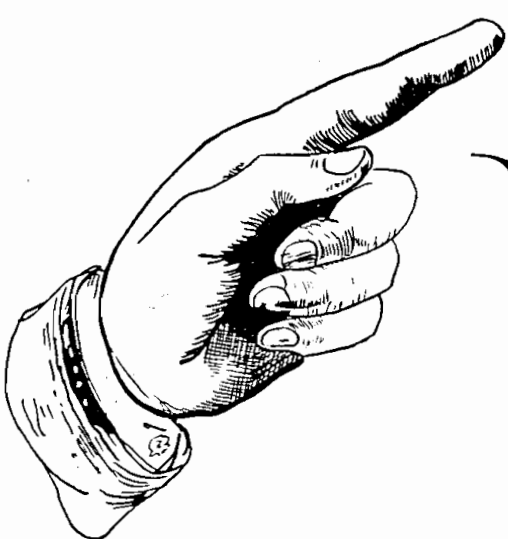
O. BUCKINGHAM, vice-president of Cluett, Peabody & Co., will be guest of honor and principal speaker at the Wednesday Celebrity Luncheon to be held April 24 by the Advertising Club of New York at its club house. Buckingham's subject will be "Standard Brands vs Government Standardization."

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES on April 18 released a list of officers and governors of its sectional councils who have been elected for the year ending March 31, 1946. (See RADIO DAILY, April 18). Through an error, the name of Lawrence L. Shenfield, president of Doherty, Clifford & Shenfield, Inc., New York, was omitted by the Association from the list of governors of the New York Council. Also the name of A. W. Seiler, president of Cramer-Krasselt Co., Milwaukee, was omitted from the list of the Central Council.

**THEY ALL POINT TO STAN LOMAX**



WOR's ace sportscaster brings you 908,960 sports-eager fans with every crackling broadcast



A partial list of the people for whom Stan Lomax has done outstanding jobs. Ask them what they think of his more-for-less show.

- REMINGTON RAND, INC.**
- BARBASOL CO.**
- U. S. ALUMINUM CO.**
- BROWN & WILLIAMSON CORP.**
- JACOB RUPPERT BREWERY**
- BRONX COUNTY TRUST CO.**
- TIDE WATER ASSOC. OIL CO.**
- CALCO CHEMICAL CO., INC.**
- NOXZEMA CHEMICAL CO.**

Never before in Stan Lomax's 12 rare and brilliantly successful years on WOR has he been so well-prepared to do a praise-provoking job for the sponsor who will buy him *immediately*.

For not only does WOR's Stan Lomax attract approximately 908,960 people every time he goes on the air, but these people include *all* members of the family, in *all* income groups.

This is an extraordinarily diverse audience for a sportscaster. And when we say "diverse," we mean that in every 10 homes checked by Crossley, Inc., the researchers found 26 Lomax-listening people including 10 men, 10 women and 6 children.

Most important perhaps is that Stan Lomax has a remarkable appeal for *all kinds* of people. We mean people who run the gamut of income groups from A to E. It's undoubtedly this universal appeal that makes Lomax such a successful seller of all kinds of products at all times.

Now with one of the most sports-active years of the war about to bow in, WOR thinks that Stan Lomax is the greatest investment that a timebuyer could make for a sponsor, or a sponsor for himself.

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

# Radio Converges On San Francisco For Full United Nations Coverage

(Continued from Page 1)

works, CBS, NBC, Blue Network and MBS, many independent stations throughout the country and wire recorders—all will be on hand to project unprecedented coverage for the event of international significance.

CBS will tee off with Norman Corwin's "Word From the People," Tuesday, April 24, 10-11 p.m., EWT. Master of ceremonies for this program will be Sgt. Harry Jackson, of the U. S. Marines 5th Amphibious Corps, who was selected for the role after a screening process in which the Army, Navy and Marine Corps assisted. Among those to participate in the program will be: Thomas Hart Benton, Thomas Mann, Carl Van Doren, Bette Davis, Paul Robeson, Elmo Roper, Carl Sandburg, and many others.

## CBS Names Fox Case

Fox Case, news and special events director of KNX, CBS Hollywood station, has been appointed to the CBS conference delegation. Bill Henry, CBS Washington reporter, has already arrived and broadcasts his regular evening news program from his home city of Los Angeles.

Francis C. McCall, operations manager of NBC's news and special events division, has been named to supervise NBC's coverage of the conference, it has been announced by William F. Brooks, director of news and special events. NBC's commentators and special events men to cover the conference will be: Richard

Harkness, Guthrie Janssen, Elmer Peterson, Ben Grauer, Fleetwood Lawton, Graeme Fletcher, Art Baker, H. V. Kaltenborn, Lowell Thomas, Sam Hayes and John Wald.

## Blue Activity

The Blue Network's activities will be co-ordinated by G. W. Johnstone, director of news and news features, and George O. Milne, in charge of engineering operations. Johnstone and Milne have met with Bev. Palmer, Bob Wesson, Frank Latourette and George Evans, manager, program director, chief engineer and manager of news and news features, respectively, for KGO, Blue's San Francisco outlet, for organizational set-up.

Blue representatives at the West Coast will be: Walter Winchell, Drew Pearson, Raymond Swing, H. R. Baukhage, Edward Tomlinson, Ray Henle.

Mutual's coverage will be handled by William Hillman, foreign correspondent and newscaster; Elsa Maxwell, Royal Arch Gunnison, Alexander Griffin, Leo Cherne, Fulton Lewis, Jr., Arthur Gaeth, Edgar Ansel Mowrer, Charles Hodges, Upton Close, Arthur Primm and Bessie Beatty. O. A. Runchey, commercial manager of KOL, Seattle, has announced plans for direct pick-up broadcasts from the conference to be fed to all Mutual stations in the state of Washington. Broadcasts will be handled by Jerry Morris, Northwest newscaster.

Independents to have exclusive coverage at the conference include:

WMCA's (New York City) listeners will be covered by three of the station's analysts, Edgar Ansel Mowrer, Alice Hughes and Leon Pearson. Their observations will be broadcast each Sunday, beginning April 29.

KMOX, St. Louis, has arranged with Harry W. Flannery for daily coverage on the conference.

A. J. Mosby, general manager of KGVO, Missoula, Montana, has been accredited as an official radio correspondent and will start his broadcasts April 25.

## KSFO, WKMO Represented

KSFO, San Francisco indie, will be covered by Wilt Gunzendorfer, manager, and his associates, Austin Fenger, Sidney Roger, Stuart R. Ward, Bob Hansen and Wally King.

WKMO, Kokomo, Ind., has dispatched William Randolph, news editor, to keep its listeners informed.

All the proceedings of the conference will be recorded for Official State Department reference by a Utah Wire Recorder, Fred R. Tuerk, president of Utah Radio Products Company, Chicago, announced over the week-end.

Operating with WLS engineers, Burt Carter, Utah Wire Recorder's technician, has established quarters in the Palace Hotel. Machines will be installed to record from all conference rooms, and directly from the rostrum at the conference hall. Copies of each recording will be broadcast over WLS, and other copies will be filed in the library of the State Department in Washington.

## NBC Stations Committee Hears Menser And Royal

(Continued from Page 1)

tions Planning and Advisory Committee of the network.

Menser discussed the over-all picture of the network plans for the future, specifically stressing preparation for still greater improvement in the morning schedule, while Royal announced that, for the first time, television and a major motion picture concern have joined in a simultaneous release of a short. He referred to the picture, "It Happened in Springfield," by Warner Brothers presented yesterday on WNBT.

## Send Birthday Greetings To—

April 23

Bob Campbell	Elsie French
Herschell Gebbs, Jr.	Gwenn Jones
Edwin C. Hill	Bill Maloney
Edward G. Murray	John W. Boler
Ollie Troyz	John Edwards

## KDKA Appoints Lewis Promotion-Adv't. Manager

(Continued from Page 1)

house station. Lewis comes to KDKA from the "Bulletin-Index," weekly news magazine, where he has served various official capacities including that of editor for the last two years.

Baudino also announced the addition of Carlton Ide to the KDKA announcing staff. The transfer from WBZ, Boston, to the company's Pittsburgh station, is effective immediately. Ide was recently discharged from the Army's Eighty Ninth Division, after 27 months service.

## WANTED ANNOUNCERS

CONTACT:

WTBO

CUMBERLAND, MD.

## WAC's Annual Report Lauds Industry Aid

(Continued from Page 1)

past has revealed radio as contributing a major portion of the advertising via free time.

In co-operation with the OWI and 27 different government departments, the Council reported that it took part in 62 different information campaigns last year. This figure compares with 34 campaigns and 17 government agencies served during the second year of the war, and 14 campaigns and eight government departments during the first war year.

The figure of \$302,248,775 represents an increase of six per cent over the previous year's figure of \$284,888,400, thus hitting a new wartime high in business support of home front campaigns.

James W. Young, chairman of the Council, said, "Impressive as this record is, it serves to underline the urgency of the job that remains to be done."

Young also pointed out that a new campaign will soon be started, which will require the co-operation of the OWI, Army, Navy and Treasury departments, in order to dramatize the Pacific war in terms of the toughness of the Japs as an enemy.

## Weitman Sets Committee For 'Glenn Miller Show'

Robert M. Weitman, chairman of special events for the "Showmen's Seventh" has appointed the following committee to serve on the Major Glenn Miller War Bond Show and Soldier Pageant to be held June 1 at the Paramount Theater; press, Jack McInerney; talent, Harry Levinson; tickets, Bob Shapiro and Gene Plesette; stage, Paul Bracco; display, Max Fine; sound, Harry Rubin; radio, Nat Strohm and Marvin Kirsch; recordings, Mannie Sachs and music publishers, Rocco Vocco.

## Immerman-Gale Form Co.

Saul Immerman, executive treasurer for Music Publishers Holding Corp., the Warner Bros. music firm, consisting of M. Witmark & Sons, Remick, Harms, Inc. and Advanced Music, will resign effective June 1. Immerman and Moe Gale will launch on June 15, a new company, Song Distributing Corp., which will market about 15,000 outlets operated by the American News Co. and its affiliate, the Union News Co.

Immerman will head the new organization which will have its New York headquarters on W. 48th St.

## AVAILABLE NATIONALLY ACCLAIMED

script and copy writer.

Publicity-promotion expert, for eastern radio station, producer or agency. Moderate salary.

Write RADIO DAILY, Box 151  
1501 Broadway, New York 18, N. Y.



Like all KMBC personalities, Henry Goodman is nationally publicized and nationally known! Henry, as a member of KMBC news department, compiles his newscasts not only from A.P. and U.P. wire services—but from 200 string correspondents throughout Missouri and Kansas. Hitch your advertising to a "Star" Phone Free & Peters, Inc.

**KMBC**  
OF KANSAS CITY

SINCE 1928 BASIC CBS  
STATION for MISSOURI and KANSAS

# ***Out TODAY!***

---

The  
most widely used book  
in the  
entire radio industry



---

## **The 1945 RADIO ANNUAL**

***Now Being Distributed Exclusively to RADIO DAILY Subscribers***

WHEN on Sunday, April 22nd, Warner Bros. and NBC joined forces to present "It Happened in Springfield" to New York television audiences, simultaneously with the national release of this great motion picture to theatres...it marked the beginning of a new era in showmanship and public service.

# NBC TELEVISION TONIGHT

## WNBT New York 8:00 P.M.

★ AMERICAN DEMOCRACY—*In Action!* ★

### "IT HAPPENED IN SPRINGFIELD"

with ANDREA KING • WARREN DOUGLAS • CHARLES DRAKE  
JOHN QUALEN • WILLIAM FORREST • ARTHUR HOHL

Written and Directed by Crane Wilbur

**A WARNER BROS. PICTURE EVERY AMERICAN SHOULD SEE... PRESENTED SIMULTANEOUSLY WITH ITS NATIONAL RELEASE TO THEATRES**

HERE is a new high in the continuous cavalcade of entertainment NBC television station WNBT offers viewers in this area. Filmed by Warner Bros. with the cooperation of the Springfield, Massachusetts Board of Education, this inspired story of *democracy in action* shows how a progressive American community solves the vital problem of developing in its boys and girls the ideals that lead to good citizenship. "It Happened in Springfield" is

the highlight of an exceptional public service television program you don't want to miss. Tune in at 8:00 p.m., Sunday on WNBT. Today, television programs are broadcast regularly in the New York area... New Yorkers without sets now, will be among the first to be able to join the great television audience when new receivers become available. You'll enjoy television to the fullest on a receiver bearing the mark of the pioneer—RCA Victor.

**ATTENTION TELEVISION SET OWNERS**

★

**SHARE THIS SHOW WITH YOUR FRIENDS Tonight at 8**

Friends and neighbors will enjoy this newest television feature—a film so unusual and stirring it is being talked about everywhere. So ask them in. Share the show—tonight at 8!

This advertisement appeared in New York newspapers, Sunday, April 22nd



**RCA Victor**

RADIO CORPORATION OF AMERICA • RCA VICTOR DIVISION • CAMDEN, N. J.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

OL. 31, NO. 17

NEW YORK, N. Y., TUESDAY, APRIL 24, 1945

TEN CENTS

## Radio Ready In 'Frisco

### Treasury Completing 7th Bond Drive Kits

Announcement kits being prepared for broadcasters by War Finance are now in production and should reach stations by May 1st, according to Gene Carr, chief of the radio section. The kits contain more than 75 bond message by such names as Bing Crosby, Bob Hope, Jack Benny, Rita Hayworth, Jennifer Jones, Betty Grable, Louis Bromfield, Ogden Nash, William Rose Benet, Edna Ferber and other world renowned personalities; 10- and 100-word announcements for farm audiences; 25- and 100-word announcements for general use which can be used "as is" or rewritten to

(Continued on Page 3)

### Morgan Replacement Will Star Roland Young On NBC

Summer replacement for Maxwell House' Frank Morgan-Coffee Time now will be "The Adventures of Topper," it has been announced by Denton & Bowles, agency for the General Foods product. Roland Young will be starred in the 15-week series which is scheduled to bow in Thursday, June 7, 8:30-9 p.m., EWT, over 7 NBC stations.

The scripts, to be based on Thorne

(Continued on Page 3)

### Food Organization Adds New Staff Members

In reorganizing and expanding its production of new programs, the American Institute of Food Products has appointed Ernest Walker, formerly of WNEW, a director of operations, it was announced yesterday by

(Continued on Page 3)

### Host

San Francisco—Representatives of Great Britain, Canada, France, Australia and other nations have accepted NBC's invitation to make their headquarters at the network's San Francisco studios for the duration of the United Nations Conference which starts here tomorrow. The first group of the foreign broadcasters, arriving yesterday, were greeted by John W. Elwood, manager of NBC-KPO.

### Col. Paley No. 2 Man In Radio-To-Germany

Washington Bureau, RADIO DAILY  
Washington—Col. William S. Paley, CBS president, is now number two man in the Psychological Warfare Division of SHAEF, OWI Director Elmer Davis revealed yesterday. As second in command to Brig. Gen. Robert McClure, Paley's authority extends beyond radio to all information fields, Davis explained. Paley is headquartered in Paris.

Davis said radio is now the principal

(Continued on Page 2)

### Indiana Broadcasters Study G.I. Joe Programs

Indianapolis—Ten Indiana broadcasters met recently to discuss radio's obligation to G.I. Joe, which resulted in the organization of the Indiana Association of Local Broadcasters

(Continued on Page 7)

### OWI Plans World Coverage Of San Francisco Conference

Washington Bureau, RADIO DAILY  
Washington—The story of the San Francisco conference will be on the air constantly not only in this country but over the seas as powerful OWI-operated transmitters carry the facts and color to the nations of the world via short wave. Representatives of the OWI overseas branch will be at microphones constantly,

WLAU—the Voice of Industrial New England—will introduce you to a great buying market.

Advt.

### Broadcasting Facilities Completed In Veterans Building—Preliminary Programs Are Aired

By RALPH WILK

(Staff Correspondent, RADIO DAILY)

San Francisco—Radio is ready for its dramatic role in bringing the proceedings of the United Nations conference to the United States and the rest of the world tomorrow.

Workmen late yesterday completed the task of putting the studios in the Veterans Building in order and station and network engineers had most of their equipment installed by midnight. Today will be devoted to testing and in many instances programs will originate from the new installations. First conference broadcasts start tomorrow.

Among the first to originate from the conference headquarters was a barrage of news commentators and analysts who went on the air yesterday for the Blue Network. Nine daily programs are scheduled to be handled daily from the United Nations conference and from KGO studios. Blue's pre-conference activity Monday included a luncheon get-together at Bellevue Hotel for

(Continued on Page 6)

### Station Plans School For Radio Educators

Sacramento—Station KFBK, one of five stations owned and operated by the McClatchy Broadcasting Company, has announced plans for a Radio Summer School for teachers to be held from July 9th to 28th.

Its purpose is to assist teachers in utilizing radio in the classroom to the maximum advantage and also give them instruction in the production and writing of programs so they can use radio more advantageously as a teaching aid.

Dr. Walter F. Dexter, California state superintendent of public instruction, said the project represents

(Continued on Page 6)

### Special Vet Series Planned By WMCA

An auspicious list of governmental and professional personalities have enlisted their services in a radio program series to be produced by WMCA beginning the latter part of May, it has been announced by Mrs. Helen S. Straus, director of the station's education programs. The series will be designed to "give authorita-

(Continued on Page 6)

### No Sooner Said

Last Friday, when Bert Hauser, for Mutual, announced via conference call that Cecil Brown was available for local sponsorship on certain stations and added that promotional kits would be issued shortly, by return wire he received the message from Clyde H. Smith of KTNM, Tucumcari, New Mexico, to consider KTNM sold—it was just what his client wanted.

### Plate Glass Studio

San Francisco—Blue Network studio setup at Veterans Building here is winning plaudits of newsmen and rival networks because of extensive use of heavy plate glass for walls and partitions. Idea was conceived by Albert E. "Shorty" Evans, engineering manager for the Blue in 'Frisco, and G. W. "Johnny" Johnstone, director of news features.

—and station WLAU too! . . . if you want complete coverage of Industrial New England.

Advt.



Vol. 31, No. 17 Tues., April 24, 1945 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

(Monday, April 23)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	165 1/8	164 3/4	165 1/8	+ 1/2
CBS A	36 7/8	36 1/2	36 7/8	- 1/4
CBS B	36 1/4	36 1/4	36 1/4	- 1/4
Farnsworth T. & R.	15	14 3/4	14 3/4	- 1/4
Gen. Electric	43	42 5/8	43	+ 1/2
Philco	35 1/2	35 1/8	35 1/2	+ 3/8
RCA Common	11 1/2	11 1/4	11 3/8	....
RCA First Pfd.	87	86 3/4	86 3/4	- 1/2
Stewart-Warner	19 1/2	19 1/8	19 1/4	+ 1/8
Westinghouse	136	135	135 3/4	+ 7/8
Zenith Radio	39 3/8	39 3/8	39 3/8	....

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	32	32	32	....
Nat. Union Radio	5 3/4	5 3/4	5 3/4	....

### OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	7 1/8	7 7/8
Stromberg-Carlson	19 3/8	20 3/8
WCAD (Baltimore)	27	....
WJR (Detroit)	41	....

## 20 YEARS AGO TODAY

(April 24, 1925)

Action of the members of AP favoring the broadcast of news of great national and international importance taken recently was introduced at a regular meeting and resolution prepared which will modify the ban on big news.

**KGW** one of the GREAT STATIONS of the NATION  
NBC AFFILIATE **PORTLAND, ORE.**  
Represented by Edward Petry & Co.

## Coming and Going

EDGAR KOBAK, president of the Mutual network, has returned from a business trip to St. Louis, Cincinnati and Pittsburgh.

GEORGE COLEMAN, station director of WGBI, Columbia network affiliate in Scranton, Pa., is in Gotham for conferences at the web and with the national representatives.

VINCENT SHEEAN, author covering the San Francisco conference for the Blue Network, left via TWA late last week for the West Coast.

BERT HAUSER, Mutual's director of co-operative programs, is back in town following a trip to Boston.

JOHN B. REYNOLDS, station manager of WKWK, Wheeling, West Va., in New York for a few days on station and network business. The station is an outlet of CBS.

JAMES MELTON fills a concert date today in Mason City, Iowa, and tomorrow in Minneapolis.

PAUL R. FRY, general manager of KBON, Omaha, has arrived from Nebraska. Paid a call yesterday at the offices of Mutual, with which the station is affiliated.

STEVE CONLEY, manager of KEX, Westinghouse station in Portland, Ore., is on a business trip to Chicago, New York and Washington, D. C. Conferred yesterday at the local headquarters of the Blue Network.

JEAN HOLLOWAY, scripter on the Columbia network's Kate Smith program, has arrived in Hollywood to do the scenario on M-G-M's "The Life of Jerome Kern."

JAMES D. CARPENTER, vice-president and station manager of WKBB, Blue Network affiliate in Dubuque, Iowa, in New York for a few days on station business.

ROBERT McCABE, control room engineer at WFBL, Syracuse outlet of CBS, is spending a week here to observe technical operations at the network.

H. V. KALTENBORN, commentator for NBC, arrived in San Francisco over the week-end aboard a TWA Stratoliner.

ALLEN I. STOCK, general manager of National Radio Features, Albany, is back at the State Capital following a few days in New York.

ED OTIS, Mutual's production supervisor, has returned from a business trip to Detroit.

### Col. Paley No. 2 Man In Radio-To-Germany

(Continued from Page 1)

Principal source of news for Germans, and will probably continue to be for a long time to come. Although many German receivers are out of commission, it is still possible to reach more Germans via radio than by press or any other medium, he added.

ABSIE (American Broadcasting Station in Europe) will continue under OWI operation for about three months after hostilities in Europe cease, Davis guessed, but the Army probably will retain control of Radio Luxembourg for a considerably longer period. ABSIE is directed by Philip Cohen, former OWI domestic radio chief. Its plant will be turned back to the British, from whom it was borrowed.

#### One Reich Station Intact

Only one domestic broadcast station within Germany was believed to have been found intact thus far Davis revealing that a low-powered transmitter and studio in the Rhenish town of Trier was captured in good condition, the retreating armies being careful to render unworkable all radio facilities.

### Application For KID Sale Filed At FCC By Owners

Washington—Application was filed with the FCC yesterday for the sale of KID, Idaho Falls, Idaho, operating on the 1,350 band, for \$108,000. Purchasers of the station include David Smith, automobile dealer; James E. Williamson, Blackfoot; Arch L. Maden, assistant to the manager of KSO, Salt Lake City, Utah, and a director of KSUB, Cedar City, also in Utah.

*Solid!*

IN PERSON—AMERICA'S OUTSTANDING BANDS

8:05 P.M.—8:30 P.M. EVERY TUE.—THUR.—SAT.

**W-I-N-D CHICAGO**

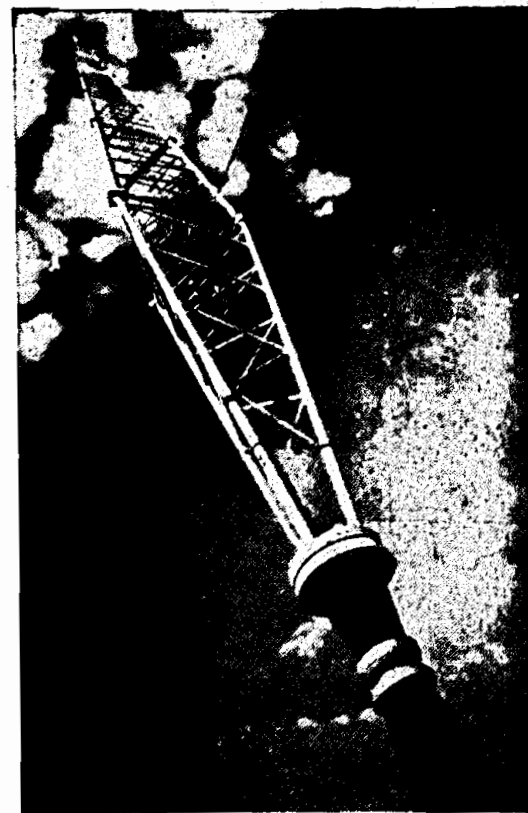
560 Kc. 5000 WATTS



MUSIC has power

WDAS is the only Philadelphia radio station featuring three hours of classical music daily

No wonder WDAS audiences say "Thank You!"



## Sign of a radio station

That's an antenna. And that's a prize-winning picture of the high sign of a radio station.

But that's not the answer to radio.

The pay-off is how many people listen to the programs that antenna sprays out over a market.

Five different antennas pierce the Baltimore city sky.

One of them belongs to an independent Baltimore station . . . the successful independent . . . W-I-T-H.

The W-I-T-H antenna delivers more listeners per dollar spent than any other station in this five-station city.

Facts to prove this are available. Glad to let you see them any time.



**W-I-T-H IN BALTIMORE**

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

# Treasury Completing 7th Bond Drive Kits

(Continued from Page 1)

Local needs. All may be sold for local sponsorship. The Treasury's recording of Bing Crosby singing the new Jimmy McHugh-Harold Adamson song written especially for the 7th War Loan, "Buy, Buy, Bonds," is being sent all stations by the War Finance Division. Treasury has received copyright clearance for stations to play record at any time on sustaining programs only. This is the same song Crosby sings in the new movie short made for the 7th Drive, "All Star Bond Rally."

"Sing For the 7th," a four-minute musical disc featuring Mark Warshaw's orchestra, popular singers or radio and pix, a new war song on each program created by well known composers and all of them emceed by Ralph Bellamy, will replace the previously scheduled "I Know the Enemy" series in the Treasury 7th War Loan lineup it was announced here by Tom Lane, director of advertising, press and radio.

All stations which ordered the "Enemy" programs will automatically receive the 21 "Sing For the 7th" transcriptions instead. Like the other Treasury programs, this series is available for local sponsorship.

# Food Organization Adds New Staff Members

(Continued from Page 1)

Mr. Walter H. Eddy, president. And new responsibilities have been given Vernon Radcliffe, formerly with BC. Radcliffe is the production chief. Additions to the merchandising staff will be announced within the next week.

Programs produced by the AIFP include: the Food and Home Forum, featuring Dr. Eddy, over WOR; For Women Only, featuring Ella Mason, over WHN; the Food and Home Forum over the Yankee Network, also featuring Dr. Eddy. The institute plans to produce, beginning June 1st, Captain and Mrs. Tim Healey over WMCA, 1:30-2 p.m., daily. A Boston office has been opened in the Little Building, and representation in Chicago and other outside areas is handled by Edward Petry for the Yankee Network, Weed and Company for the Healey show on WMCA, Mambeau for the For Women Only on WHN, and WOR sales for the Food Forum on WOR.

# RKO Buys Spots

RKO-Radio Pictures, Inc., has bought three participations in ABC's "Phil Cook" program, last Saturday, also for tomorrow, and Thurs., April 26; and three participations in "Personally, It's Off the Record," for Mon., April 23; Wed., April 25, and Friday, April 27, for their forthcoming motion picture, "The Enchanted Cottage." Agency is Foote, Cone & Belding.

# Agency Adds To Staff; Enlarging Its Quarters

With the appointment of Walter Lurie, formerly eastern program manager of the Biow agency, as its creative radio head, the Blaine-Thompson Company will expand quarters to occupation of another floor, effective May 1. The new quarters will have a complete rehearsal studio in addition to new offices.

Marlo Lewis, vice-president, heads Blaine-Thompson's radio department. Richard Ash is the commercial business manager; Minna Bess Lewis is in charge of creative copy and Patricia Peck is assistant to Lewis. Several new accounts have recently been added to the agency roster.

# Blue Web Sewing Contest To Be Judged On May 3

Alma Kitchell's fifth annual national sewing contest, carried on her Blue Network program, "The Women's Exchange," will be judged May 3 following a luncheon at the Barberry Room of the Berkshire Hotel.

Those who will act as judges of the first prize winning garment in each of the eight contest classifications include Joan Rock, director of the School of Household Science and Art at Pratt Institute; Mary Brooks Picken, homesewing authority; Virginia Pope, New York "Times" fashion editor; Tess Buxton, radio editor of Tune In Magazine and Vyvyan Donner, Fox Movietone producer.

# Morgan Replacement To Star Roland Young

(Continued from Page 1)

Smith's "Topper" and the "Topper Takes a Trip" works, will be written by Buff Cobb Rogers and Allan Lerner. Walter Craig, radio director of the agency, will be the production supervisor.

# Change In Name

Albany—United Broadcasting System, Inc., New York City, has changed its corporate name to Hudson Broadcasting System, Inc.



"DON'T LET IT HAPPEN AGAIN"

EDDIE CANTOR, one of the truly great public-minded stars of our day, echoes these words in a sincere message to the delegates at the historic San Francisco Conference.

Mr. Cantor's thrilling performance of this inspired song DON'T LET IT HAPPEN AGAIN written on the battlefield by Sgt. Henry Prichard expresses the hopes and prayers of the entire world for everlasting peace.

BMI is deeply grateful to Mr. Cantor for his unselfish and valuable contributions on behalf of the nation's war effort.



WEDNESDAY April 25, 9 P.M.—E.W.T. Coast to Coast Over NBC Now in His 5th Big Year for BRISTOL MYERS CO. Ipana and Sal Hepatica

BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 19, N.Y. Eddie Janis HOLLYWOOD Irving Tanz - Joe Santly NEW YORK Jimmy Cairns CHICAGO

CHICAGO

By BILL IRVIN

THE Hallicrafters Company conducted a demonstration for press and radio representatives of its new single-tube converter which permits reception of the proposed new FM band on pre-war FM receivers at its main plant, 2611 Indiana Avenue, Chicago, on Thursday and Friday afternoons, April 19 and 20 from 2-4:30 p.m. The demonstration was conducted by T. T. Read, director of sales engineering of the company, a leader in its field.

Neblett Radio Productions announces the sale of Louise Massey and the Westerners, via transcriptions, to three more sponsors, making a total of 14 so far. The three additional sponsors are: Falstaff Brewing Co., through Dancer-Fitzgerald-Sample, over KTBC, Austin, Texas, started April 16, for 52 weeks, three a week; Miller Drug Co., over WTMA, Charleston, S. C., started April 16 for 52 weeks, three-a-week, and Smith Warehouse, over WGTM, Wilson, N. C., starting June 15 for 13 weeks, six-a-week.

Baer Bros. and Prodie (men's and boys ready-to-wear) through Kuttner & Kuttner, Chicago, has contracted with WBBM to sponsor 15-minute "Musical Clock," program of transcribed music with Russ Davis, effective April 21. Contract is for 26 weeks. Program is heard Saturday, 7:30 to 7:45 p.m., CWT.

WGN will carry a regular nightly broadcast at 8:15 p.m., CWT, beginning Monday, April 23, from the United Nations Security Conference at San Francisco, summarizing each day's events.

A new order for 14 station break announcements and a renewal for 26 station breaks made up the business week at station WMAQ, it was announced by Oliver Morton, manager of the NBC central division national spot sales department. Columbia Pictures Corporation through Weiss & Geller, New York, placed the order for 14 transcribed station breaks for the feature picture, "Song to Remember." The renewal for the 26 live station breaks was placed by the Hubinger Company, (Quick Elastic Starch) through the Ralph Moore agency, to run at the rate of one a week for 26 weeks.



Golden Gate Gossip!

● ● ● All roads lead to San Francisco. Important members of Southland's radio colony are swarming to the Golden Gate to cover the United Nations Conference. Harry W. Flannery, Chet Huntley and Dr. Wallace Sterling are the Columbia Pacific commentators who are already on the ground, while Fox Case, the net's director of news and special

events, has been in San Francisco for several days. Bill Henry, CBS commentator, who was born on Golden Gate Avenue and whose father was a pastor, is one of the few "home town" boys present. Lloyd Brownfield, the net's Boswell, is also in the Northern city. The NBC's Western division battery of commentators comprises Fleetwood Lawton, Carveth Wells, Sam Hayes and Art Baker. Hal Bock, NBC's press chief, with headquarters in Hollywood, who is a former San Francisco boy, is on hand, as is Bill Ratigan, of NBC's Western division news bureau, as well as Ted Meyers, KFI's new chief and Special Events Director Bob Purcell, Program Director Don McNamara, Chief Engineer Curtis Mason, all of KFI, and John Wald and Wayne Miller, of "The Richfield Reporter." Don Searle, Pacific Blue's head man, arrived here last week. Other L. A. arrivals are Henry Ohrbach, the P.B.'s new bureau chief; Milt Samuel, Blue publicity chief and Bob Hall of his department. Brigadier General Junius Pierce is among KEGA's commentators. Hedda Hopper, who will handle color for the Blue, is also in San Francisco and will gift the wives of delegates with hats.



● ● ● Don Lee's group in San Francisco includes Commentators Upton Close, Rex Miller and Harrison Wood, as well as Gordon Burke, newscaster. KFVB will be represented by Mrs. J. Borden Harriman, former American Ambassador to Norway; Mrs. Eleanor Wilson MacAdoo, John B. Hughes, Sam Balter, Bill Pennell, Peter De Liman and John Dehner. Paul Dolivet, editor of "Free World," will act as consultant, while David Karr, a noted Washington figure and White House intimate, will represent KFVB as a special commentator. Harry Maizlish, the station's general manager, and Bill Ray, program manager, will be on hand throughout the sessions. Vance Graham, KMPC's assistant news editor, will air a daily program from San Francisco, slanted at students of the public schools. KMPC is working in co-operation with the Los Angeles school system and expects to reach 75 per cent of L. A.'s students, with the Graham program, which will be heard 2:15-2:30 p.m. KMTR's representatives include K. Louis Flatau, commentator; Jim Strain, program director; Lyman Smith, chief of recording division, and Engineer Eddie Lipps.



● ● ● Art Baker celebrated his 2,000th consecutive daily broadcast April 18. He is heard 22 times a week every day from Monday to Sunday. His programs are "Never Too Old," heard on Mutual-Don Lee and "The Notebook," over KFI. George Fisher, heard over KECA, is writing an article on "Inside Hollywood," for Collier's. He has interviewed more than 1,000 celebrities during his career in radio. The William Morris office has packaged a 30-minute screwball comedy show, starring Bill Grey, five feet, four and one half inches, and Jack Mather, six feet, two inches. By the way, Bill, who is leaving the Jack Kirkwood show, is all smiles, because after a search of four months he was able to rent a safe deposit box in a Hollywood bank. This followed his good luck in renting an apartment in North Hollywood. Upton Close has been appointed a special representative by Mutual to cover the United Nations conference in San Francisco. Because of his long and varied career in the Orient and his extensive knowledge of the problems of the Asiatic, he is especially prepared to report on the San Francisco sessions.



— Remember Pearl Harbor —

LOS ANGELES

By RALPH WILK

NOEL CORBETT has added Dorothy Mikulich, formerly with Columbia Pictures publicity staff to his publicity office.

Edgar Bergen, Charlie McCarthy and Mortimer Snerd will be the guests of the Governor of the State of Washington, Mon C. Wallgren, at a reception at the Governor's mansion in Olympia on the 30th of April. Bergen will be passing through on his way to Vancouver for a Canadian Bond Rally. The Governor and Bergen recently held a verbal "jam session" in Swedish at NBC studios here, on the occasion of a visit by the executive. Hence the present invitation!

Joan Davis' young daughter, Beverly, is following in the footsteps of her comedienne mother, star of the Sealtest Village Store radio show with Jack Haley. She made her radio debut last fall as the star's young sister in the NBC program, and has just finished making her screen bow, portraying her mother as a child in RKO's "George White's Scandals." Now the youngster is trying to prevail upon her mother to let her have a radio show of her own.

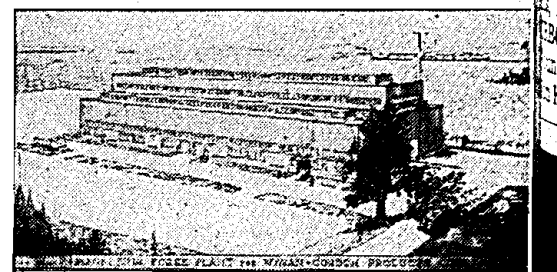
Dave Street, featured singer on Joan Davis' Sealtest Village Store Radio show with Jack Haley, this week gave a lecture at the University of Southern California on the subject of Choral Arrangements and Coaching.

Dean Moxley, who has been assistant to Gil Paltridge, KFI's promotion manager, has been made the station's publicity director, succeeding Hal Carlock, who has joined the Pacific Blue press department.

Arden X. Pangborn, managing director of KGW, Portland, Ore., who has been attending NBC's "Parade of Stars" promotional meetings here, has entrained for New York.

Stork News

Ralph Bell, who plays "Joe Peterson" in NBC's "Lorenzo Jones," is the father of a boy born to his wife Pert Kelton, stage and radio star.



ANOTHER NEW WORCESTER INDUSTRY!

Huge aircraft forgings of magnesium and aluminum will soon come from the largest die press ever installed, to add more high wage earning employees to WTAG's audience.

WTAG  
WORCESTER

**KCKN**  
The VOICE of  
GREATER KANSAS CITY  
24 Hours a Day  
BASIC MUTUAL  
AFTER 6

# OWI Plans To Cover San Francisco Confab

(Continued from Page 1)

work. Kenneth Fry, assistant chief of the San Francisco office, will be in direct charge of the radio men, assisted by Stanley Silverman, of the New York office. Sidney Berry, Mordecai Fuchs and Gunnar Fagrell of the New York office will also be on hand.

### Sweetser Heads OWI

Overall head of the OWI group will be Arthur Sweetser, deputy director of the Domestic Bureau, whose assignment here is apart from his duties in the Domestic Branch, which is itself participating in the San Francisco news picture. Ferdinand Egan, deputy director of the Overseas Bureau, is liaison officer for OWI, and chief of operation will be Claude Egan of the San Francisco office. Willard Kempton, of the Domestic Bureau has been lent to the State Department for the conference, and will serve as radio officer to deal with the domestic broadcasts and their problems.

The OWI schedule calls for frequent broadcasts from the delegates to the various nations to their homes, full budget of speeches in various languages and frequent news summaries and analyses. A constant beam will be trained on Japan from San Francisco, with another constant beam from the Atlantic Coast toward Germany.

### Pickups Scheduled

Pick ups from the OWI broadcasts will be carried by ABSIE, BBC, Radio Rome, Radio Bari, Radio Luxembourg, Radio Algiers, Radio Sardinia, Honolulu, Saipan, Rabaul, Morocco and the French National Network. Arrangements have been made to open a direct telephone wire to the New York OWI office for one hour each day in order to feed New York the "must" news, while New York will be served otherwise in large part by transcriptions.

### "The Shadow" Re-Signed

The Charles Michelson office has re-signed "The Shadow," to be sponsored over stations WIBC, Indianapolis, Ind.; KRNT, Des Moines, Iowa; WABC, Abilene, Texas and WFMJ, Youngstown, Ohio, adding a new station KGB, San Diego, Cal to its roster.

## ★ AGENCY NEWSCAST ★

**K**ENYON & ECKHARDT has been named to handle the advertising of the New York State Department of Commerce. With Harold Keller, director of state publicity and Deputy Commissioner of Commerce, in charge, the agency will prepare the campaigns for business promotion in New York State as well as the summer vacation advertising.

**DUANE JONES**, advertising, had terminated its relationship with the N. Y. State Department of Commerce, after requesting the latter to select an agency "more widely devoted to institutional advertising." Duane Jones now specializes in package goods advertising.

**RHEA DIAMOND**, who for two years has been away from WNEW serving with the Office of War Information, has returned to the station as assistant to Jo Ranson, director of publicity and special events.

**WIN NATHANSON**, president of Tom Fizdale, Inc., has announced that Ira Sherman has been named to head the radio department of the public relations organization. Formerly trade paper editor, Sherman joined the company about a year ago after serving as news and feature editor for CBS and Transradio.

"KEEPING UP WITH THE JONES-ES," is the title of the new house organ for the Ralph H. Jones Co., Cincinnati. It is published weekly and features intra-agency news and personality sketches. Copywriter John Saunders contributes "Gotham Gossip" from the agency's New York office.

**ANN C. MICHLIN**, formerly with the Edward L. Bernays offices as publicity director of the P & G Drene account, has joined the publicity department of Geyer, Cornell & Newell, it was announced yesterday.

**JOHN L. HALPIN**, advertising, Schenectady, N. Y., has been retained by the Merchants Bureau, Schenectady Chamber of Commerce, as public relations counsel for the organizations.

**EXECUTIVE COMMITTEE** of Industrial Surveys Company has just completed plans for the creation of a separate radio division to be headquartered in New York City, with production and client service facilities in both the company's New York and Chicago offices. The new radio division will be headed by Gordon F. Buck, vice-president.

# Radio Plans Course Aiding Retail Trade

Detroit—Radio stations, newspapers and the local Retail Merchants' Association are including in their six-course series on "Retail Advertising Techniques" a course on how radio "can . . . best help the retail trade." Edwin K. Wheeler, assistant general manager of WWJ, is the chairman of the radio meetings. Others to participate in the sessions: Harry Bannister, general manager of WWJ; Owen F. Uridge, assistant general manager of WJR; Richard W. Jones, commercial manager of CKLW; Evan L. Ellis, sales promotion and publicity manager of Crowley Milner & Co.; Barbara Brooks, featured on the J. L. Hudson Co's "Minute Parade" over WWJ; Lawrence J. Michelson of Simons-Michelson advertising agency; Charles G. Burke, commercial manager of WXYZ; Richard W. Oudersluys, president of Commercial Services, Inc.; Jacob Kellman, assistant to the president of Sam's Inc.

The lecture series is presented to the Detroit advertising and retail people through the co-operation of Detroit stations WWJ, WJR, WXYZ and CKLW; local newspapers, the Detroit "News," "Free Press" and the "Times"; the Retail Merchants' Association.

## Funeral For Carrington Husband Of Radio Writer

Funeral of Major George Dart Carrington, who died last Thursday of a heart attack, was held yesterday. He was 57 years old. His most recent affiliation was with the law firm of Wittenberg, Carrington and Farnsworth. Surviving him are his wife, Elaine Carrington, daughter Patricia Carrington and son Robert Bruce Carrington. Mrs. Carrington scripts the radio serials "When A Girl Marries," "Pepper Young" and "Rosemary."

24th Week

**THE JACK KIRKWOOD SHOW**

Proctor & Gamble

*Chicago's*

**BEST NEWS SERVICE AP-UP-INS**

**W-I-N-D**

560 Kc. 5000 WATTS

**RENEWED**

For the **15th** Year!

When Murphy Products Company (feeds) recently renewed sponsorship of the 9 to 9:30 p.m. portion of the WLS National Barn Dance, it marked the 15th year for Murphy on the same program and same station. Many WLS advertisers have thus renewed for from 10 to 15 years, with an advertiser-loyalty that is based on the fundamental fact! WLS GETS RESULTS!



890 KILOCYCLES  
50,000 WATTS  
BLUE NETWORK

CHICAGO 7

REPRESENTED BY JOHN BLAIR & COMPANY

## Special Vet Series Planned By WMCA

(Continued from Page 1)

tive guidance on every aspect of veterans' rehabilitation."

This aggregation will be headed by Dr. S. Bernard Wortis, consultant in mental hygiene, United States Public Health Service and director of Bellevue Psychiatric Hospital, as co-ordinating chairman.

Other members of the committee are:

### Members Listed

Dr. Thomas A. Parran, Surgeon General, United States Public Health Service (Washington); Louis L. Bennett, Director of Veterans' Service Center (New York); Captain S. S. Bunting, U.S.N., District Director of Demobilization; Chancellor Harry Woodburn Chase of New York University; Mrs. Anna M. Rosenberg, Regional Director, War Manpower Commission; Dr. Luther E. Woodward, Field Consultant, and Dr. Thomas A. C. Rennie, Director of the Rehabilitation Division, both of the National Committee for Mental Hygiene; Dr. G. G. Deaver, Director, Medial and Physical Rehabilitation, Institute for the Crippled and Disabled (New York); Miss Emily Mudd, Director, Marriage Counsel of Philadelphia; Dr. Abraham Stone, editor of "Human Fertility" and Medical Director of Marriage Consultation Center of the Community Church, and Colonel Howard A. Rusk, Chief, Convalescent Training Division, Office of the Air Surgeon (Washington).

The program is tentatively titled "When He Comes Home," and will be specially designed to help in the rehabilitation of ex-servicemen. Specific case histories will be presented in brief dramatizations, which will be followed by round-table discussions of the advisory board. Dr. Robert Goldenson, of the Department of Psychology at Hunter College, will be the moderator, to act as liaison between the members of the committee and the station.

### W. E. Dept. Moves East

Headquarters organization of the Western Electric Company's Traffic Department, located at the Hawthorne Works in Chicago since 1918, will move to the Company's general headquarters in New York, effective April 16th. The transfer is being made to co-ordinate the expanded activities of the traffic organization with those of the Company's other general departments at headquarters, and brings W. McGirr, traffic manager, R. C. Colton, assistant traffic manager and other members of their group to the New York location.

OFF THE AIR

REFERENCE RECORDINGS  
IN CHICAGO

L. S. TOOGOOD RECORDING CO.  
221 N. LA SALLE ST., CHICAGO 1, CENTRAL 5275

## Radio Set For 'Frisco Start; Preliminary Programs Aired

(Continued from Page 1)

local and visiting personnel headed by G. W. "Johnny" Johnstone, director of news and special events for the network.

### Six Setups Ready

Six miniature radio stations upon which construction was started just two weeks ago today will be in operation by the four major networks each with its own unit by six independent stations which share a fifth unit and by the BBC, CBC and ABC which share the sixth. Latter three British Empire nets also will use NBC facilities both in Vets Bldg. and in NBC-KPO studios and six broadcasting units whose announcers will say "this program comes to you from the seven United Nations conference" will be almost literally inside the conference as they are separated by only a narrow corridor from doors opening into the auditorium.

### Crowd Gathering

A procession of top commentators, news analysts, writers, editors and engineers started pouring into this city during the last two days. The commentators are of every variety mostly famous San Franciscans who take celebrity in their stride, don't stare when Walter Winchell walks down Grant Avenue but tried local radiomen already reaching for the benzedrene had their first real laugh in some days when Winchell interviewed upon arrival by the Call Bulletin plugged the wrong New York network with: "If I want anything I'll just ask my good friend Johnny Johnstone of NBC for it."

Other Blue Network arrivals here beside Winchell and Johnstone are Edward Tomlinson, David Mills, James Abbe and Vice-President Don Searle. Most of Mutual's long list of commentators arrived over the week-end but Fulton Lewis, Jr., has cancelled his plans and will not be here. John Whitmore, Mutual's news division manager, today announced that Bessie Beatty famous one-time newswoman and Elsa Maxwell will both do daily shows from here.

KYA, independent outlet affiliated with San Francisco "Chronicle" and hooked up temporarily with KFWB,

### Miss Ribla On Bowes Show

Gertrude Ribla, dramatic soprano of the concert and opera stages, will be guest soloist on "Major Bowes' Shower of Stars" Thursday, April 26, over WABC and CBS, 9-9:30 p.m., EWT. Morton Gould and orchestra will be heard in arrangements of several of Maestro Gould's compositions.

### Alice Lloyd Cast Again

Alice Lloyd, who is currently featured on two WNYC programs, "Take the Tunnel," and "Around New York Reporter," will be featured in a third program titled "Consumer Relation News."

Hollywood will also have two women commentators, Eleanor Wilson McAdoo and Mrs. Averill Harriman.

### Femme Commentators Scheduled

Hedda Hopper will be Columbia visiting mikemaid while NBC will depend upon Dorothy Rankin who conducts "Woman Magazine of Air" on KPO to interview women delegates and comment upon the meet. Stella Carns, Mary Margaret McBride's girl Friday arrived in town today to transcribe interviews to be air mailed back to Miss McBride. Pre-conference broadcasts on NBC already have started with local commentators, Elmer Peterson, Harold Fisher, Larry Smith and Dwight Newton. Walter Van Kirk starts origination here of religion in the news tomorrow, and the Richfield Reporter starts Sunday night. H. V. Kaltenborn, Richard Harkness, Fleetwood Lawton, Graeme Fletcher and Alex Dreier arrived over the week-end.

### Plans Still Tentative

Plans for opening session are still tentative so radio's are too. Michael J. McDermott, special assistant State Dept. today confirmed assignment of opera boxes in Opera House to each network so most stations plan to air the session when and as long as it takes place. Most are planning to treat hot conference news like similar war news breaking into sponsored programs if necessary to bring listeners complete picture of important events as they occur. Programs moving here include American Town Meeting of the Air for April 26 only; four successive Peoples Platform broadcasts on Columbia and at least one America Forum of the Air on Mutual. NBC's Our Foreign Policy moved here for conference duration April 28. Columbia's "Vox Pop" probably will originate outside Veterans Building April 30 and Mutual's American Forum of the Air may originate at San Francisco Press Club. Variety shows coming include Kay Kyser and Bob Hope both of whom play nearby bases next week, Take It Or Leave It with War Bonds as admission and possibly Burns and Allen, also Eddie Cantor.

### Heads Fund Drive

William B. Lewis, vice-president of Kenyon & Eckhardt advertising agency, has been appointed chairman for the radio industry of the United Urban League Service Fund, and will be in complete charge of all radio activity for the organization.

### WANTED

Sales Manager for Tobacco Network. Good basic salary and liberal commissions. Start immediately. Headquarters Raleigh, North Carolina. Wire, phone, or write Fred Fletcher, President, c-o WRAL, Raleigh, N. C.

## Station Plans School For Radio Education

(Continued from Page 1)

"teacher education at its best" and predicted it will "influence the pattern and help to determine the program of radio education in California."

Next year, the McCatchy Broadcasting Company plans to hold similar schools at its other stations—KMJ in Fresno, KWG in Stockton, KERN in Bakersfield and KOH in Reno, Nev.

Registration for the pioneering school is limited to 100 teachers. There are no fees. Two salary increment credits helping the teachers advance to higher salary brackets will be given by the board of the Sacramento City Unified School District. The class will meet two hours daily, Monday through Saturday, for the three weeks.

Heading the faculty will be Mrs. Kathleen N. Lardie, assistant supervisor of radio education in the public schools of Detroit, Mich., who also writes and produces programs. She was a member of the New York University Radio Workshop in 1936 and in the following year went abroad to study the operations of the British Broadcasting Corporation and European stations first hand. She has served as national membership chairman for the Association for Education by Radio.

Also on the faculty will be selected personalities of the American Broadcasting Company, with which KFBK is affiliated, and the technical staff of the local station and the McClatchy Broadcasting Company.

### New Mutual Show

"For the Love of Pete," starring Walter Kinsella, is the new program to bow in over Mutual Monday, May 7, 10-10:30 p.m., EWT. Kinsella will project a comical Irish characterization in a situation-comedy format. Program will also feature Joan Alexander and Lee Brody in supporting roles. Peggy Mayer and Howard Merrill will do the writing chores; Sylvan Levin, in charge of music and Roger Bower will be the producer. The program, to be broadcast over the full web, replacing "Anita Ellis Sings" and Sidney Moseley.

Every 24 Hours

51

SPONSORED  
NEWSCASTS  
UP-AP-INS

W-I-N-D  
CHICAGO

560 Kc. 5000 WATTS

PROMOTION

WFIL Plugs Blue Network
WFIL is blanketing the entire environs of Philadelphia in an advertising drive to plug Blue Network coverage of the United Nations Conference. Besides placing newspaper ads WFIL is advising school systems of chronological broadcast events through PTA and other organizations. Posters are being placed on school boards and a special card will be dispersed for two weeks on more than 600 vehicles of the transportation system.

New CJOR Series

Something of the story behind Canadian industry has been put into dramatic form by Dick Diespecker of CJOR Limited in a series of radio plays under title "Salute To Industry." Each play will salute a Canadian industrial firm.

A brochure on the series is in preparation for mailing to executives of companies being given recognition, advertising agencies and other broadcasters.

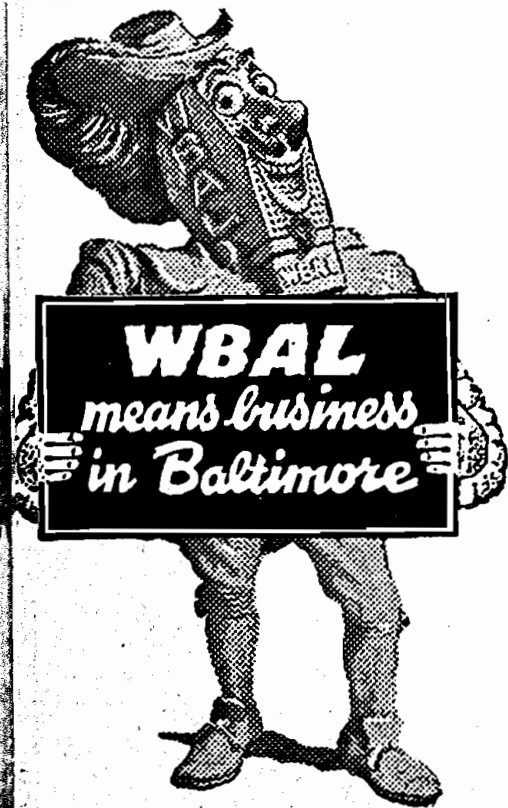
WHN Advertising

WHN audience promotion by way of a current campaign running in New York newspapers is the subject of a new mailing piece. Clip sheet subjects ads of twelve shows which include "Music to Read By," Adrienne Ames, Bert Lee, "Author Meets the Critics," and others.

Three Campaigns

In a new brochure, illustrated with action photographs, WABC, New York, is telling of three separate war-effort campaigns conducted on early morning programs of Arthur Godfrey, Margaret Arlen and Phil Cook and the splendid results obtained by each.

Respectively they are blood plasma, collection of books and gifts.



Edward Petry & Co., National Representative

'FRISCO SIDELIGHTS

Pangborn By-Passing Frisco

Arden Pangborn, general manager of KGW, Portland, in New York for NBC conferences, said yesterday he would bypass San Francisco on his return to the west this week-end. Pangborn said with 1,000 correspondents quartered in the Palace Hotel what chance would a broadcaster have in getting a room.

Wilk In Frisco

Ralph Wilk, West Coast representative of RADIO DAILY, arrived in San Francisco yesterday from L. A., to head up the staff of correspondents who will give RADIO DAILY coverage of the conference.

KLO-Mutual Coverage

Arthur Gaeth, news analyst, whose nation-wide commentary emanates daily over the Mutual network from the Salt Lake City studios of station KLO, key station of the Intermountain Network, left Ogden, Saturday for San Francisco to cover the United Nations Conference.

AFRS Staff Set

American servicemen thousands of miles from home will receive complete details of the progress of the San Francisco conference through one of the most elaborate radio setups ever organized for broadcasting a domestic event to listeners overseas, it was announced by the Commandant of Armed Forces Radio Service, Col. Thomas H. A. Lewis. Supplementing the regular shortwave news broadcasts beamed from New York and San

Set NTA Series

Dr. A. J. Cronin, the author, has been signed by producer Hu Chain to do the narrational chores in a new transcribed series under the sponsorship of the National Tuberculosis Association. The series will contain 13 dramatized 15-minute programs and will be distributed nationally among the independent station operators, to be broadcast as a public service. The series will be captioned "The Constant Invader," and production will start April 30. Chain recently contacted Columbia Pictures for permission to use the title "The Invaders" from one of their motion pictures; however, his request was denied.

Francisco will be re-broadcasts of domestic network presentations, a special daily 15-minute "Conference Report," and a weekly State Department summary, prepared exclusively for troops. Supervising coverage and co-ordinating the work of AFRS and the Army News Service, will be Col. Franklin S. Forsberg, Commanding Officer of the New York Branch, Information and Education Div., and Lt. Col. True Boardman, Chief Troop Information Planning, AFRS.

Preview Broadcast

A preview of NBC's coverage of the United Nations Security Conference at San Francisco, starting Wednesday, April 25, was given Friday night, in a special broadcast by William F. Brooks, NBC Director of News and Special Events, and Francis C. McCall, NBC Operations Manager of News and Special Events. Brooks spoke from New York and McCall from Hollywood.

Report-In-Spanish

E. B. Canel, director of Latin-American programs, NBC International Division, and Vincent Tovar, NBC International Division commentator from Washington, will cover the United Nations Security Conference in San Francisco for the Latin-American countries.

Canel and Tovar will be on regular broadcast schedules Mondays through Fridays as long as the meeting is in session. Canel recently covered the Inter-American Conference in Mexico City.

Buy "Victory" Series

Stations WERC, WABY, WENT and WFTC have signed with National Radio Features to present over their stations the "America to Victory" series, according to Allen Stock, general manager of the company.

Enlarged Edition

"Radio News," WOLS, Florence, S. C., news sheet for April came out in new and enlarged form. "Radio News" is published by the Florence Broadcasting Company.

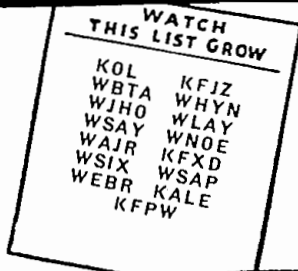
Vic Mizzi On Dick Brown Show

Vic Mizzi, composer, will guest on the Dick Brown show next Sunday at 6:45 p.m. over the Mutual network.



WALTER COMPTON BACKGROUND FOR NEWS

add KFPW to his sponsor list



Available for cooperative sponsorship on MUTUAL. Call, wire or write WM. B. DOLPH, Barr Bldg., Washington 6, D. C.

EQUIPMENT

New Voltammeter

New Voltammeter manufactured by Associated Research, Inc., of Chicago, enables simultaneous readings to be taken of current and voltage. Called Model 601, instrument was made for emergency production at the beginning of the war and proved of such service as to cause considerable demand. It is contained in a strong metal case with carrying strap.

S-W Appoints Distributor

Stewart-Warner has appointed the Rudning-Robertson Co. of Sioux Falls, S. Dakota, as exclusive distributor of post-war home radios for the territory including eastern half of S. D. and western Minnesota and Iowa.

Indiana Broadcasters Study G.I. Joe Programs

(Continued from Page 1)

casters. Donald A. Burton of WLBC, Muncie, was elected president, and O. E. Richardson of WJOB, Hammond, was appointed secretary.

During the meeting, another discussion was held pertaining to the 7th War Loan Drive. This committee is headed by R. R. Baker, WTRC, Elkhart, and John R. Atkinson, WHBU, Anderson. Another committee was appointed, under the heading "Special Events Committee." The following are members of it: Frank Webb, WGL, Fort Wayne; J. Gibb Spring, WASK, Lafayette; Harry Burdick and Robert E. Bauhman, WHOT, South Bend, and George M. Jackson, WBOW, Terre Haute. Others who attended this special session are: John Carl Jeffry, WKMO, Kokomo; William F. Craig, WLBC, Muncie; G. F. Albright and Roland L. Nusbaum, WKBV, Richmond; C. Bruce McConnell and Harry Burdick, WHOT, South Bend.

WKY Covers The Biggest Part of Oklahoma's DRUG SALES. WKY OKLAHOMA CITY The Katz Agency Representative.

# ★ ★ COAST-TO-COAST ★ ★

## — MINNESOTA —

**MINNEAPOLIS**—When 82-year old Gilbert O. Sands won \$122.50 recently on the Telephone Quiz show for answering "What was the name of the famous three-headed dog of Greek mythology?" a very human story was revealed. He has nine children and 20 grandchildren; two sons at West Point; two are missionaries, one in South America, the other in Africa; and he is saving money by washing dishes in a restaurant to bring the son in Africa home. His winnings went into the fund.

## — SOUTH CAROLINA —

**SPARTANBURG**—WSPA promotion director James W. Morgan is now doing part-time art work for local papers. . . .  
**GREENVILLE**—62-week, five-per-week contract has been taken on "Old Corral" by Meyers Arnold Company through Robert Glass Advertising over WFBC. Show is a western musical by Frederic W. Ziv Co., featuring Pappy Cheshire, Sally Foster and large instrumental cast.

## — CALIFORNIA —

**SAN FRANCISCO**—Dean Moxley, for the past year assistant in public service and promotion at KFI, has been appointed publicity director for radio division of Earle C. Anthony, Inc. to replace Harold Carlock, resigned to go with the American Broadcasting Co. . . . "Background for Security" is a new KQW feature with Grant Holcomb, production chief, giving facts on the coming world conference. . . .  
**OAKLAND**—H. C. Capwell Co., department store, has placed new 13-week "Love Notes" on KROW, starring Barry Wood and Ben Grauer. . . . "News at 10:30 a.m. and 10:30 p.m." is the new promotional slogan of Milens on KROW.

## — MARYLAND —

**BALTIMORE**—Replacing the band from Annapolis, for the summer months, the Coast Guard military and concert band from Curtis Bay Training Station inaugurated a series of weekly musical programs over WFBR for the Mutual network, Monday, April 16, under direction of Corwin H. Taylor, chief musician.

## — NORTH CAROLINA —

**RALEIGH**—WPTF engineer Rex Coston has won the N. C. Federation of Music Clubs amateur award for his composition, "Quartet for Woodwinds" . . . Charles B. Keaton, former director of music at WPTF, has resigned to return to WAIR, Winston-Salem, as production chief. . . .  
**GOLDSBORO**—Harry G. Bright, WGBR chief, has been named City Chairman for the 7th War Loan. County chairman is James W. Butler, whose WGBR commentary, "Town News and Views" is presented by Carolina Power & Light Co.

## — MICHIGAN —

**DETROIT**—Vital statistics report on "Alcoholics Anonymous," WWJ series heard Saturdays at 7 p.m. reveals, among other things, fact that a national membership of some 16,000 men and women has been attained since the start nine years ago, Detroit supplying about 500 active members. Scripters work up their dramas from letters and stories by local members who remain anonymous.

## — MASSACHUSETTS —

**BOSTON**—Leland C. Bickford, former Coast Guard chief warrant officer, has returned to his post as editor-in-chief of Yankee Network News Service. . . . Friends, fans and sponsors tendered Connie Stackpole a fifth air-anniversary party recently. . . . Yankee's "Happy Hank," children's program, received an award of merit from the State Federation of Women's Clubs early this month. . . . Tom Bean, WCOP technician, met a hearty welcome upon his return to work after a two months' illness. Bean is a discharged serviceman.

## — FLORIDA —

**WEST PALM BEACH**—In a realignment of staff assignments at WJNO, Hal Barkas has been promoted to musical director. His new duties will be to correlate the efforts of the production staff in selecting appropriate music for local programs. Barkas has been in the production department.

## — NEW YORK —

**NEW YORK**—First regular series devoted exclusively to post-war aviation began over WNYC, April 13. Entitled "Destination New York" program will be conducted by Edgar Bauman, editor and publisher of Aero Products. . . . "Real Estate Reporter," first and only daily program devoted to real estate advertising, is being heard over WMCA, Monday through Saturday, 8:03-8:15 a.m. . . . Rhea Diamond has returned to WNEW, after an absence of two years, as assistant to Jo Ranson, director of publicity and special events.

## — NEW YORK —

**NEW YORK**—WEVD has been held tax exempt by the United States Circuit Court of Appeals in a decision reversing the U. S. Tax Court. . . . Mr. and Mrs. Alexander Kirkland as "Mr. & Mrs. Broadway" are pinch-hitting for Lee Mortimer on WHOM while he is taking a four-week vacation in California. . . . WNYC is the only local station airing regular weekly series by all four branches of the service. . . . WNEW special dramatizations, ballad music and special quizzes pointing to the Frisco conference will be the order of the week beginning April 23.

## — OHIO —

**CINCINNATI**—Richard Hubbell, Crosley Corp. production manager, has revealed that his book "4000 Years of Television" will be published in the British Empire by Har-rap. . . .  
**DAYTON**—WHIO has received a letter of commendation from the OEM for its co-operation in helping to solve local labor problem. . . .  
**AKRON**—WADC observed its 20th anniversary April 8 and devoted all sustainers to Red Cross blood bank, Cancer Control and the war effort.

## — PENNSYLVANIA —

**PITTSBURGH**—The WJAS "Parent's Weekly," 15-minute series dramatizing parent-children problems, has been purchased by Gimbel's on a yearly basis. . . . Irene Cowan, formerly with WOR and WEF, now heads WJAS publicity. . . .  
**PHILADELPHIA**—Clifford C. Harris has returned to WIP after a year's leave of absence to assume the post of technical supervisor on television. . . . Jo Basil, one of KYW's four femme engineers, has resigned to go to Du Mont Television in New York. . . . 1619 Club's annual Spring Party has been postponed indefinitely out of respect for President Roosevelt.

### Coffee Firm Takes Coast Show

M. J. B. Coffee Company, through its agency BBD&O, sponsors 15 minutes of the CBS Pacific Coast program "Meet the Missus," heard daily at 5:30-6 p.m., PWT, effective immediately. At the present time only seven WC stations are included in the 52-week contract, with the others to be cleared shortly. George Gauge, account executive at the agency, handled the contract.

## New Resistor Coat Repels Water, Heat

Washington Bureau, RADIO DAILY  
 Washington—Development of water-repellent and thermal-resistant coating for wire-wound resistors for radio equipment was announced at a meeting recent resistors and ceramic tube manufacturers, the WPB revealed. Details were made available to manufacturers.

The research in developing this type of radio resistor coating carried on by Dr. E. E. Marlow for the O. Hommel Co. Fellow at Mellon Institute of Industrial Search in Pittsburgh, Pa., and sponsored by the WPB.

The insulating material for the resistors was developed from a group of resin known as silicones. Of the coating material will be possible the production of lower resistors at a more rapid rate. Use of few man-hours, it is said, resistors coated with the material be able to function properly under moisture conditions and rapid change in extreme temperatures.

The resistors have been tested for conformity with rigid Navy specifications and have been found to meet the requirements for resistors having the highest resistance to moisture penetration and operation at temperatures of 275 degrees Fahrenheit.

This coating material, because of its high elasticity, can be applied to any combination of ceramic or metal cylinder with resistance wire or other electrical characteristics, pointed out, or to windings of electric motors.

### FM Applications

Washington—FM applications received by the FCC yesterday included the Haverhill, Mass., Gazette, WJEJ, Hagerstown, Md., and WRDW, Augusta Ga., also WAIR, Winston-Salem, N. C.

Send Birthday Greetings To—

April 24

Mal Furman

Ira Ashley Betty Rhodes  
 Paul Munroe Holon Baughman  
 Mary (Chickie) Ryan

### AVAILABLE

Experienced continuity writer, young woman, for Station or Agency in New York or in a nearby town. Write Box No. 157, Radio Daily, 1501 Broadway, New York 18, N. Y.

Two Networks!  
 Three City Market!!

• CBS • **WENT** • MUTUAL •  
 Gloversville • Johnstown • Amsterdam  
 SPOT SALES, INC., Nat. Rep.

Chicago's  
**ONLY**  
**24 HOUR**  
**STATION**  
**W-I-N-D**

560 Kc. 5000 WATTS

this is

# WDOD

20th YEAR

ACCORDING TO EVERY HOOPER the OUTSTANDING CHOICE OF CHATTANOOGA LISTENERS

the STATION IN Chattanooga

CBS

PAUL H. RAYMER COMPANY  
 NATIONAL REPRESENTATIVES

5,000 WATT DAY AND NIGHT



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

DL. 31, NO. 19

NEW YORK, N. Y., THURSDAY, APRIL 26, 1945

TEN CENTS

## Forester-Aid For Relays

### FCC Still Undecided On Raising FM Band

Washington Bureau, RADIO DAILY

Washington—Difference of opinion within the FCC concerning the proposal to move the FM service from its present band to the 84-102 megacycle band is reported here, with long doubt now as to the unanimity of opinion on the desirability of the change.

No details of the FCC's deliberations have leaked out, but it is known that the FCC still is seeking information concerning the interfer-

(Continued on Page 6)

### Two New Stations Authorized By FCC

Washington—The FCC yesterday authorized new stations for Key West, Fla., and Talladega, Ala. The Key West licensee is John M. Spottwood, discharged veteran, who has been authorized to operate with 500 watts and 1,600 kilocycles. The Talladega station will operate with 250 watts in the 1,230 band, and the licensee corporation includes Judge Hardy Middle, Harry Held and Julius Ves-

### Web Not Opposing FM, Says Gammons Letter

Washington Bureau, RADIO DAILY

Washington—Taking exception to the charge by Commander E. F. MacInald, Zenith radio head, that the networks are seeking to strangle the development of FM, Earl Gammons, head of the CBS Washington office,

(Continued on Page 2)

### Half-Way Mark

On the 18th of April, while on a business trip, Edgar Kobak, president of Mutual, marked his 50th birthday. On his return to the New York offices this week the network personnel presented him with an immense cake containing 50 candles and an "18th of April" poem, a parody on Longfellow's "Paul Revere's Ride," which occurred April 18, 1775.

### Guesting

Commander Harold E. Stassen of the U. S. Navy, will be piped in to the Quiz Kids program Sunday, April 29, direct from San Francisco. He will speak for two minutes at the close of the show. The former Minnesota governor is attending the United Nations Conference as a delegate.

### WPEN Upheld By FCC On Church Programs

Washington Bureau, RADIO DAILY

Washington—The FCC yesterday notified the Philadelphia Gospel Broadcasters Association, that it sees nothing inconsistent with the license responsibilities of WPEN, Philadelphia, in the decision of that station to cancel the association's religious broadcasts, which it has scheduled for several years.

The association registered a protest against the station action last month.

Inquiry of WPEN has revealed,

(Continued on Page 5)

### Line Break In Colorado Affects 3 Major Webs

A line break in the telephone circuit between Denver and Sterling, Colorado, last night silenced regular programs of NBC, Mutual and the Blue Network from 9:23 to approximately 9:36 p.m., EWT. Substitute programs were aired. CBS reported it was not affected.

## World Tunes To U. S. Radio As 'Frisco Conference Opens

Formal opening of the United Nations Security Conference in San Francisco yesterday was brought to the entire world by standard and shortwave radio direct from auditorium of the Veterans Memorial Opera House in that city. Shortly after 7:30 p.m., EWT last night, (4:30 p.m., PWT) Secretary of State Stettinius introduced President Truman, who

spoke by wire from the Nation's Capital to the delegates from the United Nations and this was picked up by all networks as well as hundreds of independent outlets, many via pooled resources.

Prior to Stettinius bringing on President Truman, commentators for major webs gave preliminary color

(Continued on Page 5)

Successful campaigns in Industrial New England include WLAW. Send for coverage map. Advt.

### FCC Memorandum To Forest Service Asks Co-Operation With FM-Tele In Choosing Booster-Sites

### Early Sale Of WHOM Indicated Yesterday

Immediate sale of WHOM, Jersey City with offices and studios in New York by the Cowles interests, was indicated yesterday by a spokesman following the shift of several department heads to WOL, Cowles station, in Washington.

One report circulated in New York yesterday was that the Marshall Field

(Continued on Page 6)

### Television Group Nominate Officers For May Election

Slate of officers to govern the American Television Society for the 1945-1946 session has been proposed by the nominating committee of which Charles H. Kleinman is the chairman.

The following have been proposed: for president, George T. Shupert, as-

(Continued on Page 2)

### New Recording Device Used By WMAQ In Chi.

Chicago—a new instrument for use in special events recordings was employed by WMAQ, NBC key outlet, when announcers Gregg Donovan and

(Continued on Page 4)

Washington Bureau, RADIO DAILY

Washington—Public interest dictates the necessity for full assistance by regional foresters in the establishment of relay and booster stations for FM and tele, foresters were told in a memo sent yesterday by the Forest Service following consultation with the FCC. Applications for these sites will be received with increasing frequency, the foresters were told. The memo pointed out that within a comparatively short time it should be

(Continued on Page 6)

### Record Pick-up Sked Completed By CBS

Fifty switches for pickups from five continents—between San Francisco and New York, Europe, South America, Latin-America, Australia and the Pacific islands were required in the presentation of Norman Corwin's "Words From the People," on CBS Tuesday night. Only twice during the hour-long program was there difficulty in the overseas pickups—first

(Continued on Page 7)

### Radio Supports Campaign On United Nations Theme

Philadelphia—Civic leaders have the support of radio in their campaign to help establish Philadelphia as the seat of the United Nations. WCAU has originated several pro-

(Continued on Page 7)

### Song Crusader

Using BMI's new tune, "Don't Let It Happen Again" as her theme, Maggi McNellis on WEAF yesterday set the stage for permanent peace crusading clubs among her listeners. Plan calls for guest speakers to appear on the McNellis program speaking on "Don't Let It Happen Again," all dedicated to the maintenance of a just peace in the world.

# RADIO DAILY



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

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## Web Not Opposing FM, Says Gammons Letter

(Continued from Page 1)

has sent identical letters to Chairman Burton K. Wheeler and Clarence F. Lea, of the Senate and House Interstate Commerce Committees, refuting this statement.

"Nothing could be further from the truth than the intimations that Columbia is trying to prevent development of FM broadcasting or is trying to create a monopoly on it; in fact, the exact opposite is the case," Gammons wrote.

For the most part, the letter consisted of quotations from the testimony given by CBS vice-president Paul Kesten during the frequency allocation hearings last year. He quoted Kesten's demand for adequate FM space (100 channels, permitting at least 4,000 FM stations). He also quoted Kesten's prediction that 10 national FM nets would be possible with as many as 25 stations in large metropolitan centers. In addition, he quoted the following from Kesten:

"We arrive at this position by no technical or complicated process, but by a simple philosophic one. It is so simple that I can state it in eight words: 'We want FM broadcasting to be wholly democratic.'"

"That objective, translated into terms of space in the spectrum and licensing policy, implies clearly two things:

"First, that the supply of frequencies, the total number, be enough or more than enough to meet any visible demand. Second, that what we have called the prince-and-pauper status of big and little stations be avoided as the end-result of licensing."

## Shostakovich Work On WNYC

WNYC will broadcast the first American performance of Dmitri Shostakovich's "Trio In E Minor," when it originates from Carnegie Hall, Fri., April 27, 9:30-9:55 p.m. It will be heard over WNYC-FM to its conclusion. Performers are: pianist Vivian Rivkin, violinist Joseph Fuchs and cellist Nikolai Graudan.

## Television Group Nominate Officers For May Election

(Continued from Page 1)

Assistant to Paul Raibourn of Television Productions, Inc.; for vice-president, David Hale Halpern, vice-president and general manager of Henry Souvaine, Inc.; for treasurer, Don McClure, television director of N. W. Ayer; for secretary, Alice Pentlarge, producer of the New York "Times" radio forums over WQXR; for members of the board of directors, Dan D. Halpin, Edward C. Cole, Evelyn Peirce, Theodore Huston, John Flory, Charles H. Kleinman and Herbert E. Taylor, Jr.

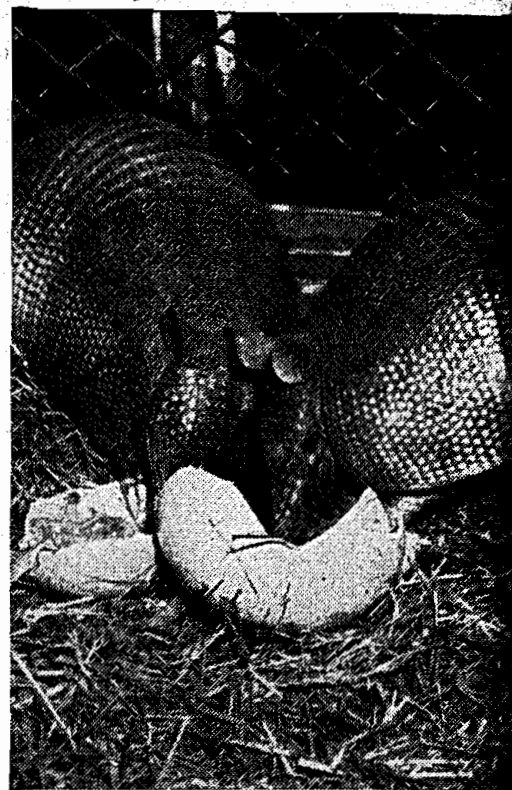
Election of officers will take place at the May meeting. However, other nominations may be proposed at the April session; each nomination must be presented in writing and endorsed by at least 10 voting members in good standing, according to the ATS constitution. Other members of the nominating committee are: Dan D. Halpin, Raymond E. Nelson, Don Widlund, James Manilla, Kay Reynolds and Al Bernsohn.

## Templeton On USO Tour

Alec Templeton has been granted leave of absence from the "Texaco Star Theater" program to make an extensive USO tour. His spot on the show, however, is being held open for him and he will resume his usual place upon his return.

## Stork News

Second son was born to Mr. and Mrs. Jim Ameche last Saturday night at the LeRoy Sanitarium, New York. Newcomer weighs seven and one half pounds.



## They're tough!

That's a pair of armadillos up there. They're armor-bearing mammals. Pretty tough, too. Those two are believed to be the only two grown in captivity. That choice tidbit in front of them is an ostrich egg.

Sometimes we hear reports that compare hard-boiled time buyers to the thick-skinned armadillo.

But at W-I-T-H we haven't found it so.

Maybe it's the way hard-boiled time buyers go for the choice W-I-T-H tidbit of producing the largest number of listeners-per-dollar spent, that makes us think otherwise about time buyers.

If insisting upon low-cost sales results makes a time buyer hard-boiled . . . we'll take them armadillo tough.



## W-I-T-H IN BALTIMORE

**TOM TINSLEY, President**  
**REPRESENTED BY HEADLEY-REED**

## FINANCIAL

(Wednesday, April 25)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	165	164 3/4	165	...
CBS A	37 5/8	37 1/4	37 5/8	+ 5/8
CBS B	37 1/4	37 1/4	37 1/4	+ 1
Farnsworth T. & R.	14 7/8	14 3/4	14 3/4	- 1/4
Gen. Electric	43 3/8	42 5/8	43 1/8	...
Philco	35 3/4	35 1/4	35 1/4	- 1/4
RCA Common	11 1/2	11 1/4	11 3/8	- 1/8
RCA First Pfd.	85	85	85	- 1/4
Stewart-Warner	19 5/8	19 1/4	19 5/8	...
Westinghouse	135 3/4	134 1/2	135	- 1 1/2
Zenith Radio	39	39	39	- 3/8

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	32	32	32	...
Nat. Union Radio	5 1/4	5 1/4	5 1/4	- 1/4

### OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	7 1/4	8
Stromberg-Carlson	19 3/8	20 3/8
WCAO (Baltimore)	27	...
WR (Detroit)	41	...

## 20 YEARS AGO TODAY

(April 26, 1925)

Inaugural of President Calvin Coolidge on March 4 was the greatest radio triumph thus far and has had the unexpected result of arousing discussion as to the desirability of broadcasting sessions of the National Congress. Advocates, however, have not clarified what would be done when both House and Senate were in session.

**KGW** One of the GREAT STATIONS of the NATION  
NBC AFFILIATE **PORTLAND, ORE.**  
Represented by Edward Peery & Co.

"Will anyone knowing the whereabouts of Al (Sleepy) Stein wire Collect to Bob Bowles, WCLS, Joliet, Illinois."

*Chicago's*  
**ONLY**  
**24 HOUR**  
**STATION**  
**W-I-N-D**  
560 Kc. 5000 WATTS

**IN PHILADELPHIA**  
*Nearly everybody listens to*  
**WDAS** BROADCASTS OF NEWS...  
ON THE HOUR • EVERY HOUR  
That's why  
78 percent of our sponsors renew regularly.

# Direct from the NEWS CAPITAL of THE WORLD

## WHAS Brings Its Listeners Carey Longmire and Wilfrid Fleisher

... nationally known news commentators, broadcasting exclusively for WHAS, by direct wire from Washington.

LONGMIRE, whose nose for news led him to Europe when the first signs of disintegration appeared, managed by hook and crook to get into Spain to write for the New York Herald-Tribune the first articles from Franco's Spain which were printed in 1939. Referring to this scoop, *Time* magazine called him an "open-eyed" correspondent. He was in New York when the Battle of France was lost, but went east immediately to cover the London blitz. He predicted trouble between Hitler and



Stalin before the German invasion of Russia. Longmire was one of the first Yankee correspondents to fly in an "operational flight" in an R.A.F. bomber . . . but his top "beat" was a mysterious cable to his editor's home resulting in a 24-hour scoop for his paper predicting the famous Atlantic Charter conference. Longmire claims to be a liberal-independent politically, and his mike style is very informal. Favorite comment of listeners is: "He explains the news so well."

FLEISHER, a native of Pennsylvania, educated abroad, was correspondent for his father's newspaper, the Japan Advertiser, in World War I. He obtained the first exclusive story of the murder of the Czar of Russia and his family . . . covered the League of Nations for a time . . . and was managing editor of the Japan Advertiser when pressure from the Jap Government caused its abandonment in 1940. Fleisher scored a world beat by becoming one of 4 white men in the world



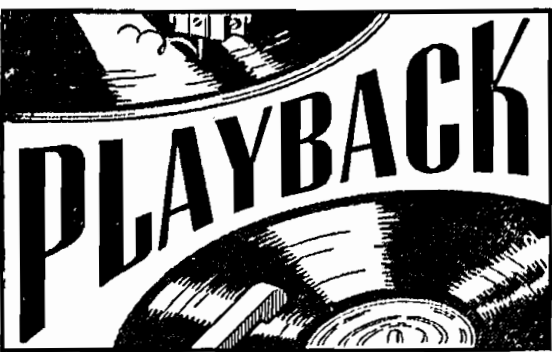
to interview Emperor Hirohito. In 1936 he scored another world beat by telephoning the New York Herald-Tribune that Japan and Germany were forming an alliance. He covered the diplomatic talks with Japan which were going on when war started. March 23, in a WHAS broadcast he predicted that General Douglas MacArthur would lead the invasion of Japan. Fleisher is the author of two books on Japan, "Volcanic Isle" and "Our Enemy Japan."

*The clamor for news was never greater. And WHAS meets the demand. It devotes 127 broadcasts every week to un glossed, unemotional, authentic reports of the news as it happens. . . . And it does more! It brings Carey Longmire and Wilfrid Fleisher straight to its listeners with their straight-from-the-shoulder analyses of the news, backed by first hand knowledge of the places and people they talk about.*

WHAS keeps its listeners listening by its intelligent news reporting.

# WHAS

'Round-the-Clock News—Backed by 50,000-Watt Clear Channel.



Halfway across the nation and back again. That's the itinerary being followed by Dr. W. W. Bauer, director of radio for the American Medical Association. Dr. Bauer has set up NBC recording dates for the A.M.A.'s new programs in our Chicago, New York and Washington studios. The resulting product will be an interesting series of recorded shows featuring interviews with important health authorities . . . to be distributed all over the nation for local broadcast.

Several months ago we mentioned in this column that Eno had adopted our Syndicated show *Betty and Bob* as their principal advertising venture on WAAT, Jersey City. The other day we received a nice letter from Vic Bennett of that station enclosing several large window streamers publicizing the program. He informed us that these colorful banners had been distributed to 3,000 druggists as a part of Eno's plan to merchandise the program through popular display. We can't think of a better way to build audiences.

*Betty and Bob* is the story of a young newspaper man and his wife and their extraordinary adventures in solving the social and civic problems of their town. Arlene Francis is featured as *Betty* and Carl Frank is *Bob*, with Milton Cross as narrator. And we add modestly that it's one of our most successful Syndicated programs currently running over 28 stations. Would you be interested in an audition record? Then, write us, won't you?

Morry Hamilton, NBC-RRD Program Manager, tells us that after May 3rd, recording sessions for *Come and Get It* will be held at 9:30 every Thursday evening in NBC studio 8G. Bob Russell m.c.'s the show, with food experts Gaynor Maddox and Alma Kitchell providing well-seasoned facts about food. Incidentally, a full audience participates and if you or your friends are in New York, you are invited to the show. Write us for tickets.

**NBC-RRD**  
RADIO-RECORDING DIVISION  
AMERICA'S NO. 1 SOURCE OF RECORDED PROGRAMS  
New York • Chicago • Washington • Hollywood • San Francisco  
SERVICE OF RADIO CORPORATION OF AMERICA



**Windy City Wordage!**

● ● ● Look for Don McNeill and his Breakfast Clubbers to spearhead the entertainment phase of the Seventh War Loan Drive. Present plans call for piping the program into retail establishments all over the country,

**Chicago**

the stores to set aside an hour coinciding with the broadcast for the sale of War Bonds . . . At the request of the State Street Council of Merchants, Lew Green, Breakfast Club producer, and Ed Ballantine, maestro on the same show, have penned a tune, "On We Go to Tokyo," which will be premiered in Chicago's Loop on V-E Day. . . ● Gilbert McClelland, sales promotion manager of Mutual's Chicago office, has compiled a glossary of words and expressions peculiar to network broadcasting which contains everything from A (A.M.—Amplitude modulation) to W (Web—a radio network). McClelland got up his list primarily as a handy reference for new personnel, particularly secretaries, stenographers and clerks who are completely baffled at first by such terms as "across the board," "dubbing," "round robin," "leg," "standby" and the hundreds of other expressions familiar to the broadcasting industry. . . ● On a recent Commonwealth Edison "Welcome to the Walkers" television show over WBKB, the script called for leading character "Bill Walker" to report to his draft board for a physical. Actor Art Seltzer, who plays "Bill," found a notice waiting for him a few days later requiring him to do just that.



● ● ● Sgt. Sol Korkein, GI producer of WJJD's daily "Soldiers of Production" series, had just been officially commended by Maj. Gen. Russell B. Reynolds, commanding general of the Sixth Service Command, for his efforts in helping solve the war manpower problem in the Chicago area. . . ● Enterprising WBBM'ers Don Kelley, Bill Seymour, Larry Kurtze and Hank Schroeder trekked down to Dana, Indiana (pop. 846), Ernie Pyle's home town, last week to originate a radio tribute to the beloved little war correspondent, WBBM thus being the only station to cover the home town "angle" following Ernie's death in the Pacific. The boys talked with Ernie's 77-year-old father, William C. Pyle, and his "Aunt Mary" Bales, and also with two old school mates and the mayor of Dana. The program was aired from the local school house. . .

● Vocalovely Gloria Van, former thrush with Gene Krupa, Ted Fiorito, Hal McIntyre and Scat Davis, has taken over the vocal spot on WIND's "Sing Sailor Sing," nightly variety show emanating from the Great Lakes Naval Hospital. . . Incidentally, Johnnie Allen, the new McIntyre male vocalist, is a Chicago boy whom Hal spirited away from the Chi nite spot where he was in his 18th week of what had originally been a two-week engagement. . .

● Commentator Paul Harvey's WENR tribute to President Roosevelt brought him 3,500 requests for copies of the script. . . A week-end visitor was Frank Sinatra's publicist-manager, George B. Evans, who was in town in the interests of another client, Jose Iturbi. Jose gave a recital here Sunday.



● ● ● Burl Ives, radio's wayfaring minstrel currently appearing here in "Sing Out, Sweet Land," is reported plenty burned over the article about him in a recent issue of a national mag. Article pictured Ives as a "lean hungry kid" on an Illinois tenant farm and generally painted a picture of a drab boyhood, whereas, says Burl, just the opposite was true. He insists she had one swell time as a kid, roving his native Illinois habitat in a typical Huck Finn existence. . . ● Irving Pflaum, WBBM news analyst and Chicago "Times" columnist, is in San Francisco to cover the United Nations Conference.



— Remember Pearl Harbor —

**AGENCIES**

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES has named as chairman of the board Richard Compton, president of Compton Advertising, Inc. Sigurd S. Larson, president of Young & Rubicam was elected vice-chairman, while John L. Anderson, secretary and treasurer of McCann-Erickson, Inc. was re-elected to the office of 4th secretary-treasurer were conducted by mail.

JAMES ROXTON CLASSICS, division of the Printz-Biederman Co., Cleveland, Ohio, has appointed the Olian Advertising Co. to handle its account.

**New Recording Device Used By WMAQ In Chicago**

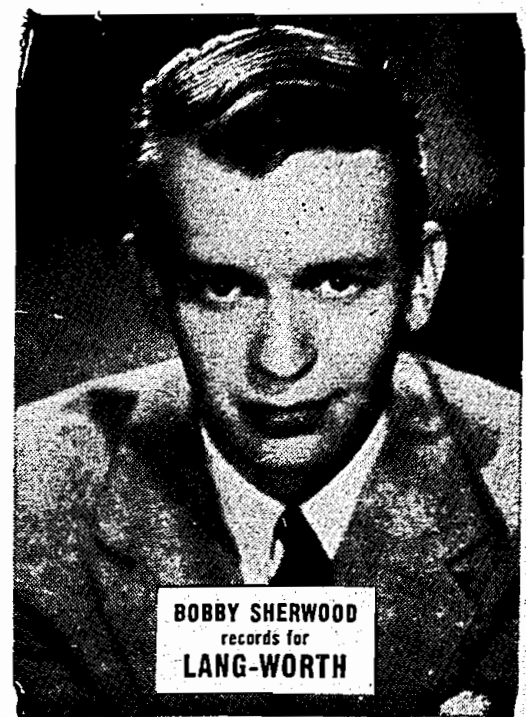
(Continued from Page 1)

Bob Farrall used the commando type record graph in an on-the-scene reporting of a 5-11 alarm fire which raged through four lumber yards and a coal yard on Chicago's near South-west side.

Arranged by William Ray, news and special events manager of the NBC central division, the 10-minute recording of the eye witness description of the fire and interviews with employees who escaped the flames was broadcast over WMAQ from 10:50 to 11 p.m., CWT that night. The record graph, although used extensively by the armed forces in picking up actual battlefield actions, recording sound impulses by means of a sapphire stylus run on a 35 mm film stock, is new to radio station operations.

**WRITER-DIRECTOR**

with radio-television experience desires position in small agency. Write Box 159, Radio Daily, 1501 Broadway, New York 18, N. Y.



BOBBY SHERWOOD records for LANG-WORTH

# World Tuned To Radio Hears Confab Opening

(Continued from Page 1)

...some background description. ...man's address of welcome, set for approximately 10 minutes, was followed by welcoming talks by Gov. Earl Warren of California and Mayor George D. Lapham of San Francisco. Secretary of State Stettinius

## Tonight's Feature

The four major networks tonight will carry a special broadcast bringing the voices of Eden for Great Britain, Soong for China, Molotov for Russia and Stettinius for the United States. Broadcast is scheduled from 7-8:30, but will continue longer, if necessary.

...one on again with a talk outlining purposes of the conference.

By shortwave, the spectrum was freed with the broadcasts by the OWI, AA and the BBC. Program as heard in New York over network key stations was well handled and carried the weight and import of the unprecedented gathering.

The broadcast as a whole, which started on the dot of 7:30 p.m., EWT, lasted just slightly more than half hour, ending at 8:03 p.m. It was carried in its entirety by the four major networks as well as by many of the independents. In several cases introductory programs were broadcast just prior to the 7:30 p.m. opening.

In one of these spots, Ben Grauer, NBC announcer, pledged for himself and for his fellow announcers generally, a full and unprejudiced report of the historic proceedings.

NBC cancelled the Al Roth program in the 7:30-8 slot and put on the "Mr. and Mrs. North" show at approximately 8:04.

Mutual cancelled "Can You Top This" and followed with the regular Cecil Brown commentary, which started at 8:04.

The Blue cancelled "Lone Ranger" from 7:30-8 p.m., and also the following Ted Malone show, which ordinarily begins at 8 p.m. During the latter period, resumes of the first day at the conference were broadcast.

Winchell, Baukhage, Vincent Heenan, Ray Henle, Hedda Hopper and several other correspondents re-

# 'FRISCO SIDELIGHTS

San Francisco—The "V" sign, and how it came into being and was broadcast to the world over the BBC was told for the first time here by Victor De Laveleye, creator of the "V" sign, who is a member of the Belgium delegation to the World Security Conference.

"On Jan. 14, 1941," related De Laveleye, "we learned that the people of Belgium were chalking up the letters R.A.F. on walls, sidewalks, and even on Nazi vehicles. It occurred to us that one letter to symbolize liberation and victory would be easier to use and would mean the same thing to those who spoke Flemish and French. We finally hit upon the letter "V" which is the first letter of the word "Victoire" and "vrijheid," both words meaning freedom. Soon the symbol spread like wildfire to France and became first the symbol for liberation in Europe and later the symbol for victory throughout the world."

KFWB and KYAX are cancelling all commercial programs from 4 p.m. to 11 p.m. Wednesday to devote time to United Nations conference coverage.

Harold Safford of WLS, Chicago is recording interviews on wire and rushing recordings to his station.

...cently returned from overseas, who described various foreign diplomats now in San Francisco.

CBS cancelled the Ellery Queen program and cut into the Jack Carson show, putting that feature on the air at 8:03 p.m.

Of the 33 minutes of the broadcast, none was more impressive than the reverential minute of silence observed shortly following the opening.

Bill Cunningham, Mutual news commentator whose broadcasts originate at WNAC, Boston, every Sunday at 2:30 p.m., EWT is now in San Francisco to cover the World Security Conference for his syndicated newspaper column. He gave his weekly commentary from Golden Gate City, Sunday and will also do Sunday, April 29th, broadcast from here.

Gracie Allen is covering conference for Consolidated features, which services 81 papers.

A well known radioman in town for a well known agency's well known program which will originate here overheard complaining, "Why couldn't they have started the conference during the summer months when our show could have used a shot in the arm to keep up the Hooper."

Roberto Unanue and Rodriguez Fabregat will cover the United Nations conference in San Francisco for Spanish speaking listeners of the CBS Cadena de las Americas. Nightly roundups, as well as several special interviews with prominent Latin American delegates will be piped to New York from San Francisco, then beamed by shortwave to the 109 affiliates. Unanue is Assistant Director of Latin American Relations for CBS, and Fabregat a CBS Spanish news analyst.

# WPEN Upheld By FCC On Church Programs

(Continued from Page 1)

FCC Secretary Slowie wrote, that "approximately three hours will be sold for religious programs on Sunday to be divided among the several religious groups, including the groups which you represent. In addition, approximately three hours will be made available on Sunday without charge to the various religious denominations. Moreover, during the week periods of time will also be allotted for various religious broadcasts.

"The policy of Congress as expressed in the Communications Act of 1934 contemplates that the selection and presentation of radio programs shall be vested in the individual station licensee. Licensees are, however, required to operate in the public interest and the Commission has construed this obligation as requiring presentation of a diversified program balance.

"The Commission has carefully considered the matters alleged in your complaint and the representations made to it by the licensee of station WPEN to determine whether there has been a violation of the licensee's obligation to operate in the public interest. The Commission is of the opinion that the representations of station WPEN are consonant with the licensee's obligation to present a diversified and well-rounded service."

# HOOP-LA... ALLEZ-OOP!

KQV's listener ratings on non-net shows jumped 63% since November 1944, the advent of its new ownership and staff. KQV's going places in Pittsburgh, and so are its advertisers.



ALLEGHENY BROADCASTING CORP.

National Representatives: SPOT SALES, INC.

## WANTED

Sales Manager for Tobacco Network. Good basic salary and liberal commissions. Start immediately. Headquarters Raleigh, North Carolina. Wire, phone, or write Fred Fletcher, President, c-o WRAL, Raleigh, N. C.

10,000 WATTS · DAY & NIGHT

We're Selling POWER That's Got SELLING POWER NEWS SPORTS MUSIC

PHILADELPHIA'S MOST POWERFUL INDEPENDENT

# WIBG

REPRESENTED BY JOSEPH LANG. SPOT SALES INC.

## Scoop!

**BERNIE CUMMINS**

(IN PERSON)

8:05 P.M. — 8:30 P.M.

EVERY WED. and FRI.

# W-I-N-D CHICAGO

560 Kc. 5000 WATTS

## FCC Still Unecided On Raising FM Band

(Continued from Page 1)

ence prospects at the two frequency levels.

Maj. Edwin H. Armstrong, FM founder, was in Washington yesterday and left with Commissioner Charles R. Denny for the commission two additional studies concerning interference. Details on these studies were not available, but they are believed to have concerned tropospheric and sporadic E-layer material.

The information developed by the FCC in the closed hearings on FM held March 12 and 13 remain classified, but usually reliable sources indicate that there are two or three points in which there is conflict between the testimony given in open session by K. A. Norton and the more detailed testimony given by him in the closed session. Again no confirmation is available, but the rumor is strong enough to merit some consideration. Whether the conflict is serious enough to result in abandonment by the Commission of its proposal to raise the service is uncertain.

### Sylvania Sees Post-War Boom

Business of frequency modulation broadcasting as an industry, will employ a possible total of 281,800 people the first post-war year, with the dollars volume of business according to surveys by various sources exceeding the \$9,000,000 mark; these figures, made available by FMBI, reveal a breakdown which includes surveys or estimates by the Sylvania Company, the FCC, the FMBI and others.

Direct employment the first post-war year is set down as 31,500 workers with the average salary set at \$2,000 per year; manufacturing overhead and supervisory staff brings this up to 39,500. Thereafter the charts reveal estimates for distribution, sales and dealer employees; receiver service men and indirect employment bringing the total to 262,000 for the receiver industry.

FM transmitter industry accounts for 2,500 employees while the total broadcast industry employment is set down as 17,300. This accounts for the grand total of 281,800 expected to be employed the first FM year.

Sylvania survey states that 18,390,000 people want FM sets and with the

## Forest Service Aid Asked In Choosing Booster-Sites

(Continued from Page 1)

known whether several stations operating on different frequencies can effectively use the same land area or even the same tower and mast. The memo added:

"It now seems that such stations can operate satisfactorily within relatively close proximity to each other. If, therefore, the total area available for station occupancy at any one point is sufficient to accommodate several stations, the issuance of a permit authorizing one station to occupy the small area it required would not give it a monopoly of the site."

### Procedure Outlined

Procedure to be followed in case of application for a site was outlined as follows:

(1). The site will be examined to determine whether its occupancy for such use can be authorized without conflict with the national forest or public interests.

(2). If the finding is affirmative the applicant will be so advised and be apprised of the conditions to which the permit would be subject but will be told that the permit cannot be issued unless or until the establishment of the proposed station has been cleared and authorized by the Federal Communications Commission.

(3). At the same time, the Forest Supervisor will prepare a memorandum describing the physical characteristics of the site applied for, its elevation, topography, character of cover, present occupancy, possibility of conflict with other users and will also indicate briefly the availability of other sites in the same general vicinity which are similarly suitable for occupancy by radio transmitting or receiving, or booster, stations.

(4). That memorandum will be transmitted to the Regional Forester

average cost placed at \$100, the total retail value would be \$1,839,000,000. With the industry able to manufacture 300 FM broadcast stations at an average cost of \$66,635, the total outlay for the stations would be \$19,990,500. With FMBI estimating that broadcasters will spend an average of \$53,000 annually to operate their respective stations, and there being 346 stations during the first year, this grand total would be \$1,877,328,500 for the first dollar volume year.

The five-year dollar volume on the same basis as above plus the additional stations and receivers sold and when it is estimated some 2,500 FM outlets will be in operation the total dollar volume is brought up to \$9,640,087,500.

### WANTED

Salesman for an aggressive New York Outlet, opportunities unlimited for man familiar with New York and New Jersey market. Write Box No. 158, Radio Daily, 1501 Broadway, New York 18, N. Y.

who will transmit it to the office of the chief, who will transmit it to the Federal Communications Commission for use in consideration of the application for approval and authorization of the station applied for.

(5). The FCC will then consider the application in all of its aspects, including nature of service and coverage of proposed station, compatibility with other authorized or prospective stations or systems, stipulations requisite to protection of public interests, etc.

(6). Approval and authorization of FCC, if granted, will then be transmitted to applicant, who will submit it to the Forest Supervisor.

(7). Permit to occupy the proposed site may then be issued. It should contain the following special instructions:

Station to be operated only in conformity with the regulations and requirements of the Federal Communications Commission. Permit shall become null and void if authority for operation of station is rescinded by said Commission.

Station shall not be operated so as to conflict with Forest Service Radio Communication on frequencies authorized by Interdepartmental Radio Advisory Committee.

If the Federal Communications Commission shall determine that it is practicable and in the public interest to authorize joint use by another station of the apparatus and facilities installed and operated by the permittee, upon payment of a just and equitable proportion of the costs of installation, maintenance and operation, the Forest Service shall have the power to authorize such joint use of the sites covered by this permit.

### WOKO Gets 5-Day Stay Of Exclusion From Air

The FCC has announced a five-day period of grace to WOKO, Albany, N. Y., which has been ordered off the air as a result of its long-standing failure to disclose full details of its ownership. The 30-day period allowed by the FCC last month has been extended to May 2.

### Jim Sauter Re-Appointed

James Sauter has been reappointed chairman of the Entertainment Industry division of the War Finance committee for New York, it was announced by Frederick W. Gehle, state chairman.

OFF THE AIR  
REFERENCE RECORDINGS  
IN CHICAGO

L. S. TOOGOOD RECORDING CO.  
221 N. LA SALLE ST., CHICAGO 1, CENTRAL 5275

## Early Sale Of WHOM Indicated Yesterday

(Continued from Page 1)

interests were negotiating to buy subject to FCC approval. It is known that Field has been endeavoring to get a New York outlet for some months having surveyed such properties as WOV, WNEW and WMCA all in the city.

Another deal for WHOM which has been hot and cold the past two weeks is the possibility of the Newark News which recently acquired WBYP Brooklyn, working out a switch with the Cowles group. It is reported however, that Cowles feels it to be more important that they have station representation in Boston and Washington than a small property in New York City.

The FCC approved the sale of WHOM to the Iowa Broadcasting Company (Cowles) for \$403,528.63 on last July 25 with Commissioner Clifford Durr dissenting. Durr contended the price was out of line with the real value of the station.

### WHOM Staff Changes

The shifting of the key men at WHOM to WOL, Washington, has been pending for quite some time, spokesman at the New York station disclosed yesterday. Reason for the changes is to gird the Washington staff for future operations, since WOL will "one day" be one of the most important origination points for Mutual network programs. Jack Paige, promotion and special events director of WHOM, and one of the persons to leave for a similar position at Washington, said that while WHOM has had a number of offers from "various sources," no definite announcement will be made for some time. "All other stories in the trade are just crystal gazing," he said.

## Send Birthday Greetings To -

April 26

A. L. Alexander Harold Oxley  
Eugene J. Cogan

FIRST IN DENVER  
with FM  
(Developmental)

KLZ

DENVER

CBS - 560 KC.  
REPRESENTED BY THE KATZ AGENCY

Exclusive!

Chicago's Only  
NEWS-ON-THE-  
HOUR SERVICE

W-I-N-D

560 Kc. 5000 WATTS

# WPB Relaxes Control On Certain Products

Washington Bureau, RADIO DAILY  
 Washington—Reflecting transfer of control of certain products from the B radio and radio division to the Office of War Utilities, several minor amendments to Table 9 of General Scheduling Order M-293 were announced this week by the WPB.

One amendment transfers domestic commercial watt-hour meters, am-meters, total hour meters and per-hour meters to OWU. A full-order exception is established for transformers, reactors and chokes. Purchasers were required to obtain WPB approval before placing orders with manufacturers to obtain similar approval before accepting them. Hereafter orders up to \$250 in value will not be subject to this review. The exception is expected to reduce the number of forms to be processed from between 30 to 40 per cent. Because the supply and demand picture for ohm-meters, megohm-meters and trigger testers is now somewhat clearer, the small-order exemption is extended to all companies and is reduced from one to four units.

Another amendment establishes recording oscillographs as a separate item under Table 9. Hitherto these had been classified as a type of universal measuring equipment.

# Radio Supports Campaign On United Nations Theme

(Continued from Page 1)

Programs on the subject and on Friday a portion of the "American School of the Air" on CBS will feature Katharine Clark, WCAU commentator, moderating a discussion of Philadelphia school children on "Why Philadelphia could be The Home of the United Nations."

# Horton To Replace Crosby

Comedian Edward Everett Horton has been signed by the Kraft organization for the summer replacement show of the Bing Crosby program. Although no others have been signed as yet, it has been definitely decided that the format will be of the music-comedy variety type. The first broadcast will be made July 5.

# COAST-TO-COAST

## —MISSOURI—

KANSAS CITY — KMBC's new magnetic wire recorder was hardly uncrated when the death of President Roosevelt forced it into service for comments by civic leaders. . . . KMBC continuity writer, Earl Hansford Martin, has had a conference with publishers over the selection of his story, "The Thousand Yards Stare," for the annual O. Henry volume of the year's best short stories. . . . It's a boy at KCKN production chief George Stump's.

## —VIRGINIA—

RICHMOND—"Veterans, Here's How," the new quarter-hour series over WRVA each Sunday, 1:30 p.m., was inaugurated by the appearance of Governor Darden on the first broadcast. Airings present questions typical of those asked at the veterans' information service center, being asked by the director, Leslie Jones, and answered by local citizens.

## —CALIFORNIA—

OAKLAND—KROW has scheduled the fourth series of Sewing School of the Air, in response to public demand, under sponsorship of Capwell's department store in co-operation with McCall Magazine . . . Wallace F. Elliott, KROW producer, program director and continuity chief, has resigned to assume partnership in Rhoades & Davis Advertising Agency, San Francisco.

## —OKLAHOMA—

OKLAHOMA CITY—KOCY has signed for 26 weeks of the Ziv transcribed "Eye Witness News" with Erwin, Wasey & Co. for Oklahoma City Insurors Exchange sponsorship. Series dramatizes AP stories and features eye-witness accounts of events at the fronts. . . . TULSA—KVOO commercial chief Gus Brandborg has been elected president of the Advertising Federation.

## —OHIO—

CINCINNATI—Effective June 1, WKRC rejoins CBS as its basic outlet, replacing WCKY. . . . WLW has contracted with A. C. Nielsen Co. for Nielsen Radio Index Service in the primary coverage area. . . . WSAI's teen-age open forum goes international April 22 when two of the four student participants will be British youths speaking from London.

## —COLORADO—

DENVER—KOA presented the first in a series of weekly programs direct from various war plants in the local area last Monday when the broadcast came from Remington Arms. Series will be handled by Cecil Seavey, special eventer. . . . C. A. Peregrine, control supervisor, has been selected to attend the United Nations conference, where he will assist NBC in the coverage of news and special events.

## —OREGON—

PORTLAND—Recent technical men added to the staff of KEX are Harvey Degering, ex-KGW; Howard Endicott, ex-KOIN; Jack Erwin, ex-KGW; Clarence McCredie, ex-KOIN; Carl Schantz, ex-KGW; Herbert Struck, ex-KGW; Charles Hueling, ex-serviceman and George Redfern, part timer. . . . Arden X. Pangborn, managing director of KGW has been appointed a member of the State Commission for Living War Memorials by Governor Earl Snell.

## —ARIZONA—

PHOENIX—Most interesting special event of the year for Jack Williams, KOY program director, was the April birth of his 2nd red-headed son. . . . J. Howard Pyle, program chief of KTAR and the Arizona Broadcasting Co., is reporting the San Francisco conference on the spot by special leased wire. Pyle will give a 15-minute newscast six days a week and 30 minutes on Sunday nights.

# New NBC Appointment

Los Angeles—Homer Canfield, assistant manager of NBC's Hollywood press department, becomes production manager of the network's Western Division on May 1.

## AVAILABLE

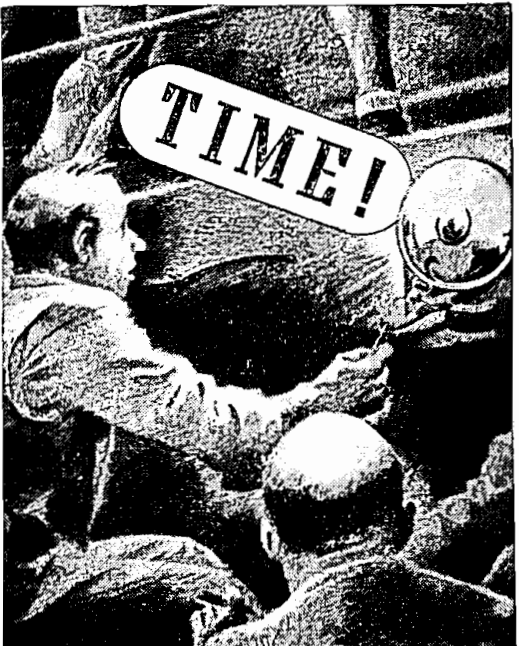
Experienced continuity-writer, young woman, for Station or Agency in New York or in a nearby town. Write Box No. 157, Radio Daily, 1501 Broadway, New York 18, N. Y.

# Record Pick-up Sked Completed By CBS Web

(Continued from Page 1)

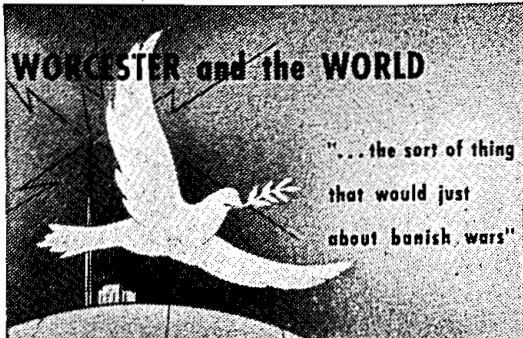
when a Czech was heard from his own land and second, when Sir Alexander Fleming, discoverer of penicillin, was heard from London. On both occasions atmospheric conditions interfered with short wave reception.

Robert Heller, producer, in the New York studios of CBS, controlled the switches around the world. Heller worked on two telephones and a microphone at the same time—one phone a direct line to Corwin in San Francisco and the other connected with the shortwave department of CBS. Marine Sergeant Harry Jackson of Pitchfork, Wyoming, recently returned from South Pacific, was master of ceremonies; music for the program was composed by E. Y. Harburg and Earl Robinson and sung by Alfred Drake and the choir of the Treasure Island Naval base in San Francisco Bay. Lud Gludskin conducted the orchestra. Main portion of the program was broadcast from Theater No. 3 on Treasure Island, San Francisco, before an audience of delegates to the United Nations conference.

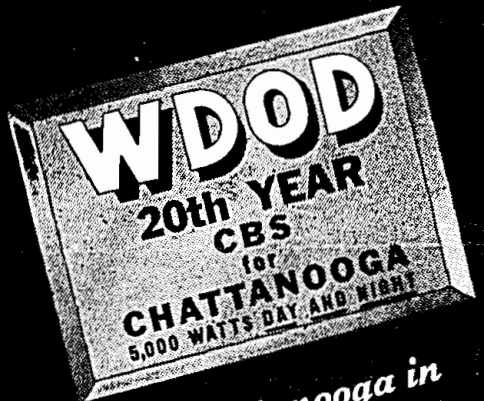


When the bell sounds "Time!" for the start of every business day, Weed men come out of their corners from coast-to-coast, ready for the kind of action that makes time mean money for sales-able stations.

**Exclusive!**  
**CUBS '45**  
**BASEBALL**  
**W-I-N-D**  
**CHICAGO**  
 560 Kc. 5000 WATTS



**WTAG**  
 WORCESTER



first in Chattanooga in  
 LISTENING AUDIENCE  
 ADVERTISING VOLUME  
 PUBLIC SERVICE

**WEED**  
 AND COMPANY  
 RADIO STATION REPRESENTATIVES  
 NEW YORK • BOSTON • CHICAGO  
 DETROIT • SAN FRANCISCO • HOLLYWOOD

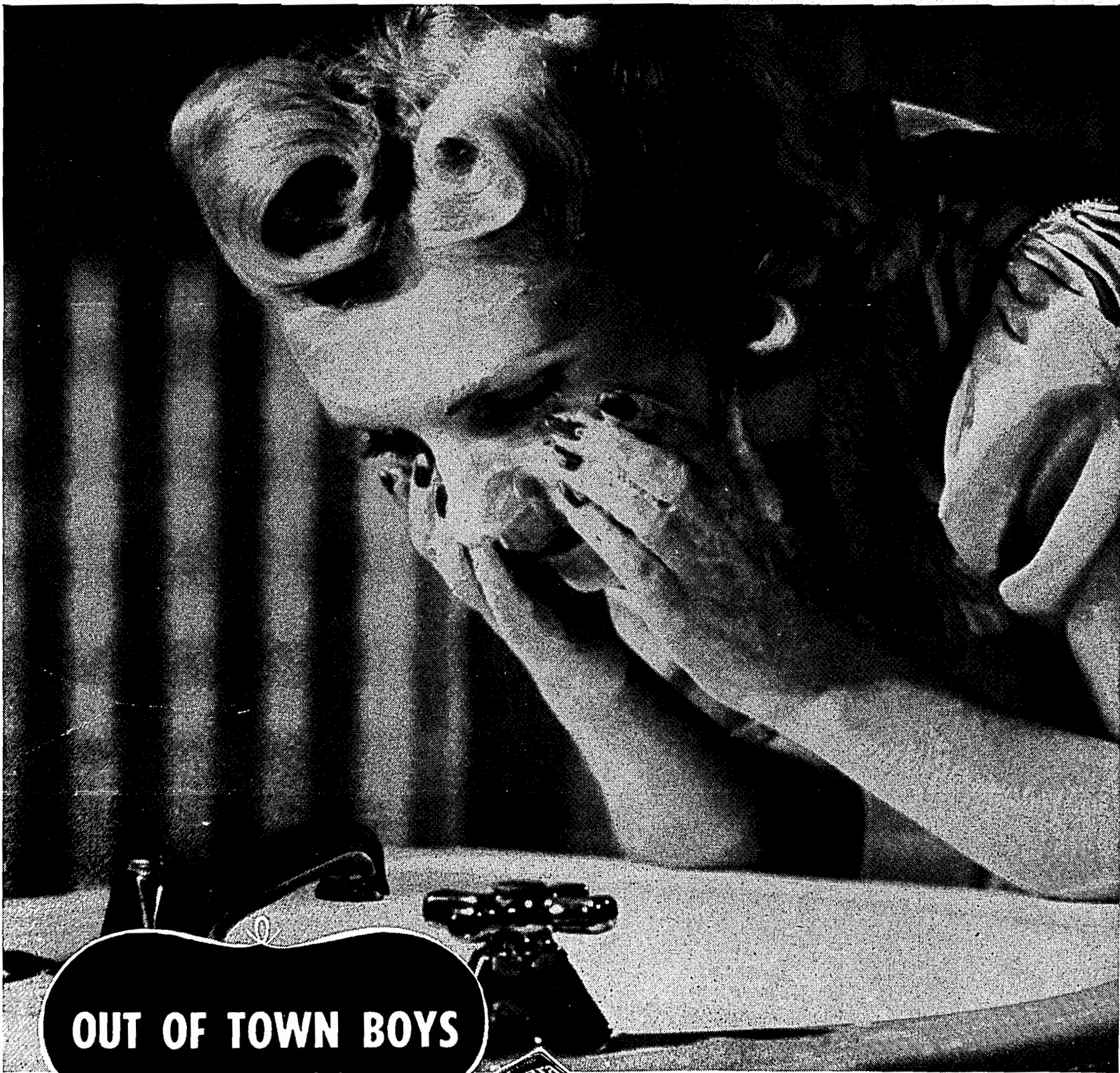


Photo by Ewing Galloway

**OUT OF TOWN BOYS  
MAKE GOOD**



**THE COMPLEXION CHANGES**

Since 1939, Cuticura\*—famed mildly medicated soap has been preaching the gospel of smoother skin over WFBR, Baltimore's big home town station.

Six years may not be long in the minds of some, but to Cuticura Soap its six years on WFBR must spell results; otherwise they would not come back every year. And that is the rule rather than the ex-

ception on WFBR—the majority of its national accounts are from five to ten years' standing.

Remember the above *facts* when people start *talking* about RESULTS in Baltimore! Yes, if you want to know what to buy in Baltimore . . . buy what the *successful* home town boys, too, have *always* bought and are *still* buying . . . W . . F . . B . . R . .

\*Agency: Atherton & Currier, Inc.

NATIONAL REPRESENTATIVE — JOHN BLAIR & CO. • NEW YORK AND CHICAGO





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 31, NO. 20

NEW YORK, N. Y., FRIDAY, APRIL 27, 1945

TEN CENTS

## 'Frisco Talks Cut Shows

### Philco Organizes Tele Department

All Philco telecasting activities will be brought under one head, it was revealed yesterday by John Ballantine, president of the corporation. Ernest B. Loveman has been appointed vice-president in charge and with the formation of the Television Broadcasting Division of Philco Radio and Television Corp. every phase of the activity will be centralized under Loveman. This will include network telecasting and that over WPTZ, Philadelphia.

Network activity will be in connection with the recently formed Washington-Philadelphia setup of (Continued on Page 8)

### CC Petitioned To Reopen Michigan License Case

Washington Bureau, RADIO DAILY  
Washington—The FCC was asked yesterday to take jurisdiction in the appeal of the Ashbacker Broadcasting Company, of Muskegon, Michigan, against an FCC decision granting the application of John Fetzer for a new station in Grand Rapids, Michigan, while setting for hearing the application of Ashbacker for a change in frequency. (Continued on Page 7)

### Thackrey, N. Y. Publisher, Will Operate WLIB As Pres.

Ted O. Thackrey, editor and general manager of the New York "Post," has been elected president of the WLIB, Inc., and has taken over the post formerly held by Elias I. Godofsky, who recently resigned, it was announced yesterday.

### Heavy Coverage

San Francisco—Total of 1,850 radio and press passes have been issued by State Department for the United Nations conference with hundreds of applications still pending. Radio and press coverage is reported to outnumber the official delegates by six to one, being probably the largest group of newsmen ever assigned in history to cover any story for their employers.

### Large Audience

An audience of 30,400,000 adult listeners in the United States heard President Truman's address at the opening session of the United Nations conference on Wednesday evening, according to a survey made by C. E. Hooper, Inc., for the Columbia Broadcasting System. The rating for the talk was given as 41.2.

### BMB Board Called To Form Committee

Nine-man group comprising a Technical Research Committee will be announced by Hugh Feltis, president of Broadcast Measurement Bureau, on May 3, when the BMB board of directors will meet in New York. The committee will be selected or proposed by a smaller group, three-man Committee on Research. This latter trio is comprised of D. E. Robinson, chairman of Sherman K. Ellis agency. (Continued on Page 8)

### Dr. Tyler Re-elected Pres. Of Radio Educators Group

Dr. I. Keith Tyler, director of radio for Ohio State University, Columbus, has been re-elected president of the Association for Education by Radio, George Jennings, acting director of the Chicago Radio Council, announced yesterday.

Luke Roberts, educational director for station KOIN, Portland, Oregon, (Continued on Page 2)

## New Television Set Designs Shown At Du Mont's Exhibit

The new television receiving-set designs of Allen B. Du Mont Laboratories, Inc., were exhibited last evening in an advance showing at the Park Lane Hotel. Reflecting impressively the post-war possibilities of television in the home, the exhibition drew a goodly audience of press representatives at the invitation of Leonard F. Cramer, Du Mont vice-

Industrial New England is WLAW's target. It never misses in selling a message. Advt.

## Webs Cancel 13 1/4 Hours Of Programs To Carry Speeches By Diplomats At United Nations Conference

### Radio Confab In Brazil Postponed Until June 1

Brazil has agreed to postponement of the Inter-American Radio Conference scheduled for June 1, it was revealed yesterday. Stated reason was the desire to avoid conflict with the San Francisco conference. New date set for the hemispheric radio sessions is Sept. 2.

### OPA Officials Set For Sponsored Show

Regional OPA officials will participate in a program titled, "Soldiers With Coupons," which will debut on WOR, New York, under commercial sponsorship of Standard Brands, Inc., on May 1, it was announced yesterday. Daniel P. Woolley, regional administrator of OPA will be heard (Continued on Page 4)

### Paul Porter To Speak At Baltimore Dinner

Baltimore—Paul Porter, chairman of the FCC, will address the annual dinner of the Morse Telegraph Club of America, at the Lord Baltimore Hotel tonight. Prior to the dinner, the (Continued on Page 4)

Four major networks cleared one hour and forty-five min. last night to carry the United Nations conference broadcast from the Veterans Memorial Opera House in San Francisco between the hours of 7 and 8:45 p.m., EWT.

Last night's broadcast from the conference featured the voices of Secretary of State Stettinius and Foreign Ministers Eden of Britain; (Continued on Page 6)

## 42 Canadian Stations Arrange 'Frisco Cover

Ottawa—Working in co-operation with the Canadian Association of Broadcasters, 42 privately owned stations have combined to send three of their own special radio correspondents to cover the San Francisco conference in the interest of their listeners. Although the CAB pointed out that the CBC and press services will cover the spot news and commentary (Continued on Page 2)

### Ascap's Officers Elected; Bregman In Dreyfus Post

At the regular meeting of the Ascap board of directors yesterday, the following officers were elected for the coming year: Deems Taylor, president; Gustave Schirmer, vice-president; Oscar Hammerstein II, vice- (Continued on Page 4)

### Speedy Service

Baltimore—Transcribed daily reports of the proceedings of the United Nations conference are being rushed to Baltimore by air express daily by Ian Ross MacFarlane, WITH's commentator. MacFarlane's reports are heard twice daily at 1:30 a.m. and 3:30 p.m., and will continue to be broadcast over the outlet for the duration of MacFarlane's stay on the Coast.

1,902,591 daytime listeners to WLAW—a prosperous audience to reach. Advt.



Vol. 31, No. 20 Fri., April 27, 1945 Price 10 Cts.

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

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FINANCIAL

(Thursday, April 26)

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.

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

Table with columns: Bid, Asked. Rows: Du Mont Lab., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

Barrymore Birthday

Lionel Barrymore, star of the WABC-CBS series "Mayor of the Town," will celebrate his 67th birthday Saturday, April 28. Marilly (Agnes Moorehead) is planning a birthday cake.

20 YEARS AGO TODAY

(April 27, 1925)

New wave length allocations made by Secretary Hoover during the past winter have failed to arouse much enthusiasm in many circles. Some examples of the insignificant changes are WEAJ, 491.5 meters instead of 492; WGBS, 315.6 meters instead of 316; WJZ, 405.2 instead of 405.

WANTED

Salesman for an aggressive New York Outlet, opportunities unlimited for man familiar with New York and New Jersey market. Write Box No. 158, Radio Daily, 1501 Broadway, New York 18, N. Y.

Coming and Going

CHARLES HAMMOND, advertising and promotion director of NBC, and JAMES GAINES, assistant director, have returned from a trip to Chicago, Los Angeles and San Francisco in the interest of the "Parade of Stars."

HUGH R. NORMAN, manager of WNBT, New Bedford, Mass., a visitor this week at the headquarters of the Blue Network, with which the station is affiliated.

CECIL BROWN, Mutual news commentator, has returned to Gotham, following a brief visit to Philadelphia.

J. E. CAMPEAU, general manager of CKLW, Detroit-Windsor, Ont., was in conference Tuesday at the offices of the Mutual network.

VIRGINIA TRAVERS, publicity director of Compton Advertising, Inc., is expected back at her desk today following an absence which resulted from a severe cold.

JEROME SILL, eastern station relations manager of the Mutual network, has left for upstate New York, where he will visit affiliates of the web.

FRED WEBER, executive vice-president of WDSU, New Orleans, is back in Louisiana following conferences held at the offices of the Blue Network in New York.

BENEDICT GIMBEL, JR., president and station manager of WIP, Philadelphia, was in New York Wednesday. He was returning to the station following a business trip to the Middle West.

R. SANFORD GUYER, station manager of WBTM, up from Danville, Va., for a few days of conferences at the headquarters of the Blue Network.

EUGENE C. PULLIAM, president of WIRE, Indianapolis outlet of NBC, spending a week in New York for AP and ANPA meetings.

HANK VISCARDI, of Mutual's sports and special events department, and RUSS HODGES are visiting Philadelphia for the Penn Relays.

LAWRENCE TIBBETT returned yesterday from Montreal, where on Monday he participated in a production of "Information Please" over NBC as a feature of Canada's 8th War Loan Drive.

W. AVERA WYNN, owner and manager of WEED, Rocky Mount affiliate of the Blue, in town this week on station and network business.

PHIL MILES, account executive of the Allan Meltzer public relations offices, back from Washington, D. C., from which point Mutual's "Let's Face the Issue" emanated last Saturday.

Dr. Tyler Re-elected Pres. Of Radio Educators Group

(Continued from Page 1)

was elected vice-president; Robert Hudson, Director of the Denver Rocky Mountain Radio Council, 2nd vice-president; Kathleen Nichols Lardie, Supervisor of Radio for the Detroit Public Schools, secretary; George Jennings, acting director of the Radio Council—station WBEZ of the Chicago Public Schools, treasurer.



DR. I. KEITH TYLER

Blanche, Young, supervisor of radio for the Indianapolis Public Schools was elected president of the Great Lakes Regional Association for Education by Radio and Mary Elizabeth Gilmore, director of radio for the Portland, Oregon Public Schools was named to a similar position in the Pacific Coast region.

42 Canadian Stations Arrange 'Frisco Cover

(Continued from Page 1)

of the conference, the privately owned outlets believe the confab of such importance that supplementary coverage was needed.

Special recordings will be made and flown to Canada and then re-shipped to the stations. Recordings will be made by the Canadian officials attending the conference, these and the delegates and others important to Canada will give details of special interest to the Dominion.

Three correspondents are: John Collingwood Reade, of CFRB, Toronto; Dorwin Baird, of CJOR, Vancouver and T. J. Allard, head of the Bureau of Radio in Ottawa, also operated by a number of private stations. Reade has just returned from a tour of the battlefronts; Baird was a public relations officer in the Army.

Will Sponsor Tello-Test

Boston—William Filene's Sons Co., Boston's largest specialty department store will present the "Tello Test" with Fred Lang, every Monday, Wednesday and Friday morning on WNAC, 15 min., starting May 5.



U. S. Marine Corps Photo

Forest fire

"Spreads like a forest fire" is an expression most everyone knows. It's a cliché, too, to a great many.

And yet that's the quickest, easiest way to explain how radio advertisers have adopted W-I-T-H... the successful Baltimore independent.

They bought on facts. They continued to buy, based on sales. For W-I-T-H delivers in this, the 6th largest market, the greatest number of listeners for each dollar spent.



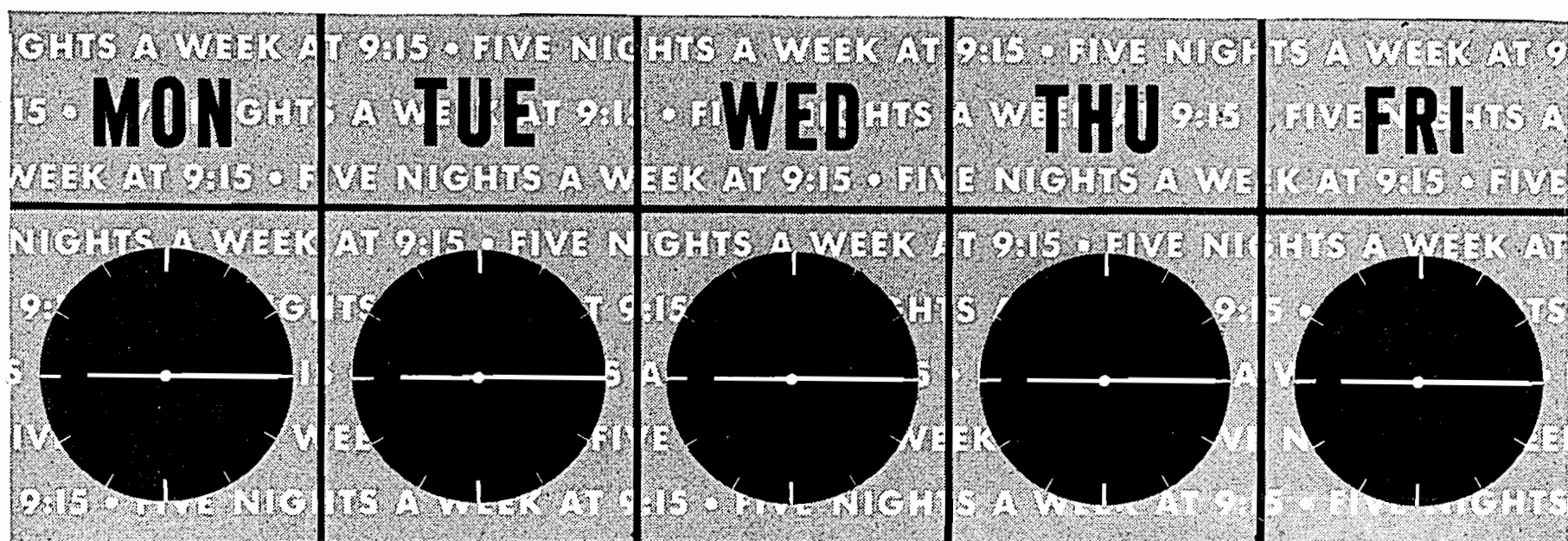
W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

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

To report the San Francisco Conference to the most people

# MUTUAL MAKES THE MOST OF A GREAT RADIO ASSET...



One of radio's greatest assets is its ability to keep regular appointments with millions of listeners at fixed hours, day after day. This consistency is what builds tune-in habits and helps explain the medium's effectiveness.

Mutual is putting this asset to work in its coverage of the World Security Conference in San Francisco, starting April 25. To present this history-in-the-making as a regular program feature, rather than a random-scheduled "special event", we have cleared the 9:15-9:30 period, five nights a week, for the duration of the Conference.

Five nights a week, in the heart of the nation's radio evening, Mutual's Conference Highlights

will immediately follow Gabriel Heatter, who consistently musters the nation's largest news audiences at the Mutual point on the dial.

Direct to conference headquarters in San Francisco, Mutual has sent a complete staff of ace analysts, including Leo Cherne, Upton Close, Arthur Gaeth, Alexander Griffin, Royal Arch Gunnison, William Hillman, Charles Hodges, Elsa Maxwell, and Edgar Ansel Mowrer.

We believe this regular Conference programming... plus other planned features and flash news as it occurs... will enable us to keep an all-important appointment with a maximum number of American listeners.

**THE MUTUAL BROADCASTING SYSTEM**

LOS ANGELES

By RALPH WILK

DICK JOY has been assigned the announcing duties on "Vox Pop" when it originates here April 30th. The show may remain in Hollywood for two or three weeks.

Walter Tetley, "LeRoy" on "The Great Gildersleeve" program heard over KFI-NBC Sunday nights, has been signed by 20th Century-Fox for a role in "Dragonwyck."

"Love, Love, Love," which its playwright creator calls "an investigation into the 'great indoor sport,'" was the offering on the "Arch Oboler's Plays," series Wednesday, April 25, over KHJ-Mutual Don Lee.

Renee M. Kimball, secretary in the Production Department of station KHJ, leaves her radio job in mid-May for Hunter College, New York, where she will begin her basic training as a WAVE.

Dick Powell, who guested on the "Icebox Follies" recently, was so tickled with the vocal support given him by the program's Smart Set quartet that he insisted that the same group back him up in his song on "Mail Call," Army transcription show on which he appeared same day.

Dinah Shore is "Sweetheart of the Italian Expeditionary Forces," according to a vote just completed by the American fighting men in the area and conducted by the army's radio stations airing there. Listeners mailed in a total of 9,241 votes, and 2,453 going to Dinah.

OPA Officials Named For Sponsored Show

(Continued from Page 1)

Each Tuesday night from 6:15 to 6:30 p.m., and dramatizations will be presented based on price and rent control and rationing. Tex Wiener, regional radio director of OPA, will write and direct "Soldiers With Coupons." Program is designed to help hold the line on prices, prevent inflation and to black out the black market.

Ascap's Officers Elected; Bregman In Dreyfus Post

(Continued from Page 1)

President; George W. Meyer, secretary; J. J. Bregman, treasurer; Donald Gray, assistant secretary and Irving Caesar, assistant treasurer. Bregman replaces Max Dreyfus as treasurer, and Donald Gray takes over Bregman's place as assistant secretary. These are the only changes among the officers.

**Ave Maria Hour**  
 WMCA — Sunday — 6:30  
 For 10 years the number one Religious drama of the Americas.  
 IT'S A DONALD PETERSON PRODUCTION



Radio Is My Beat . . .!

● ● ● Despite reports to the contrary, two Old Gold shows will not return to the air in the fall. . . . Metro has nixed any deals with their stars for recording, as the talk around the street is that they are going into the field themselves. . . . The Post's Earl Wilson getting the sturdiest mag build-up seen around these parts since the fabulous days of R. Vallee. Seven mags have lined up articles on the breezy Earl—This Month, Tune In, Esquire, Silver Star, Pic, The Woman and Digest and Review. Looks like the boys have struck earl. . . . B. A. Rolfe back in town looking for a tele connection. . . . "Glamour Manor" bowing out in June. . . . A letter to this desk from a GI overseas (formerly a radio biggie) scalds Andre Kostelanetz and Lily Pons for what he describes as their 'temperament' and 'prima donna' antics over there. . . . Dorothy Kirsten, after two hit performances, is a good rumor to be a permanent songstress on the Sunday Ford show. . . . "Blind Date" making its television debut soon. . . . Is Jerry Lawrence trying to promote coin to buy a mid-western radio station? . . . Archie Braunfeld, radio's favorite CPA, has come up with a new form for Social Security refunds, which is being considered by Treasury Dep't biggies. It will solve a big headache for folks in show biz who have two or more employers. . . . Another solid idea is the brain-child of Sydney Stevenson, wife of announcer Bob Stevenson, who wants to be to radio what Samuel French and Brandt & Brandt are to the theater. In sum, she's opened a script agency and will handle scripts and writers for radio. . . . Trans-American will record "The Parker Family" for syndication.

★ ★ ★

● ● ● A double "C" ASCAP writer, who was recently refused a classification tilt, submits this parody dedicated to the double "A" writers: "Without a song, I'm still in double 'A.' Without a song, those checks still come my way. Why should I write, when I still get my pay. Without a song."

★ ★ ★

● ● ● Mark Hellinger takes over as 'host' on the Lux show Monday nite, some circles insisting he'll remain on as a regular. Take it from this newsboy, the agency could go a lot further and do a whole lot worse than grab Mark, who was Broadway's most beloved columnist before he traveled west to teach the screen how to talk. With more friends than any one guy's got any right to have, Mark probably knows the inside story of everything that's ever happened, with the possible exception of why Geo. Washington stood up in that rowboat. In our book, he'd be a gilt-edged asset to any show.

★ ★ ★

● ● ● The longer we're in this business the less we sometimes understand it. Take, for instance, Fritz Blocki who created the idea of "Chick Carter" and brought it to Mutual some two years ago. That the show was a click is proven by the fact that it's been on the air for some 500 continuous performances, has a nice rating, and recently was sold to a dozen or so co-op sponsors. What we started out to report, however, is that Charles Schenck replaces Blocki on Wednesday of next week. Fritz, meanwhile, has a Columbia contract for another show of his, "The Callahans," and will no doubt be trekking to the film capital before long.

★ ★ ★

● ● ● Capsule Critiques: Cecil Brown's hard-hitting commentaries rate him high on our list of news favorites. . . . Barney Grant's "Fresh-Up" show seems fresh out of humor. . . . A. L. Alexander's lively feuding with Ellsa Landi and Channing Pollock made more fascinating listening than the show itself. . . . "Two on a Clue" must be one of the year's hottest daytimers to judge from the Neilson report. Also rated as one of the top shows insofar as sale of product is concerned. . . . Bill Slocum's CBS airings are among the most 'human' of them all.

— Remember Pearl Harbor —

CHICAGO

By BILL IRVIN

JACK BAKER, who rose to radio fame as tenor on the Blue Network "Breakfast Club," returns to the program on April 30 to serve as emcee during the week-long absence of vacationing Don McNeill. Baker left the program in April, 1944, after having been a featured performer since December, 1936. He now appears on "The Grand Ole Opry" Saturday nights from Nashville, Tenn.

Gassman and Company, Chicago, South Side retailer of men's, women's and children's apparel, has signed a 52-week contract with WBBM to sponsor a weekly quarter-hour program called "It Happened in Chicago," starting Friday, May 4, 6:15 to 6:30 p.m., CWT. Program will dramatize the lives and events that have played a part in the city's history. Show will be live and dramatizations will include the old and new in the city's development. First three programs are titled "Mr. Streeter Defies Chicago," "The Columbian Exposition" and "Chicago's Chinatown." Jonathan Cole will be narrator and Russ Davis announcer. Ken Houston will script the show. Contract was placed through Newby and Peron, Inc., Chicago.

Ell Henry, manager of Blue central division publicity; Gil Berry, manager of Blue's central network sales, and E. R. Peterson of the network sales force, were in Eau Claire, Wis., Monday and Tuesday in connection with the "Spotlight Bands" broadcast from that city on Tuesday.

Mike Conner, Chicago producer-writer has taken over production of WIND's nightly variety show, "Sing Sailor, Sing," originating from the Great Lakes Naval Hospital, Great Lakes, Ill.

Paul Porter To Speak At Baltimore Dinner

(Continued from Page 1)

Five Baltimore radio stations are staging a cocktail party for Chairman Porter. Those in charge of the arrangements are Hope H. Barroll, Jr., WFBR; Tom Tinsley, WITH; John Elmer, WCBM; Waters Milbourne, WCAO and Harold Burke of WBAL.

WANTED!

For well-known radio "Hillbilly" Show . . . Musicians . . . Singers Entertainers. Need good Fiddle Player, Accordion Player, Clarinet Man, must be union or willing to join. Also interested in Sister Act, Girl's Trio. "Rep" Show Performers with Comedy G. String or Toby Specialties also write. This is steady, full time work with established midwestern radio station.

Write RADIO DAILY  
 BOX NO. 154 1501 BROADWAY  
 NEW YORK 18, N. Y.

# No Ivory Tower

• Where our armed forces march with guns, *there go* NBC War Correspondents with microphones—bringing listeners right to the front lines . . . to the fighter's side. NBC men broadcast from no Ivory Tower.

Nor is NBC's complete, on-the-spot news service planned only from the tower of New York's RCA Building. It results from the careful, painstaking fieldwork of such men as William F. Brooks, Director of the NBC News and Special Events Department—the first network news head to visit both Allied headquarters in the Pacific and in the European Theater of Operations.

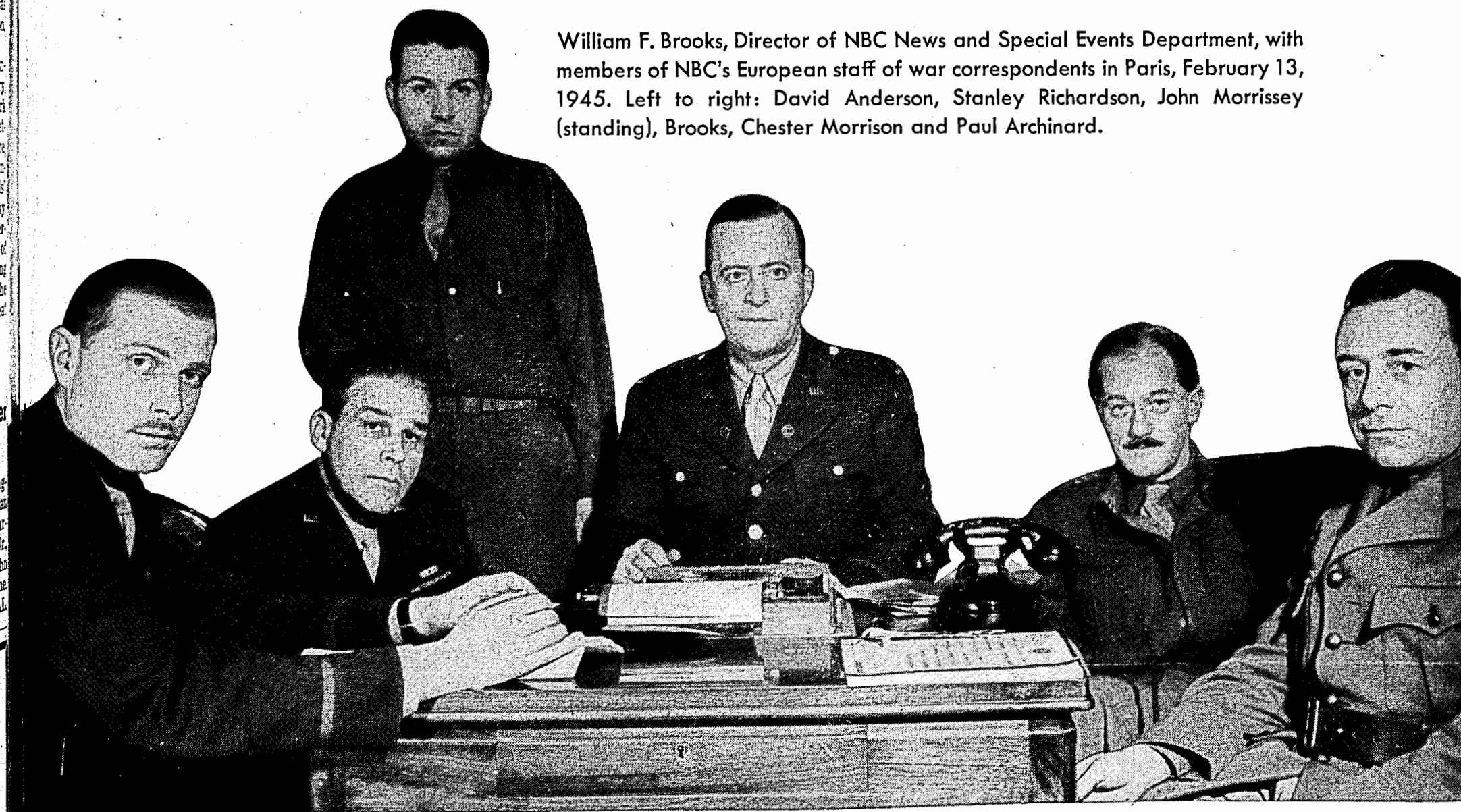
Recently returned from a ten-week trip to Pacific and European battlefields to survey and expand NBC's coverage of the war, Brooks conferred with Admiral Chester W. Nimitz,

high-ranking Army Generals, Brendon Bracken, British Minister of Information, and other United Nations' leaders.

Upon his return Brooks said: "Every Army group now has facilities to transmit directly or by relay into our network at home. Every officer with whom I talked deeply appreciates the value of getting news home quickly and accurately."

Skilled, on-the-spot comprehensive planning and direction, plus the initiative, self-sacrifice and courage of NBC War Correspondents moving in the front lines, plus the facilities and co-operation of the Army, the Navy and Marines and foreign commercial radio companies—these are the elements of the superlative service that makes NBC *The Network Most People Listen To Most—For News, Too.*

William F. Brooks, Director of NBC News and Special Events Department, with members of NBC's European staff of war correspondents in Paris, February 13, 1945. Left to right: David Anderson, Stanley Richardson, John Morrissey (standing), Brooks, Chester Morrison and Paul Archinard.



## National Broadcasting Company

### America's No. 1 Network

1945—RADIO'S 25th ANNIVERSARY—PLEGED TO VICTORY!



A Service of Radio  
Corporation of America

## PROGRAM REVIEWS

## ARCH OBOLER'S PLAYS

Sustaining

Mutual-WOR, Thurs., 10-10:30 p.m., EWT  
Writer-Producer-Director: Arch Oboler.

This department wishes to pay tribute to Phillips Carlin, who is in charge of programming for Mutual, because he is directly responsible for bringing the genius of Arch Oboler back to radio listeners. The program we happened to listen to for review told the story of a man who was his brother's keeper. This is by way of reiterating that radio undoubtedly performs its greatest public service by remaining the keeper of such talents as the Corwins, the Wishengrads, the Robsons, the Obolers, and a few others whose names escape us for the moment.

Mr. Oboler adapted Irving Stone's biographical novel "Lust For Life," which describes with eloquent mastery of restraint the life-long anguish Vincent Van Gogh suffered in trying to find himself in a world that was too staid and young to understand the merits of his achievements. Artist Van Gogh was an uncouth genius. And the then self-appointed connoisseurs refused to recognize him. His brother Theo was his only sympathizer of long-suffering bewilderment; only he had relentless faith in Vincent's ability. Though there were, during most of their lifetime, many physical miles between them, Theo always provided him with financial support. And whenever the artist was ill or otherwise in need, his affluent brother was always there at his side. Mr. Oboler's version ended the story at Vincent's deathbed, when the scales still weighed in favor of the artist's oblivion. Theo's question was, "Where did I fail you, my brother?"

Mr. Carlin has not failed Mr. Oboler. He has supported the writer-producer with a remarkable cast: Martin Gabel, Raymond Edward Johnson, Ann Shepherd and Betty Caine. He has also placed at the writer's disposal the musical brilliance of David Raksin and Sylvan Levin. What more could anyone ask?

## Set For Hall Of Fame

The Merry Macs have been set for the "Hall of Fame" program for the summer and will make their first appearance on the show April 29th.

Georgia Gibbs, Olsen & Johnson and Milton Cross also guest-appear on Paul Whiteman's "Hall of Fame" program Sun., April 29. This is the last segment of the full-hour series until next fall.

## B'nai B'rith Benefit Show

Radio stars will participate along with those of stage, screen and night clubs in an All Star Show which will take place at Carnegie Hall, Thursday evening, May 24. Performance is to be called "B'nai B'rith Will Not Forget," and is sponsored by Cinema Lodge, B'nai B'rith. Proceeds will go into a fund for the benefit of wounded soldiers.

Four Top Allied Diplomats  
On Radio From Conference

(Continued from Page 1)

Molotov of Russia and Soong of China.

Secretary Stettinius spoke first and was followed by T. V. Soong, of the Chinese Republic, who also spoke in English. V. M. Molotov then spoke in Russian and was followed by two interpreters, the first of whom repeated the address in English, with the second giving a French version of the talk. While the voice of Molotov was on the air, CBS and the Blue Network faded the voice of the Soviet diplomat occasionally to permit web commentators to bring the listeners a hastily-translated English version of his words. Commentators of Mutual and NBC were heard during the repeat in French.

The last speaker, and probably the best received of the four principals, was Anthony Eden, Foreign Minister of Great Britain.

NBC was hardest hit in its cancellations of commercials to carry the conference program. Shows that were cancelled included Chesterfield Supper Club, John W. Vandercook, the Bob Burns show and Maxwell House Coffee time. CBS reported cancelling Jack Kirkwood show, "Music That Satisfies, Mr. Kean, and "Suspense." Mutual reported commercial cancellations of Fulton Lewis, Jr., and Arthur Hale with the Blue losing the Lum and Abner sponsored program.

## KYA-KFWB Pickups

San Francisco—A KYA-KFWB United Nations conference feature is "Report to the Managing Editor," aired from office of Larry Fanning, managing editor of San Francisco "Chronicle," 10:15-10:30 p.m. Monday through Friday. Visiting journalists and members of "Chronicle" staff report on conference. Feature may also be made permanent following conclusion of conference. From 4 p.m. Wednesday to 1 a.m. Thursday WFKB and KYA eliminated all commercials and devoted time to conference coverage. There were pickups from three hotels, San Francisco Press Club, Stage Door Canteen, where servicemen were asked their opinion of opening day conference session; Tele-News theater, where civilians were interviewed. Charles Boyer, Edward G. Robinson, Drew Pearson, O. Louis Dolivet, editor of "Free World," Mrs. J. Borden Harriman, Mrs. Eleanor MacAdoo were among participants.

## Indies Carry Molotov

Independent stations, KSFO, KFWB, KYA, KLX, KSAN, KMPC, KGER and KALW carried the Molotov talk and English translation that followed. Time for the French translation was devoted to color comments.

Independent stations carried the plenary session from 3:30 to 6:00 p.m.

Following Eden's talk, which finished at 5:45 p.m., NBC held a round-table discussion pertaining to the session, with Kaltenborn, Alex Dreier and Ben Grauer participating.

Vice-Commissar Molotov's speech

in Russian at the conference plenary session Thursday presented a problem to broadcasters. The Blue used a University of California professor of Slavonic languages, who gave a running commentary during Molotov's talk. The professor's thin voice blended well with Molotov's deep voice heard in the background during the address.

NBC carried Molotov's talk in Russian and the English interpretation which followed. During Molotov's address, CBS used George Moorad, CBS correspondent, just back from Mos-

## OWI Shortwave

The Overseas Division of OWI has sent four of its New York correspondents to San Francisco to augment its three-men staff, covering the United Nations Conference. Daily broadcasts of spot news and highlights of the meet are beamed in 24 languages utilizing San Francisco and New York stations for transmission to the Pacific and European War Fronts respectively. Three French correspondents, currently at San Francisco, give their views via the "Voice of America" program, which is picked up in Paris by short-wave and re-broadcast over French networks.

cow, who discussed Molotov's press interview, which was held earlier Thursday. CBS also used Eric Severeid, who has been in Europe, and Bob Trout, with color material. Mutual carried Molotov's talk and the English translation that followed. It eliminated the French translation of the speech, using that time for comment on the talk by correspondents and commentators who have been in Russia. The Chilian Foreign Minister upset broadcasters, plans by speaking in Spanish, although he was expected to speak in English. All nets carried the talk as given.

## Soviet Diplomat Questioned

NBC's Richard Harkness voiced the first question at the first press conference held by Molotov since his arrival here for the conference. Harkness asked, "will Mr. Molotov explain as clearly and simply as possible the stand of the Soviet delegation upon the Polish question?" through an interpreter, Molotov said, "A very excellent decision on the Polish question was made at the Crimean conference. Russia will endeavor to follow this decision and the Soviet delegation will do everything in its power to achieve a fair and just solution of the Polish question." Then he added: "The Polish question should not be settled without the Poles."

CBS coverage of the conference, excluding special broadcasts, starts at 5 a.m., PWT, with a San Francisco pickup on news of the world. It goes right on through the day to the network, winding up at 8 p.m., but continuing for the West Coast

## AGENCIES

PAN AMERICAN COFFEE BUREAU is including radio in a list of media to be utilized in a summer advertising campaign, according to an announcement by J. Rosenthal, executive director of the Joint Coffee Promotion Committee.

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES has elected its directors-at-large. Elected to serve three years, they are: Marvin Brorby, vice-president of Neffham, Louis & Brorby, Inc.; Chicago; Leo Burnett, president of Leo Burnett Co., Inc., Chicago, and Henry I. Stevens, vice-president of J. Walter Thompson Co., New York, who were re-elected.

J. K. STRUBING, JR., vice-president and account executive at the Compton Advertising Agency, has been elected a member of the board of directors, it has been announced by the agency.

Radio Plans Advanced  
For "Glenn Miller Day"

With Marvin Kirsch, RADIO DAILY and Nat Strohm, Buchanan Agency co-chairmen, a meeting was held yesterday at the Paramount board room to formulate plans for the part radio will play June 5 in the "Glenn Miller Day" special drive to boost the sale of War Bonds in the forthcoming 7th War Loan Drive.

Recorded-program emcees and others who attended the meet included Art Green, WINS; Dick Gilbert, WHN; Maxine Keith, WOR; Ethel Colby, WMCA; Jack Eigen, WMCA; Maggi McNellis, NBC; Johnny Olsen, WJZ; Alan Courtney, WOV; Jerry Lawrence, WMCA; Steve Ellis, WMCA; David Niles, WEVD; Jill Warren, WHOM; Maurice Hart, WNEW; Hal Moore, WNEW; Barry Grey, WOR; Paul Brenner, WAAT; William Norris, U. S. Treasury Dept.; Morris Kinzler and Harry Levin, OWI.

through 10 p.m., when Chet Huntley takes over with his wire for Pacific Coast listeners.

Major E. Z. "Easy" Jones, general manager of WBBB, Burlington, N. C. is recording interviews on wire and rushing them to his station to be broadcast. Ben Bezoff, KMYR, Denver, who represents OWI in the Rocky Mountain states, is here as a commentator for his outlet.

## Mexican Official Scheduled

Ezequiel Padilla, Mexican foreign minister and president of the Inter-American Conference recently concluded at Mexico City, will make a radio appearance from the United Nations conference in San Francisco on Saturday, over WJZ and the Blue Network at 6:30 p.m., EWT. Senor Padilla will be the guest of Edward Tomlinson, the Blue's adviser on Latin-American affairs, during the latter's regular broadcast.

# IC Asked To Reopen Michigan License Case

(Continued from Page 1)

ency from 1,490 to 1,230 kilocycles WKBZ in Muskegon. The new zer station was given the 1,230 gment, and the two are so close to cause interference if WKBZ re also granted the 1,230 spot on dial.

The Fetzer application had been d in March, 1944, about a month ore the Ashbacker application. st June the Commission granted Fetzer application and set the nbacker request for hearing.

The petitioner feels that his appli- ion was more in the public inter- than the Fetzer application and ot understand FCC reasoning.

n September the FCC denied Ash- ker's petition for reconsideration the June action. Ashbacker then ough the appeal to the U. S. Court Appeals in Washington where it s dismissed in January.

The brief, filed by Segal, Smith & nnessy, claimed that judicial re- w is proper because the two ap- cants are, in effect, competitive d that the Commission was adopt- g an unfair method of establish- g a predetermined course as fair.

"The Commission," the brief imed, "considers two competing plications.

"It forthwith grants one and per- ts a station to be established and mmence regular operation. Mean- ile, it sets the other application r hearing. It notifies that applicant at his application will be denied if should appear that the operation his station will cause interference ith the station which the Commis- on has just authorized. In simple rms that is what has happened in is case. It constitutes nothing less an the denial of an application ithout hearing.

"The applicant having filed its ap- ication at approximately the same me as Fetzer, the two applications ould have been heard upon a com- arative basis for a determination of ublic interest. Instead, the Commis- on made an ex parte pre-selection t the Fetzer application on 'facts' hich the petitioner could not test.

"If, and when the petitioner comes o its own 'hearing' it is confronted ith the necessity of overflowing an xpensively established existing sta- on upon which the public has come o rely, which is an entirely different atter than making the comparative owing the statute indicates.

"After failure in that task, an ap- eal by the petitioner under Section 02 (B) (1), applicable to those whose plications have been denied, would e a valueless and empty remedy.

"The Commission is, of course, not nduly circumscribed in the type earing it must accord an applicant ut 'the laws under which these gencies operate prescribe the funda- mentals of fair play; they require hat interested parties be af- rded an opportunity for hearing nd that judgment must express a easoned conclusion'."

# WOMEN IN RADIO

By MILDRED O'NEILL

**P**OUNDAGE and poise, perfect posture and a Paris coiffure, the beauty angle and Balinese back, vitamins and personality . . . this is not a play on alliteration, but the daily concern of Ann Delafield who edits the weekly Richard Hudnut "Success Magazine" on WOR, New York, and directs the destinies of her svelte satellites at the Du Barry Success School. Teacher of physical education at Cornell, dietician for Dr. Kellogg in Battle Creek, well known as a lecturer, Ann's appearance is the best advertisement for her work. It's not hard to believe that women have improved in face, figure, fascination and fitness through her knowledge. Ann's "Success Magazine" of the air should prove amusing and provocative—for beside giving beauty and food hints, gentlemen guests are invited to air their views of the "Man's Woman."

☆ ☆ ☆

Iris Alden of the J. Walter Thompson Toronto office is still chuckling over the comedy of errors in which she was involved not long ago. Seems somebody had pencilled Iris' home telephone number on the corner of the draft of an appeal for dental assistants in the Wrens. The copy went to a CBC stenographer and was retyped and circulated by traffic. Finally it went out over CJBC on the program. At 9:10 next morning the calls started, adding up to fourteen before Iris left her apartment. What a war, she reflects—fourteen 'phone calls and nary a date!

☆ ☆ ☆

When Mrs. Julius Ochs Adler was on Ethel Colby's program over WMCA recently, quite naturally they discussed activities at the New York City Defense Recreation Center of which Mrs. Adler is co-chairman and acting head. They deplored the fact—and who doesn't—that some of our most affluent women haven't even begun any war activity, whereas it's the business girl with her woefully limited free time who is the best worker. The discussion had its amusing side, too. Mrs. Adler told of a service couple, anxious to cut corners on the lane to matrimony, who turned up at headquarters with two small vials of blood. But then, comic incidents are as frequent as is the distribution of theater tickets and general information. Of course, it's not a date bureau, but boy has met girl at the pleasant social events that take place there.

☆ ☆ ☆

One of the things that Francine Blum, Gimbel fashionist, likes about her WCAE program is that the only time the commercial is used is when the announcer introduces the show: "Ladies, it's 9:15 and time for Francine. . . Gimbel's presents Pittsburgh's leading fashion commentator." This is all a part of the absolute free rein she enjoys. Full say is hers on which and sundry she cares to push—whether it be Gimbel's merchandise in general or a Pittsburgh flower show. Of course, this makes her fair game for a slew of press agents and promotion people, but she and the program thrive on it just the same. Francine's "News of the New" has given Pittsburgh an informative and diversified program that has carved a pleasant little niche for itself in the local scene.

☆ ☆ ☆

Believe It or Not. . . . Every time a Carlo Buti record is played on a WOV (New York) Italian program a woman listener calls and insists upon talking to him. Each time she is told the same thing—that the singer is not in this country, has never been in this country, is being heard on a record. And always, the answer is the same: "Don't tell me that; I've just heard his voice" . . . Ever since Harry Martin, originator of the Tylon cold permanent guested on Adrienne Ames' WHN program some time ago, he's been receiving mail galore on related problem, feminine and otherwise. . . . a male enquirer wanted to know if he could get one on his lunch hour "in secret." But Mr. Martin's favorite is the lady who wrote "as long as they put a cap over your curls and you aren't attached to any machinery, couldn't you just put a bandana on your head and shop while the wave was taking? . . . May issue of 'This Month' will carry Helen King's yarn about John B. Gambling—first space magazine has given to a local radio personality.

# New Tele Set Designs Exhibited By Du Mont

(Continued from Page 1)

and FM was unveiled. It is expected to reach the home consumer at a cost of approximately \$1,250.

One particularly attractive set, embodying both television and FM, and presenting an image of 18 by 20 inches, offered a flexibility of use whereby the set itself could be mounted in the wall of a home with control operated elsewhere in the room.

Other units included a projection unit adaptable for public use in various types of buildings, a direct-view cabinet design and a similar unit styled to conform with modern interior decoration schemes. The projection unit produced an image three by four feet.

# Summer Programming Announced By WNEW

Summer programming schedule for WNEW will bring a new roster of shows to the station's listeners, according to an announcement made yesterday by Jo Ranson, special events and publicity director.

Effective today, "Your Place At the Peace Table" becomes a half-hour program, cancelling out the Guy Lombardo recording show. Program will be heard at 10-10:30 p.m., EWT.

On Saturdays, beginning April 28, "These Are Your Boys" replaces the first 15-minute portion of "Magic of Music," 7:45-8 p.m. Effective Sun., April 29, the half-hour "Crime Quiz" program will be replaced by two 15-minute programs: "Fellow On a Furlough," 3-3:15 p.m., and "New Voices," 3:15-3:30 p.m.

Beginning Sun., April 29, 4:45-5 p.m., the station cancels "New Voices," and replaces it with "Ask Washington," featuring Gregory Abbott. This program will bring to WNEW listeners the station's own Washington correspondents who will answer any questions the public wants answered on White House, State Department, Veteran's Administration, etc., activities. Also, effective Sun., a new full hour of music will bow into the 7:35-8:30 p.m., spot, replacing "Stars of the Metropolitan" and "Music for the Millions." New program is titled "Hour of Musical Fun," with format designed for satirical take-offs on the classical and semi-serious compositions.

**GE Promotes Music Week**

Using the theme "What finer gift can there be for any home than the gift of great music?", General Electric's radio receiver division will participate in National Music Week, May 6 through 13, by means of its five-a-week news program, The World Today. From a start one week before National Music Week opens, program will stress music as the most universal of all arts on nine consecutive broadcasts. The World Today is heard over 134 affiliates of CBS at 6:45 p.m., EWT.

# BMB Board Called To Form Committee

(Continued from Page 1)

cy; Robert Elder of Lever Bros. Co. and Dr. Frank Stanton, vice-president of CBS. The smaller committee will select three men each from the agency field, broadcasting and advertisers. They will review suggestions and criticism leveled at BMB by the broadcasters and endeavor to work out satisfactory solutions.

Special attention, said Feltis, will be given to the letter received from seven Chicago broadcasters recently, namely: WJJD, WGES, WAIT, WAAF, WSBC, WHFC and WIND. Letters will also be studied which came from, WNEW, WOR and WHOM, New York.

Feltis also said BMB has over 500 outlets signed with total subscriptions amounting to \$735,000 at the present time.

Special press breakfast is being planned by BMB for Friday, May 4, at which time discussions and measures adopted by the Board the day previous will be disclosed. Headquarters will be established about May 15, in the Hotel Marguery, New York.

# Red Cross Show On Blue To Include Ann Sheridan

"The Road Ahead," Red Cross show starting on the Blue Network, Wed., 9 p.m., EWT, May 2, will have Ann Sheridan featured on the program, her portion of which will originate in Walter Reed Hospital, Washington, D. C. As previously announced, Bob Hope will be heard from the Coast and Clifton Fadiman as master of ceremonies.

# Trans-American Deal Set With Michelson Radio ETs

Trans-American Broadcasting & Television's syndicate department has entered into an exclusive distributing arrangement with Charles Michelson Radio Transcriptions to handle the distribution of new syndicated features of network calibre produced by Trans-American. Among the programs being distributed under this arrangement are Liberty Short Stories, The Life of Mary Sothorn, Dr. Friendly, and A Date With Music.

# COAST-TO-COAST

## CONNECTICUT

HARTFORD—WHTD staffers will hold their first "weinie" roast of the season any day now at Keney Park . . . WDRC is receiving hundreds of dollars in contributions for a swimming pool for blind soldiers at Avon Old Farms School. . . . WTIC's new sustainer, "Intermezzo," being fed to the New England Regional network, has met with enthusiastic praise.

## NEW YORK

ITHACA—Little old lady who appeared at WHCU to hear again an old song broadcast a few days earlier on a "Gay Nineties" program turned out to be the girl for whom the song was originally written. . . . BUFFALO—Sturgis Hedrick, WEBR sportscaster, conducted the first interview with wrestler Maurice Tillet that has ever been aired in the U. S. without an interpreter. Reason: the Frenchman has learned English.

## FLORIDA

JACKSONVILLE — WPDQ has agreed to inform by telephone a large group of listeners the minute news wires carry General Eisenhower's declaration of V-E Day. Five hundred listeners have been listed to receive a call who in turn will each contact five of their friends.

## INDIANA

KOKOMO—WKMO news editor William Randolph is representing the station at the United Nations Conference, having been accredited by the State Department. Randolph will file a 1000-word story daily to be used on the 10:00 p.m. newscast over WKMO.

## WASHINGTON

YAKIMA—Harry B. Murphy will soon complete his 15th year as KIT's chief engineer. . . . "Mr. Fixer," swap and trade program sponsored by Crothers Credit Jewelers, goes into its 3rd year on KIT. . . . SEATTLE—KIRO announcer Gordon Tuell has a new daughter, Jan Elaine, born this month. . . . A recent KIRO program saluted Boeing Aircraft workers in connection with the unveiling of the last B-17 to come off the line. Broadcast was directed by Bob Spence.

## ILLINOIS

CHICAGO—Dr. William S. Stokes, instructor in political science at Northwestern University, made his debut as a news commentator over WGNB, WGN-FM sister station. . . . WGN is the scene of Eddie and Fannie Cavanaugh's return to radio with their famous "Radio Gossip Club." They will be heard Mondays through Fridays, 11:45 a.m., CWT, the same hour as their present Rhymester Time and for the same sponsor.

## WEST VIRGINIA

CHARLESTON—Joe Herget, program chief of WCHS and WBLK in Clarksburg both celebrated their radio anniversary recently. Joe got his start in radio there eight years ago when the outlet first started. . . . New to WCHS and new to radio is Charles Wray, recently of the Army. . . . WHEELING—WWVA's 14-year-old original "Jamboree" program became a memorial to President Roosevelt the week of his death.

## GEORGIA

ATLANTA—WGST' special events department, including John Fulton, Dorothy Kirby and members of the announcing and engineering staff, covered the recent Iron Lung Golf Tournament, sponsored by the Buckhead Lion's Club of Atlanta. Remotes from the country club at various times during the tournament brought listeners interviews with players and play-by-play description. Broadcasts were sponsored by Coca-Cola Bottling Co.

## UTAH

SAIT LAKE CITY—KUTA's operators, Utah Broadcasting and Television Company, have purchased a 50,000-square foot tract on South Temple Boulevard which will house four studios, auditorium, offices and FM and television facilities. An investment of \$300,000 is involved. . . . Verne Bruggeman, discharged veteran, has returned to his KUTA announcing job, a post he left to go into service in 1942.

## TENNESSEE

NASHVILLE—WSM trade and national advertising will be handled in the future by Bruce Moran of the Moran and Webb Agency, Atlanta, who will also act as consultant on copy for state and regional dailies and weeklies similar to that ran in 1944. . . . Elizabeth Herbert, WSM-FM staff announcer, is joining the Hummert organization in New York to do dramatic roles in daytime serials.

# Philco Organizes Tele Department

(Continued from Page 1)

multiple relays. Philco also has applications on file for commercial stations both in Washington and New York.

Loveman has been in radio more than 20 years and joined Philco in 1928 when the company entered radio. He was advertising manager from that year until 1942. Since then has been resident vice-president of the Hutchins Advertising Co. in charge of the Philco account.

# Danny Webb To Emcee 'Guess Who' Over WOR

Danny Webb, formerly personal radio announcer for General Eisenhower, will take over the emcee position on "Guess Who"? now held down by Peter Donald, beginning with the May 12, program. Show heard over WOR Saturdays 7-7:30 p.m., EWT sponsored by Sheffield dairy products. Agency is N. W. Ayer & Sons. Webb announced on the Army Signal Corp. relay outlet 2,650 for General Eisenhower and was also with Major Andre Baruch in the Mediterranean area. He also produced and wrote shows overseas until injured by a land mine and subsequently released from his duties.

# Takes Public Service Post

Charleston—Harry Brawley, assistant professor of political science at Morris Harvey College, has been named director of public service for the West Virginia network, Howard L. Chernoff, manager, announced yesterday. Mr. Brawley recently conducted over WCHS the first in a series of programs designed to simplify issues before the San Francisco conference for high school students.

# UP 'Frisco Service

A daily five-minute feature titled "Spotlight on Peace" is being furnished to clients by United Press Radio News Service during the United Nations Conference in San Francisco. Written by UP correspondent Robert C. Miller, feature will be a factual and interpretative report.

# Send Birthday Greetings To-

April 27

Helen Jane Behlke      Lew Crosby  
Frank R. McNinch      Mel Ronson  
J. Franklyn Viola      Ned Wever  
Ben Pearson

April 28

Lionel Barrymore      Joan Blaine  
Michael Fitzmaurice      Jay Hertin  
Hugh McCartney      Marion Taylor

April 29

Lieut. Charles Benter      Mary Chase  
Duke Ellington      Harry N. Dittman  
Ian Martin      Dick Leibert  
Robert Eastman      William Stoess

# Welles New Series

As soon as Orson Welles finishes his role in the International picture, "Tomorrow is Forever," he will start recording the Bible on radio transcriptions, each transcription to run 15 minutes.

# AVAILABLE

Man, 33, writer-reporter with news service, trade paper, and institutional publicity experience, for Station in New York or nearby city. Write Box 160, Radio Daily, 1501 Broadway, New York 18, N. Y.

Here's a real opportunity for versatile network caliber announcer, who can handle audience participating and news shows. High basic plus good talent on already available commercials. Progressive policy at this New York State NBC station demands constant building of personalities. Write today to:

RADIO DAILY  
BOX 155      1501 BROADWAY  
NEW YORK 18, N. Y.





The National Daily Newspaper of Commercial Radio and Television

VOL. 31, NO. 21

NEW YORK, N. Y., MONDAY, APRIL 30, 1945

TEN CENTS

# Radio Flashes Junction

## OWI Radio Planning Announced For 7th

Most intensive national radio coverage ever put behind a government campaign has been worked out for the Seventh War Loan Drive which gets under way May 14, it was stated over the week-end by George P. Ludlam, chief of the OWI Domestic Bureau. Ludlam said that the forthcoming drive for \$7,000,000,000 alone in individual sales, is the most difficult of all War Loan drives to date. In order to give it the necessary radio coverage, the OWI has made 179 War Bond assignments to national network programs, the great-

(Continued on Page 5)

## New 6% Tax Effective In Quebec Immediately

Montreal—Radio broadcasting and receiving apparatus, are among the so-called "luxury" items on which a six per cent tax, effective Friday, was imposed by the Quebec Provincial government as a result of a bill which was given first reading in Quebec Legislative Assembly Thursday night. Among other items taxed are phonographs and apparatus for

(Continued on Page 5)

## Boxing Shows Rank High With Television Audience

Recent survey conducted by NBC and the Maxon, Inc., agency, indicates that boxing ranks high among television programming with WNBT, network's television station in New York. More than 94 per cent of the persons polled correctly identified

(Continued on Page 4)

### Alumni Club

Former associates of WLW, Cincinnati, met informally at a luncheon at the Hotel Roosevelt on Friday for the purpose of forming a WLW Alumni club. Ed Fitzgerald of Dancer-Fitzgerald-Sample agency, was appointed chairman of the steering committee. Eldon Clark of WLW gave the station's blessing to the new club idea. There are many "grads" around New York.

### Tele Showing

First television showing of movies of the San Francisco conference were broadcast by WNBT, NBC's New York video station, Friday. Films were compiled from several sources by Paul Alley, NBC television newsreel editor. Other films of the conference will be shown at a later date.

## Small Stations Vital To Industry—Ryan

Washington Bureau, RADIO DAILY  
Washington—Strong and healthy small stations in small markets are vital to the well-being of the broadcasting industry, NAB President J. Harold Ryan told members of the NAB's Small Market Stations Committee at a meeting here last week. "In my trips around the districts of the NAB I was more convinced than

(Continued on Page 5)

## Raleigh Sets Romberg As Summer Replacement

Chicago—Sigmund Romberg and 45-piece orchestra has been signed as summer replacement for Hildegard's "Raleigh Room" for Raleigh cigarettes, starting June 12. New show will be titled, "An Evening With Romberg" and will hold forth until Sept. 11, when Hildegard returns. Don Gillis will direct the program. Frank Gallop will be commentator-narrator and Ed Herlihy, the announcer. Agency is Russel M. Seeds Co.

## Historic Union Of U. S.-Soviet Armies Gets Fast, Comprehensive Coverage By All Major Networks

### Conference Problems Beset Web Newsmen

By RALPH WILK  
(Staff Correspondent, RADIO DAILY)  
San Francisco—Four networks' news chiefs signed off from Opera House, scene of first plenary session with sighs of relief and hopes that coming sessions would be easier to handle.

The first problem came when the networks, prepared to take the air at 4 p.m., PWT, Thursday received

(Continued on Page 2)

### Blue Web Committee Meeting In New York

Blue network's Stations Planning and Advisory Committee will meet today in New York for its regular quarterly gathering, as per call sent out by H. Allen Campbell, of WXYZ.

(Continued on Page 6)

### New Station Permit Interprets FCC Policy

Washington Bureau, RADIO DAILY  
Washington—In granting a permit to the Midwestern Broadcasting of Traverse City, Mich., to operate a new station at Cadillac, Mich., on a

(Continued on Page 7)

Dramatic meeting between the American and Russian armies, news of which was first released Friday at the White House shortly before noon and soon bulletined on all major networks, came in for further coverage throughout the afternoon and evening. Long expected, the news associations and individual reporters and commentators of networks and stations quickly elaborated on the historic occasion.

Blue Network flash was heard at

(Continued on Page 6)

## CBS Executives Meet For Three-Day Session

Three-day session opens today of executives of Columbia-owned stations and Radio Sales with Frank Stanton, network vice-president. Morning and afternoon sessions will be held at the Ritz-Carlton Hotel, concluding with a luncheon on Wednesday May 2.

Morning sessions of the regular

(Continued on Page 7)

## New Burns & Allen Series Set For Sept. 20 On NBC

General Foods Corporation has signed a five-year contract with George Burns and Gracie Allen and the latter will be sponsored by Maxwell House Coffee in the fall, start-

(Continued on Page 6)

## ★ THE WEEK IN RADIO ★

### Broadcasters Project Frisco Conference

By CHARLES MANN

RADIO again played the leading public service role when it projected the opening session of the United Nations conference last week from the Veterans Memorial Opera House in San Francisco. While it is generally granted that the four major networks, CBS, NBC, ABC and MBS, deserve most of the credit for the smooth production, the participation

of many independent stations was not to be looked at askance. While they are in the category of a supporting cast, their performances are always equally important.

Tele & FM: In behalf of the public, the Forest Service has called upon regional foresters for their complete co-operation re the establishment of

(Continued on Page 5)

The industrial market WLAW reaches in N.E. has an above average payroll.

WLaw's listening audience is greater than the 1944 population of Detroit.

### Surprise

When Arthur Godfrey started his fifth year over WABC Friday morning he entered the studio to find a full-fledged party for him given by the staff members. Those in the studio at the time (6:30 a.m.) included CBS vice-presidents Frank Stanton and Frank K. White. Today he starts across the board at 9:15 o.m. on the Columbia Broadcasting System.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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FINANCIAL

(April 27)

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.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include WCAO (Baltimore), WJR (Detroit).

Lombardo To Tour

Guy Lombardo and his band will leave town late this week on an extended theater tour. They will appear at the RKO Theater in Boston next Monday and will broadcast their "Musical Autographs" program from that point.

20 YEARS AGO TODAY

(April 30, 1925)

Hotel Roosevelt, New York, has become a popular rendezvous for out-of-towners since the inauguration of "radio a la carte" for its guests. Actual radio sets are provided, complete with portable receivers and self-contained loop antennae.

Connect in Connecticut



Web Newsmen Face Problem In Covering 'Frisco Sessions

(Continued from Page 1)

word at about 3:15 that the session would open at 3:30.

There were last-minute changes and all went well until Molotov took the air. The Foreign Commissar read his speech in Russian followed by the English translation. Anthony Eden's speech was expected next. Instead, with only one minute's notice, Lloyd Dennis, radio advisor to State Department informed networks that there would follow French version of Molotov speech to run approximately 20 minutes.

Perspiring network news chiefs began to perspire more freely. John Whitmore, Mutual's news manager, switched immediately from the platform to the booth where Royal Arch Gunnison, Leo Cherne, Charles Hodges, William Hillman and Edgar Mowrer ad-libbed through the 20 minutes with Whitmore emceeing.

BBC's Frank McCall faded out speech and brought in Kaltenborn, Alex Dreier and Ben Grauer. The Blue's Henry Orbach shoved the microphone in front of Ed Tomlinson,

Walter Winchell and Baukhage and until Eden's speech came on they ad-libbed and perspired. Fox Case, West Coast news director, groaned when he heard the news from Lloyd Dennis, saw Eric Sevareid, George Moorad and Bob Trout and smilingly informed them: "We'll have to talk for 20 minutes boys."

Nervous news directors of the networks surrounded Lloyd Dennis with questions and exclamations. Not even the State Department knew of the changes until the very last minute, informed Dennis.

Blue Web Statement

Statement governing operations of Blue Network commentators and reporters covering the United Nations conference on International Organization at San Francisco, has been issued by Robert Kintner, vice-president of American Broadcasting Co. Statement was forwarded to G. W. Johnstone, director and news and news features for the network, now in San Francisco in charge of the Blue's coverage of the confab.

DuPont First Film Mfr. To Join Roster Of TBA

Representing the first film manufacturing organization to join Television Broadcasters Association, the photo products department of E. I. DuPont de Nemours & Co. has been accepted as an affiliate member of the video organization. Other film companies holding TBA memberships are Paramount, Cecil B. DeMille Productions, RKO and 20th Century-Fox.

Philadelphia Station Chief Back From Midwest Tour

Philadelphia—Returning from a midwest tour in which he visited many radio stations and inquired about FM and television planning, Benedict Gimbel, Jr., president of WIP, reports that middle west broadcasters anticipate revolutionary post-war developments in the industry.

Gimbel was particularly impressed with facilities of WTMJ in Milwaukee and the provisions the Milwaukee Journal station has made for FM and television. He said the building and appointments were the last word in modern conveniences.

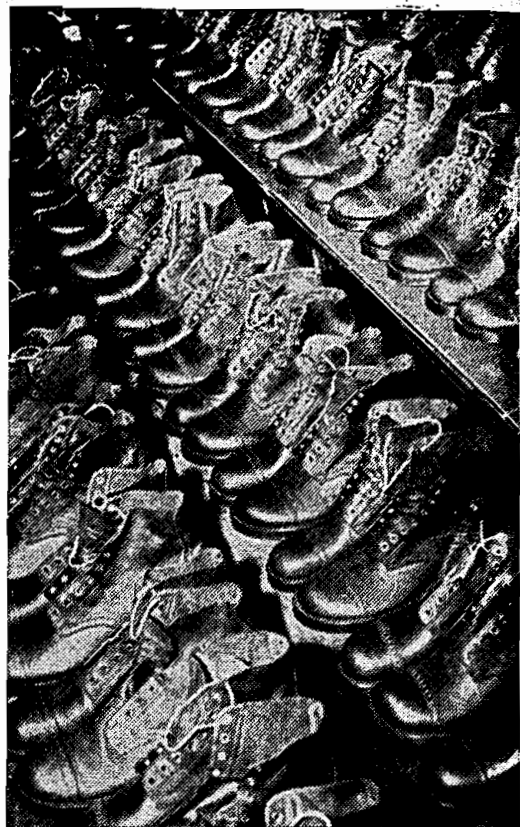
Appointment of Clifford Harris as chief technical supervisor of WIP was announced by Gimbel.

Winter To Spot Sales

In line with its expansion policy, Spot Sales Inc., representative firm, has added Hal Winter to its staff in an executive capacity. Mr. Winter has been in radio since 1933 both in the buying and selling end.

Argument On WOV's Sale Set By FCC For May 23

Oral argument has been set for May 23, 1945, in the FCC's proposal to turn down the projected sale of WOV, New York, by Harry Henschel and Arde Bulova to Murray and Meyer Mester. Price for the station was set at \$300,000, but the Commission has announced proposed findings, turning down the sale on the grounds that the Mester brothers are not proper persons to operate in the public interest.



Just your size

In spite of what Napoleon said ... an army still marches on shoes. And it's a big help when they fit.

And in selling it's a big help when a radio station just fits.

In Baltimore there's an independent station that delivers an audience that just fits ... and that audience is just your size.

The station is W-I-T-H, the successful independent ... and it delivers the greatest number of listeners for every dollar spent.

There are cold facts to prove that W-I-T-H- belongs at the top of every budget in this 6th largest market.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED.

WDAS AUDIENCES HAVE BEEN Loyal FOR MORE THAN TWENTY YEARS. This loyalty makes WDAS the best dollar buy in PHILADELPHIA. That's why sponsors renew regularly. Includes illustration of a man in a top hat and a radio set.



**THE OUTSIDE\* IS  
DESIRABLE**  
*on the Pacific Coast, too!*

**\*Half of all the retail sales on the Pacific Coast are made OUTSIDE the counties in which Los Angeles, San Francisco, San Diego, Oakland, Portland, Seattle and Spokane are located**

You're luckier than the kid in the picture—the "outside" (on the Pacific Coast) is available to you right now *if you use Don Lee*. For only Don Lee covers this over-2-billion-dollar-market.

A map will show you the reason. Most markets on the Pacific Coast are surrounded by mountains 5,000 to 15,000 feet high—and the long-range broadcasting of other networks doesn't work. Don Lee, however, with 39 local stations, *broadcasts from within* each of these mountain-surrounded markets.

A special Hooper coincidental telephone survey of 276,019 calls (the largest ever made on the Pacific Coast) revealed that

60% to 100% of the "outside market" listeners were tuned to Don Lee stations.

In the regularly-Hooper-rated cities of the "inside market" Don Lee's coverage is tops, too. Hooper reports show that during the past year all of the shows that switched from any of the other 3 networks to Don Lee received higher Hooper ratings within 13 weeks!

The *outside* market is plenty important on the Pacific Coast. Make sure you include it in your schedule—buy Don Lee, the only network that delivers *both* markets of the Pacific Coast!

*The Nation's Greatest Regional Network*

*Mutual*  
**DON LEE**

THOMAS S. LEE, *President*  
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*  
5515 MELROSE AVE., HOLLYWOOD 38, CAL.  
Represented Nationally by John Blair & Co.

LOS ANGELES

By RALPH WILK

SHERMAN BILLINGSLEY, proprietor of New York's famed Stork Club, has loaned his personal diary to Bill Goodwin, who will impersonate Billingsley in Paramount's "The Stork Club."

Allen McGinnis has joined the creative staff of Batten, Barton, Durstine & Osborn. After graduating from the University of Tulsa, he served two years in the Field Artillery with the rank of Sergeant-Major. More recently, he was with the Market Research Division of Schenley.

KMTR has made arrangements for direct line broadcasts from San Francisco Peace Conference in addition to the transcribed interview originally contemplated. Covering the event for KMTR will be K. Louis Flateau, noted news analyst, Jim Strain, KMTR's program director, Lyman Smith, recording division manager, and Edwin Lipps, engineer.

If there are any skeptics who believe that conducting an orchestra consists of merely swinging a baton, they should consult Victor Young, maestro on the Sunday Westinghouse program, featuring John Charles Thomas. Victor recently spent 40 sleepless hours in his studio completing his orchestrations for a broadcast.

Betty Phillips, whose Hollywood trends show is heard Sunday afternoons via KMTR, has opened a radio training studio on Melrose Boulevard and is fast building up an impressive list of clients. Miss Phillips' program covering interviews and Hollywood gossip has been on the air for eight years.

Amer. Home Products Co., Buys Time On Mutual Web

American Home Products Corporation, through its agency Dancer-Fitzgerald-Sample, has signed a 52-week contract with the Mutual network for the 9:15-9:30 p.m., across-the-board spot, to become effective "no later than July 9th," it has been announced by Edward J. Fitzgerald, account executive for the agency.

Fitzgerald pointed out that it was undecided as to what would be heard during that time spot; however, "it will probably be what's in there now." He referred to "Real Stories From Real Life," which has been dropped temporarily for newscasts from the San Francisco conference. "Real Stories From Real Life" is a dramatization program of stories culled from the Hillman publication Real Life Magazine.

AVAILABLE

Young lady, secretary-stenographer-editorial assistant, college graduate, radio experience; for station in New York City. Call DAYton 9-7403 or write Box 161, Radio Daily, 1501 Broadway, New York 18, N. Y.



Notes From An Aisle Seat. . . .!

● ● ● Bill Robson, Frank Telford, Tony Leader and Bob Shayon have already arrived 'over there' on their 30-day assignment to absorb local color and genuine war atmosphere for future radio dramatization—marking the first time that the War Department has recognized radio as anything other than a news dispensing agency. They want radio to treat the war from an authentic viewpoint instead of like a Hollywood "B" film. . . . Major Ed Byron will be on inactive status within a week but will continue directing "Assignment Home" even as a civilian. . . . Bob Sherwood will get busy on his FDR biography as soon as the San Francisco conference is over. . . . Pat O'Brien may do the London lead in "A Bell for Adamo." In other words, he'll do it if he can get transportation for his family. . . . Russ Case starts May 1st as musical director for RCA-Victor. . . . First release under new Majestic label will be the score of "Carousel" with Jerry Wayne, Jane Froman and Ray Bloch's ork and chorus. Decca is recording score with the original cast. . . . Dick Brown has five brothers, all of them singers. In fact, Dick'll tell you he's the lousiest of the lot. His brother, Jack, now in the army, will be a tenor sensation, he contends.



● ● ● Our recent item about that conceited young NBC comic proved such a burner-upper, we understand, that Charlie Vaill, of NBC's promotion and advertising department, has been asked to find out who tipped off this desk. What's the matter, don't they believe we ever think one up ourself? . . . Bea Wain back with General Amusement Corp. again. . . . Jacques Renard's daughter, Sylvia, rushed to the hospital for an appendectomy. . . . Burt Schwartz was cleaning out his desk at the Blue press department the other day and came across several pictures of Ed Kobak. Stamped across the face was "Do Not Remove" . . . Frank Doherty, of Doherty, Clifford & Shenfield, left last nite for Dallas, Texas, with Lee Bristol and Joe Hardy, of Bristol-Myers, to open up a branch firm down there. . . . The Bob Welch's (she's Templeton Fox, the actress lovely) are anticipating . . . The Oscar Levant's third child will arrive in July. . . . Radio would be a happier lot for struggling young actors if all directors were as helpful to a beginner as Mark Goodson, of the Blue. He's one guy who believes in giving the newcomers a break. . . . Most promising band on the '45 horizon is Les Elgart and his crew at the Pelham Heath Inn.



● ● ● Alice Reinheart, Les Tremayne and Jackson Beck have formed a partnership and bought the radio rights to Katharine Brush's "Young Man of Manhattan," with a view toward serializing it on the air. Edith Meiser will do the scripting. . . . Hank Sylvern's slick trio starts today on Arthur Godfrey's new morning series on CBS. . . . Sonny Tufts bedded with the flu. . . . Bernie Simon, well known theatrical p.a., has joined Ross Associates. . . . Earl Hines has pulled out of Victor and is set with Boris Morros on the Coast. . . . Maxine Keith joins the Lindlahr WOR program as a regular on May 2nd in addition to her Mutual morning commentary. . . . Metro has bought "A Date With Judy" . . . Russ Hodges, ace Mutual sportscaster, has submitted a solid suggestion for a title for the National Stadium in Washington, which, incidentally, has been seeking a tag. Russ suggests naming it the Franklin D. Roosevelt Memorial Stadium, which is now being considered by the Congressional Committee. . . . Add television bets: Marisol, young Spanish dancer being screen-tested by 20th-Century. . . . If NBC gives him the nod, Robert Merrill will be on CBS' Prudential Hour this summer . . . Joe E. Brown's attractive daughter, Mary, who was badly injured in an auto crash some months ago, was recuperating nicely until a few days ago when she suffered a relapse. Joe E. has called in specialists. . . . Blue considering a new half-hour series tagged "Best Sellers."

—Remember Pearl Harbor—

CHICAGO

By BILL IRVIN

PLACEMENTS of new orders for 29 station breaks and nine one-minute announcements and a renewal order for 91 stations and 26 one-minute announcements made up the business week at WMAQ. Swift and Co., (Swift ice cream), through Needham, Louis and Brorby, Inc., placed an order for 26 live station breaks to be aired at the rate of two a week for 13 weeks, beginning May 5, and Esquire, Inc. (Coronet" magazine), through Schwimmer and Scott, ordered four transcribed one-minute announcements to run between April 26 and May 1. RKO Radio Pictures, Inc., placed a direct order for five line one-minute announcements and three station breaks for the feature picture, "Enchanted Cottage," to run between April 30 and May 4.

The Blue's "Breakfast Club" will go on an eastern tour in mid-May. First scheduled stop is Washington, D. C., where, in behalf of the Seventh War Loan Drive, the program will originate on May 14.

Phil Kinsman, baritone star of NBC's World Parade, recently was interviewed by movie producer Mervin Le Roy about a possible role in Le Roy's forthcoming production of "The Robe."

Don Finlayson, WLS director of sales promotion, has announced publication of a series of reprints of the Lincoln Land Market Book released last February.

Boxing Shows Rank High With Television Audience

(Continued from Page 1)

Gillette Safety Razor Company, Inc., as sponsor of the twice a week boxing bouts presented every Monday and Friday night from the Madison Square Garden and the St. Nicholas arena. A total of 4,232 questionnaires were mailed and 7,070 of these were answered. More than half the reviewers replied that they had seen boxing programs over WNBT seven or more times during the month, and 43 per cent saw the televised fights eight times.



"Consarn it! We dasn't shoot now — WFDF Flint says it's agin International Law!"

# WI Radio Planning Announced For 7th

(Continued from Page 1)

number ever put behind a single campaign, Ludlam revealed. In a letter to advertisers scheduled to carry these messages, the Radio Bureau announces that OWI and the Treasury have joined forces in establishing a radio program servicing the OWI to function through the OWI city offices in New York, Chicago and Hollywood. This team will coordinate with every radio program receiving a War Bond allocation, with the object to supply exclusive program material, arranging for special guests interviews and otherwise work-out effective means of selling bonds.

Because of the seven-week duration of the drive, Ludlam said, "Many programs will be asked to do War messages twice. It is our hope that one of these allocations will be given 'special' treatment—that, where possible within the limits of good radio showmanship, one entire program will be devoted to War Bonds. It is our further hope that all programs allocated to War Bonds only will give their allocation similar special treatment."

### Special Days

Special days during the drive will be as follows: May 14—Third Anniversary of the Women's Army Corps; May 20—I Am An American Day; May 22—Maritime Day; May 30—Memorial Day; June 6—First Anniversary of D-Day; June 14—Flag Day; June 15—Entry Day; May 30—NBC Seventh War Loan Day.

With its allocation letters, the Radio Bureau is enclosing a special letter to the radio industry from Secretary Morgenthau outlining the urgency of the coming drive. The letter reads as follows:

### Morgenthau Letter

To All Radio Advertisers, Advertising Agencies, Radio Networks and Radio Stations:

In the Seventh War Loan we will need your co-operation more than ever before. With a seven billion dollar quota for individuals, four billions in Series E bonds alone, the Treasury is undertaking the greatest financing operation in history.

The next few months will be crucial to the whole American war ef-

# THE WEEK IN RADIO

Broadcasters Project Frisco Conference

(Continued from Page 1)

relay and booster stations for FM and television, it was announced last week after the Forest Service's consultation with the FCC. Sites will be investigated to determine whether its occupancy for such utilization can be approved without conflict with the national forest or with the public interests.

**Spotshots:** Leonard Reinsch, whose reign as White House Secretary was brief, returns to his former post as manager of the Cox radio interests. . . . David N. Lewis, Pittsburgh newsman, has been appointed KDKA sales promotion and advertising director. . . . Listeners are learning the Russian language through a course broadcast by WNEW. . . . FCC is betwixt and between re the FM band. . . . Cowles' Jersey City station WHOM is up for sale, with plenty of takers. . . . Two new stations have been approved by the FCC for location at Key West, Fla., and Talladega, Ala. . . . Arnold Blom, radio editor of "PM," has moved over to the city side of the paper, and Ed Levin has taken over the radio column. . . . Thomas F. Joyce, formerly general manager of RCA Victor Division, is now general manager of Raymond Rosen & Company. . . . Frederick Coe, stage director and manager, has been appointed production assistant at NBC tele. . . . Six more stations have been given temporary licenses by the FCC, pending investigation. . . . Arthur J. Casey, Jack Paige, David H. Harris, Florence Warner, Kathryn Cravens and George Grim leave WHOM to operate at WOL, Washington, D. C. . . . Ernest B. Loveman, vice-president of Philco, will be in complete charge of tele activity. . . . Ted O. Thackrey,

editor and general manager of the N. Y. "Post," has been elected president of WLIB. . . . Forty-two independent Canadian stations are covering the Frisco conference. . . . Dr. I. Keith Tyler, director of radio for Ohio State University, has been re-elected president of the Association for Education by Radio. . . . Outstanding governmental and professional personalities will give their assistance to WMCA's forthcoming series on the rehabilitation of ex-servicemen called "When He Comes Home" . . . KFBK, Sacramento, owned and operated by the McClatchy Broadcasting Company, has plans for a Radio Summer School for teachers, July 9-28 . . . Col. William S. Paley, CBS prexy, is second in command in the Psychological Warfare Division of SHAEF. . . . At Ascap's regular meeting, Deems Taylor was re-elected president for the coming year; others are: Gustave Schirmer, vice-prexy; Oscar Hammerstein II, vice-prexy; George W. Meyer, secretary; J. J. Bregman, treasurer; Donald Gray, assistant secretary and Irving Caesar, assistant treasurer.

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

## New 6% Tax Effective In Quebec Immediately

(Continued from Page 1)

recording and reproducing sounds, as well as records, cylinders and other devices used for such purpose, telegrams, cablegrams, radiograms, telephone and long distance calls.

fort. The good news from Europe may breed dangerous overconfidence in our people and encourage a spirit of let-down and relaxation. Such a reaction would imperil much that has been accomplished in the past, and leave us in no position to deal with the tremendous problems of the present and the future.

"It is vitally important, therefore, that the Seventh War Loan be given all possible support. It is the most significant way in which Americans on the homefront can express their determination to see the war through to ultimate victory.

"The generosity of advertisers, their agencies and broadcasters in allocating radio advertising time to previous war loan drives encourages us to hope that you will go all-out for a Mightier 7th!"

# Small Stations Vital To Industry—Ryan

(Continued from Page 1)

ever that, just as we have a basis in such statistical measurements as BMB, so in broadcasting our basic unit is the small station in the small market. Unless we maintain a sound and healthy condition in our foundation unit, the superstructure cannot be sound and flourishing. Consequently the primary function of the industry association must be to maintain a strong and healthy condition in the small station in the small markets."

On hand for the meeting, in addition to NAB officers, including Ryan, were: C. E. Arney, Jr., Lewis H. Avery and Paul Peter, Col. Ed Kirby, of the War Department's Bureau of Public Relations; OWI Domestic Radio Chief George P. Ludlam and Eugene Carr, Treasury War Finance radio head. Committee members present included Robert T. Mason, WMRN; James R. Curtis, KFRO; Marshall Pengra, KRNR; David Rosenbloom, WISR; Harry Spence, KXRO, and Dietrich Dirks, KTRI.

## Pass 100,000th Pressing

Los Angeles—C. P. MacGregor, who has been in the Radio Transcriptions since 1929, crossed the hundred thousandth mark this week when Master Record number 100,000 was recorded.

# YESTERDAY

## Was The 521st Time . . .

. . . the "Ave Maria Hour" has brought Sunday-evening consolation and comfort to New Yorkers through radio station WMCA.

The occasion of this tenth anniversary is a good time to say thank you:

For the high radio standards that earmarked each of those 521 half-hour broadcasts . . .

For the job it has done as originating station of "Ave Maria Hour" programs throughout the country . . .

For its unflagging service to the New York community in every facet of radio programming . . .

For these things, our grateful salute to WMCA!

We look forward to many more years of continued association with this station.

**The Franciscan Friars of the Atonement**  
Graymoor Monastery, Garrison, New York

*Chicago's*

**ONLY  
24 HOUR  
STATION**

**W-I-N-D**

560 Kc. 5000 WATTS

## Burns & Allen Series Starts Sept. 20 On NBC

(Continued from Page 1)

ing Thursday, Sept. 20, over the complete NBC network 8-8:30 p.m., EWT. Repeat broadcast will be made at 8:30-9 p.m., EWT.

This new contract gives General Foods the Burns & Allen program for the second time. The radio couple were sponsored previously by the General Foods' product Grape Nuts, which was in 1937 over NBC, too. Benton & Bowles, Inc., is the agency for the coffee account, and the new program will originate from Hollywood. Al Kaye, head of Benton & Bowles' Hollywood office, will supervise the program.

### Town Meeting Appointment

San Francisco—Dr. Henry F. Grady, president of the San Francisco Chamber of Commerce, has been appointed chairman of Town Meeting Week for Northern California. Town Meeting Week, which is being observed nationally from April 22 to 29, will be highlighted by the broadcast of America's Town Meeting of the Air on the Blue from San Francisco tonight.

## U. S. And Soviet Armies Join; Radio Sends News To World

(Continued from Page 1)

noon Friday and at 12:45 p.m., EWT George Hicks went on for the network from his First Army assignment and described the meeting between the officers of the two Allied armies. At 12:52 Gordon Fraser was heard on the Blue with an eye-witness account of the meeting between the American and Russian patrols. From then on the Blue left the coverage to the commentators and reporters on the regularly scheduled periods. Bauhage at 1 p.m. gave the reaction of newsmen and delegates at the San Francisco conference.

At 2:45 p.m. Blue correspondent at SHAEF was heard until 2:49 when George Hicks returned with additional story of the meeting. At 2:57, Larry Tighe, speaking from Guam told Blue web listeners of the reaction to the news by men and officers in the Pacific. At 4:30 p.m. the Blue scheduled another pickup from Paris by Herbert Clark, one of its commentators.

### CBS 45-Minute Barrage

After the official bulletin release time of 12 noon when it was read by Allan Jackson on the network, CBS' log was a rapid-fire piece of coverage. Richard Hottel from First Army headquarters; 12:04 p.m., Christ Coffin from Washington with President Truman's official statement; 12:05, Victory Guns from Moscow, picked from a recorded program on a Moscow outlet; 12:06, Churchill's statement from London, also recorded; 12:08 Bill Shadell, reporting from General Omar Bradley's headquarters; 12:10 Stalin's voice was heard on CBS, said to be the first time here according to their research department's statistics and exclusive also. Stalin's short statement was from a recording being played over a London station. Ed Murrow, CBS European chief followed immediately with an English translation.

At 12:12, Allan Jackson returned on CBS with a history of the town of Torgau, where the junction between American and Russian troops took place; 12:14, Charles Collingwood from Paris and followed at 12:15 with Jackson introducing Hottel who described in detail the junction of the two armies; 12:30, Larry Leseuer with the 3rd Army was heard, followed by Collingwood in Paris returning with commentary on the meaning of the junction; 12:43, Jackson gave a summary of what had happened; 12:37, Major George Fielding Eliot from San Francisco gave reac-

### Salutes To Allies On WOV

WOV will produce a special series of four broadcasts titled "Music of War and Peace," with tributes to be paid to the following countries: Soviet Union, May 3; Yugoslavia, May 10; France, May 17; May 24th to be announced. Edward Tatnall Canby, noted musicologist, will be the master of ceremonies.

tions of high British, Australian and other dignitaries and delegates; at 12:41, William Shirer also from San Francisco, gave background material and history of the now "historic" town of Torgau. At 12:45, CBS resumed regular sked with "Our Gal, Sunday."

### NBC Coverage

Union of Allied and Russian soldiers Friday was commented over NBC by Morgan Beatty speaking from Washington after the first flash and Beatty described President Truman's reaction to the linking of the forces and quoted Truman as saying this must not be construed as V-E Day. Don Goddard emceed the following coverage and gave background material. John MacVane was switched on from Germany and gave an on-the-scene account of the junction. Next came David Anderson, assigned to the 12th Army who described the reactions in his theater of operations. After a brief commentary by Goddard, Roy Porter in Paris told of flying over the Elbe River the night before and how he saw the Russians on one bank and the Americans on the other, awaiting the union. At 12:30 p.m., W. W. Chaplin, in Paris and Chester Morrison in London gave eye-witness accounts of how peoples of the respective countries reacted to the news.

### WOR-Mutual Job

Initial flash on WOR-Mutual was followed by John McDermott, UP correspondent with the 1st Army who went on at 12:06. This was during the regular news period held down by William Lang; Boyd Lewis of UP was heard at 12:25 and John Thompson, Mutual correspondent with the 1st Army was heard with an eye-witness account of the union at 12:30; at 12:40, Anne Stringer, UP correspondent gave a graphic description of the meeting of the armies. Miss Stringer flew to Torgau in a Cub plane and described the vodka drinking, which she said, almost developed into a "blackout." Her's was one of the official coverages for UP newspapers as well. At 3:05 John Thompson came on again until 3:11 with additional information and background.

*Chicago's*

**BEST NEWS SERVICE AP-UP-INS**

**W-I-N-D**

560 Kc. 5000 WATTS

## Blue Web Committee Meeting In New York

(Continued from Page 1)

Detroit, chairman of the committee. The committee will meet behind closed doors today and will confer with Blue net execs tomorrow. Plans for 1945-46 will be discussed at the time.

### List of Those Attending

Members of the committee expected to attend are: Dist. No. 1, William A. Ripley, WTRY, Troy, New York; H. Allen Campbell, (chairman) WXYZ, Dist. No. 2; For Dist. 3, C. T. Hagman, WCTN, Minneapolis; Dist. 4, Henry P. Johnston, WSGN, Birmingham, Ala.; Dist. 5, Harold V. Hough, KGKO, Ft. Worth; Dist. 6, W. Duncan Pyle, KVOD, Denver; Dist. 7, Louis F. Kroek, KTMS, Santa Barbara; Dist. 8, W. C. Bochman, WCOS, Columbia, S. C.

### Public Demands Sports

Atlantic City, N. J.—WFPG, because of public demand, is broadcasting for the fifth consecutive season another series of the Atlantic Refining baseball games. Arrangements were made by John Laux, president and Eddie Kohn, general manager of the station; Tom McDermott of N. W. Ayer and Keith Kiggins of the American Broadcasting Company. A special hook-up has been wired to the England General Hospital for the benefit of servicemen.

## Durham

North Carolina's third largest city. (1940 U. S. Census) City-county is one compact unit with estimated population of 100,000. Steady demand for Durham products assures steady employment. Example:

## Cigarettes

Durham makes 25% of all cigarettes made in the United States. That's one reason Durham ranks as "most likely" of North and South Carolina cities to retain war-time growth.

**WDNC**



OWNED BY  
DURHAM HERALD-SUN  
NEWSPAPERS

Represented by Howard H. Wilson Co.

# KORN KOBBLERS

**RADIO'S LONGEST LIST OF SATISFIED SPONSORS**

Hayden Mills	KTAR
Creddt Optical	KFBK
Peoples Beer	WDSM
Lane Drug	WATL
Maderite Sausage	KSRO
Moskins Clothing	WBLK

(TO BE CONTINUED)

**FREDERIC W. ZIV COMPANY**

2436 READING ROAD, CINCINNATI, OHIO  
NEW YORK      HOLLYWOOD

# New Station Permit Interprets FCC Policy

(Continued from Page 1)

frequency of 1,240 kc, with power of 25 watts, the FCC this week put in practice a supplemental statement of policy adopted on January 16. The memorandum opinion of the FCC, in part, follows:

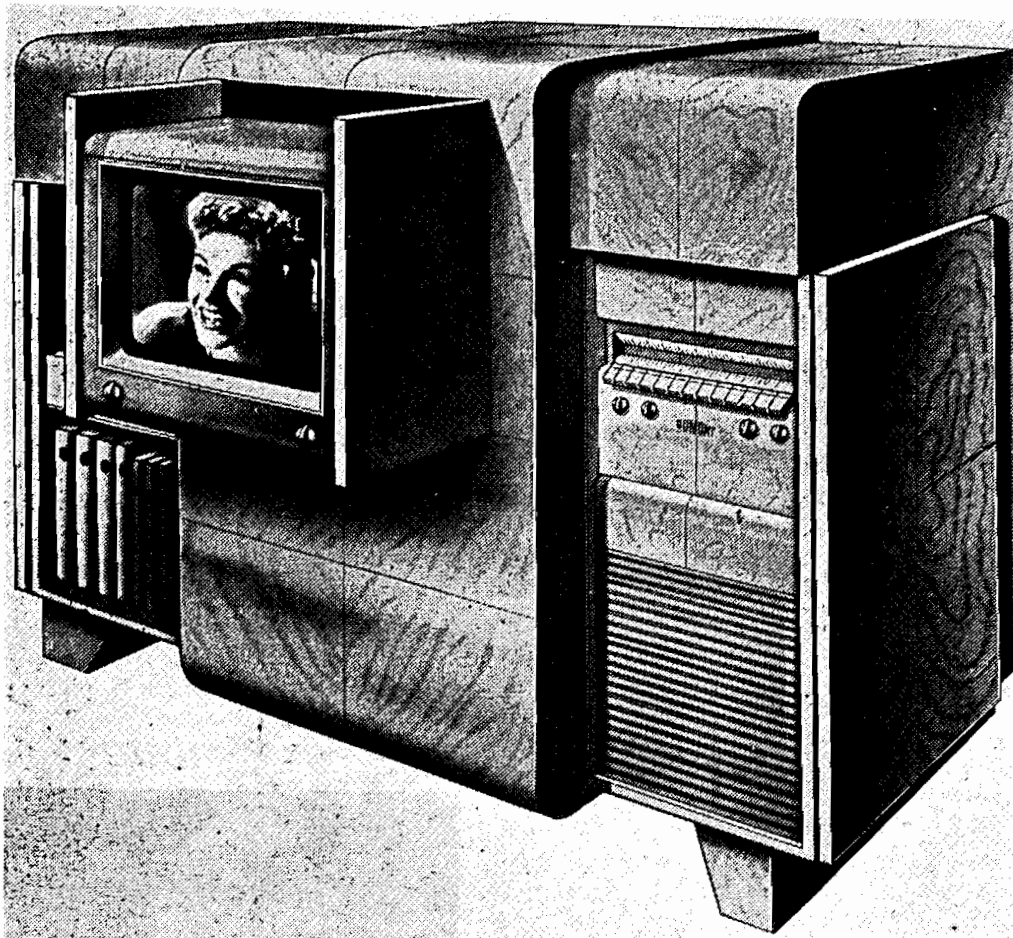
On January 16, 1945, the Commission adopted a Supplemental Statement of Policy concerning applications for permits to construct new radio stations or make changes in existing radio facilities, in which it stated that it would not grant applications for new standard broadcast stations unless the applicant establishes (1) that the construction will result in making service available to a community which does not receive primary service from any existing broadcast station, and (2) that all requirements of the January 26, 1944 Statement of Policy have been met. Pursuant to the Statement of Policy and the procedure of January 25, 1945, the applicant filed a petition requesting the processing of the application, and a petition requesting a grant thereof without hearing.

Upon examination of this application, the Commission is of the opinion that a grant thereof would be in conformity with its Statement of Policy of January 16, 1945.

It appears that the City of Cadillac, Michigan, with a population of 9,200 persons and a retail trading zone including 25,600 persons (1940 census) has no station at the present time. There is no primary service from existing stations to the proposed primary service area, either day or night. Operating as proposed, applicant estimates that it would render primary service to 12,422 people in an area of 156 square miles, night-time; and to 28,733 persons in an area of 1,120 square miles, day-time. The proposed operations involve no questions of interference with existing stations or pending applications.

Applicant represents that the proposed station would provide a wholly local program service, without network affiliation. The application is supported by a number of letters from various local manufacturing concerns engaged in the production of critical materials and from governmental organizations, including the Wexford County War Finance Com-

## PICTURE OF THE WEEK



Among the post-war television receivers announced by the Allen B. Du Mont Laboratories, Inc., is the above "Teleset" which contains a 20-inch, direct-view television receiver, FM, standard broadcast and phonograph equipment. Du Mont plans to produce these units in both classic and modern styles to retail for around \$1,500. Modern cabinet pictured above is 48 inches high, 60 inches wide and, closed, 24 inches deep.

mittee, the local Office of Civilian Defense, the Wexford County Agricultural Agent, and the State Highway Department, which state in substance that the establishment of the proposed station would constitute a material contribution to the war effort in that it would make available programs broadcasting the drives of the American Red Cross, Community Chest, War Bonds, U.S.O., the salvaging of waste paper and tin and other critical materials; would assist in the solicitation of employment of needed personnel in war industries and in the transportation of their employees from rural areas; and would provide

a valuable service in broadcasting information concerning weather and transportation conditions on public highways.

"Applicant has submitted an inventory which indicates that all of the equipment necessary for construction of the station is on hand and ready for immediate installation. According to information received from the War Manpower Commission, Cadillac is not located in a critical labor area.

"Upon consideration of the entire matter, the Commission finds that the granting of the application will serve public interest, convenience and necessity."

Dear Author,

If you are a prolific writer of scripts, you no doubt have a great many in a trunk, attic, etc., just waiting to go on the air.

We think radio needs and what's more you authors could use a representative that knows the people who do the buying of radio scripts. In addition it is part of our service to keep you advised of the market for scripts and to see that they are placed.

FOR FURTHER INFORMATION CALL OR WRITE

SYDNEY STEVENSON  
128 1/2 East 54th Street  
New York 22, N. Y.  
PL. 3-8263

# CBS Executives Meet For Three-Day Session

(Continued from Page 1)

semi-annual meeting will be devoted to discussions between the station managers and executives and CBS management. Afternoon sessions will be given over to discussions among the managers and the network operating heads. Among those scheduled to take part in the round-table discussions on this afternoon are: Henry Grossman, CBS director of technical operations; Joseph H. Jackson, CBS personnel manager; Howard Lane, director of station relations for the network; James H. Seward, assistant secretary of CBS, and Paul White, CBS director of public affairs and news broadcasts.

The luncheon meeting tomorrow will be addressed by John MacDonnell of the United Nations Information Service. Participating in the round-table discussions that day will be Willima B. Lodge, CBS director of general engineering, tomorrow morning, and in the afternoon, Douglas Coulter, CBS vice-president in charge of programs; John K. Churchill, director of research; Dick Dorrance, director of promotion service for CBS owned stations; Oscar Katz assistant director of research; Jan C. Schimek, director of editing and copyright, and Frances Farmer Wilder, consultant in programs.



### Fish

MAKE POOR CUSTOMERS!

Demosthenes practiced his speeches to the ocean.

Don't broadcast your sales message to the ocean!

Use:

Baltimore's Listening Habit

# WCBM

The Blue Network Outlet

John Elmer President      George H. Roeder General Manager

FREE & PETERS, Inc., Exclusive Nat. Rep.

**Solid!**  
IN PERSON—AMERICA'S  
OUTSTANDING BANDS  
8:05 P.M.—8:30 P.M.  
EVERY TUE.—THUR.—SAT.  
**W-I-N-D**  
**CHICAGO**  
560 Kc. 5000 WATTS

# AGENCIES

**SETON PORTER**, Seventh War Loan chairman of the Commerce and Industry Division, N. Y. County War Finance Committee, has announced the appointment of the following chairmen for the division's 11 sections:

Raymond Rubicam, advertising section; Jerome I. Udell, president, Max Udell Sons & Co., men's apparel; Morris W. Haft, president Morris W. Haft & Bros., Inc., and Samuel Zahn, president, International Dress Co., women's apparel; Lester E. Jacobi, president, Schenley Distillers Corp., beverages; John C. Hegeman-Harris Co., Inc., building, and Thomas H. McInnerney, chairman of the board, National Dairy Products, food.

Also, James Hill, Jr., president, Sterling Drug, Inc., industry; Gen. John J. Mangan, Fifth Ave. Coach Co., merchandising; Douglas Gibbons, president, Douglas Gibbons & Co., Inc., commercial-professional; Maj. Leslie E. Thompson, vice-president, RKO Corp., stage, screen and radio, and J. W. Schwab, president Cohn, Hall Marx Co., textiles.

Some 275 trade-wide committees will be organized within the 11 sections.

**THOMAS L. L. RYAN**, president of Pedlar & Ryan, was guest of honor at a surprise party held last week on the occasion of the agency's 20th anniversary. The staff presented Mr. Ryan with a scroll and a monogrammed sterling silver cigarette box.

## Silvers Joins Gale, Inc. To Build Package Shows

George Silvers, producer-director in the radio division of the Associated Press, has resigned to join the Radio Department at Gale, Inc. where he'll build and market radio packages.

Prior to joining AP, Silvers had been an independent radio producer for eight years, having entered radio after more than a decade as publicity and advertising director in the Motion Picture and Legitimate Theater fields.

James Stevenson, head of the Gale, Inc. radio division, announced plans to expand activities and has already acquired several new package properties for agency listings.

*Every 24 Hours*  
**51**  
**SPONSORED**  
**NEWSCASTS**  
**UP-AP-INS**  
**W-I-N-D**  
**CHICAGO**  
**560 Kc. 5000 WATTS**

# COAST-TO-COAST

## — NEW YORK —

**NEW YORK**—It's Maestro Bert Shefter at WINS now. He takes over as musical director May 6 with Jacques Fray as assistant. . . Edward D. Hoffman has been appointed controller of WLIB, coming from Price, Waterhouse. Also added to the staff have been John Bargamian and Harold Weinfeld, engineers; Gilbert Stanley, announcer; Florence Schneidermann, scripter. . . Art Raymond's Tico Tico Time program on WBYN now has another, and still better, time from 4:30 to 6 p.m.

## — NORTH CAROLINA —

**GREENSBORO**—WBG's early morning listeners now hear the 7 a.m. news through Jones-Lewis Furniture Co. Monday through Friday newscasts are handled by Wally Williams. . . **CHARLOTTE**—WBT production chief-entertainer Larry Walker was recently gifted with an ocean front lot in Florida by a devoted sponsor. Lee Kirby has begun the 1945 edition of his annual Sports Review, a sign of Spring around WBT.

## — CONNECTICUT —

**NEW LONDON**—WNLC's new business manager is Edward F. Darrell former public relations supervisor of the Electric Boat Co. . . **HARTFORD**—WTIC's new musical sustainer has been drawing enthusiastic reports from members of the New England Regional network. . . **NEW HAVEN**—Louis Brooks, former staffer at WCOP, WLLH, WFPG and WFTC, has now become a WELI announcer. **BRIDGEPORT**—Dolly Mitchell, songstress and daughter of "Answer Man" Albert Mitchell, is a recent bride.

## — SOUTH DAKOTA —

**RAPID CITY**—Invitations will soon be mailed to prominent radio officials in S. D. and neighboring states, network officials, state, national and public officials, FCC personnel and prominent military personnel, to participate in the official opening of the new 5,000-watt CBS affiliate, KOTA. A speaker of national note, together with a CBS star, will highlight the event.

## — MASSACHUSETTS —

**BOSTON**—"Wild Azaleas," otherwise Shorty, Snuffy and Al Rawley of WEEI, wound up a busy season of public appearance for charity recently upon the doctor's orders. . . **LAWRENCE**—Eight years is the record of Arlington Mills' sponsorship of the WLAW "American Ideals" program. . . **HOLYOKE**—WHYN has added World Transcription library to those of Associated and Standard already there.

## — CANADA —

**EDMONTON**—The popularity of Jo-Jo, CJCA's mythical bird, is reflected in an inexhaustible variety of sources from which he collects Red Cross contributions. These include school children, social functions, raffles, auctions, etc. Jo-Jo is a household word in Alberta and his activities for the Red Cross are legend.

## — PENNSYLVANIA —

**PHILADELPHIA**—Leroy Miller is now in his 9th year as conductor of the two-hour "KYW Musical Clock Club" which has an enrolled membership of 2,500. . . Norris West, WCAU FM director, paid a recent visit to Tilton General Hospital to address the soldiers. . . **PITTSBURGH**—Rosey Rowswell is doing the mike honors for WWSW's 13th consecutive baseball season. . . When Mitchell B. DeGroot, Jr. resigns as WCAE promotion chief May 1, John Wilkoff, well known in radio, takes over the reins.

## — COLORADO —

**DENVER**—Hugh Terry, KLZ manager, just ending a term as secretary of the Rotary Club, has been elected to its Board of Directors. . . KOA vital statistics: 3,000-odd persons attended broadcasts last month; 2,104 attended live commercial programs and 909 attended live sustaining programs. More than 50 tours were taken through the offices and studios.

# PROMOTION

## KEY House Organ

First issue of "The Key," issued in the interests of the personnel of station CKEY has come out. Editor explains "the main object of the key is to provide the staff and certain members of the 'trade' with news about CKEY and its employees. Comprising two sheets, issue tells "Wedding Bells," "Personalities," "Boners of the Week," and "Transmitter Staff."

## WKBN Outdoor Campaign

Billboard campaign of WKBN Youngstown, is the subject of a mailing piece put out by General Outdoor Advertising Company now being sent to WKBN clients and friends. Title, "Wavelength with a Smile" should give clue to the cartoon-type billboards used and shown in this reprint.

## KMBC Sports Service

Unusual promotional support is being given sportscaster Sam Molen attendance at the Kansas City Blue training camp in Bartlesville, Oklahoma, by KMBC. In addition to newspaper, radio, cab covers, etc. a printed postcard is being mailed to sports enthusiasts in the Kansas City area which Molen indicates his faithful findings, thereby giving those back home personalized coverage of the ball club.

# THESE MEN KNOW

which food program in New York moves food and/or home products best.

The **BUYERS** for

## 5961 RETAIL GROCERY OUTLETS

answered this question for an independent research organization

**Question**. Based on your experience which radio food program does more for you in moving the food products which you buy for your store?

	1st choice %	2nd choice %	3rd choice %	Total Mentions %
Dr. Eddy's Food Forum . . .	41.9	12.9	6.5	61.3
Program A . . . . .	9.7	16.1	9.7	35.5
Program B . . . . .	9.7	9.7	9.7	29.1
Program C . . . . .	3.2	9.7	12.9	25.8
Program D . . . . .	..	6.5	3.2	9.7

The Food and Home Forum on both WOR and the Yankee Network is a feature presentation of the American Institute of Food and Home Products.

FOR COMPLETE DETAILS PHONE OR WRITE ERNEST WALKER

## AMERICAN INSTITUTE OF FOOD AND HOME PRODUCTS

509 Madison Ave., New York 22, N. Y., Tel. PL. 3-7146

Robert A. Bories, General Manager

*Send Birthday Greetings To—*

April 30

Frank Abbott Ed Krug  
 Bea Wain Harry Bannister