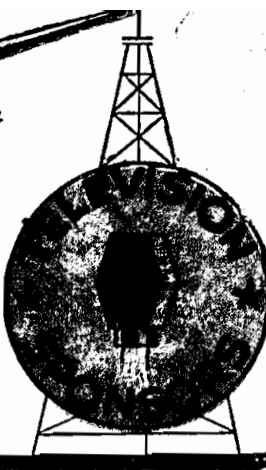


RADIO DAILY

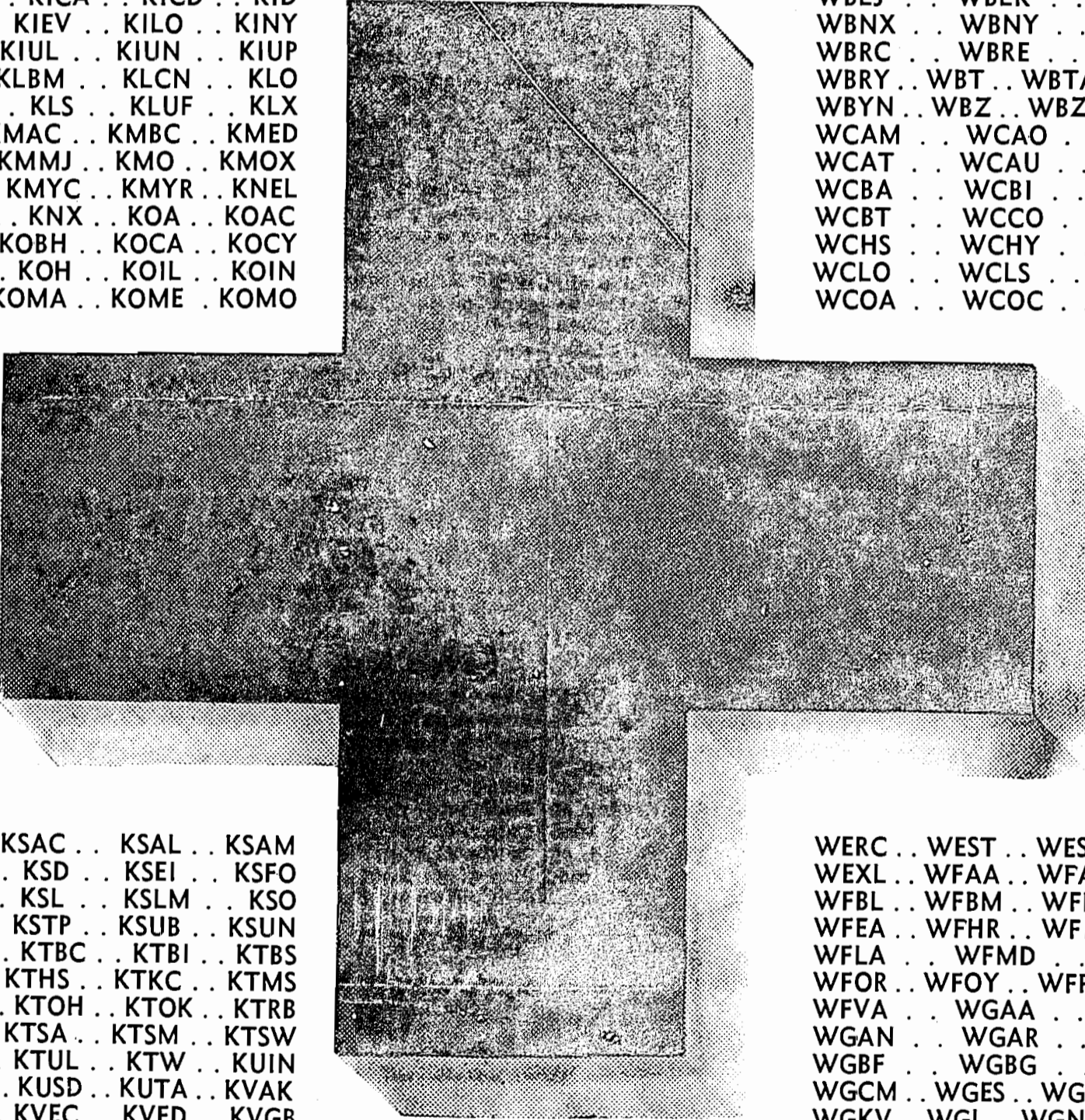


The National Daily Newspaper of Commercial Radio and Television

VOL. 30, NO. 41

NEW YORK, N. Y., THURSDAY, MARCH 1, 1945

TEN CENTS

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| <p> KDNT . . . KDON . . . KDRO . . . WBAL . . . KDYL . . . KECA . . . KEEW . . . KELA . . . KELD . . . KELO . . . KENO . . . KERN . . . KEUB . . . WORL
 KEVR . . . KEX . . . KEYS . . . KFAB . . . KFAC . . . KFAM . . . KFAR . . . KFBB . . . KFBC . . . KFBI . . . KFBK . . . KFDA . . . KFDM . . . KFEL . . . KFEQ
 KFAA . . . KFGQ . . . KFH . . . KFI . . . KFIO . . . KFIZ . . . KFJB . . . KFJI . . . KFJM . . . KFJZ . . . KFKA . . . KFKU . . . KFMB . . . KFNF . . . KFOR
 KFOX . . . KFPW . . . KFPY . . . KFQD . . . KFRC . . . KFRE . . . WITH . . . KFRO . . . KFRU . . . KFSD . . . KFSG . . . KFUN . . . KFUD . . . KFVJ . . . KFVS
 KFWB . . . KFXD . . . KFXJ . . . KFXM . . . KFYO . . . KFYR . . . KGA . . . KGBKGBS . . . KGBX . . . KGCU . . . KGCX . . . KGDE . . . KGDM . . . KGEK
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 KIDO . . . KIEM . . . KIEV . . . KILO . . . KINY
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 KJBS . . . KJR . . . KLBM . . . KLCN . . . KLO
 KLPM . . . KLRA . . . KLS . . . KLUF . . . KLX
 KLZ . . . KMA . . . KMAC . . . KMBC . . . KMED
 WJZ . . . KMLB . . . KMMJ . . . KMO . . . KMOX
 KMPC . . . KMTR . . . KMYC . . . KMYR . . . KNEL
 WHAS . . . KNOW . . . KNX . . . KOA . . . KOAC
 KOAM . . . KOB . . . KOBH . . . KOCA . . . KOCY
 KODL . . . KODY . . . KOH . . . KOIL . . . KOIN
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 KTRH . . . KTRI . . . K TSA . . . K TSM . . . K TSW
 KTTS . . . KTUC . . . KTUL . . . KTW . . . KUIN
 WNEW . . . KUOA . . . KUSD . . . KUTA . . . KVAK
 KVAN . . . KVCV . . . KVEC . . . KVFD . . . KVGB
 WOV . . . KVIC . . . KVNU . . . KVOA . . . KVOD
 KVOE . . . KVOL . . . KVOO . . . KVOP . . . KVOR . . . KVOS . . . KVOX . . . K VRS . . . KVSF . . . KVSQ . . . K VWC . . . K WAL . . . K WAT . . . K WBW
 KWEW . . . KWFC . . . KWFT . . . KWG . . . KWIL . . . KWBU . . . KWJB . . . KWJJ . . . KWK . . . KWKH . . . KWKW . . . KWLC . . . KWLK . . . KWLM
 KWNO . . . KWOC . . . KWON . . . KWOS . . . KWRC . . . KWTO . . . KWYO . . . KXA . . . KXEL . . . KXL . . . KXO . . . KXOK . . . KXOX . . . KXRO
 KXYZ . . . KYA . . . KYCA . . . KYOS . . . KYSM . . . KYUM . . . KYW . . . WAAB . . . WAAC . . . WAAF . . . WAAT . . . WABC . . . WABI . . . WABY
 WACO . . . WADC . . . WAGA . . . WAGE . . . WAGF . . . WAGM . . . WAIM . . . WAIR . . . WAIT . . . WAJR . . . WAKR . . . WALA . . . WALB
 WPAT . . . WAML . . . WAOV . . . WAPI . . . WAPO . . . WARM . . . WASK . . . WATL . . . WATN . . . WATR . . . WATW . . . WAVE . . . WAWZ
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 WHN . . . WHOM . . . WIBG . . . WIBW . . . WILM . . . WINN . . . WINS . . . WINX . . . WIP . . . WJR . . . WLAW . . . WOR . . . WLW </p> |  | <p> WBCM . . . WBen . . . WBHP . . . WBiG . . . WOL
 WBLJ . . . WBLK . . . WBML . . . WBNS
 WBNX . . . WBNY . . . WBOC . . . WBOW
 WBRC . . . WBre . . . W'BRK . . . WBRW
 WBRY . . . WBT . . . WBTA . . . WBTH . . . WBTM
 WBYN . . . WBZ . . . WBZA . . . WCAE . . . WCAL
 WCAM . . . WCAO . . . WCAP . . . WCAR
 WCAT . . . WCAU . . . WCAX . . . WCAZ
 WCBA . . . WcBI . . . WCBM . . . WCBS
 WCBT . . . WCCO . . . WCED . . . WCFL
 WCHS . . . WCHY . . . WCKY . . . WCLE
 WCLO . . . WCLS . . . WcMI . . . WOKO
 WCOA . . . WCOc . . . WCOL . . . WCOP
 WCRS . . . WCR
 WCS . . . WcSH
 WDAR . . . WDAE
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 WDEF . . . WENR
 WHB . . . WdGY
 WDLP . . . WDM
 WDN . . . WWJ
 WDRC . . . WDS
 WDS . . . WdWS
 WdZ . . . WEAf
 WEAN . . . WEAU
 WEBC . . . WEbQ
 WEBR . . . WEdC
 WEED . . . WEEU
 WEGO . . . WEIM
 WELI . . . WXYZ
 WERC . . . WEST . . . WESX . . . WEVD . . . WEW
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 WFBL . . . WFBM . . . WfBR . . . WFCI . . . WFDf
 WFEA . . . WFHR . . . WFIG . . . WFiL . . . WFiN
 WFLA . . . WFMD . . . WFMJ . . . WFNc
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 WFVA . . . WGAA . . . WGAC . . . WGal
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 WGBF . . . WGBG . . . WGBI . . . WGBR
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 WGKV . . . WGL . . . WGN . . . WGNc . . . WGNy
 WGOV . . . WGPC . . . WGR . . . WGRc . . . WGSt </p> |
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Every Station in America Salutes The Red Cross



Vol. 30, No. 41 Thurs., Mar. 1, 1945 Price 10 Cts.

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

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FINANCIAL
 (Wednesday, February 28)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163 ³ / ₈	163	163 ³ / ₈	+ 1/4
CBS A	37 ¹ / ₄	36 ⁷ / ₈	37 ¹ / ₄	...
Crosley Corp.	37 ¹ / ₂	37	37 ¹ / ₂	+ 1
Farnsworth T. & R.	15 ⁵ / ₈	15 ³ / ₈	15 ⁵ / ₈	+ 1/4
Gen. Electric	43 ¹ / ₈	42	42 ¹ / ₂	+ 5/8
Philco	36 ¹ / ₂	36	36	— 1/4
RCA Common	12 ³ / ₈	12 ¹ / ₈	12 ¹ / ₈	— 1/8
RCA First Pfd.	80	79 ¹ / ₄	80	+ 3/8
Stewart-Warner	18	17 ⁷ / ₈	18	+ 1/4
Westinghouse	125	124	125	+ 1/4
Zenith Radio	41 ¹ / ₂	40 ⁵ / ₈	41 ¹ / ₂	+ 1/4

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	8 ¹ / ₈	8 ⁷ / ₈
Stromberg-Carlson	19 ³ / ₈	20 ³ / ₈
WCAO (Baltimore)	24	...
WJR (Detroit)	41	...

20 YEARS AGO TODAY

(March 1, 1925)
 WEA, WIZ, WNYC and WHN, all in New York, have exclusive wave lengths which could be shared with four newcomers. The Chicago area has 10 stations sharing five wave lengths. In Philadelphia there are four large stations on two wave lengths.

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

Coming and Going

WILLIAM L. SHIRER, commentator on CBS, is in Washington, D. C., and will do tonight's news analysis from WTOP, Columbia-owned station in the Nation's Capital. **GORDON HAYES**, member of WTOP's sales staff, is visiting this week in New York.

KATHRYN HARDIG, research specialist with the Ralph H. Jones Company, Cincinnati advertising agency, is in Gotham for conferences at the local branch of the organization.

E. J. FREY, station and commercial manager of WBRY, Columbia's outlet in Waterbury, Conn., a visitor yesterday at the headquarters of the web.

ROY S. LANGHAM, CBS co-ordinator of broadcasts, and **LARRY PUCK**, supervisor of popular music, and talent scout for the network, returned last night to New York following a short visit in Washington, D. C.

Z. C. BARNES, vice-president and general sales manager of the Mutual network, is on a business trip to Detroit, Battle Creek and Cleveland. He's expected back at the offices of the web tomorrow.

JOHN STENGER, JR., president and manager of WBAX, Wilkes-Barre, Pa., and **JONES EVANS**, commercial manager of the station, are in town this week. Paid a call yesterday at the offices of their national representatives.

ALLEN WANNAMAKER, station manager of WGTM, Wilson, N. C., is in town for a few days on station business.

JEAN MERRILL, Mutual network vocalist, has returned from Cleveland, where she participated in the program which marked the affiliation of WHKK with MBS.

Bill Stern Honored At NBC-Press Dinner

Bill Stern, NBC Director of Sports, was honored at a dinner last night at Toots Shor's Restaurant in which he was presented with a bust of himself by the Colgate-Palmolive-Peet Company and the RADIO DAILY Award for again being chosen the Nation's Favorite Sports Announcer in 1944. The awarding of the bust was by Robert Healy, Advertising Manager of the Colgate Company, which sponsors Stern's Friday night show, "Colgate Sports Newsreel." The RADIO DAILY scroll was given Stern by Franke Burke, the editor.

The dinner was given by the NBC Press Department with Sydney H. Eiges, manager, acting as master of ceremonies. Among the speakers were C. L. Menser, NBC vice-president in charge of Programs; Roy C. Witmer, NBC vice-president in charge of Sales; Clay Morgan, assistant to NBC President Niles Trammell; Stuart Sherman and Arthur Marquette of Sherman & Marquette, agency on the Colgate show; Orrin Dunlap, director of Advertising and Publicity for the Radio Corporation of America; Ben Gross, Radio Editor of the "Daily News"; George Rosen, Radio Editor of "Variety."

Stork News

Second son was born yesterday at Polyclinic Hospital to Mr. and Mrs. George J. Vogel. Vogel is head of George J. Vogel Associates, Inc. radio public relations.

R. C. Man From Australia On 'CBS Red Cross Day'

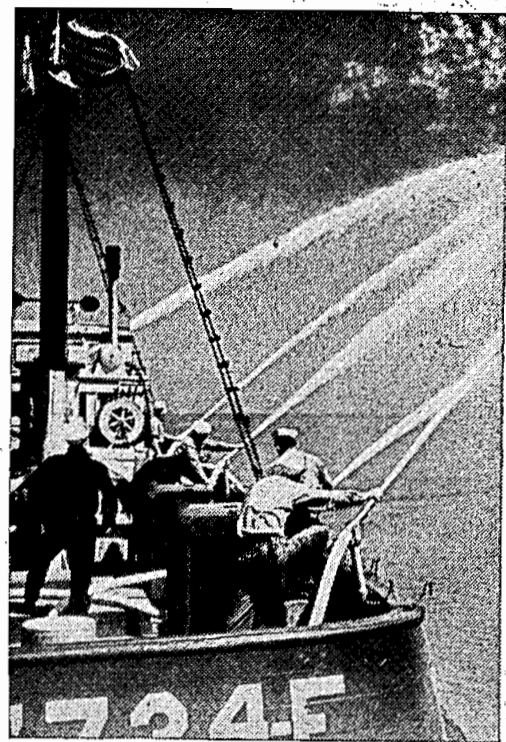
Manifold activities being carried on by the American Red Cross in the Australian theater of war, in addition to the routing and major duties of the organization, were reported by Fred M. Kraut, Red Cross recreation director in the Australian area over CBS yesterday. Kraut, just back from Australia, was one of a number of persons who delivered talks over the Columbia network in connection with "CBS Red Cross Day" and was a guest on the "Sing Along Club" program.

Lavalle 'Stradivari' Group Switches Network Apr. 15

Paul Lavalle's "Stradivari Orchestra" program sponsored by Prince Matchabelli cosmetics and heard on Sundays over NBC from 12:30-1 p.m., will switch on Apr. 15 to CBS, where it will be broadcast over the complete network, also on Sundays, from 2-2:30 p.m.

Seven New Sponsors

Seven new companies and three current sponsors have signed and renewed, respectively, for exploitation of their products over WABC, New York. They are: R. B. Semler, Inc.; United Artists Corp.; Industrial Tape Corp.; Curtis Publishing Co.; Lektrolite Corp.; Nedick's Stores, Inc.; Ploy-clene Co.; General Baking Company; Armour Soap Works.



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-REED



That's why...

ALL PHILADELPHIA

has formed the habit of dialing 1400 regularly.

THAT'S WHY SPONSORS BUY TIME ON **WDAS**

Allocation Appeals Heard

TBA Releases Text Of Brief Re Tele Wave Lengths

Text of the Television Broadcasters, Inc., brief filed with the FCC in connection with the allocations arguments was released yesterday at TBA headquarters in New York. The brief regards the proposed channels below 300 megacycles as "satisfactory service" and petitions the FCC for "at least six additional channels" for "complete competitive service."

Summary of the TBA brief as submitted by William A. Roberts, Counsel for TBA, follows:

"1. The Television Broadcasters Association reiterates its appreciation of the Commission's recognition of the importance of the television industry to the Nation's economy.

"2. The proposed twelve channels below 300 megacycles will permit es-

(Continued on Page 6)

— Give to Your Red Cross —

ANA President Lauds Advertising Policies

Washington Bureau, RADIO DAILY

Washington — Pointing out that sponsors of war advertising have reaped the unexpected by-products of higher public esteem and better trade relations, Paul B. West, president of the ANA, addressed the Advertising Club of Washington on Tuesday.

"Those who have dedicated their advertising to the national interest

(Continued on Page 7)

— Give to Your Red Cross —

Blue Web Signs Moley For Commentary Series

Raymond Moley, former member of President Roosevelt's "brain trust," will be presented in a series of weekly commentaries over the Blue Network starting Sunday, March 11, at 8:15 p.m., Robert E. Kintner, vice-president of the Blue, announced yesterday. In his commentary series Moley will discuss the significance of the news.

To Air Rally Today

Katharine Cornell, Walter "Red" Barber, the 321st Army Service Forces band and civic leaders will participate in special Red Cross rally to be held in Radio City's Rockefeller Plaza at noon today with WJZ broadcasting a portion of the program from 12:40 to 1 p.m. Lucy Monroe will open the program singing the Star Spangled Banner.

CBS Names 'Frisco Conference Staff

First web to announce staff assignments for radio coverage of the United Nations conference which opens in San Francisco on April 25 is CBS. Yesterday Paul White, director of news broadcasts, named key men who will cover the conference. Everett Holles, assistant director of News Broadcasts, will head the staff from CBS New York which will include Bob Trout, William L. Shirer and Maj. George Fielding Eliot. Bill Henry will go to the conference from Washington. Philip Woodyatt, West Coast assistant news director, and Fox Case, director of Special Features and Public Events of KNX, Hollywood, will assist in arranging conference coverage. Reporters will include Harry Flannery, Chet Huntley, Nelson Pringle and Wallace Sterling, of KNX, and three members of Woodyatt's staff, Don Mozley, William Eilers and Grant Holcombe. Les Bowman, chief engineer of KNX, and John Quinn, member of KNX engineering department, along with staff members of KQW, San Francisco, will handle the technical side of the broadcasts.

President's Address On All Webs Today

President Roosevelt's report to the American people on the Crimean Conference which will be delivered before Congress today at 12:30 p.m., will be carried by all networks. Special events directors of the four webs left for Washington last night to work out details of the radio pickup of the President's address.

— Give to Your Red Cross —

First Tele Pictures On Manila Campaign

First television showing of movies of MacArthur's liberation of Manila and President Roosevelt at Yalta will be viewed on "The War As It Happens," weekly feature of NBC television station WNBT, Monday, March 5, 8 p.m., EWT. Films released this week-end by the Signal Corps show actual shelling of Santo Tomas University.

"The War As It Happens" is the nation's first television newsreel. Film is edited and produced under the supervision of Paul Alley, editor of NBC's television newsreel.

NAB Board Meetings In Wash.; Okays Convention Cancellation

Washington Bureau, RADIO DAILY

Washington—Complete approval of President J. Harold Ryan's decision to call off the NAB's 1945 convention was voted yesterday during the meeting here of the NAB board of directors. The convention was called off in line with the ODT campaign against conventions in wartime. Authority was voted the NAB staff to carry on more of its business by mail, and approval of mail ballots

Suggest Registration Of Essential Employees

Essential employees in the 18-30 age group whom employers wish to withhold from Army call should be registered immediately in order to comply with the new Selective Service regulations issued last week.

Although this part of General Hershey's regulation was passed over in

(Continued on Page 7)

— Give to Your Red Cross —

Yoder Returns To Denver As Gen. Manager Of KOA

Lieutenant Commander Lloyd E. Yoder, who left the general manager's post of KOA, Denver, two years and nine months ago for active duty with the United States Naval Reserve, returns to KOA as general manager today, Frank E. Mullen, vice-president and general manager of NBC announced yesterday. James R. MacPherson who has managed KOA during Yoder's absence has been appointed assistant manager of the station in charge of commercial activities. R. H. Owen continues as assistant manager in charge of engineering.

Several Witnesses Ask FM Retained In Present Band

Washington Bureau, RADIO DAILY

Washington—Highlighted by the appeal of Maj. Edwin H. Armstrong, inventor of frequency modulation, a representative group of FM industry executives yesterday opposed the raising of that broadcasting service to higher frequencies as hearings on the FCC allocations proposals opened here.

In addition to Maj. Armstrong, the Commissioners also heard Dr. Ray Manson, chairman of RTPB Panel 5; Dallas Smythe of the FCC, John D. Reid of Crosley, Cyrus Reed of Hallcrafters and Cyril Braum of the Federal Communications Commission.

Armstrong pointed out at the outset that he was in an embarrassing

(Continued on Page 6)

— Give to Your Red Cross —

'Quiz Kids' En Route For Red Cross Shows

Coming East for a series of programs and guest appearances in the interest of the Red Cross, the "Quiz Kids," arrive from Chicago tomorrow and will make three radio appearances over the week-end.

On Saturday they will be guests of Ralph Edwards on his "Truth or Consequences" program over NBC at 8:30 p.m., EWT, and on Sunday Edwards will be the guest quizmaster of the "Quiz Kids" show over the Blue Network from the Vanderbilt theater in New York at 7:30 p.m., EWT. At 9 p.m., the youngsters will be guests

(Continued on Page 7)

— Give to Your Red Cross —

Chicago Times' Editorial On 'Radio's Bad Manners'

Chicago—Under a caption, "Radio's Bad Manners," Chicago "Times" published an editorial against "childish, screaming badly-timed type of radio commercials." It reads, in part:

"There is a growing resentment against the childish, screaming, badly-timed type of radio commercial

(Continued on Page 7)

Red Cross Salute

Special program on CBS Wednesday night launching the 1945 Red Cross drive brought the voice of Madeleine Carroll, former screen star and now Red Cross recreation worker from Paris. Theme of presentation was "What Red Cross Does and What Would Happen if There Wasn't A Red Cross." Quentin Reynolds narrated the presentation.

for election of directors was also voted.

Ratify BMB Board

The board ratified the selection of six of its members to represent the broadcast industry on the BMB board. J. O. Maland of WHO, Des Moines, and Robert T. Mason of WMRN, Marion, O., will serve as directors of BMB on a one-year term. Two-year termers are Frank Stanton of

(Continued on Page 7)



FURTHER PROOF that recording is not a dull business. 21-year-old blonde, beautiful and busy Elaine Vito, alternate harpist on the NBC THESAURUS features *THE MUSIC OF MANHATTAN*, was due in the NBC photographic studio one afternoon recently. While waiting for Elaine to show up, your reporter was chatting with NBC photographer Ray Lee Jackson who said he had never met Miss Vito.

"But," said Ray, "I overheard a conversation in the elevator the other day. One fellow was trying to sell another on the fact that Elaine Vito was the most beautiful girl in the world. Now you know she's not the most beautiful girl in the world!"

"Could be . . ." was my blithe reply.

Several minutes later, Elaine, swished gracefully into the studio looking well-minked and meticulous. She obligingly posed with her golden harp while Jackson adjusted lights and focused his camera.

About six photos later, Ray turned to me and said quietly, "You know maybe that guy on the elevator was right."

The Hour of Charm, Duffy's Tavern, Frank Morgan Show and Eddie Cantor Show are among a long list of popular network programs which are being recorded by NBC-RRD for American prisoners of war in Germany. The War Prisoners Aid of the YMCA is sponsoring this outstanding service and sending over 1,200 discs abroad to be played in German prison camps for the entertainment of our boys who have been captured by the enemy.

NBC RADIO-RECORDING DIVISION

America's No. 1 Source of Recorded Programs

RCA Bldg., Radio City, N. Y.
Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D. C.
Sunset and Vine, Hollywood, Cal.
Taylor and O'Farrell Streets,
San Francisco, Cal.



A SERVICE OF RADIO CORP. OF AMERICA



Michigan Avenue Memorandum

● ● ● Lt. Comdr. Eddie Peabody, who is slated to return soon to civilian status, pays a visit to his old alma mater, the National Barn Dance, on March 10. . . ● WBBM news analyst Michael Fielding has received word that his sister, who has been a prisoner of the Nazis for more than two years, is safe. . . ● John Hess, an assistant producer at WGN before entering the service, figured prominently in a dispatch from Belgium by Hal Boyle, Associated Press correspondent. The story, vividly describing a young soldier's (Hess's) reaction to combat and how he is affected by the sight of death on the battlefield, appeared in newspapers all over the country. Hess is a motor officer with the 743rd tank battalion and has been in the midst of the fighting on the Western Front for several weeks. . . ● Blue mikeman Pierre Andre is back at the microphone after a brief battle with incipient pneumonia. Pierre credits the sulfa drugs with his quick recovery. . . .

Chicago

● ● ● Mona Kent, author of NBC's *Portia Faces Life*, has moved from her farm at Crystal Lake, Ill., to the night-club belt in Manhattan. Miss Kent is transforming Portia into a glamour gal and is making a first-hand study of the glamourizing process. . . ● Helen Hayes paused in Chicago Sunday between road company engagements of her play, "Harriet," to launch her new Sabbath eve Mutual network dramatic series, "This Is Helen Hayes." Program will dramatize the stories of heroic Army Nurses.



● ● ● Leland Stowe, the famed war correspondent and Blue Network commentator, is lecturing in the midwest with Chicago as his headquarters. His Saturday and Sunday broadcasts currently are originating from Blue studios in the Merchandise Mart. . . .

● The Associated American Artists, which has just opened its gallery at 846 North Michigan, is planning an advertising campaign to acquaint the public with the names of art lovers among radio, stage and screen celebrities. Hildegard, who has one of the country's finest collections, will be "introduced" in the first ad. . . ● The producers of WBBM's "Victory Matinee" are looking for a new Victory Bell to be rung when members of the studio audience purchase war bonds. The original bell, in service for three years, has had to be retired. . . ● WGN newscaster Holland Engle caused a flurry of excitement in Lawton, Michigan, one morning last week when he read the name of Charles Gibson of Lawton in a list of Americans released from a German prisoner of war camp in Poland. Gibson had been reported by the War Department as "missing in action" and Engle's newscast was the first news of the soldier's safety to reach his wife and friends in Lawton. . . ● NBC commentator Alex Dreier performed a similar service the other day on his five-a-week Skelly news program (7 a.m., CWT). After reading an item about the rescue of Capt. John Brennan of the U. S. Army Medical Corps from a Jap prison camp, Dreier added the verbal postscript asking his listeners in the Waterloo, Iowa, area to kindly relay the message to Capt. Brennan's parents, Mr. and Mrs. James Brennan of Waterloo. Result: throughout the day the Brennan phone was kept constantly ringing with calls from more than 300 Dreier listeners, including long distance calls from Illinois, Minnesota and Wisconsin.



● ● ● Jim Campbell, Blue Network spieler, is still a bit flustered over the fluff he made the other morning while giving the station-break on the Breakfast Club broadcast. Came the 15-minute mark and Jim, unaccustomed to the now network moniker—American Broadcasting Company—said: "This is the Blue Network of the National Broadcasting Company!" If Ed Noble was listening it was just a slip of the tongue.



—Remember Pearl Harbor—

AGENCIES

LAST clinic sessions of the Advertising and Selling Course, conducted by the Advertising Club of New York, last night were in charge of the following leaders: Sales promotion: Arthur W. Sullivan, sales promotion manager, Westinghouse Electric Supply Co., "Promoting electric appliances sales"; Sales training: Ladson Butler, "Planning a sales school" and Nelson Sherrill, sales manager, Magnavox Co., "The follow-through"; Copy: Howard Newton, vice-president, J. M. Mathes, Inc., assisted by Walter J. Weir, vice-president, Kenyon & Eckhardt Inc., John P. Cunningham, partner, Newell-Emmett Co., Julien Field, copy director, William Esty Co., and James F. Egan, vice-president, Lennen & Mitchell, Inc., "Headline Hunting"; Radio production: Mrs. Dorothy Lewis, Coordinator of Listener Activities for NAB, "Program and copy acceptance"; Advertising production: Richard Mathies, production manager, Fuller & Smith & Ross, Inc., "Advertising agency production"; Export advertising: Arthur Kron, secretary-treasurer, Gotham Advertising Co., "Special problems of production." The clinics are open only to students of the course.

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

SAMMY KAYE
records for
LANG-WORTH

WHEN AND HOW CAN TELEVISION TURN A PROFIT?



Interest in television is assuming flood proportions. Within 18 months after Victory there is every indication that television service will be available to 30,000,000 people . . . and enjoyment limited only by plant capacity of set manufacturers.

Prospective television station operators who reserve DuMont telecasting equipment *now* will be prepared to ride a wave of unprecedented popular enthusiasm . . . to ride the swift and inevitable commercial expansion of the greatest scientific advance of our time. Valuable prestige and

good-will are natural windfalls of the early bird in this new field.

A fortune is not required to build a television station, nor years to "break even." DuMont designed and constructed 3 of the 9 television stations on the air today. The low operating cost and rugged dependability of DuMont equipment has been demonstrated week-in and week-out for more than 4 years. When and how television can turn a profit are questions to which DuMont holds factual answers. Would you like to hear them?

TELEFLASH! More than 90 requests for permission to construct and operate commercial television stations are on file with the Federal Communications Commission. As only a few channels are available for television, the number of stations in a trading area is limited. In consequence, options are already being sought for desirable "time." More than 61 advertising agencies have installed television departments. The value of riding with public interest is attracting more and more advertisers to television every week. They are learning to control the terrific sales impact of this wonderful new medium. Their experiments are well worth watching!

Copyright 1945, Allen B. DuMont Laboratories, Inc.

DUMONT



Precision Electronics and Television

ALLEN B. DUMONT LABORATORIES, INC., GENERAL OFFICES AND PLANT, 2 MAIN AVENUE, PASSAIC, N. J.
TELEVISION STUDIOS AND STATION WABD, 515 MADISON AVENUE, NEW YORK 22, NEW YORK

Armstrong Principal FM Witness As FCC Allocation Hearings Open

(Continued from Page 3)

position because, said he, moving the service up in the spectrum would mean a delay in commercial exploitation of the service and he pointed out that his own financial interest would better be served by immediate exploitation since otherwise his royalties would be delayed. Under the circumstances, he offered to place all his royalties for the period of one year after the freeing of construction materials for FM transmitters in a trust fund to be administered by an impartial group to be named.

Armstrong took issue with the testimony of Kenneth Norton concerning interference in the lower frequencies but did advise that FM stations—beginning at 56 megacycles—be licensed in such a way that the low-powered transmitters be at the lower frequencies, the medium powered group in the center and the high powered stations at the top of the band. Proponents of the higher-frequency service immediately seized upon this as an important concession to the FCC position.

Manson Discusses Manufacturing

Dr. Ray H. Manson, chairman of the RTPB Panel 5 group on FM receivers spoke at length about the difficulties of manufacturing receivers for the higher bands. Dr. Manson, who represents Stromberg-Carlson, reported that his RTPB group had estimated extra cost of from four to 32 dollars per set for the higher frequencies. His statement of the RTPB resolution, submitted verbatim, indicated, however, that the group had estimated that differential between sets to cover only 75 channels between 43 and 58 megacycles and the rest to cover 90 channels from 84 to 102 megacycles.

FM broadcasters are willing to accept the 90 channels offered by the FCC. It was brought out in the questioning also that receiver manufacturers would have to sell new receivers to those listeners who now have FM sets in order for them to receive the entire FM band in the post-war years.

Dallas Smythe of the FCC pointed out that the value of sets so far manufactured exclusively for FM is about \$3,366,981, of FM-AM combinations \$71,908,878, of FM adaptors \$807,204. Total value is \$76,083,063. Smythe's figures were based on responses from wires sent to manufacturers. Responses were in from the major manufacturers of FM equipment and covered 395,755 of an estimated 500,000

sets in home use. The greatest money value—\$48,240,890—is accounted for by sets selling at more than \$200 each, with slightly over \$6,000,000 listed for sets at less than \$100. Value of sets between \$100 and \$150 was given as \$13,515,088 and value of those from \$150 to \$200 at \$1,258,632.

Cyril Braum of the FCC discussed the cost of converting these transmitters to the higher frequencies. Little reliable information is on hand, he said, although the licensee of one 50-kilowatt station has estimated the cost at from \$20,000 to \$25,000. This is about one third the list price of his transmitter, which was \$67,000. For the 33 stations which have installed the transmitter power authorized, he estimated that conversion cost would approximate \$300,000.

Crosley's John D. Reid Heard

John D. Reid of Crosley, speaking of FM receivers, declared that to guarantee freedom from interference in the FM band the transmitter deviation should be reduced to plus or minus 40 kc. This would allow 400 kc spacing between stations in the same area, affording 45 channels for the area in the 84-102 band. Reid pointed out that expansion of the FM band to 78-108 megacycles would require wider channel spacing and would greatly increase receiver cost.

He supported the Commission proposal to allocate the 84-102 band to FM giving these five arguments from the set-making viewpoint:

(A) Remove television from the high-side image, thus allowing the best overall stability to be obtained.

(B) Enables band-pass input circuits to be used.

(C) Reduces likelihood of long distance interference.

(D) Reduces amplitude of ignition interference.

(E) Enables a built-in antenna to be used.

Emerson radio also supported the Commission proposals, although it had originally agreed with the RTPB proposal for an FM service in the 43-58 band.

Hallicrafters Exec. Supports FCC

Cyrus Reed of Hallicrafters also supported the FCC proposal. Armstrong, however, felt that the wisest course would be to start FM at some place within its present band and let it run upward for about 30 megacycles. "From a propagation standpoint alone," he said, "a more satisfactory service can be obtained than is promised at the upper end of the band. This can be done without encountering the risks inherent in mixing bodily into another part of the

spectrum about which information is admittedly incomplete."

Armstrong declared that a committee of experts has agreed that the testimony of Kenneth A. Norton regarding F2 layer interference is formulated on a basic error of a highly technical nature. The experts conclusions are given as follows:

"On the basis of certain assumptions, Mr. Norton predicts interference from F2 layer transmission during the coming maximum of a severity far in excess of, and at frequencies much higher than, anything previous experience has indicated.

"It is our opinion that the predictions resulting from Mr. Norton's assumptions cannot be reconciled with the experimental evidence. All past experience indicates that there is observational data to show that there are other important factors which must be given weight. The most complete data available for testing the accuracy of Mr. Norton's conclusions appears to be the observations made on the signals from the London television transmitter during the three peak years of the last sunspot cycle."

Analysis Submitted

On the basis of Norton's tables they said one would conclude "that for approximately 1,400 hours of the sunspot cycle signals would have been received in the United States from the London television transmitter, with a median field strength of at least 85 microvolts per meter. A peak value of 170 microvolts or more would be indicated.

"An analysis of a series of recorded measurements of signals from this station made during the three peak years of the last sunspot cycle gives a very different picture.

"Out of 334 days of observation of these signals, during the peak periods of the three years, a field strength of 100 microvolts per meter was never obtained. The maximum field strength was in the vicinity of 70 microvolts which was attained three times over a period of minutes during the total period of observation.

"During the entire series of measurements in the winter of 1936-37, 10 microvolts per meter was exceeded only three days; in 1937-38 11 days,

TBA Brief On Tele Released By Couns

(Continued from Page 3)

establishment of a widespread satisfactory service but at least additional channels are acquired complete competitive service.

"3. The channel from 102 to megacycles should be allocated once to television. It is possible to allocate a fourteenth channel immediately below 102 megacycles to television for a temporary period of 11 years.

"4. Channel sharing by television with other services may be possible in some sections of the country but must be closely controlled and subordinate to all television use.

"5. Prompt adoption of a nationwide television frequency assignment plan is essential."

and in 1938-39 16 days. This, in effect represents the picture for the entire 11 years of the cycle, since the most favorable hours of the day, during the period when the signals were coming through, were selected for making these tests.

"That more factors remain to be taken into account than are indicated by Norton is shown by the fact that in 1936-37, during the hours when layer transmission might have been expected to occur for 75 per cent of the days when observations were made the video channel could not be received. In 1937-38, for 55 per cent of the days it did not come through and in 1938-39, for 72 per cent of the time it was unreceivable."

Observations by Dr. Pickard

Observations of these signals were made during two years of the cycle by Dr. G. W. Pickard at Seabrook Beach, N. H., who reports signal peaks of about 10 to 20 microvolts per meter at an antenna height of 50 feet for the sound channel on mc and a substantially weaker response for the sight channel on mc.

OFF-THE-AIR RECORDINGS any day any time
MIRACOUSTIC RECORDINGS CI-7 2965
by CARL FISCHER, Inc.
119 WEST 57th STREET, N. Y., N. Y.

KGW one of the GREAT STATIONS of the NATION
NBC AFFILIATE **PORTLAND, ORE.**
Represented by Edward Petry & Co.

Chicago's
ONLY 24 HOUR STATION
W-I-N-D
560 Kc. 5000 WATTS

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

Largest Registration Of Essential Employes

(Continued from Page 3)

press, coming as it did at the time of the announcement that men in the 30-33 age group will be taken, is of extreme importance to firms employing young workers whom they wish to retain.

Before these lists will be accepted by Selective Service, however, they must be certified by the appropriate government agency. Regional offices are empowered to okay the lists. Only mechanics or professional men extremely difficult to replace will be certified by these agencies, and it is required by Selective Service that only one in every five men under 30 employed by these industries will be certified and retained.

No man will be okayed if he cannot properly be considered indispensable to the carrying on of the individual business—or if a replacement can be trained to competency within three months. Men 30 to 33 should be registered, although the requirements for retaining them are severe.

Gets Canadian Post

Montreal—Wishart Campbell, known as the "golden voice of the air" was discharged from the RCAF and appointed director of music for CFRB, Toronto, effective today. Organized as the first Canadian Air Force band which he took across Canada to the Aleutians, he was given a commission in No. 3 command organizing entertainment shows for the troops overseas where he has been for the past two years.

Norman To New York

Norman, former Spot Sales Manager of NBC in Hollywood, has been transferred to New York where he will serve as salesman in that department.

Send Birthday Greetings To—

March 1

- | | |
|-----------------|------------------|
| Lawson Paynter | Harold Kean |
| Charles Lyon | Charles Martin |
| Teddy Powell | Edward A. Davies |
| Dinah Shore | Jimmy Stevenson |
| George F. Brown | Ted Shupp |
| Kathlyn Field | Ralph J. Gleason |

ANA President Lauds Advertising Policies

(Continued from Page 3)

in time of war all learning that advertisers can both serve and sell; that there is no conflict between good citizenship and good business," Mr. West said.

The sale of more than 800 million war bonds, which constitutes "the greatest sales job in all history," is one of many war campaigns in which advertising has played a significant part, Mr. West went on. He revealed that 300 million dollars worth of advertising space and time, voluntarily contributed by American business, has helped accomplish this job. Among other campaigns in which advertising has been successfully used are the enlistment of 65,000 Cadet Nurses, a substantial increase in Womens Army Corps recruitment, and an increase in the use of V-mail.

Toscanini Returns To NBC

Dr. Malcolm Sargent, British conductor who has been directing the NBC Symphony Orchestra on the General Motors Symphony of the Air program, Sunday afternoons, will conclude his guest engagement with the March 11 concert. Starting with the following Sunday, March 18, Arturo Toscanini will return to the podium for a series of three concerts.

Stork News

Born on February 21, a son, Harrington E. Crissey, Jr., to Harrington E. Crissey, program manager of WGFM's General Electric's frequency modulation station, and Mrs. Crissey, the former Ruth Stone who before her marriage was on the staff of WGFM.

Felton Gets Role

Happy Felton, the new "game warden" of NBC's "Finders Keepers," has been signed for the comedy lead in the Broadway production of Elmer Harris' "Be of Good Cheer." Felton was last seen in "Hellzapoppin."

VERSATILE

RADIO PRODUCER

owns four programs of network calibre—two with probable and interested sponsors—one that's tops for television—others in the idea stage. Desires financing or affiliation with advertising agency.

Box 132, RADIO DAILY
1501 Broadway New York 18, N. Y.

Exclusive!

CUBS '45 BASEBALL

W-I-N-D CHICAGO

560 Kc. 5000 WATTS

"Quiz Kids" En Route East For Red Cross Programs

(Continued from Page 3)

of Quentin Reynolds on the "Radio Reader's Digest" over CBS.

"Quiz Kids" are slated for a television broadcast over WABD, Du Mont station, on Tuesday at 9 p.m. and the following Saturday and Sunday will appear at Hartford, Conn., in connection with the Red Cross drive. Their Sunday broadcast will originate from Hartford.

Following Sunday, March 18, will be spent in Washington with Senators Ball, Burton, Hatch and Hill appearing on their Blue Network broadcast.

New WNEW Series

Another new series to bow in over WNEW will be "Press Conference," a program format designed to give aspiring Walter Winchells and Dorothy Thompsons a chance to be heard, Saturdays, 5-5:15 p.m., effective March 10. Purpose of the program is to create greater interest in the work of secondary school journalists and to further develop tomorrow's "fourth estaters."

"Commando Mary" Replaced

"Story To Order," children's program, replaces "Commando Mary," beginning Sunday, March 11, 9:15-9:30 a.m., EWT. The weekly public service item is a production of Lydia Perera, who will also write and narrate the series.

NAB Okays Cancelling Of Convention In 1945

(Continued from Page 3)

CBS and Frank (Scoop) Russell of NBC, with the three-year spots assigned NAB President J. Harold Ryan and Roger Clipp of WFIL, Philadelphia.

Feltis Reports

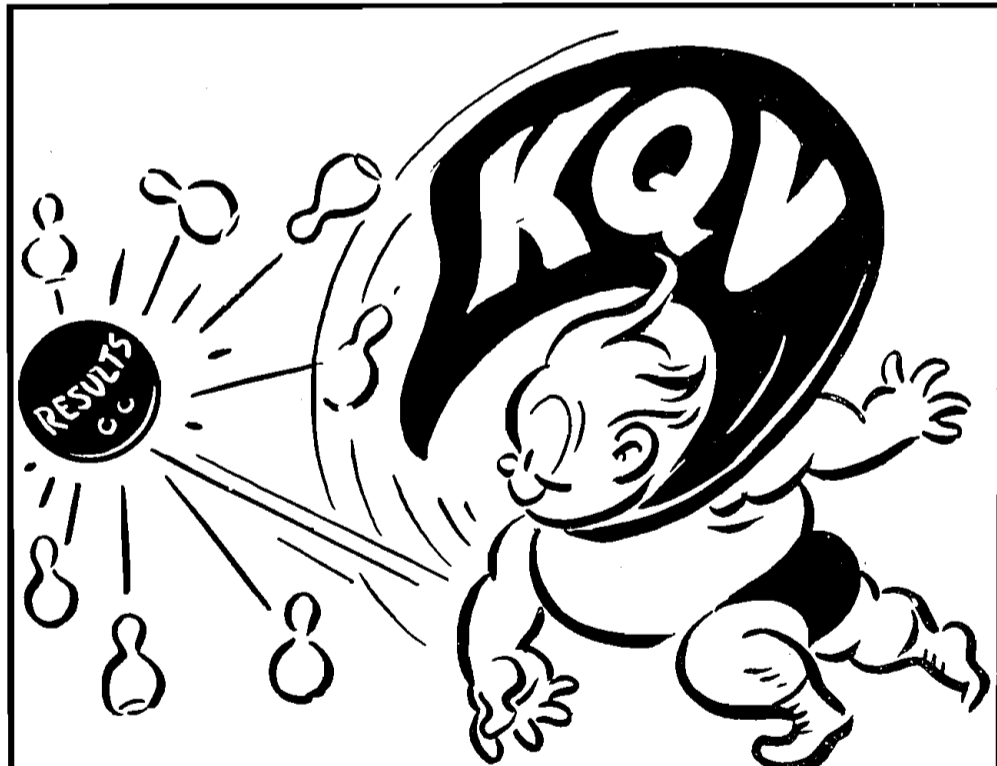
Feltis reported to the board on BMB progress—an enthusiastic report which was very well received by the board. He pointed out that BMB membership is now 285, with nine more meetings of broadcasters in the East, the South and the Middle West to afford the chance to present the BMB plan to about half the remaining broadcasters in those areas.

Reports were received also from the public relations and code committees.

Chicago Times' Editorial On 'Radio's Bad Manners'

(Continued from Page 3)

now being used by many advertisers. "Radio's bad taste, however, is not confined to the timing of its commercials. There recently has developed a tendency toward shouting, screaming commercials, that insult not only the intelligence of the listeners but assault the ear in an unmerciful fashion."



PITTSBURGH ADVERTISERS KNOW THE LOCAL SCORE

That's why it means something that 7 of Pittsburgh's
8 leading department stores used KQV last year.

ALLEGHENY BROADCASTING CORP.

National Representatives: SPOT SALES, INC.

OFF THE AIR

REFERENCE RECORDINGS
IN CHICAGO

S. TOOGOOD RECORDING CO.
101 N. LA SALLE ST., CHICAGO 1, CENTRAL 5275

Announcing

THE NATIONAL REPRESENTATION
BY WEED and COMPANY

of

WMUR

WLAW

MANCHESTER, N. H.
5000 WATTS DAYS
1000 WATTS NIGHTS
610 Kilocycles

LAWRENCE, MASS.
5000 WATTS
FULL TIME
680 Kilocycles

"Covering the Merrimac Valley"

effective March 1, 1945

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

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

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 30, NO. 42

NEW YORK, N. Y., FRIDAY, MARCH 2, 1945

TEN CENTS

Views Of FM Spokesmen

NAB District Meeting In N. Y. C. Next Week

Plans for the NAB's District 11 meetings scheduled to be held March 8 and 9 at the Roosevelt Hotel, New York was announced by Kolin Hager of WGY, Schenectady, director of the district, yesterday.

In a statement issued by Hager, attendance will be restricted to 50, in accordance with national policy. In order that we may be certain of complying, we again urge that NAB members limit representation from one organization to one person who should be authorized to act in all matters coming before the meeting," the announcement read.

However, the above does not affect
(Continued on Page 4)

Two-Way FM Equipment Used By Cleveland Cabs

Cleveland—Successful use of FM two-way radio in the 118 megacycle spectrum by cabs in Cleveland was announced yesterday by the Yellow Cab Company and the Galvin Manufacturing Company who equipped the cabs with FM sets. Cab company is now seeking permission of the FCC to install the equipment in 100 additional cabs.

Radio Is Recognized In School Curriculum

Montreal—For the first time in Canada radio broadcasting is an accredited subject in a school curriculum. The course introduced in the Central Technical School, Toronto covers the entire range of production from script writing to control board
(Continued on Page 2)

Citation

Bill Stern and Stan Lomax, in behalf of the Sports Broadcasters Association recently, paid tribute to Walter "Red" Barber, a fellow member, for his unselfish work as Red Cross chairman of Greater New York. They characterized him as a credit to their profession and a dynamic force in civic affairs.

Fly, And High Court, Discuss Station-Sales

Washington Bureau, RADIO DAILY
Washington—The Supreme Court yesterday heard James Lawrence Fly, former FCC chairman, in his first argument before that tribunal since re-entering private practice last November. Fly argued against the Nebraska Supreme Court decision ordering that WOW, Omaha, be returned to the Woodmen of the World
(Continued on Page 7)

'Listen-The Women' Leaves Blue Network On Mar. 27

After almost a year on WJZ and the Blue Network, "Listen-The Women" is leaving the Blue with the March 27 broadcast. It has been learned that cancellation of the show is due to differences on matters of policy. Dorothy Thompson, fencemeetee of the program, is moving over to Mutual March 25 with a 15-minute, Sunday night, airing of commentary on national and international affairs.

Bill For 'Quebec Radio Bur.' Okays Station Expropriation

Montreal—Creation of a provincial broadcasting service for Quebec is provided for in a bill which Premier Maurice L. Duplessis has before the legislative assembly. One of the most significant parts of the measure is the authority given to purchase or expropriate existing private radio broadcasting stations. The matter of expropriation is gone into in such

John Shepard, 3rd, Testifies Before FCC At Hearing Reviewing Allocations; T. A. M. Craven Also Heard

G.E.'s Net Income Shows 13% Increase

Washington Bureau, RADIO DAILY
Washington—By-passing all the highly technical discussion of K. A. Norton's findings regarding F2 layer interference, John Shepard, III, head of Yankee Network and a leading FM broadcaster, told the FCC yesterday that FM should be assigned to the lower part of the 44-108 megacycle band and that
(Continued on Page 6)

Florsheim Made Director Of Blue Co-Op Department

Stanley Florsheim, has been made director of Blue Network Co-Operative Sales Department, according to announcement by Mark Woods, president of American Broadcasting Co. Move is in line with a general expansion
(Continued on Page 2)

Former Radio Personalities Get Promotions In The AFRS

Los Angeles—The recent promotions of two staff officers of Armed Forces Radio Service were announced here by Col. Thomas H. A. Lewis, Commanding Officer of AFRS. Lt. Fordyce W. Cowing, Assistant
(Continued on Page 2)

Outlets Re-Broadcast President's Address

Although all the networks and independent stations carried President Roosevelt's talk to the Congress about the recent Yalta conferences, a good portion of the larger key and independent stations, as well as one network, Mutual, rebroadcast the historic event. Mutual cancelled its programs, Curt Massey, "Agatha Christie" series and
(Continued on Page 4)

Consolidated Casualty Lists Prepared For Radio-Press

Washington—Consolidated casualty lists of all the armed services will be furnished radio stations and the press by the Office of War Information beginning not later than the
(Continued on Page 7)

Income Tax

What with income tax reports coming due very shortly, members of NBC press department are in a quandary as to how to fill out the "complicated papers." The solution to their problems is Eddie Grief, feature editor, who holds an LL.B. degree, "qualifying" him to wrestle with various problems. Yesterday's line had seven people in it, and was led by Priscilla Campbell.

Bedside Manner

It's not always that a sponsor cheers up a hospitalized artist with a fervent renewal, but it happened to Dick Brown, he of the Formfit Company program aired over Mutual each Sunday at 6:45 p.m. Dick, off the program for two weeks and infirmized with bronchitis, got the news, along with other bouquets, that Formfit wants him for another twelve months.

Don't forget it or you'll regret it! Add WLAW to your schedule . . . serves over one-third of New England. Advt.

WLAW spells the best in \$ value and radio entertainment. Send for coverage map. Advt.

keep your RED CROSS at his side..give MORE give NOW



Vol. 30, No. 42 Fri., Mar. 2, 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

(Thursday, March 1)

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.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Hazeltine Corp., Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include WCAO (Baltimore), WJR (Detroit).

20 YEARS AGO TODAY

(March 2, 1925)

There are rumors of agitation to bring Walter Hampden, great Shakespearean actor, to the microphone. Hampden, now appearing in "Othello," has received the gold medal of the American Academy of Arts and Letters for good diction on the stage. . . . Major J. Andrew White, famed sports announcer, matriculated at Trinity College, where he won all athletic letters.

Announcer—newscasting experience, for gospel broadcasting station. Prefer discharged serviceman or person not subject to draft. WMBI, 153 Institute Place, Chicago 31.

Coming and Going

ROYAL ARCH GUNNISON, Mutual network correspondent who had been in the South Pacific for the past six months and landed in San Francisco early this week from Manila, arrived yesterday in New York and will be feted today at a cocktail party in the Savoy Plaza.

ROY PORTER, war reporter for NBC who has been spending a few days in Washington, D. C., arrived back in town last night.

LES JOHNSON, vice-president and general manager of WHBF, Rock Island, Ill., is visiting in New York after having attended the NAB meetings in Washington, D. C. Paid a call yesterday at the offices of his national reps.

MARTHA TILTON, vocalist, left town yesterday for Newark, where she will fill an engagement of a week at the Adams Theater, after which she'll go on to Boston for two weeks at the RKO.

ROBERT SOUR, song editor of BMI, is in Washington, D. C., where he will attend a Treasury Department luncheon held for the purpose of discussing the part which the nation's songwriters will play in the 7th War Loan Drive.

J. S. GRAY, manager of WCED, Columbia network outlet in Du Bois, Pa., and LES RYDER, commercial manager of the station, are spending a few days in Gotham on business.

JOHN B. KENNEDY, author and commentator heard on the Blue Network, will broadcast this afternoon's program from Detroit, where he will also be heard as the principal speaker at the luncheon of the Detroit Aircraft Club.

ED OTIS, commercial program supervisor of Mutual, left New York yesterday on a short business trip to Detroit.

KAY KYSER and the program company of his "College of Musical Knowledge" on Wednesday were in San Diego, where they broadcast their NBC show from the Marine Base at that point.

LES BROWN and the members of his band are in Chattanooga, Tenn., for the airing of tonight's stanza of the "Spotlight Bands" series over the Blue Network.

DIETRICH DIRKS, general manager of KTRI, Sioux City, has joined the executive contingent currently in New York on network business and for talks with the national representatives.

Florsheim Made Director Of Blue Co-Op Department

(Continued from Page 1)

sion and reorganization of the department. Florsheim will continue to report to C. P. Jaeger, vice-president in charge of sales. He formerly was manager of the Co-Op department.

Ludwig Simmel has been made administrative assistant to Florsheim, George Schreier has been made publicity manager of the department and Miss Lyndall Wilson becomes business development manager. The appointments are effective immediately.

Simmel formerly was the Blue's sales service manager, a position he has held since August 1942. He joined the Blue's sales service department in October, 1941.

Miss Wilson has been in the Co-Operative Department since its inception two years ago. She formerly was employed as retail advertising manager of Sears Roebuck & Co.; Schwabacher-Frey, and worked for the San Francisco "Chronicle."

Prior to joining the Blue Network publicity staff two years ago, Schreier was a sportswriting columnist and sports broadcaster in Jersey City and correspondent for several New York dailies. These appointments to the Blue Co-Operative Program Department brings the staff to 27 people.

Radio Is Recognized In School Curriculum

(Continued from Page 1)

mechanics. The 40 students enrolled are for the most part adults and include not only some with radio experience but also business men and housewives who are anxious to know more about radio and to get an idea of the inside of a radio station. Classes are scheduled twice weekly at nights and Dr. C. C. Goldring, superintendent of Toronto schools describes them as "an experiment to test the public demand for such a course." Key radio men from CBC and privately owned stations are donating their time as instructors.

Former Radio Personalities Get Promotions In The AFRS

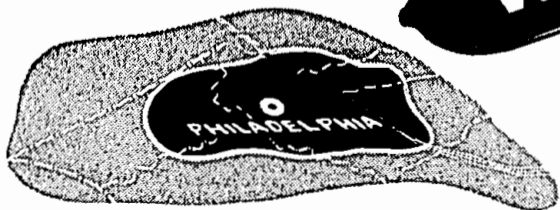
(Continued from Page 1)

Executive Officer, was raised to Captain. Prior to his entry into the Army, Captain Cowing was a member of the announcing staff of radio station WHEC, Rochester, N. Y.

Also announced was the promotion of Public Relations Officer, 2nd Lt. Charles D. Spangler, 600 N. Arden Street, this city, to 1st Lieutenant. Lt. Spangler formerly was a story agent with Jules Goldstone Agency.

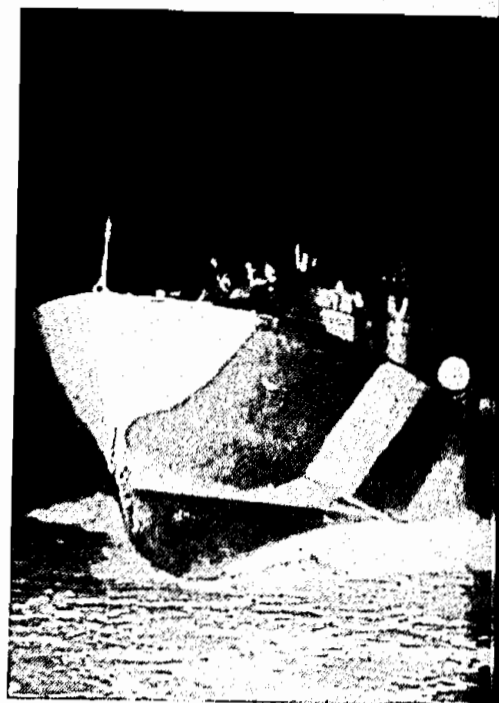
ON TARGET!

"PATTERN BROADCASTING" OVER STATION WDAS COVERS PHILADELPHIA



Cover your market with a package of spots that cover the day.

To assure intensive coverage, ask Philadelphia's Outstanding Full-Time Independent Station about "Pattern Broadcasting."



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.

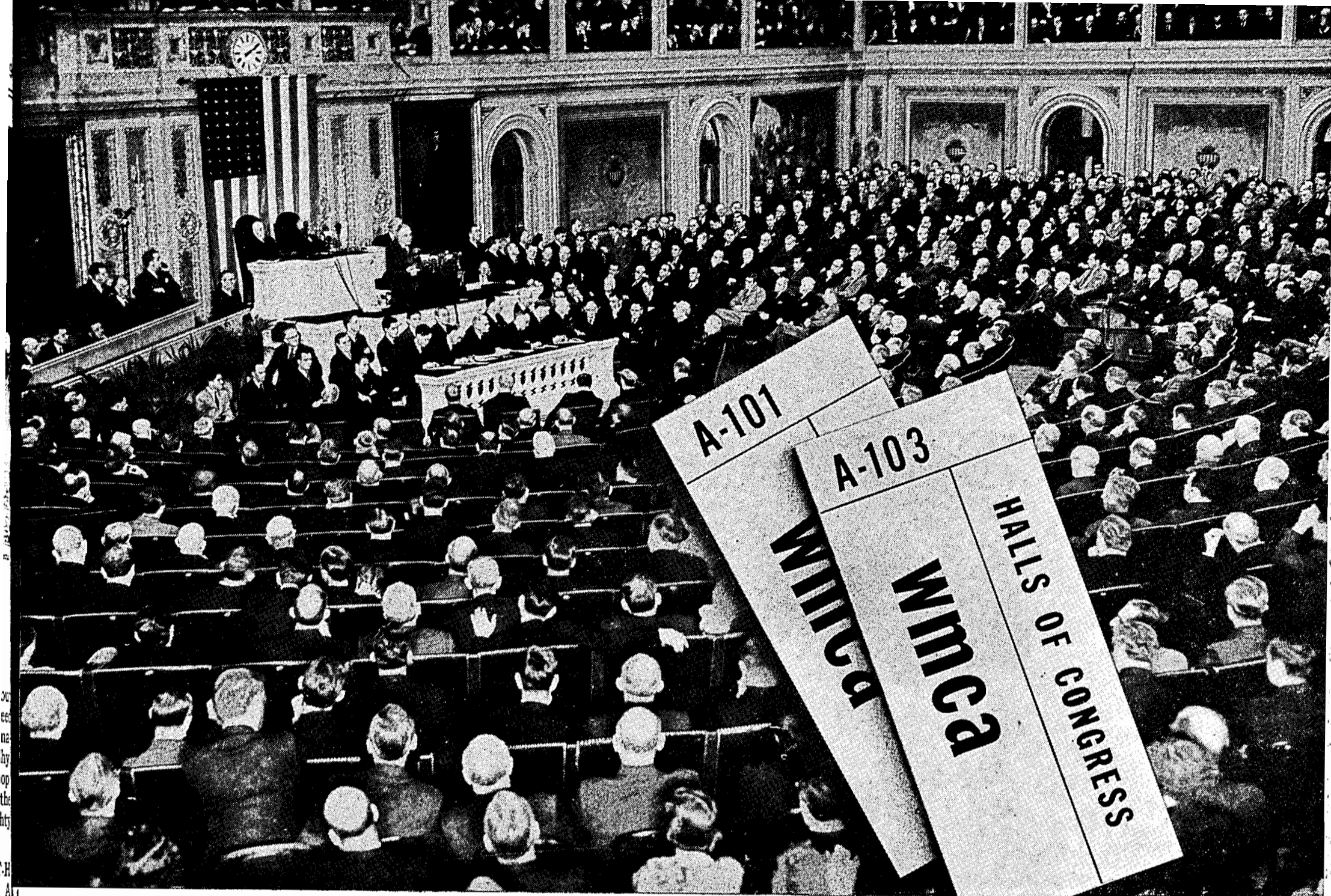
Because in this five-station town . . . W-I-T-H, the successful independent, produces more listeners per-dollar-spent than any other Baltimore station.

We have the facts to prove that W-I-T-H packs a big wallop too. A lot of radio advertisers have looked them 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-REED



Two "down in front" . . . for History!

NOVEMBER 19th, 1919—10:30 p.m. The Senate galleries were jammed by tense crowds. Hundreds overflowed into the corridors outside, unable to get into the Senate Chamber.

Four months of fiery debate on the League Covenant and the Versailles Treaty. Millions sat at home—wondering what *their* representatives had to say.

Today, the very same legislative body faces the very same momentous task. But today, in the Metropolitan area alone, hundreds of thousands of people have, in effect, front-row seats for the drama of democracy as it unfolds in the halls of Congress.

Because, through stirring re-enactment each Sunday from 3:30 to 4:00 p.m., WMCA takes its listeners—for the *first time in radio*—into those chambers where today's and tomorrow's history is created.

WMCA's "HALLS OF CONGRESS" is based directly upon the Congressional Record. With "chaff" removed by skillful editing, with human interest supplied by a special reporter sitting in on each session and with roles of legislators per-

formed by professional actors . . . the pages of the Record spring to life.

No radio play can surpass, in vividness and meaning, these dramatizations of the week's debates in Congress . . . no "documentary" program can perform a greater service for Americans.

"HALLS OF CONGRESS" is available for sponsorship. Available to an advertiser who wants to be identified with a program that already occupies a unique place in radio . . . and *in the minds of its listeners.*

wmca

FIRST ON NEW YORK'S DIAL . . . 570

REPRESENTED BY WEED AND COMPANY

NAB District Meeting In New York Next Week

(Continued from Page 1)

luncheon commitments made with the committee in charge, it was pointed out, as the luncheons are not restricted to any quota.

Tentative agenda for the first day of the sessions opens the day with registration at 9-10 a.m.; call to order, announcements and appointment of committees at 10 a.m.; President J. Harold Ryan will appear at 10:15 a.m. for the NAB activities and objectives session; labor matters and general discussion at 11:15 a.m.; luncheon with the Radio Executives Club at 12:30 p.m., with special feature to be disclosed later.

The first day's afternoon session, 2 p.m., will feature a combined meet with the Broadcast Measurement Bureau, with H. M. Feltis, president, as spokesman; public relations discussions will be chairmanned by Michael Hanna, of WHCU, Ithaca, N. Y., at 4 p.m.

March 9, second day of the sessions, will commence at 10 a.m. with announcements; at 10:15 a.m., special sales agenda will be take place, under the wing of the Sales Managers Clinic, with John Bacon of WGR, Buffalo, N. Y., as chairman; luncheon scheduled for 12:30 p.m., with special feature to be announced; Program Managers Clinic is scheduled for 2 p.m., to be chairmanned by Elliott Stewart, WIBX, Utica; general discussion of music at 3 p.m., headed by Sydney M. Kaye; engineering at 4 p.m., with Earle Godfrey, of WBAB, Atlantic City, as chairman; legislation and general discussion at 4:30 p.m., resolutions at 5 p.m., and adjournment at 5:15 p.m.

Outlets Re-Broadcast President's Address

(Continued from Page 1)

"Real Stories From Real Life," at 8:15-9-11 p.m., EWT, at which time the President's talk was re-aired.

Among the stations were: WNEW, repeat on the "Milkman's Matinee" at 3 a.m. this morning. WOV's Giuliano Gerbi, Italian language newsmen, did an Italian interpretation of the broadcast following the original. WNYC, the municipal station, rebroadcast at 8:15 p.m. last night. WQXR's Albert Grobe devoted his entire news period at 9-9:15 p.m., last night, to an analysis of the talk. WABC rebroadcast at 11:15 p.m. last night, and 1:05 a.m. this morning. WTOP, Washington, cancelled "Here's To Romance" at 10 p.m. last night for rebroadcast of the talk. WGAR, Cleveland, did a rebroadcast.

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 . . . !

• • • The world's greatest showman has finally entered show business—a business he was not exactly unfamiliar with prior to embarking on a picturesque political career and which welcomes him back with open arms. The colorful Jimmy Walker—because whom else would we be talking about—with his hat turned down on one side of his head and a ready remark always available, needs no introduction here. Sufficient proof of his popularity is evidenced when it is known that more people remember he wrote "Will You Love Me In December" than remember the song itself. Now functioning as an exec with Majestic, look for Jimmy to inject his own personal magnetism into the wax works and establish the firm as a leader in the industry before many months have passed. With recognized talent already securely signed by other record companies, Majestic, under Jimmy's aegis, will devote time and effort to discovering and popularizing new talent. This is a process that practically calls for long-time operation, but those who know Walker best realize that while he personally might not have any regard for chronological accuracy, he is not one to sit by and watch old Pop pass along the Bridge of Scythes without his getting action of some kind.

☆ ☆ ☆

• • • Question Marks: Isn't it a fact that the Gillette Friday nite broadcasts from Madison Square Garden via Mutual will shift to the Blue with the same lineup within the next three weeks—if it shifts at all? . . . Why is everybody unhappy on the Milton Berle show? . . . What agency biggie is trying to get a femme singer a Hollywood contract to get her out of his hair? . . . Didn't Goody Ace write a letter to MCA cancelling their option and telling them that he is signing with Wm. Morris because they can always guarantee him a USO tour? . . . What famous movie star almost conked a radio producer because a minute before air time the producer slapped his back and taunted him to "talk it up"? The star only has about 15 years of commercial radio background. . . . Aren't the Cugat-Ann Marsh wedding rumors a bit premature considering his divorce won't be final for another year yet? . . . Bill Corum on his way overseas. Steve Ellis will pinch-hit on the fite broadcasts.

☆ ☆ ☆

• • • Small talk: Local hotels going crazy with this curfew thing, name bands naturally being reluctant to go in and lose dough without a wire. Every name band is crying to their manager to get them a West Coast spot. Frankie Carle is one of the luckier guys having been inked in for six weeks at the Palladium and six more at Mission Beach with a wire. . . . Maxwell Fox has resigned as publicity director of the USO Camp Shows. . . . Serval Corp. will cancel Billie Burke as of March 24th. Rating, however, warrants CBS continuing show as a sustainer and keeping it warmed up for another buyer. . . . Peter Donald, who built up "Guess Who" from a turkey into the No. 1 local spot, leaves in a few weeks to work on a national idea he's got on his mind. . . . Ted Wallerstein and Manny Sacks' visit to T. Dorsey the other nite at the 400 Club was purely social despite the fact that it had the music boys buzzing about Tommy changing his label. . . . Van Cleave's work very close to the agency stage. . . . Zac Freedman, considered a Sultan among the p.a.'s with the harem of show titles he publicizes—"School for Brides," "Follow the Girls" and "Good Night, Ladies,"—salaamed out of a deal to handle Dick Arlen's show when he heard the tag was "Too Hot For Maneuvers" . . . Jackson Beck renewed on "Radio Reader's Digest" . . . Robert Shepard doing the announcing on "Bulldog Drummond." Also signed by MCA. . . . Danny Kaye leaving Hollywood on the 18th to do a show or two from N. Y. He'll also entertain in Washington while in the East.

☆ ☆ ☆

—Remember Pearl Harbor—

AGENCIES

PARK & TILFORD, through Charles M. Storm Company, has just released a new four-month campaign on All-fabric Tintex tints and dyes. Radio stations and newspapers in cities across the country will be employed.

FLACK ADVERTISING AGENCY, Syracuse, N. Y., has been engaged to handle the account of station WFBL of that city.

FIFTEENTH ANNUAL EXHIBITION of newspaper typography has been announced by N. W. Ayer & Sons, Inc. The F. Wayland Ayer Cup and 10 other awards will be presented on the basis of entries appearing on a date which will be chosen by lot from among the week-day dates in the week of March 12.

G.E.'s Net Income Shows 13% Increase

(Continued from Page 1)

tively, as provision for post-war adjustments and contingencies. "The 1944 results are after specific provision for renegotiation," Charles E. Wilson, president stated, "so that for purposes of comparison the 1943 figures are those after renegotiation for that year."

Shipments billed to customers in 1944 were at a new record level for the fourth successive year, amounting to \$1,353,000,000, or five per cent more than in 1943. The 1944 production record was made by two per cent fewer employees, on the average, than in the preceding year.

Gen. Stillwell To Speak

Cleveland—WJW will present first public speech of General Joseph W. Stillwell since recall from China from the Hotel Statler today. Gen. Stillwell will be speaking before Cleveland post of Army Ordnance Association.

Royal Discusses Coast NBC Tele

Hollywood—John F. Royal, NBC vice-president in charge of television now here, is said to be discussing with Sidney N. Strotz, the matter of NBC tele studio sites in Hollywood and San Francisco.

Free Speech "MIKE"

**YOU ARE
IN GOOD
COMPANY
WHEN YOU
ADVERTISE with**

KMPC
LOS ANGELES
710 Kc.-10,000 WATTS
THE WEST'S GREATEST INDEPENDENT
National Sales Representative • Paul H. Raymer Company

Al Jarvis

Presents

“CAN YOU TIE THAT?”

Something **NEW** in Radio

by the

ORIGINATOR

of the

“MAKE BELIEVE BALLROOM”

1:00 - 2:00 P. M.

K F W B

Saturday

“CAN YOU TIE THAT?”

P. S. Please fellows may I keep this one for myself?

Al

Views Of FM Spokesmen

Present Frequency Should Be Held, Says Shepard

(Continued from Page 1)

present FM licensee should be given present frequency assignments at once with discretion to stay on his present frequency or shift to his permanent assignment according to the ability of the sets in his neighborhood to receive the two frequencies.

Shepard made a strong plea for the keeping of FM in its present position, pointing out

at one point that FMBI is not at all certain that 200-megacycle channels will be wide enough if the service is moved to the 84-102 band, as proposed by the FCC. As did Major Edwin H. Armstrong on



JOHN SHEPARD, III

Wednesday, Shepard recommended that the high-powered FM stations be assigned to channels above 50 megacycles the lower-powered stations kept below that frequency.

Craven Supports FCC Findings

Appearing for Cowles Broadcasting Co., T. A. M. Craven, former member of the FCC and former FCC chief engineer, strongly supported the Commission's proposal to move FM to the 84-102 megacycle band. Support came also from John D. Reed of Crosley radio, who estimated that receivers for the frequencies could be built at little more than four dollars additional cost than for reception on the present bands.

C. R. Minor of GE put his company on record of GE put his company on record of the transfer of the FM service to the higher frequencies. He said the job of producing a good receiver would be far more difficult and more expensive. He added, in reply to questioning by FCC General Counsel Charles R. Dennis, that receivers for a band of from 41-60 megacycles or bands of like size starting below 50 megacycles would also cost more. The higher the frequency, the more expensive the set, he said.

Lodge Gives View

William B. Lodge of CBS spoke in support of the Commission proposal, presenting highly technical testimony concerning evidence on interference in the lower frequencies. Lodge declared that the Commission proposal for 90 channels now appears to be inadequate for future FM applicants, pointing out that there are already 29 applications from New York City alone.

Shepard named as the three factors leading to FMBI opposition to the

shift proposed; the delay which would result in establishing FM on a broad scale, the loss of incentive to FM pioneers, and the obsolescence of present FM receivers and transmitters.

Delay in designing receiving sets, he said, "is only a small part of the delay that will be encountered.

"Everybody knows that before going into production on a large scale, testing in the field with receivers in the hands of the average listener is essential in order to develop the best receiving equipment for the benefit of the general public.

"Such testing can be conducted only if there are a sufficient number of stations transmitting on or around the frequencies ultimately to be used, and at least some of these transmitters should be operating with high power.

Shepard Envisions Delays

"Information received from transmitter manufacturers, it would take from two to three years before a transmitter of 250 to 50 kilowatts could be delivered complete. It, therefore, follows that a period of three to four years would elapse before it would be logical to go to full production on FM receivers if the recommendations of the Commission should be made effective.

"There is an immense demand on the part of the public for new receiving sets, and as soon as manufacturers are able to make receivers available the public will purchase them in vast quantities. All manufacturers of receiving sets must make available to their dealers sets to take care of this demand on the part of the public; and, with the production of FM receivers limited for the reasons previously mentioned, manufacturers will of necessity have to produce large quantities of AM sets during at least the first two or three years after manufacture is resumed.

Gov't Sets Receiver Life

"The average life of a receiving set in the hands of the public is assumed by the United States Department of Commerce to be seven years. Therefore, it logically follows that the millions of AM sets that would be sold during the first two or three years under the conditions just pointed out would not be replaced for a considerable period of time, and that listeners purchasing these sets during such period would be deprived of receiving FM's better broadcasting service unless they made a double investment.

"I am convinced that FM reception by the great majority of the public would be delayed for approximately five years based on the facts I have just outlined."

On his second point, Shepard said that if the recommendations of the Commission are adopted, no present owner of an FM receiver would ultimately be able to receive any FM broadcasting. If the FMBI recommendations are followed, however, "there would be 20 or 30 channels available in the present band for a period of

probably two years. And there would at least be some service available to owners of present sets."

FM broadcasters will have the incentive to better and expand their service, he said, "provided they have access to an expanded audience.

Cites Loss of Incentive

"There is certainly no incentive for a broadcaster to extend his services over and above minimum requirements to serve an audience that is ultimately going to be lost entirely. Also, he would be unable to serve any new audience under the Commission's proposal because the new receivers which would be available to the public would not receive broadcasts on the frequency on which he would operate.

"There is no doubt but that the market for FM sets capable of receiving the frequencies recommended by the Commission will be a very tough market due to the fact that, when such receivers do come out, the FM portion of such receivers will be worthless for some time to come. This, of course, would not be the case if our recommendations are followed."

Shepard submitted studies made for FMBI showing the value of FM receivers and transmitting equipment which would be rendered useless by the moving up of the FM band.

Craven Gives Views

Craven told the Commission that the capital already invested in FM and the new designing problems involved in the frequency shift require "adequate consideration by the Commission as a matter of course. On the other hand, paramount weight should be given to evidence of a technical character concerning co-channel interference and propagation performance of FM broadcasting stations operating in various portions of the spectrum between 40 and 108 megacycles. The allocation should be one which makes possible a high quality FM broadcast service to the public. The achievement of a lesser objective in itself would result in such unsound economics as to jeopardize the future of FM broadcasting. Hence; vested capital in existing plant should not be the controlling factor in this allocation.

"Commission Standard Accepted"

"The Commission's 50 microvolt interference-free rural coverage standard for FM broadcasting stations has been accepted generally as an excellent objective. The enforcement of such a standard insures that the public living in many rural areas will enjoy the benefits of the improved radio services made possible by FM. Persons living in cities now receive a much better radio service than those of us who live in the suburbs and in the country contiguous thereto. It is in the rural areas that there exists the greatest need for improvement in radio service. Consequently, co-channel interference which destroys or impairs the 50 microvolt rural service areas of FM broadcasting stations will impair the value of

Craven Asks Study Of Many Factors Before Shifting

FM broadcasting as a service to the public. Therefore, if it is known that the 50 microvolt service areas of FM broadcasting stations operating on frequencies below 60 megacycles will be severely limited by harmful co-channel interference and if the Commission has evidence that better results can be attained by operating on frequencies such as 78 to 108 megacycles, the Commission is

Philco Approves

Washington—The FCC, in deciding to continue commercial television in the present frequencies, is stimulating the fullest possible development of the medium in the post-war world, and will give video to the public just as soon as emergency conditions permit, it was emphasized yesterday by David B. Smith, director of research for Philco. Smith is in Washington for the allocation hearings.

duty bound to allocate these higher frequencies to FM broadcasting. On the other hand, if the evidence indicates that such harmful channel interference will not be experienced between FM stations operating on frequencies below 60 megacycles, the Commission would be completely justified in giving weight to the economic factors of previous investment and increased cost and difficulty in design of equipment using the higher frequencies.

Refers to Tele Channels

"It must be obvious to the Commission that competent radio engineers have no doubt of the ability of television broadcasters to operate successfully on these higher frequencies. Certainly there is nothing mysterious or complicated about FM broadcasting as compared to the technical difficulties confronting television broadcasters. If television broadcasting can be operated successfully between 78 and 108 megacycles, there is no valid reason why FM stations cannot likewise operate successfully in that same portion of the spectrum.

"Arguments that FM service costs will be greater and receiver design will be more difficult between 78 and 108 megacycles than between 48 and 66 megacycles may be true. On the other hand, the arguments are not sufficiently valid to justify sacrificing the interference-free coverage which must be achieved if FM broadcasting service is to become a service of real value to the public throughout the nation."

Comment on "Newcomer" Channels

Craven urged the FCC not to adopt the proposal to set aside 20 FM channels "for newcomers." This reservation

(Continued on Page 7)

Craven, Shepard Talk At Allocations Hearing

(Continued from Page 6)

ion, he feels, would impede rather than aid competition in FM. Program interest rather than signal strength is the thing that attracts listeners. Because FM is not so well established as AM, the AM service will be better for several years yet to spend money for programming, and the AM service will continue to be preferred despite the technical superiority of FM.

Stresses Bigger AM Audiences

"AM licensees will be able to demonstrate to those who support radio that AM broadcasts to much larger audiences than FM," Craven said. "As long as this disparity continues, FM will be on a profitable basis. It seems axiomatic that FM licensees could not broadcast costly programs very long without financial support. Consequently, if AM and FM must be competitive both as to licensees and to programs, FM will be severely handicapped. The result would not be vastly improved if the FM licensee is also a licensee of an AM station but is still required to broadcast entirely different programs on each class of station. The mere combination of AM and FM facilities would be insufficient to defray the cost of separate program services of equally good quality and still operate the combination at a profit sufficiently reasonable to be considered a sound business enterprise.

"The alternative for separate program services is to permit the simultaneous broadcast of identical programs over both AM and FM stations. It seems only natural that no person desires to be saddled unnecessarily with the burden of using either two types of audio receivers in the home or with the additional cost necessary to purchase combination receivers.

"If the Commission believes that the public should receive at an early date the very best type of radio service which modern invention makes possible, it would seem logical that it should encourage the most rapid development of the superior technical service made possible by FM. Therefore, AM licensees should be encouraged to operate FM stations and to transmit the very best AM programs simultaneously by FM. If this is done, the public will secure both the most popular programs as well as the very best technical service in return for the money the public will have invested in new receivers. This in turn will interest newcomers to FM. The FM audiences will be sufficiently large to justify sound business men to risk capital in competing for that audience."

Organist Engaged For 'Hit Parade'

Ethel Smith, organist, will replace Lawrence Tibbett on the CBS "Hit Parade" for a month starting May 1st, when Tibbett leaves on a concert tour. Tibbett returns to the "Hit Parade" on June 1st.

Bill For 'Quebec Radio Bur.' Okays Station Expropriation

(Continued from Page 1)

broadcasting is a powerful medium of publicity and of intellectual and moral training; that it is of the greatest importance to Quebec to see that the import and the justice of its claims and aspirations are thoroughly understood; that it is just and necessary to create a radio broadcasting organization consistent with the Constitutional rights of the province and of the country and specially devoted to the pursuit of such purposes, under the supervision of the government."

For these reasons there is created an administrative body to be known as the "Quebec Radio Bureau." Such a bureau will be a corporation with powers and rights belonging to corporations in general. In case of sickness or absence of the manager who is the one-man-bureau, the lieutenant-governor-in-council may replace him. The salary for the manager must not exceed \$9,000 a year, and \$7,500 for the acting manager. The corporate seat will be the City of Quebec, but the bureau may have offices elsewhere in the province.

The object of the bureau is to establish, possess, and operate a broadcasting system to be called Radio Quebec, and to that end, with the authorization of the lieutenant-governor-in-council, and in accordance with the constitutional rights of the province, may do the following:

"Have one or more radio broadcasting stations erected at places chosen by it, in accordance with plans and specifications which it shall approve, and provide such stations with all the installations, machinery and equipment which it deems suitable, to permit of the reception, transmission, by means of Hertzian waves of writings, signs, pictures and sounds of all kinds.

"Acquire, by private agreement or by expropriation any private radio broadcasting station in operation and

all lands and immovables to be used for the erection of new station.

"Maintain and operate all stations erected or acquired under this act.

"Acquire the copyright of any historical, scientific, literary or artistic work and of any phonographic records, sound films, news items, and other matters.

"Subscribe to news agencies and establish such agencies, acquire and utilize any patent or invention, permit or concession deemed advantageous.

"Constitute as a district system the radio broadcasting stations established under this act, operate them as parts of a system already established and make with any person, society, corporation or government any agreement calculated to attain such purposes."

Canadian Broadcasting Corporation and the federal government's licensing authority will have to approve the Quebec government's plans to set up a provincial radio system before such a system may be legally set up, a CBC official said.

A provincial government corporation, the same as any private corporation, would first have to apply to the CBC for permission to set up broadcasting facilities, said the official. He was commenting on the Quebec government's act to authorize the creation of a provincial radio service.

The application would have to carry a recommendation from the CBC and approval of the licensing authority—the federal transport department—before the facilities could be established legally. Decisions of the Supreme Court of Canada and of the privy council gave the Dominion Government complete jurisdiction over the radio field, the official said. However there was nothing in the decisions which would prevent a province from setting up a radio system providing the laws of the land were met.

Consolidated Casualty Lists Prepared For Radio-Press

(Continued from Page 1)

March 15 publication date, it has been announced.

The States have been divided into 18 groups to equalize population areas as nearly as possible. This will make it unnecessary to send complete nation-wide lists to all newspapers and radio stations. Instead, each will receive casualty lists for the group of States in which the paper or station is situated plus such lists of adjoining groups of States as are requested. By this group method of distribution, OWI explained, use of paper will be kept at a minimum and a newspaper or radio station in California, for example, will not be receiving casualty names of interest only to Maine or Alabama.

So that an accurate and complete mailing list may be established at once, OWI has sent to each newspaper

Bklyn Supporters Televisive Phases Of Their Civic Pride

WNEW's "Society For the Prevention of Disparaging Remarks About Brooklyn" will be televised over WABD-Du Mont, Sun., March 4, 8-8:30 p.m., and will feature a cavalcade of beauties dressed in vari-styled bathing suits dating back to the mid-19th century. Jo Ranson, WNEW publicity and special events director, will appear as narrator on the program. George Foster of WNEW production staff, will direct the program and William B. McGrath is the station's television supervisor.

editor and radio station manager a letter of explanation, a map showing the 18 State groups and a return card upon which the group lists desired may be designated.

The lists will be mailed from Washington six days every week in time to reach destinations in advance of the release dates.

Fly, And High Court, Discuss Station-Sales

(Continued from Page 1)

Life Insurance Company by Radio Station WOW, Inc., which now operates the station on lease. The suit was brought by a policy holder in the life insurance company and the Nebraska decision, if upheld, gives the state court superior authority over the FCC in the matter of licensing, since the Commission approved the transfer in 1942.

Neither Fly nor Don Stewart, the lawyer opposing him, got through the entire argument because of frequent questioning from the bench.

Of special interest in this questioning was the picking up by Justice Hugo Black, brother-in-law of Clifford J. Durr of the FCC, of Fly's mention in his brief that the ruling by the Nebraska court that the \$74,000 annual fee paid Woodmen of the World by the licensee corporation is an insufficient figure.

Justice Black felt, with Fly, that in making that observation, the Nebraska court had implied a monetary value to the license and asked if it was not the policy of the FCC to consider possible imputation of commercial value of licenses. Fly replied that the Commission should properly consider such questions, but ordinarily, unless the amounts involved were obviously out of proportion, concentrated on other factors.

This is the first time a member of the Supreme Court has shown an interest in the question of trafficking in licenses. It was plain that Black like Durr, is extremely interested in the question.

Will Honor NBC

The 41°-74° Club, an organization of women of the transportation world, will honor the National Broadcasting Company at its next meeting, Thursday, March 8, such session to be designated as "NBC Night." The meeting will be held at the Hotel Sheraton in New York City and John W. Vandercook, NBC commentator and foreign correspondent, will be the principal speaker.

Send Birthday Greetings To—

March 2

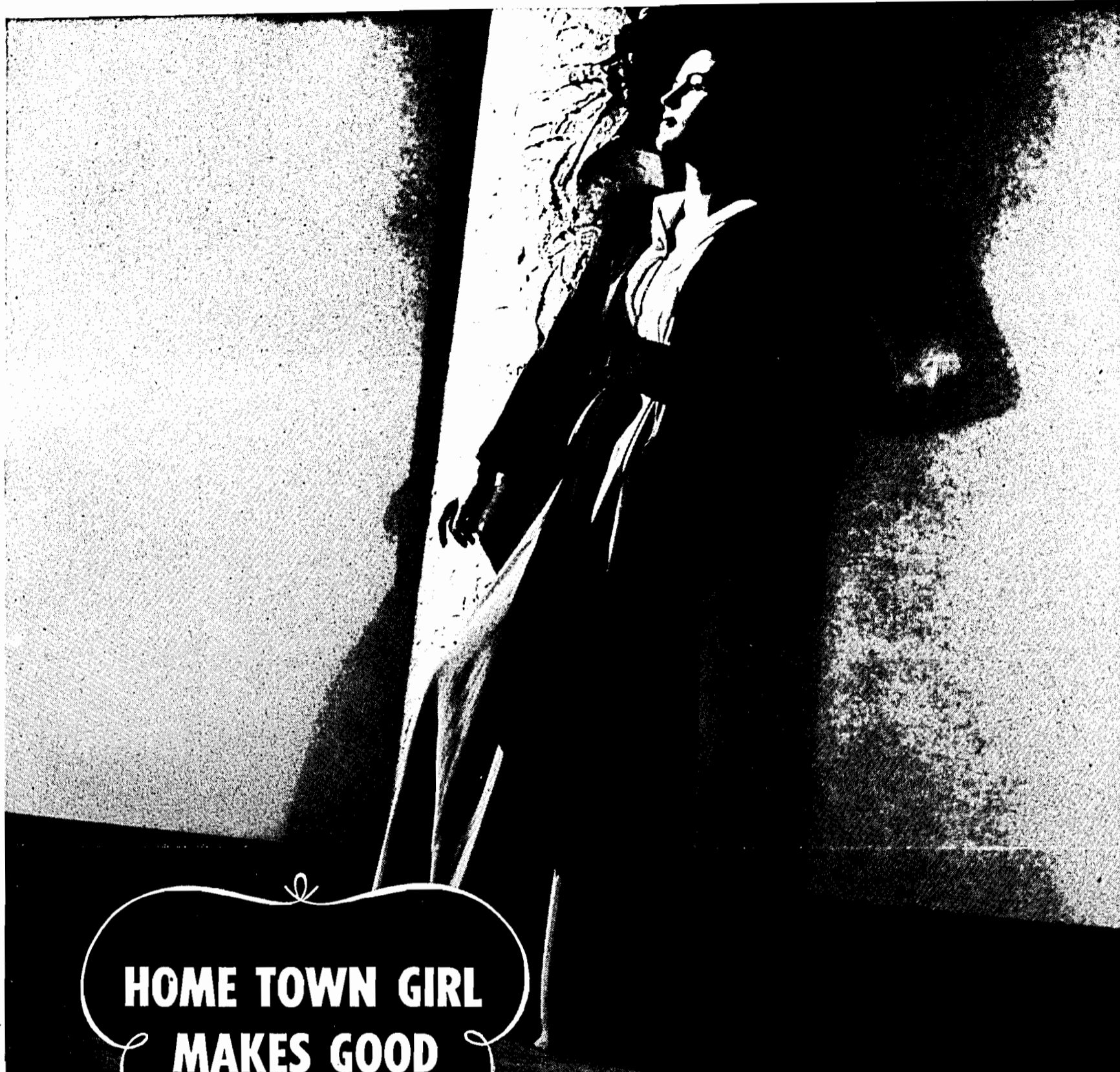
Jessie Fordyce Walter Scott
Leonard L. Levinson

March 3

Joseph Ainley J. Frank Burke
F. Horton Kingley Donald Novis
Kenny Sargent Henry Gladstone

March 4

Lester Blumenthal Lucy Gilman
Madge Marley Jerry Marlowe
George Shelton Dominic Bruno
Herman Fields Helen Van Tuyl
Edward J. Fitzgerald



HOME TOWN GIRL MAKES GOOD

... FIND THE WOMAN

Gaxton's—a leading Baltimore women's wear shop on Charles Street had an idea for a radio program. Gaxton* had the talent lined up and 15 minutes six nights a week bought on Baltimore's big home town station—WFBR.

Then the talent deal fell through and Gaxton's were left with an idea and the time. So WFBR stepped in—found new talent—no small job for this highly-specialized program and the show went on. Then to

add spice, WFBR tied in an orchid give-away. Both of these incidents are typical of WFBR's home town resourcefulness.

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: Anderson Advertising

MEMBER — MUTUAL BROADCASTING SYSTEM • NATIONAL REPRESENTATIVE — JOHN BLAIR & CO.

WFBR



Amplifies FM Testimony

NAB Membership Up, Board Confab Reveals

Washington Bureau, RADIO DAILY
 Washington—NAB membership has risen by 31 active members since last November, it was reported during last week's meeting here of the board of directors—with membership now at 691—including 654 active and 37 associate. Of the active membership, 635 are AM broadcasters, 16 FM, one tele, and two networks.
 Three resolutions were passed by the board—the first urging the elimination by broadcasters of "cow-catchers" and "hitch-hikers," the second commending Mrs. Dorothy Lewis, NAB co-ordinator of listener
 (Continued on Page 7)

CBS Advisory Board Names Members For 1945 Season

Re-election of seven members of the CBS Affiliates Advisory Board and the election of two new members was announced at the web's headquarters on Friday.
 Those re-elected are: Arthur B. Church, KMBC, Kansas City, Mo.; Clyde Coombs, KARM, Fresno, Calif.; I. R. Lounsbury, WKBW, Buffalo, N. Y.; C. T. Lucy, WRVA, Richmond, Va.
 (Continued on Page 6)

Gunnison, At Press Party, Tells Of War Experiences

Royal Arch Gunnison, Mutual's correspondent, and the first to return to this country from Manila, gave highlights of the Pacific situation, describing vividly the disastrous havoc inflicted upon Manila by the sadistic
 (Continued on Page 4)

Merry Xmas

Roger Chase, Mutual announcer, received a Christmas card yesterday from Tommy Dorsey. Reason why it was only over two months overdue is that Dorsey simply addressed it to Melbourne, Chase's former address outside of St. Louis, Mo. The envelope arrived heavily stamped with the words "Australia," "Chicago," "California" and "New York." Chase is sending Dorsey a thank-you note.

Tele Spokesmen Give Post-War Station Plan

Washington Bureau, RADIO DAILY
 Washington — Col. William A. Roberts, appearing for TBA, Friday presented the FCC a suggested plan for allocation of television facilities in the major market areas of the country, to provide at least 398 stations. This plan is designed to utilize the 12 six-megacycle channels proposed for commercial tele.
 Roberts pointed out the varying
 (Continued on Page 6)

Dr. Jolliffe Named V.-P. Of RCA At Board Meeting

Election of Dr. C. B. Jolliffe, chief engineer of the RCA Victor division, as vice-president of Radio Corporation of America in charge of RCA Laboratories was announced Friday by Brigadier General David Sarnoff, president, following a meeting of the
 (Continued on Page 5)

Smith Outlines Blue's Planning At New York Press Luncheon

Emphasizing the web's plans for public service programs and their interest in television, Fred Smith, vice-president of the Blue Network in charge of publicity and advertising, held the first of a series of luncheons with the press on Friday in the Palm Room of the Waldorf-Astoria Hotel.
 On the subject of public service programs Smith pointed to their

K. A. Norton, Signal Corps Engineer, Testifies At FCC Allocations Hearing; Secret Session Planned

Four NBC Web Shows Renewed In Chicago

Chicago—Four leading NBC programs—Fibber McGee and Molly, Robert St. John, "Doctor I. Q." and "News of the World" representing an outlay of approximately three million dollars in time sales were renewed for 52 weeks, it was announced Saturday by Paul McCluer of NBC central division. Needham, Louis & Brorby.
 (Continued on Page 2)

Yale University Joins TBA As 1st Educational Member

First educational institution to be admitted to membership in the Television Broadcasters, Inc., since organization amended by-laws establishing educational membership is Yale University Department of Drama.
 (Continued on Page 5)

SMPE Asks Definition Of Theater-Tele Bands

Washington Bureau, RADIO DAILY
 Washington — Clarification of its proposals for post-war frequency use by theater television was requested of the FCC last Friday by Paul Lar-
 (Continued on Page 7)

Washington Bureau, RADIO DAILY
 Washington — Strongly supporting his earlier statement advising that FM be moved up in the spectrum, K. A. Norton, engineer now with the Army Signal Corps, told the commission last week during testimony on FM that for security reasons he could not discuss the basis of his findings on F layer interfer-
 (Continued on Page 7)

KBS Releases Report On Small Market Data

In a brochure released the past week-end Keystone Broadcasting System lauds the work of the NAB Small Market Stations panel and points out that the NAB survey parallels findings and conclusions of their own extensive investigations.
 On the subject of "Group Selling" NAB recommended integrated group selling to national advertisers. The
 (Continued on Page 5)

Three CBS News Programs Go Co-Operative, Mar. 18

Three news programs on CBS will be offered as co-operative shows for local sponsorship on March 18, the web announced Friday. The three shows which will be offered for local
 (Continued on Page 2)

'Home (Office) Fires'

Doherty, Clifford & Shenfield have united their female staff under the supervision of Miss Anne Murphy, of the copy department, to knit sweaters and scarfs and sew slippers for the American Theater Wing, which will re-distribute the articles to the enlisted personnel of the Army and Navy. One day a week the girls give up their lunch hours for this work.

People shop from WLAW's spots—the best way to sell in Northern New England. Advt. Don't let your product stand at the end of the line. Come up front with WLAW! Advt.

Event

The eye-witnessed account of the Armed Forces invasion of Iwo Island was carried by two large stations: WJZ on Friday at 11:15 p.m., and WOR on Saturday at 5:15 p.m. The commentary was made by Sgt. Richard E. Mawson, former program director of WBAX, Wilkes-Barre, Pa., on a film recorder, the type used by George Hicks who recorded a similar European event.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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FINANCIAL

(March 2)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163 1/2	163 1/8	163 1/8	- 1/4
CBS A	37	37	37	- 1/8
CBS B	36 3/4	36 3/4	36 3/4	- 1/4
Crosley Corp.	37 1/2	36 3/4	37	- 1/2
Farnsworth T. & R.	15 5/8	15 1/8	15 1/8	- 3/8
Gen. Electric	42 3/4	42 3/8	42 3/4
Philco	36 1/2	36 1/4	36 3/8	- 1/4
RCA Common	12 1/8	11 7/8	12
RCA First Pfd.	80	79 3/4	79 3/4	- 1/8
Stewart-Warner	18 3/8	18	18	- 3/8
Westinghouse	125 1/4	124 3/4	124 7/8	- 1/8
Zenith Radio	42	42	42

NEW YORK CURB EXCHANGE

Hazeltine Corp.	32 1/2	32 1/2	32 1/2	- 1/2
Nat. Union Radio	6 1/2	5 7/8	6	- 1/2

OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	24
WJR (Detroit)	40

Bob Hope Leads

Bob Hope leads the list of the first 15 with Fibber McGee and Molly, second, and Joan Davis with Jack Haley, third, on the February 28th evening network Hooperatings.

20 YEARS AGO TODAY

(March 5, 1925)

Of the 200 recent changes among broadcasting stations made by the Department of Commerce, there were 132 in wave length alone, most of which altered dial settings on neutrodyne and similar sets. Also, there were 17 changes in power rating and 12 in call letters.

W M BLUE NETWORK
Plattsburg, N. Y.

CONSISTENTLY SELLING THE NORTH COUNTRY'S RICHEST MARKET

F F

SPOT SALES, INC., Nat. Rep.

Coming and Going

EDGAR KOBAK, president of the Mutual network, left late last week for the Middle West, where he is scheduled for a number of addresses in Chicago and Omaha. He will be accompanied to Omaha by ADE HULT, mid-western sales head, and DAN ORTH, salesman.

GEORGE E. MONAHAN, head of protection at NBC, spent the week-end at Annapolis visiting with his son, Midshipman James W. Monahan.

BENEDICT GIMBEL, JR., president of WIP, Mutual outlet in Philadelphia, arrived in New York on Friday for talks with executives of the network.

LOLA WOURSELL, publicity director of WOV, is back at her desk following a several-day absence to combat a strep infection.

DICK GILBERT, WHN disk jockey, today goes down to Washington to participate in a Congressional program concerned with the introduction of a bill based on his appeal to extend the franking privilege to servicemen in Government hospitals.

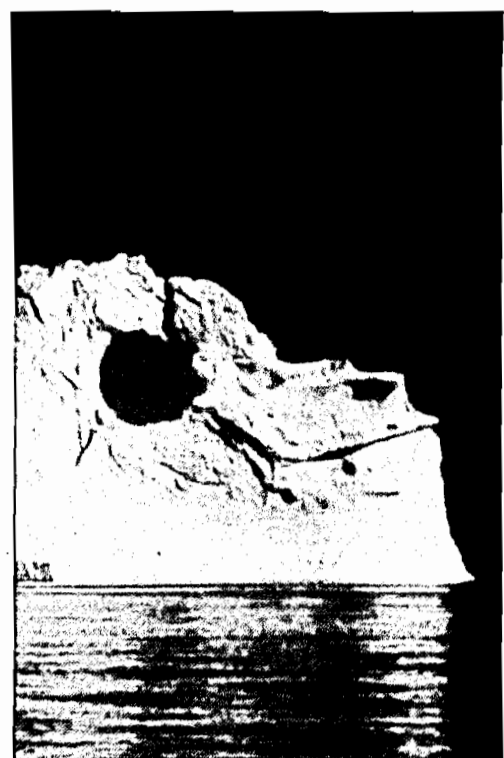
FOSTER HARMON, promotion manager of WKBN, Columbia network outlet in Youngstown, Ohio, is back at the station following a short business trip to web headquarters in New York.

JONES EVANS, commercial manager of WBAX, Wilkes-Barre affiliate of Mutual, has returned to the station after having visited here briefly last week, during which time he crammed a lot of business into a very small space.

JOHN TOOTHILL, president of the Burn-Smith Company, national station representatives, returning to his Chicago headquarters following conferences with Bob Keller, his field commander in the East.

TONY STANFORD, who has been producing radio programs on the West Coast, has come East to head the television department at J. Walter Thompson Co., advertising agency.

HUGH B. TERRY, station manager of KLZ, CBS outlet in Denver, is here from Colorado in station and network business.



U. S. Navy Photo

Four NBC Web Shows Renewed In Chicago

(Continued from Page 1)

Inc. renewed sponsorship of Fibber McGee and Molly for Johnson's Wax and allied products. The new contract is effective April 3 on the full network. "Doctor I. Q." for Mars, Inc. (candy) has been renewed on the full network effective April 2. The program will continue to be heard Mondays from 9:30 to 10:00 p.m. CWT.

Two Miles Shows Renewed

Miles Laboratories, (Alka Seltzer and Vitamins) through the Wade Advertising Agency renewed sponsorship of Robert St. John, NBC commentator effective March 26 on 40 stations. Program is heard Monday through Friday. "News of the World" also sponsored by Miles Laboratories, Inc., through Wade Advertising Agency has been renewed effective with the broadcast of March 26 featuring John W. Vandercook and pickups from NBC commentators around the world. The program is heard on the full network Mondays, Wednesdays and Fridays and 31 stations Tuesday and Thursdays from 6:15 to 6:30 p.m., CWT. The F. W. Fitch Company (Shampoo and Hair Tonic) through the L. W. Ramsey Advertising Agency (Davenport, Iowa) has renewed sponsorship of its Tuesday and Thursday portion of news of the world on 77 stations for eight weeks effective March 27.

Three CBS News Programs Go Co-Operative, Mar. 18

(Continued from Page 1)

sponsorship will be the 8:00 to 8:15 a.m., EWT, Monday through Saturday, "Morning News Roundup," 9:00 to 9:15 a.m., EWT, Monday through Friday, "CBS Morning News" and the 11:00 to 11:15 p.m., EWT, Sunday through Saturday, "News and News Analysis Program."

Stork News

John Carney, CBS producer, became the father of a boy Friday. The baby, born to Mrs. Carney at the New York Hospital, will be called John Francis.

Chicago's
ONLY
24 HOUR
STATION
W-I-N-D
560 Kc. 5000 WATTS

WDAS AUDIENCES HAVE BEEN Loyal FOR OVER TWENTY YEARS

PHILADELPHIA knows that this loyalty makes WDAS the best dollar buy in this area. That's why 78% of its sponsors renew regularly.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

Jean Colbert

"POURS IT ON" AND
"DISHES IT OUT"

to Cleveland's Club Women
and Housewives . . .

Jean Colbert's Woman's Club of the Air is a five day a week, five star example of WTAM's outstanding daily service to Cleveland women. *What about our men in service? What about OPA prices? What about our children? What about war jobs?* Jean is in there pitching the answers, in the studio and out...at social club meetings, educational conferences and welfare councils...all over Cleveland. One more reason why WTAM is *first* in listening audience, day and night. In fact, at night, *73% of Cleveland homes listen most to WTAM.

* NBC 1077 City Survey 1944



JEAN COLBERT, Director WTAM's Woman's Club of the Air. Home economist, fashion commentator, consummate actress, brilliant writer, (Below) Crowd listening to WTAM ensemble, in person, at Lakeside, Ohio.

FIRST in CLEVELAND

WTAM



50,000 watts

Represented by NBC SPOT SALES



CHICAGO

By BILL IRVIN

HAL TOTTEN, veteran Chicago newspaper man and radio sportscaster began a new series over WAIT, Monday under the title "WAIT Newsreel." The program feature last minute world news as well as time, weather and temperature reports and musical interludes and will be heard Monday through Saturday from 7:00 to 7:45.

Newest father in the ranks of NBCites is commentator Alex Dreier. A girl, Pamela, was born to him and Mrs. Dreier at Henrotin Hospital in Chicago on Sunday, Feb. 18. The baby weighed eight pounds, four ounces at birth, and is the Dreier's first child.

Walter Holohan, formerly with the advertising department of the Chicago "Daily News," has joined the Blue's local and spot sales office in Chicago.

Gunnison, At Press Party, Tells Of War Experiences

(Continued from Page 1)

Japs, as he spoke to members of the press at the Savoy-Plaza Hotel last Friday. It was at the same hotel he discussed with reporters his imprisonment by the Japs less than two years ago.

Gunnison described the devastation of Manila, pointing out that of all the communications facilities only the antennas were left standing. He added that the Press Wireless was largely responsible for the success of the communiques coming through to U. S. A. Gunnison also paid tribute to Bill Burns, who is doing a special transcription series for WMCA of New York, citing his work under these difficult circumstances, as a "remarkable reportorial job."

Gunnison will soon be scheduled by Phillips Carlin, vice-president in charge of programs, for a series of special MBS programs which will be designed to "convey to the American people just what the boys over there are really going through."

Among those present at the cocktail party were: Jim O'Bryon, publicity chief of MBS, Carlin, Chris Cross, Gunnison's manager.



Reporter At Large . . . !

• • • The record companies have hired a firm of private detectives because of too much bootlegging of disks. . . . Dolly Dawn's sock performance at a recent benefit so impressed the Camel people that they immediately signed her to replace Lyn Gardner on "Thanks to the Yanks" around March 31st. . . . Tommy Taylor, the singer and father of two kids, got a Universal contract and greetings from Uncle Sam in the same mail. He goes into the navy. . . . Tom Waller, Paramount Theater p.a., suggested an exhibition bout between Sinatra and Benny Leonard at Madison Square Garden to boost the sale of War Bonds. Leonard okayed it, but Sinatra's managers kyoed it. . . . Networks and some of the bigger indie stations will use late hour spots for experimental shows. . . . Lyle Van, NBC newscaster, tested for Para newsreel spot. . . . Eileen Barton going off the Berle show March 28th by mutual agreement, to join "Here's to Romance" show. Singer felt she deserved more than a one-song spot. . . . A few years ago the wiseacres were ringing the bell on Morton Downey's career. Now he's back at the Plaza's Persian Room after more than seven years at triple the dough. . . . Jacques Renard rehearsing a new and bigger band for the agencies. . . . Howcum some smart sponsor doesn't grab Joey Nash? . . . Dan Hollywood, the agent, oughta get together with Dave Vine, the comic. Hollywood & Vine. . . . Robert Merrill, NBC baritone, got a nod from the Met but wants to wait a year or so when he can command bigger roles. . . . Henny Youngman's air show, which started off slowly, is chug-chuckling along.



• • • We don't enjoy eating our words any more than the next guy—but this is one time we'll do it and like it. Without salt, too. Some time ago, we itemed that Earl Wilson and his present sponsor would part company at the conclusion of the current commitment. Whether this possibility was ever considered or whether the powers-that-be merely changed their minds, we have no way of knowing. However, we are very happy to report that the town's most popular and adept saloon-editor has been renewed on his air stanza. Program switches to new time at 9:00 p.m. Sundays.



• • • For years, there have been those in town who have loudly proclaimed that a sepien comic tagged Pigmeat was the funniest man in the world. Inasmuch as the lad was seen and heard mainly around Harlem's Apollo Theater at the time, their enthusiasm might seem a bit too robust, but the years have dealt kindly with him. Pigmeat, who introduced 'trucking,' can do more with his eyeballs than most comics can do with their gag writers' files. Maurice Duke called Lou Levy's attention to the lad, with the result that he was put on the Andrews Sisters ainer. Under the name of Alamo, he turned in one of the funniest bits we've heard in a long time last week and when he gets better acquainted with radio as a medium, he's going to crowd the other boys plenty. His real tag is Dewey Markhem—but take it from this innocent bystander, by any other name he'd be just as comical.



• • • Broadway was pleasantly surprised to learn that the tall, luscious, honey-haired doll appearing with Peter Lorre in the current Strand stage bill is none other than Marcella Hendricks, who used to sing with some of our better bands. She doesn't sing in her present engagement but does handle her lines like a veteran. Lorre himself personally selected her after auditioning over 100 gals both here and on the coast. Marcella is custom-built for musical comedy and it couldn't happen to a nicer gal.



—Remember Pearl Harbor—

First
 ✓ listeners
 ✓ advertisers
 ✓ results
BUT, THAT IS THE USUAL STORY FOR WRC
FIRST, CONTINUOUSLY SINCE 1923



WRC
 Represented by NBC Spot Sales
Washington



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

Public Service Shows Blue Web Outlined

(Continued from Page 1)

work to get into the television programming field in the three leading cities—New York, Chicago and Hollywood. He pointed out that the network had no commitments on video and as "free agents" were at liberty to experiment with an equipment or ideas as they find them.

Discusses News Policy

The Blue Network vice-president admitted the web was "struggling with the news policy." He said theirs was a "free speech policy." However they sought to offset "new dealish" commentators with conservatives and admitted that "a lot of their commentators were liberals." However, he pointed out that it seems to be the liberal commentators that get the audiences. He added they seek additional conservatives to offset the liberals.

Speaking of co-op programs, Smith declared that the programs of Raymond Gram Swing and John B. Kennedy were proving popular sales. He said the web was working to the end of developing the period between 6 and 7:30 p.m., with a variety of co-op programs.

Promotion plans of the network were also outlined by Smith. He introduced Mike Huber, transferred from the Blue's central division in Chicago, to New York, as director of their new promotional planning. Smith believes that the networks have been lax in promoting the entertainment value of shows and that they should take their cue from agencies who work in the interest of their clients.

Introduces Agency Men

Announcing the BBD&O agency as the new advertising representatives of the network, Smith introduced several agency executives who were in attendance at the luncheon. Among them J. D. Danforth, vice-president and director of the agency; Arthur Dwyer, Jr., vice-president in charge of the radio department; Bob Foreman, head of radio copy and copy writing on the Blue account and Erikson, account representative.

Comments on Whiteman

Questioned about the future of Paul Whiteman and the music department of the web, Smith disclosed that Hubert Robinson, vice-president in charge of programs, was moving the music department to the program department with Whiteman remaining as musical director. He pointed out that until now Whiteman has had little opportunity to develop some of the musical ideas he has for the network.

★ THE WEEK IN RADIO ★

Pros & Cons Re FCC's FM Allocations

By CHARLES MANN

A DISTINGUISHED roster of FM spokesmen appeared in Washington last week to voice their objections to the FCC proposed allocation of frequency modulation to the higher frequencies. Among those to appear were Major Edwin H. Armstrong, inventor of the broadcasting service; Dr. Ray Manson, chairman of RTPB Panel 5; John D. Reid of Crosley, Cyrus Reed of Hallicrafters; John Shepard, III, head of the Yankee Network; C. R. Minor of GE. Among those present supporting the FCC FM proposed allocations were T. A. M. Craven, former member of the FCC, appearing for Cowles Broadcasting Co.; William B. Lodge of CBS. . . . Armstrong's argument revealed that a committee of experts agreed that the testimony of Kenneth A. Norton regarding F2 layer interference is formulated on a basic error of highly technical nature. . . . Shepard, III, gave three reasons for FM's objection to FCC's proposed allocations: delay would result in establishing FM on a broad scale, the loss of incentive to FM pioneers, and the obsolescence of present FM receivers and transmitters.

Spotshots: Radio gave its all the night before the day opening the Red Cross drive for 1945, and is keeping behind it with spot announcements for its duration. . . . Radio is recognized in the Canadian school system as an accredited subject. . . . Creation of a provincial broadcasting system for Quebec is provided for in a bill before the legislative assembly in Canada. . . . The Blue has dropped "Listen-The Women" because of policy dispute. . . . Richard F. Frohlich heads Ascaph publicity dept. . . . Tom Joyce, general manager of the radio, phonograph and television department of

RCA Victor division of RCA, has resigned, following 23 years service. . . . Blue has taken its advertising from Geyer, Cornell & Newell, Inc., to BBD&O. . . . Herbert E. Taylor, Jr., has been made director of transmitter equipment sales for Allen B. Du Mont Lab., Inc. . . . J. Leonard Reinsch, general manager of the Cox stations, has been made an NAB director. . . . Lt. Com. E. Yoder is back at KOA as general manager. . . . NBC's WNBT has been granted rights to televise the films of MacArthur's liberation of Manila and President's Roosevelt's presence at Yalta. . . . Chicago "Times" is the most recent to talk about radio's "bad manners" . . . Broadcast Measurement Bureau will pre-test its system late this year. . . . Ben Duffy has been elected vice-president and general manager of BBD&O. . . . Blue web's first tele show was "Ladies Be Seated." . . . Senator Arthur Capper (R., Kan.) has introduced a bill to prevent broadcasting of liquor advertising. . . . Lawrence Tibbett is being dropped from "Hit Parade" but will star on the Star Theater series for three shots. . . . Emilio Azcarraga, prexy of stations XEW-XEQ Mexico, is surveying tele and radio situation here; wants to take back 1,000,000 radio receivers to sell at no more than \$3.50 retail, to increase consumer buying power in his country. . . . Paul Whiteman has returned to the East with his "Hall of Fame" program. . . . New organization, the Radio Industries Council, has been formed by the federation of four British groups in radio and tele.

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

Dr. Jolliffe Named V.P., Of RCA At Board Meeting

(Continued from Page 1)

board of directors. Dr. Jolliffe will succeed Otto S. Schairer who was elected staff vice-president of RCA at the board meeting. Mr. Schairer will be consultant and advisor on matters pertaining to research, development, patents, trademarks and licenses of the corporation.

Yale University Joins TBA As 1st Educational Member

(Continued from Page 1)

Will Baltin, secretary of TBA, announced Friday.

Edward C. Cole, assistant professor and technical director of the Yale drama department, will serve as official representative in TBA for the school. The Yale drama department is a part of the University's School of Fine Arts which offers a course in television program production.

Formation of an engineering committee by TBA was also announced. F. J. Bingley, chief television engineer of the Philco Radio and Television Corporation is chairman. Serving on the committee are: W. J. Purcell of the General Electric Company, Dr. T. T. Goldsmith, Jr., of the Du Mont Laboratories, David B. Smith of Philco, O. B. Hanson and Robert Shelby of the National Broadcasting Company, George Lewis of Federal Telephone and Radio Corporation, E. A. Hayes of Hughes Productions, Harry Lubcke of the Don Lee Broadcasting System and H. L. Blatterman of Earle C. Anthony, Inc.

KBS Releases Report On Small Market Data

(Continued from Page 1)

KBS report corroborates this conclusion.

The NAB panel emphasized the disparity between local and national card rates, according to the KBS statement, and the transcription web report points out that they have been able to establish a reliable standard and equitable rate scale.

Turning to the subject of programming, KBS reports that "they have pioneered in helping to put beyond metropolitan stations on an entertainment par with major network stations." They cite the Burns and Allen and "Lum 'n Abner" shows as typical programs.

Other portions of the KBS brochure cover the NAB recommendation for data and statistics on small market stations and show what Keystone is doing to provide this information on 208 KBS affiliated stations. Effective selling methods are also covered.

New Station Rep Office

Spartanburg, S. C.—Dewey Long, formerly general manager of WELI, New Haven, will open his own office in the William-Oliver Building on March 15th as D. H. Long and Associates, southeastern radio representatives.



**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.

Connect in Connecticut

WDRC

HARTFORD 4 CONNECTICUT

WDRC - FM

Chicago's

BEST NEWS SERVICE

AP-UP-INS

W-I-N-D

560 Kc. 5000 WATTS

AGENCIES

SPECIAL COMMITTEE on Export Advertising has been formed by the American Association of Advertising Agencies, to review member interests in the export field and to make specific recommendations. Roger L. Wensley, president of the G. M. Basford Company, New York, has been named chairman. The members of the committee are: John A. Cairns, of John A. Cairns & Company, New York; H. R. Coate, of Foote, Cone & Belding, New York; L. C. Cole, of L. C. Cole, San Francisco; Robert E. Grove, of Ketchum, MacLeod & Grove, Inc., Pittsburgh; Samuel W. Meek, of J. Walter Thompson Company, New York; H. I. Orwig, of The Buchen Company, Chicago; William B. Remington, of Wm. B. Remington, Inc., Springfield, Mass.; George H. Smith, Jr., of McCann-Erickson, Inc., New York, and Irwin A. Vladimir, of Irwin Vladimir & Co., New York.

WATSON LEE, for the past five years account representative with the Columbia Broadcasting System, has been granted a three-month leave of absence to join the sponsorship staff of the War Advertising Council. Mr. Lee is the eighth media representative whose full-time services have been made available to the Council.

CBS Advisory Board Names Members For 1945 Season

(Continued from Page 1)

Va.; Clyde W. Rembert, KRLD, Dallas, Texas; John M. Rivers, WCSC, Charleston, S. C., and W. H. Summerville, WWL, New Orleans, La.

The two new members elected by the stations within their districts are F. C. Eighmey of WTAD, Quincy, Ill. and KGLO, Mason City, Iowa to represent the Sixth District made up of CBS outlets located in Ohio, Michigan, Indiana, Kentucky, Illinois and Wisconsin; and Edward E. Hill, managing director of WTAG, Worcester, Mass. as spokesman for the First District which includes the network's New England stations. These representatives succeed, respectively, Leo J. Fitzpatrick, WJR, Detroit, and Doolittle, WDRC, Hartford, Conn.

Exclusive!
BLACKHAWKS
HOCKEY
W-I-N-D
CHICAGO
560 Kc. 5000 WATTS

Post-War Plan Suggested For Television Allocations

(Continued from Page 1)

needs in different sections of the country, mentioning that along the North Atlantic seaboard there would be great difficulty in granting the applications of all those seeking tele facilities, while the same difficulty might not be felt in many other sections of the country.

Deprecates Interference

The TBA study shows that at least one tele station could be placed in 112 of the first 140 market areas without interference danger, two or more in 101 markets totalling 90 million people, three or more in 89 markets serving 85 million people, and four or more in 70 markets serving 75 million people. This means a total of at least 398 stations.

Appearing for the Allen B. Du Mont Laboratories, T. T. Goldsmith, research director, asked that the Commission definitely assign the 102-108 megacycles band to tele, and asked that the Commission consider also giving the present tele service additional channels below 180 megacycles as soon as they can be released by other services.

He proposed also that tele receivers be built to cover the FM band. "Then as television commercial operation expands it can, if necessary, absorb these frequency modulation sound broadcast channels if that service no longer receives public demand in view of the superior television service providing both sight and sound" he said.

There has been some discussion that region of spectrum from 84 to 102 megacycles may not prove sufficient to accommodate all the channels which may be requested for very high frequency broadcast service, (FM). If this inadequacy of spectrum is seriously anticipated, we recommend that the very high frequency broadcast people change at once from the band frequency modulation specifications requiring 200 kilocycles per station (and in practice possibly requiring even 400 kc per station in a given area) to a system requiring narrower channels per station in the manner proposed in the following paragraph:

Suggestion for VHF Broadcasting

"For very high frequency broadcasting employ amplitude modulation with an assigned channel width per station of 40 kilocycles. Make these frequency assignments in the region of the spectrum from 84 to 103 megacycles as presently proposed in the Federal Communications Commission allocation plan. Allow each station

for VHF broadcasting to use as much power as it wishes. With this plan of assignment it should then be possible to provide each applicant for a broadcast station with a substantially clear channel. In this way, 450 clear channels will be provided, and with characteristics of propagation in this region of the spectrum it is very probable that duplicate assignments might still be made in widely separated portions of the United States, still allowing unlimited power. From our experience with operation of amplitude modulation transmission and frequency modulation transmission for the sound channel on a carrier frequency of 93.75 megacycles, we are thoroughly convinced that the narrower band amplitude modulation can provide an excellent broadcasting service.

Wants Allocation Flexibility

"We are recommending that the Federal Communications Commission allocation with regard to very high frequency broadcasting stay where it is in the proposed allocation plan, but suggest that consideration may be given to a respecification of the type of service if the proponents of wide band FM broadcasting do not feel that the proposed Federal Communications Commission allocation plan provides sufficient channels.

"If the available spectrum for very high frequency broadcasting proposed in the Federal Communications Commission allocation plan should prove inadequate to accommodate all qualified applicants, then it would be wise to plan a division of the channels so as to accommodate both FM and AM in this region of the spectrum between 84 megacycles and 102 megacycles.

Provision for FM and AM

"Applicants desiring to carry on broadcasting using amplitude modulation could be assigned a portion of this spectrum, say six megacycles wide. Each station could be allocated 40 kilocycles and thus provide for a total of 150 channels for very high frequency amplitude modulation broadcasting. There would yet remain of the total of 18 megacycles an amount of 12 megacycles allocated to frequency modulation broadcasting providing 60 FM channels. Thus, those persons desiring to broadcast by frequency modulation may continue that type of broadcasting. However, those persons desiring to broadcast amplitude modulation may be permitted to do so, and a total of 210 broadcast channels could thus be provided."

Saudek Returns To Blue

Robert Saudek has been named manager of the Sales Service department of the Blue Network, Charles E. Rynd, vice-president and co-ordinator of operations, announced Friday. Saudek is returning to the Blue after an absence for overseas duty with the OWI. Prior to his OWI assignment he was assistant eastern sales manager of the Blue.

Farnsworth Financial Statement

E. A. Nicholas, president of Farnsworth Television & Radio Corporation, has announced a net profit of \$741,854 for the nine months ended January 31, 1945, after estimated taxes and reserves for possible renegotiation. This compares with a net profit of \$881,834 for the corresponding period of the preceding fiscal year.

EQUIPMENT

Philco's Organization

Philco's retail dealer organization today is practically intact and ready to resume distribution when war conditions permit the resumption of civilian production, J. M. Otter, sales manager for the Home Radio Division of Philco Corporation, reports after an extensive trip through the Middle West and South.

New Erco Resonance Meter

Erco Radio Laboratories, Inc. Hempstead, New York, have developed a new resonance meter known as Type MW-70 which it is claimed meets the need for studying U.H. phenomena in the field and laboratory. The meter provides a convenient and R. F. energy in oscillators and transmitters, tank circuits, antenna systems, coupling networks and transmission lines.

New Motorola Distributor

Oakes Battery and Electric Company, El Paso, Texas, has been appointed wholesale distributor for Motorola Radio's complete line for the home, car, outdoors and farm in the El Paso territory, according to an announcement by W. H. Keller, general sales manager of Galva Manufacturing Corporation. Headed by Howard G. Oakes, a specially trained staff will cover dealers in the territory.

sell

Durham*

county's

100,000

people

with

WDNC

COLUMBIA NETWORK

* NORTH CAROLINA

Represented by Howard H. Wilson Co.



AB Membership Up, Board Confab Reveals

(Continued from Page 1)

activities, and the Association of Women Directors for its "Women of the United Nations" series, and the third urging "the broadcasting industry to encourage and ultimately to deny to network, non-network and local advertisers the privilege of calling attention on one program to another program on a competing station or network." This last was voted because these announcements "tend to divide the existing audience."

The public relations committee was directed to study in detail the plan for formation of an "Academy of Radio Arts and Sciences," after lengthy discussion of this plan by the board.

John J. Gillin, Jr., Paul Morency and Don Elias were added to the committee charged to select a successor to President J. Harold Ryan, who plans to retire at the end of his term, July 1. Ryan, Richard Shafto and James Shouse are also members of this committee. Pursuant to the by-laws, the district director members of the board constituted a nominating committee for the purpose of selecting nominees for directors-at-large for ensuing one-year terms. No directors in each classification—large stations, medium stations and small stations—are to be elected. Those nominated are:

Large Stations: W. H. Summerville, WFL, New Orleans; J. Leonard Kensch, WSB, Atlanta, Ga.; J. O. Wand, WHO, Des Moines, Ia.; Lee Wailes, KYW (Westinghouse Station), Philadelphia, and Paul W. Morency, WTIC, Hartford.

Medium stations: G. Richard Shafto, WIS, Columbia, S. C.; T. A. M. Owen, WOL (Cowles Stations), Washington, D. C.; Robert E. Priebe, WSC, Seattle; Clarence T. Hagman, WCN, Minneapolis; E. E. (Ted) Hill, WAG, Worcester, Mass.; F. M. Dooe, WDR, Hartford, and George Burbach, KSD, St. Louis.

Small stations: Dietrich Dirks, WRI, Sioux City, Iowa; Frank King, WBR, Jacksonville, Fla.; Clair R. Collough, WGAL (Mason-Dixon), Lancaster, Pa.; Dale L. Taylor, WENY, Elmira, N. Y.; Matthew Bonebrake, KOCY, Oklahoma City,

Norton Amplifies Suggestion That FM Bands Be Raised

(Continued from Page 1)

ence. A closed meeting, under military supervision, has been set for one week from today for a discussion of these studies.

Norton said, however, that his findings on E layer interference demonstrate conclusively that far better rural service is possible in the higher frequencies.

During his testimony, Commissioner E. K. Jett interrupted to laud Norton's standing in science as a man of great standing in the field of wave propagation. "I hope that no one will feel that anything said during this hearing that reflects on Dr. Norton should be taken seriously," Jett said, and Chairman Paul A. Porter added, "I am glad you volunteered that statement."

Norton said that he "drove over hundreds of miles of roads in the eastern part of the U. S. simultaneously observing the field intensities of the FM signals and listening to the signal to noise ratio in the kinds of terrain, level, hilly and mountainous, which is encountered in the eastern part of the U. S. It was during this survey that I came to realize that this proposed new broadcast facility would make possible for the first time a really fine, interference free, broadcast service to the American public. Later, after carefully digesting the data on sporadic E sky-

and Marshall Pengra, KRNR, Roseburg, Oregon.

These nominations will be officially submitted to the membership May 15. Under the by-laws, any 10 members acting in concert or individually may submit additional nominations for any classification. Such nominations must be made within 15 days, or in this case by June 1. The voting is then conducted by mail and 20 days is given within which to cast the ballots. The two from among all the nominees in each classification receiving the highest number of votes are declared elected. The directors so elected, will assume their offices on July 1.

waves field intensities presented by Dr. Wheeler, I realized that this sky-wave interference would be sufficient to substantially reduce the service areas of FM stations in the present band for what I consider to be significantly large percentages of the time and that this sporadic E layer interference alone would produce a degradation in the new FM service comparable in some respects to the interference problem we now have in the standard broadcast band.

"Thus this report shows that sporadic E layer transmission on 44.3 mc was received in the vicinity of Atlanta, Georgia, from a station in Paxton, Mass., during 12 per cent of the time in July, 1944, with sufficient intensity to cause interference at the 50 uv/m contour and that at intervals throughout the entire year interference of this type was experienced for shorter periods. My analysis of the Bureau of Standards data on sporadic E critical frequencies indicated that this interference would be expected to exist for a much smaller percentage of the time above 80 mc. This conclusion is supported by the fact that the amateurs have established many more long distance contacts on 56 mc than on 112 mc.

Recalls Armstrong Questioning

"Before leaving the question of sporadic E layer interference, it will be desirable to further clarify certain aspects of the problem which were brought out during my cross examination by Major Armstrong. At that time I stated that the two co-channel low powered FM stations would not be subject to this interference throughout as large a percentage of their service areas as in the case of higher powered stations. What I failed to state was that the actual area free from sporadic E layer interference will be exactly the same, regardless of the power used, so long as the power is the same for both stations. Thus, systematically, when the sporadic E layer exists it will cause co-channel stations to interfere with each other throughout all areas beyond a certain distance from each station and the use of lower power will not correct this situation. Thus the group of rural listeners now most in need of an improved broadcast service will be the very group to suffer most from this sporadic E layer interference."

SMPE Asks Definition Of Theater-Tele Bands

(Continued from Page 1)

sen, representing the Society of Motion Picture Engineers.

The Commission in January had proposed only temporary channels for intra-city multiple address. Relay is authorized in six bands above 1900 megacycles, and the Commission proposed it authorize experimental intra-city multiple address stations between 480 and 920 megacycles—the region reserved for wide-band color tele broadcasting. These authorizations would be good only so long as the new home tele service does not need the frequencies, after which there is no provision for the multiple address stations.

SMPE asked that specific frequencies in the 480-920 band be set aside for tele. At the November hearing, he pointed out SMPE had asked for frequencies from 699 to 760 megacycles and from 860 to 1000. This request, he said, "was made to permit the motion picture industry to establish a theater television service in the immediate post-war period with equipment now known to be available. Design and development of equipment for use in the higher frequencies, and prolonged field experimentation of this equipment, will be necessary before adoption for a theater television service."

Larsen added that this request was made in order to provide theater tele with "a parity of opportunity basis" with home tele broadcasting. The Commission ignored this "parity" in its January report, and SMPE again declares this a factor in its request for specific allocations in the 480-920 band.

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

WROK WILL DO A JOB IN
ROCKFORD, ILLINOIS
AFFILIATE
Check with HEADLEY-REED



"My wife wants to know—can we exchange this for one of those baby carriages you're advertising over WFDP, Flint?"

Send Birthday Greetings To—

March 5

Henry Gladstone	Sam Hearn
Chick Johnson	N. H. Myers
Lowell Peters	Ben Selvin
Capt. Tod Swalm	Clinton Twiss

**GET IN SOLID
IN THE SOUTH**

- You don't have to be a politician to realize the tremendous post-war possibilities of this thriving area. Now is the time to make your plans for branch offices in "The Magic Circle".
- For further particulars write Edney Ridge, Director

WBIG
GREENSBORO, N. C.



A NEW STAR IN THE ELECTRONIC FIELD



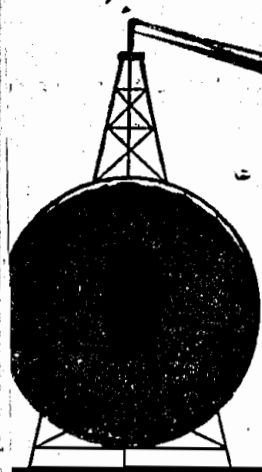
The stage is set for something new in Universal's line of products. Next month will bring the appearance of a new microphone to meet markets made by present and postwar demands. This will be the first microphone of its kind offered by Universal since the War. Universal has, since before Pearl Harbor, been manufacturing microphones and electronic voice communication components for the U. S. Army Signal Corps.

We are still pleased to manufacture all the microphones our fighting men require and we are pleased to make a new microphone to fill their and essential home front needs.

← Emblems of quality in war production

UNIVERSAL MICROPHONE COMPANY
INGLEWOOD, CALIFORNIA

FOREIGN DIVISION: 301 CLAY STREET, SAN FRANCISCO 11, CALIFORNIA • CANADIAN DIVISION: 560 KING STREET WEST, TORONTO 1, ONTARIO, CANADA



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 30, NO. 44

NEW YORK, N. Y., TUESDAY, MARCH 6, 1945

TEN CENTS

Heavy Overseas Schedule

Boston Favors BMB With 76% Subscribing

Boston—Led by District Director Paul Morency, WTIC, Hartford, the Boston meeting of NAB District 1 signed up for the Broadcast measurement Bureau 76 per cent of the stations in attendance. There were 47 stations present and 36 signed contracts.

John Shepard, III, said "I think the plan in general is excellent. While there may be some bugs in it to start, they will either be ironed out in advance or show up in practice and be corrected. The whole idea should not be held up trying to make

(Continued on Page 5)

French Executives In U. S. Plan Cultural Exchanges

Two French radio executives, Pierre Schaeffer, director of the French Broadcasting Services, and Pierre Garrigues, chief of the Bureau of Special Programs of the French Television, are visiting the studios of the national networks and television laboratories and plan to spend approximately three months here to study and survey programming techniques

(Continued on Page 7)

Special UP Sports Service Slated For All Major Events

Inauguration of a new feature as added coverage to major sporting events was announced yesterday by United Press. In the interest of better service to the clients of UP radio news service special radio correspondents are now filing radio-angled

(Continued on Page 6)

Award

Marine Staff Sergeant Alvin M. Josephy, Jr., formerly of WOR and OWI, has been awarded the Bronze Star medal, for continuing to use his sound recording machine while mortar shells were bursting during a landing on the South Pacific. Sgt. Josephy, a Marine combat correspondent, has been serving with the Third Marine division.

OWI Credits Radio In Midwest Drive Aid

Chicago—The Chicago office of the Domestic Radio Bureau, OWI, this week released figures showing successful results of several war campaigns carried on by radio stations of Illinois, Wisconsin, Indiana and Iowa during recent weeks.

When the U. S. Public Health Service's Cadet Nurse Corps recruiting campaign started early in January, there were openings for 838 nurse

(Continued on Page 5)

Insurance Firm And FBI Co-Op On New Blue Show

Inauguration of a new series of radio programs "This Is Your F.B.I." to be presented with the official cooperation of The Federal Bureau of Investigation has been announced by the Equitable Life Assurance Society of the United States. Starting on April 6th, 1945, at 8:30 p.m., EWT.

(Continued on Page 5)

OWI Steps-Up Shortwave Broadcasts To G. I. Joe's With Increased News And Entertainment

Blue Will Broadcast All 'Oscar' Citations

Complete proceedings of the annual Academy Awards of the Academy of Motion Picture Arts and Sciences will be broadcast by the Blue Network on Friday, March 16, from 12:30 a.m. to 1:30 a.m., EWT. It will mark the first time any network has carried the presentation of any "Oscar" award.

Arch Oboler To Produce Series For Mutual Web

Arch Oboler, radio and movie playwright, will produce a series of radio programs for Mutual starting April 5 under the title of "Arch Oboler's Plays," Phillips Carlin, vice-president in charge of programs at Mutual, announced. The list of original drama-

(Continued on Page 2)

Special Radio Induction Of WAC Recruits Planned

More than 500 young women will be inducted into the new General Theodore Roosevelt, Jr., WAC company in a 15-minute program, 6:30 to 6:45 p.m., EWT, over WABC.

(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—Added time allotments and activation of new transmitters by OWI has meant a 50 per cent step up of shortwave broadcasts of news and entertainment to the armed forces, it was learned yesterday at the War Department. East and West Coast transmitters now send over 960 hours per week, compared with about 600 through most of 1944. Because of their popularity news broadcasts predominate in these shortwave operations and account for

(Continued on Page 5)

7th Loan Drive Plans Discussed In Wash.

Washington Bureau, RADIO DAILY
Washington—Plans for radio's participation in the Seventh War Loan drive are being discussed by NAB officials with Ted Gamble and associates of the Treasury Department. The dates for the 7th drive will be May 14 to June 30th.

Annual Du Pont Awards Planned For Next Saturday

Annual Alfred I. Du Pont radio station and radio commentator awards will be made on Saturday with the Blue Network broadcasting the proceeds from 10 to 10:30 p.m., EWT. Two station awards will be made—one to a small station and one to a large station.

Postwar Market Forecast For 60,000,000 Radio Receivers

Forecasting a post-war market for 60,000,000 home radio receivers—enough business to keep the radio production at peak business for six years—the stockholders' quarterly report of Westinghouse, yesterday gave shareholders a synopsis of an extensive survey.

Five factors are enumerated that will affect the post-war market. They

are: 1. Frequency Modulation (FM) radio will hasten total replacements by outmoding practically all sets now in use; 2. The demand for radio-phonographs will increase the size of the market by increasing the average sale; 3. Returning service men, establishing new homes, will represent a huge new market; 4. The sur-

(Continued on Page 7)

Want to talk to Northern New England? Use the voice of WLAW! Send for coverage map. Advt.

Yes, business is good! Especially for advertisers who use WLAW! Send for coverage map. Advt.

WAAB, Worcester, participated in the local Red

Cross drive by the Advertising Club of Worcester by broadcasting a special luncheon at which exchange and Lions Club members were guests. Speakers included Admiral Wat Tyler Cluverius, U. S. Naval Reserve.

KVOR, Colorado Springs, conducted a whirlwind

campaign which started at 8 a.m. and continued until 3 p.m. from Red Cross headquarters, placing Colorado Springs and El Paso County ahead of the quota. Convalescents at Camp Carson help pep up donors and solicitors.



Vol. 30, No. 44 Tues., Mar. 6, 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, March 5)

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. Rows include Nat. Union Radio, Du Mont Lab., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

OVER THE COUNTER

Kelly Leaving WIP

John Kelly has resigned as publicity director of WIP, Philadelphia. His duties will be taken over by Ralph H. Minton who also serves as promotion director for the station.

20 YEARS AGO TODAY

(March 6, 1925)

For the thousands who were in the Capitol on the 4th to view somewhat unsatisfactorily the inauguration of Calvin Coolidge, there were millions who remained at home next to their radios which brought them, for the first time, every word of the president's inaugural address.

KGW one of the GREAT STATIONS of the NATION NBC AFFILIATE PORTLAND, ORE. Represented by Edward Peiry & Co.

Coming and Going

H. V. KALTENBORN, commentator on NBC, has returned from Mexico City, where he broadcast over the network analyses concerning the Inter-American Conference.

THOMAS D. CONNOLLY, Columbia network manager of station promotion and merchandising, has left on a business trip to Cincinnati.

CARL BURKLAND, general manager of WTOP, CBS-owned station in Washington, D. C., is spending a few days in New York.

DUANE JONES, head of the advertising agency bearing his name, and JOSEPH SCHNEIDLER and C. FREDERIC BELL, account executives, are back from Detroit, where they conferred with Iodent Chemical Co. officials.

TOM SLATER, Mutual's director of special features and sports, is back from a trip to Annapolis and Washington, D. C.

TED MALONE, overseas war commentator for the Blue Network, has returned to the States to aid in the Red Cross Blood Donors drive.

DOLPHE MARTIN, director of "Youth on Parade," CBS sustainer, which originates at WEEI, the network-owned station in Boston, has arrived from The Hub for a brief visit in Gotham.

LOUIS SAIFF, JR., looked in yesterday at the headquarters of CBS. He's the commercial manager of WWNY, the web's affiliate in Watertown, N. Y.

Arch Oboler To Produce Series For Mutual Web

(Continued from Page 1)

tic plays which Oboler will bring to Mutual will include "Prisoner of War," "Love," "Mr. Ten Per Cent" and "An Exercise in Horror." The first four plays will be produced in New York, several in Chicago, and the remainder of the series will originate on the West Coast.

George Henry Payne

Funeral services will be held at noon today at the Cathedral of St. John the Divine, for George Henry Payne, former member of the FCC and more recently vice-president of the Finch Tele Communications, who died last Saturday of a heart ailment. Mr. Payne was Republican member of the Commission until 1943 when he resigned after nine years of service. He was 68 years old and maintained residences at the National Republican Club in New York and the Metropolitan Club in Washington. Surviving are his daughter, Mrs. Virginia Payne Ahrens of Hollis, Queens, and two grandchildren. Mr. Payne passed away at the home of his daughter in Queens.



GEORGE HENRY PAYNE

Special Radio Induction Of WAC Recruits Planned

(Continued from Page 1)

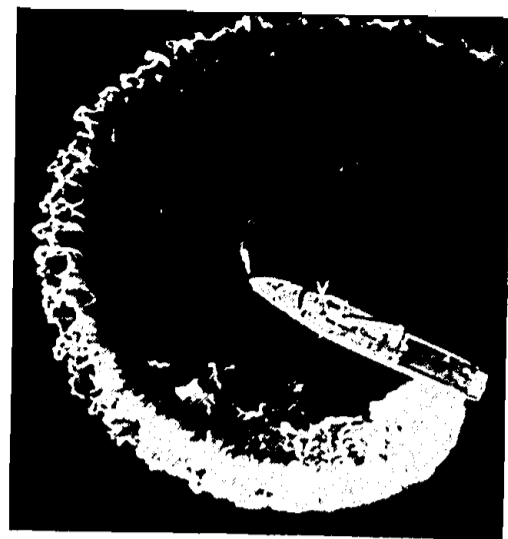
Wednesday. Brigadier General Sumner Waite, chief of staff of the Second Service Command, will read the oath of enlistment. Margaret Arlen, WABC's women's commentator, will be mc.

Defendants In Ascapi Action Declared Free Of Liability

Eighteen of the corporate defendants in an accounting action brought in the name of the American Society of Composers, Authors and Publishers were free of liability, through the unanimous decision of the Court of Appeals late last week. The ruling switched a previous decision of the Appellate Division, first department.

As a result these concerns are dropped as defendants in the accounting action: Leo Feist, Inc.; Miller Music, Inc.; Robbins Music Corporation; ABC Music Corporation; Irving Berlin, Inc.; Bregman, Vocco & Conn, Inc.; Carl Fischer, Inc.; G. Schirmer, Inc.; Famous Music Corporation; Paramount Music Corporation; Mills Music, Inc.; Broadway Music Corporation; Chappel & Co., Inc.; Shapiro, Bernstein & Co., Inc.; Words and Music, Inc.; Harms, Inc.; Remick Music Corporation and M. Witmark & Sons.

The accounting suit is being brought in Supreme Court by the Gem Music Corporation and others against Deems Taylor as president of Ascapi and others.



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

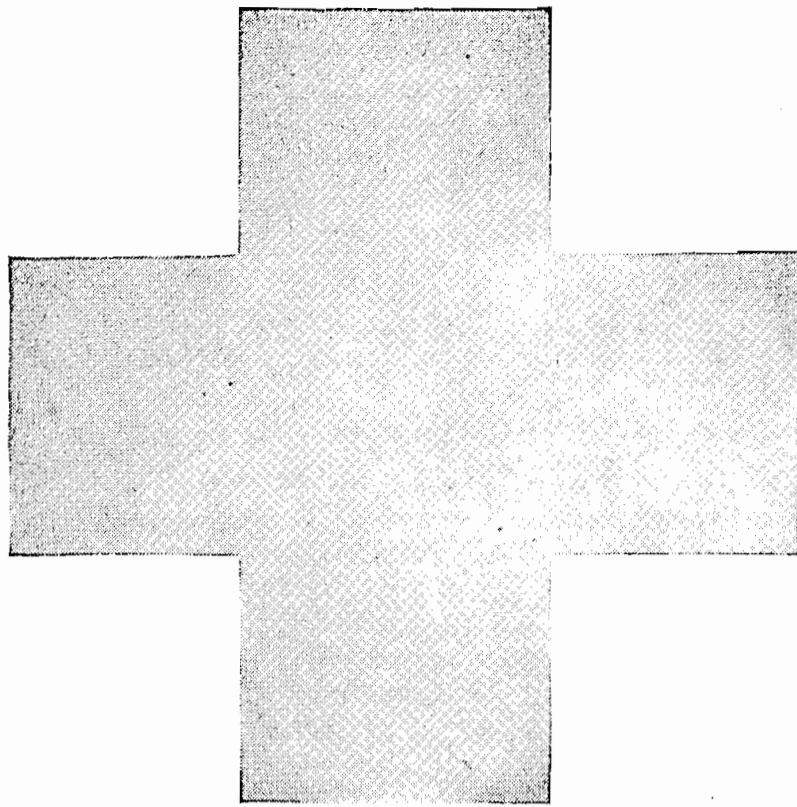
TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

Only Philadelphia Station Featuring 3 HOURS of Classical Music EVERY DAY



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

Give Now!



Give More!

Thanks from the Boys

Drew Pearson
Gloria Jean
Three Suns
Paul Brenner
Mills Brothers
Phil Brito
Anita Ellis
Tommy Dorsey
The Sentimentalists
Bill Darnell
The Modernaires
Johnny Morgan
Monica Boyar
Louis Prima and Orchestra
Lily Ann Carroll
Justine DuVal
Fred Sayles
Elton Britt
Gus Steck and Orchestra
Steck's Bad Boys

IT WAS A GREAT SHOW FOR A GREAT CAUSE! We feel pretty sure that every service man and gal would thank you entertainers for appearing in person on WAAT's big two hour Red Cross broadcast on February 28th (8-10 PM). You sure did your part toward helping the 1945 Red Cross War Fund Drive get off to a grand start. Your efforts—and those of many, many others in the entertainment world—will mean vitally important comfort to plenty of fighting men and their families when they need the Red Cross.

Army Dramatization by
Members of Army Air Force
Red Cross Women
North Jersey G. I.'s from
European Theatre of Operations
Nat Brusiloff and his Orchestra
Earl Wilson
Jerry Roberts

And not forgetting . . .

William N. Robson and Bourne Ruthrauff of the American Red Cross; A. A. Adams, B.B.C.; and Local 802 American Federation of Musicians. Plus extra special thanks to Frank Dailey. Show written and produced by Lee Stewart of WAAT.

Give more . . . Give now . . . to your Red Cross!

WAAT

970 KC
NEWARK,
N. J.

NEW JERSEY'S FIRST RADIO STATION

AGENCIES

EVERETT C. BRADLEY, account executive for P & G's Ivory Bar at the Compton Advertising, Inc., agency, has resigned from his position effective March 1. No successor has been named.

LAWRENCE HUBBARD, director of research at Duane Jones Company, has been appointed chairman of the Radio In Wartime luncheon-discussion group of the New York Chapter of the American Marketing Association, it has been announced by George H. Allen, general manager of Co-operative Analysis of Broadcasting, and retiring chairman and organizer of the group.

LEONARD ALBERT has been added to the staff of Federal Advertising Agency, Inc., as a writer of radio commercials. . . . **JACK LOUCKS** has been named director of Federal's media department.

R. H. L. BECKER, who resigned recently as director of advertising for the National Cash Register Company, has become a partner in Hugo Wagenseil & Associates, Dayton, Ohio advertising agency. For 10 years, Becker had been closely identified with management and sales at the National Cash Register Company. He was directly in charge of advertising, publicity, sales promotion and merchandise and business research.

Otto Joins Spector

Arthur Otto, formerly advertising manager of the Anacin Company, and prior to that with the CBS research department for seven years, will become the media director of the Raymond Spector Co., Inc., effective March 19, it has been announced by Raymond Spector, president. Otto succeeds Hal Winter, who has resigned. Winter has no future plans as yet, it was announced.

Red Cross Luncheon

Walter "Red" Barber, chairman of the Red Cross drive in Greater New York, and Thomas L. Ryan, president of Pedlar & Ryan, Inc., will address members of the Advertising Club of New York at their luncheon meeting tomorrow.



California Commentary!

● ● ● Two veterans of radio got together t'other day for a gabfest that lasted far into the night. Al "Elmer" Pearce, of the "Here Comes Elmer" program, and Paul "King Of Jazz" Whiteman met for the first time in years on "The Hall Of Fame" show. They had much in common to discuss, because both got their start on the airplanes in San Francisco about the same time. Al had his "Happy-Go-Lucky" program originating from KFRC, and Paul's band was playing at the St. Francis Hotel and broadcasting between performances. . . . ● Another re-union was that on "The Life Of Riley," when John Brown and Charles Cantor harmonized in a vocal duet, which was written into the script. Charlie and John for years were known as the "Sad Macs" on the Fred Allen program and specialized in novelty songs. . . . ● "Okay For Release," the daily news program miked by Jim Doyle and Jay Stern over NBC, continues to grow in popularity with high school current events classes. This week three more classes wrote in to the news analysts to say that listening to the 15-minute show is a part of their regular school work. The total of classes using "Okay for Release" as part of the curriculum now totals 18.

Los Angeles

★ ★ ★

● ● ● The Judy Canova show, which was first considered "too corny" by radio heads, now has the last laugh with a good rating. Judy, who owns and runs her own show, also takes care of her other business affairs and manages to be a war-wife and mother besides. . . . ● Lud Gluskin, the music director, was once a dance band drummer. After graduating from Yale, he pounded the sheepskins in a night club to the piano accompaniment of a dynamic musician in a black turtle-neck sweater. Radio listeners are today familiar with that pianist, too. His name is Jimmy Durante!

★ ★ ★

● ● ● Harry Von Zell's son, Kenneth Harvey, has a bit of the "old man's" hustle as he handles a flourishing paper route in North Hollywood. Incidentally, Harvey seems to be developing into an expert imitator of his father's famous chuckle, which is heard on the Burns and Allen show. . . . ● Betty Hutton is planning to record "Some Stuff Like That There." She previewed the song while guesting on "Duffy's Tavern." . . . For your information: Don Ross, KFVB Boswell, and Franklin P. Adams look alike. . . . ● When tele becomes an every-day actuality, the home audience will really have fun watching George Burns do a little soft-shoe dancing. He usually warms up the broadcast audience with a routine or two. . . . ● Cotton-seed Clark is returning 300 one dollar bills which Hollywood Barn Dance listeners have sent in for his poetry collection which he offers on the air. He is also enclosing announcements of the new anthology of his "Brushwood Philosophy In Verse," which he is having published in March. . . . ● Georgia Gibbs has one of Hollywood's largest collections of shoulder patches. She has 130, sent her from all over the world by servicemen representing Army, Navy and Marine units, the Seabees, Merchant Marine and War Correspondents. Majority were in token of her weekly shortwave broadcasts, the senders stating they'd never heard her sing in person. Standard Radio has signed to do a recorded series of her well known parodies.

★ ★ ★

— Remember Pearl Harbor —

★ ★ ★

★ ★ ★

★ ★ ★

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★ ★ ★

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CHICAGO

By BILL IRVIN

MENNEN CO., (Shaving Cream), Newark, N. J., signed 52-week contract with WBBM to sponsor "Musical Clock," 15-minute program of transcribed music with Russ Davis as announcer, effective Feb. 20. Program is heard Tuesday, Thursday and Saturday, 7:45-8 a.m., CWT. Duane, Jones Company, New York is the agency.

Mr. and Mrs. James Wallace Stevenson of Chicago announced the engagement of their daughter Florence, secretary to Frank Chizzini, manager of the Radio Recording division of the NBC central division, to Sgt. John E. Peterson, USMCR, on Feb. 8.

Tom Clark of the Blue central division network sales force, is on a business trip to Kansas City, Burlington, Iowa, and Fort Madison, Iowa.

The placement of new orders for 104 time signal announcements and nine one-minute announcements and renewal orders for 39 one-minute announcements and 52 time signal announcements were features of the business week at WMAQ, it was announced by Oliver P. Morton, manager of NBC central division local and spot sales department. Order for time signal announcements was placed by Loew's-M-G-M, Inc., through Donahue & Coe (New York), to run at the rate of two a week for 52 weeks, effective Feb. 27 for featured motion pictures.

Will Originate In N. Y.

Serge Koussevitzky and the members of the Boston Symphony Orchestra will come to New York for the Blue Network broadcast of the Saturday evening Allis-Chalmers program, March 17, at 8:30-9:30 p.m., EWT, it has been announced by Arthur Austin, supervisor of the program for the Compton agency.



Edward Petry & Co., National Representative

there's
NO QUESTION
..about SELLING
KANSAS when
you hire:
Ben Ludy,
GEN'L. MGR.
WIBW
The Voice of Kansas
TOPEKA

Decca Dividend

The Board of Directors of Decca Records, Inc. at its meeting held last Thursday declared a regular dividend of 30 cents per share, payable March 27, 1945 to stockholders of record March 13, 1945.

Replaces Robt. Young

John Conte, crooner, replaces Robert Young as emcee of "Maxwell House Coffee Time," beginning Thursday, March 8, NBC, 8-8:30 p.m., PWT. Young is forced to resign because of his film commitments.

Boston Favors BMB With 76% Subscribing

(Continued from Page 1)

more nearly perfect. Here are the signed contracts for our stations, five AM and two FM. I recommend that stations of the Yankee Network be put up."

Shepard signed for WICC, Bridgeport; WHTD, Hartford; WNAC, Boston; WGTR-FM, Boston; WAAB, Worcester; WEAN, Providence; WTW-FM, Mt. Washington.

Berbert Krueger, president of WTAG, Worcester, had signed prior to the meeting and sent in his check for the contract some weeks ago.

A group of Boston agencies were invited to hear the plan explained by President Hugh Feltis of BMB and Gretna Nelson, J. Walter Thompson, New York, and a member of BMB Board. Robert Elder, market research director of Lever Bros., Boston, and a member of BMB board also attended. The following stations signed.

Connecticut: Bridgeport, WICC; HARTFORD, WBTD, WTIC; WERBURY, WATR, WBRY.

Massachusetts: Boston, WBZ, WCOP, WEI, WNAC, WORL, WGTR; Fall River, WSAR; Fitchburg, WEIN; Greenfield, WHAI; Lowell, WLLH; Springfield, WBRK; Springfield, WBZA, WJAS, WSPR; Worcester, WAAB, WRC, WTAG.

Maine: Bangor, WABI, WLBS; Portland, WGAN.

Vermont: Burlington, WCAX.

New Hampshire: Keene, WKNE; Concord, WLNH; Manchester, WMUR; Portsmouth, WHEB; Mt. Washington, WTW-FM.

Rhode Island: Pawtucket, WFCI; Providence, WEAN, WJAR.

Insurance Firm And FBI Co-Op On New Blue Show

(Continued from Page 1)

For the complete coast-to-coast facilities of the Blue Network, "This is Your F.B.I." will present dramatized cases from the files of the F.B.I. It will attempt to show the listener how to take an active part in cooperating with all branches of law enforcement.

Ladies Day

Saluting John B. Gambling's 20th year in radio, Bessie Beatty has invited four ladies of the press to be guests on WOR, Thursday, from 5 to 11 a.m. The ladies who will quiz Gambling a thorough quizzing, are Helen House of Broadcasting; Fred O'Neill of RADIO DAILY; Zaza Kara of The New York "Herald Tribune" and Francigene Sheridan of Tune In Magazine.

OWI Shortwave Broadcasts Stepped Up By 50 Per Cent

(Continued from Page 1)

the greater part of the enlarged service. Three other dominant classifications of these broadcasts are sports and special events, special features and the "Recreation of American Home Radio Schedules" overseas, via shortwave.

Newscasts Lead

Currently there are 1,529 newscasts per week totalling 267 and one half hours,—slightly over 26 per cent of the entire operation. News is broadcast every hour on the hour, 24 hours a day. In addition, there are also "slow" news periods of 30 minutes each, during which news is broadcast at "dictation" speed of 40 words per minute to enable soldier and sailor operators of American expeditionary radio stations overseas to pick up for local rebroadcast. Sports and special events include major baseball games, prize fights and other sports highlights as well as all network features of immediate news and general interest value.

Special features beamed by Armed Forces radio to the men and women of all the services overseas include such programs as "Sugar Report" during which prominent feminine screen stars present Broadway chatter and gossip. New musical tunes and comedy, "Let's Go To Town" features local radio figures, prominent persons and local bands and singers of a different home-town each week and is produced in that town by NAB; "Hometown News" is a daily ten-minute news show, which gives sectional news of local personalities, crops and drug store habitués who would be remembered by men overseas.

Other special features include "Pacific Diary," composed of choice news items shortwaved to the states from the entire Pacific area, then recorded and rebroadcast to the European theater of operations from East coast transmitters in New York and to the Pacific from the West Coast in San Francisco (this program is rebroadcast to the Pacific because operations in that area are so widespread); "Combat Diary" features news items from the European theater of operations shortwaved to this country and rebroadcast to the Pacific only. The "Army Hour" is also recorded and rebroadcast to GI's everywhere.

According to Col. Thomas H. A.

Lewis, Commanding Officer of AFRS, one of the most important missions of the service is to "Re-create the American Home Radio Schedule" for the men overseas. This is accomplished by shortwaving popular, big-name shows such as Jack Benny, Bob Hope, Fibber McGee and Molly and Edgar Bergen and Charlie McCarthy among others, so that they will be heard overseas on the same scheduled days on which they are heard here at home.

Col. Lewis pointed out that frequently time differences cause peculiar situations. Shows scheduled to reach men on the other side of the international date line on Sunday have to be shortwaved from this country on Saturday, the day before.

The increase is made possible by the use of 17 transmitters, located on both the East and West coasts, and covering 12 different beam areas, encompassing virtually the entire world and reaching men and women overseas of the Army, Navy, Marine Corps and Coast Guard.

Combined Personnel

AFRS itself is actually a combined operation with personnel of Army, Navy and Marine Corps on duty at the Los Angeles headquarters.

OWI Credits Radio In Midwest Drive Aid

(Continued from Page 1)

trainees in Illinois hospitals, 100 in Indiana, 220 in Iowa and 95 in Wisconsin. During the seven week period from January 1, to February 18, the OWI regional office requested the 104 stations in these four states to schedule 4,061 spot announcements urging young women to join the corps. Partly as the result of this intensive radio coverage, the openings in the hospitals were reduced to minimum by February 18.

Musical Instruments Purchased

Simultaneously, the OWI office reported on a "low intensity" drive conducted on behalf of the Army Quartermaster Corps in connection with the purchase of band instruments for army musical organizations largely as result of 80 spot announcements scheduled on 16 Chicago stations. The Quartermaster Corps was able to purchase 623 instruments valued at \$49,000 in a campaign of less than five days.

The record of midwestern stations in helping to recruit thousands of young men to sail America's huge Merchant Marine is even more striking. The 1944 quota for the Chicago recruiting station of the maritime service was 5,000 trainees—and the quota was more than met.

IN
METROPOLITAN
CINCINNATI

WCKY
DELIVERS A
STRONGER SIGNAL
TO
MORE PEOPLE
THAN ANY OTHER STATION

L. B. Wilson

CBS

FIFTY GRAND IN POWER

Send Birthday Greetings To—

March 6

Rosario Bourdon	Morey Davidson
Bob Dunn	Aaron Friedman
J. O. Maland	Jack Stern
M. E. Tompkins	Gordon Windham

OFF THE AIR

REFERENCE RECORDINGS IN CHICAGO

B. TOOGOOD RECORDING CO.
N. LA SALLE ST., CHICAGO 1, CENTRAL 5275

PROGRAM REVIEWS

"MUSIC OF MANHATTAN"

"Manhattan Madcaps"

Produced by NBC Radio-Recording Division

Music Supervisor-Conductor: Norman Cloutier

Arrangers: Red Bone and Frank Marks
Script: Muriel Reger

Having heard a sizable segment of the newly released "Manhattan Madcaps" edition of the ET'd "Music of Manhattan" series, we've concluded that Norman Cloutier & Company are living up to their original promise—to produce transcribed musical programs on network programming standards for independent station consumption. Red Bone and Frank Marks are the arrangers for the richly revived numbers: "My Blue Heaven," "Bugle Call Rag," "Don't Be That Way," "King Porter Stomp," "Pagan Love Song," "I Found A New Baby," "The Sheik of Araby," "Clarinet Marmalade," "Blue Skies," "I'm Coming Virginia." Production for the 28-piece orchestra is competently handled by Morris Hamilton.

Will Honor Members

Members of the Town Hall Club will pay tribute to distinguished members in radio on March 18. Guests of honor will be Edgar Kobak, president of Mutual; Mark Woods, president of the Blue Network, George Denny, Jr., of the Town Meeting of the Air, Adelaide Hawley of NBC, Phillips Carlin of Mutual and Harry Summer of the Blue.

Rescued From Japs

Ensign Barron W. Chandler, former NBC guide, has been rescued from a Japanese prison camp. Ensign Chandler after being seriously wounded in the battle of Corregidor, spent almost three years as a Jap prisoner, and was freed when MacArthur's forces reached Manila.

WOMEN IN RADIO

By MILDRED O'NEILL

A Double Anniversary!

WHEN John and Rita became Mr. and Mrs. Gambling on February 25, 1925, they little thought that in 1945 they'd be celebrating a pair of 20-year anniversaries. The one they couldn't foresee was John's 20th anniversary of continuous broadcasting over WOR, an event being celebrated with an open house party next Thursday when his 7:15 "wake up" broadcast will emanate from the Mutual theater in New York, packed with faithful followers. Also with him will be Vincent Sorey and "radio's greatest little orchestra" who have been on the program through the years. It wasn't until just after their marriage that John got the job as technician over at WOR in Newark, that later brought the chance for an early morning program that was to become one of radio's "institutions."

★ ★ ★

The family life of John, Rita and John, Jr., now 15, has long been the delight of his audience. It is spent between a charming apartment overlooking the Hudson River and a water-front cottage down on Long Island. Pint-sized Rita acts as her husband's secretary, answering fan mail, keeping scrap books and files. She's also a proving-ground for his jokes. Once a year at Christmas time, Rita writes the script for his program and appears on it with John, Jr. That, incidentally, is the only script he ever uses. Busy as she is with a husband who rises at 5:30 every morning to become a "human alarm clock," she still finds time to work with Mrs. Eddie Rickenbacker in the Bundles for America Gift Shop. Last year she gave 1,200 hours to CDVO in the radio department. Rita feels very strongly about a woman's home-front job in the war and finds it a little sad always seeing the same names as volunteers. The romance of John, who was born in Cambridge, England, and was a radio operator on a mine sweeper in World War I, and Rita, who was born in Albany and studied psychology, began on a steamer going to New Orleans. Now, come March 8, they will be receiving good wishes galore all of which will have a two-fold significance.

★ ★ ★

In recognition of their "Distinguished Service to Canadian Radio," four young women were among the group who received citations for Beaver Awards by the Canadian Broadcaster last month. Here they are . . . Jean Penny, junior editor at CBS, for her initiative. Jean faced the elements to get to work in a terrific storm, thus helping to keep radio on the air when most needed. . . . Grace Matthews, leading lady of Canadian radio, for her acting. Outstanding is her sincerity and ability to understand characterizations. . . . Alys Robi, for her singing. Whatever Alys sings she enjoys and with a laugh in her voice brings joy to others. . . . Kay Edge, for her writing. Kay won the award jointly with her husband, Ernie, with whom she works to create the human script that Canadian listeners think so well of.

★ ★ ★

Imogene Wolcott (WOR-MBS) commentator, will award a \$25 war bond today to Mrs. Herbert Rice of Stamford, Conn. for suggesting the best idea of the month to her "What's Your Idea?" program; and thereby hangs a tale. Mrs. Rice is married to the NBC producer-director whom she first met at WKBW, Buffalo, when she was an active contest hobbyist. . . . Those tiny silver microphones that adorn the ears of Pat Hurley (WQXR) are miniatures of the 44-B made exactly to scale. . . . When Donna McCracken (WJAR) was preparing for her marriage to Lt. Cook, her small daughter acted in a publicity capacity. "Mommy and I are getting married" was what she told everyone. . . . Eleanor Lee, WTOP's femme director, is beginning her second term as radio's representative to the standing committee of the First Lady's Press Conference Association. . . . Over at WABC there's Katey Whitfield who paints the rims of her eyeglasses with nail polish to harmonize with her lipstick shade, and there's Catherine Alles who's seen "Oklahoma" twelve times. . . . Bessie Beatty (WOR) recently told listeners that rationing really started when Moses' followers were given their "daily manna from Heaven." We bet women didn't flirt with butchers in those days, playing 'round for bigger steaks.

EQUIPMENT

Emerson Man Cited

John Costa, 22 years old and formerly on the engineering staff of Emerson Radio & Phonograph Corporation, New York, has been decorated and made a First Lieutenant in recognition of outstanding performance in the Air Forces. Costa has 45 commissions to his credit in the Pacific area.

Home Radio Interest

According to a statement by Norman Hast, Lear Radio sales executive, numerous trade surveys, consumer studies, and general estimates of the post-war market in home radios, being backed up by actual orders, sets now being placed. Lear reports actual orders are coming to the Home Radio Division of Lear, Inc., of which he is merchandise manager. Company is beginning a consumer campaign for post-war buying.

Approves High FM Band

Benjamin Abrams, president of Emerson Radio and Phonograph Corporation has gone on record favoring the FCC proposal to move FM to a higher frequency band. Abrams' recent statement on the matter pointed out that the change is inevitable, and if made now will save the public billions of dollars.

Fabrics Company Sets Indie Spot Campaign

Through the agency of Dorland International-Pettingell & Fenwick, Cohana Fabrics will sponsor a series of five-minute transcription series over 150 independent stations, to become effective early this month. It has been announced by the Milford Fenton Productions organization, which produced the transcribed program. The program stars Barry Williams and Ben Grauer. The Cohana company will sponsor the series in conjunction with its affiliate department stores throughout the country.

Special UP Sports Service Slated For All Major Events

(Continued from Page 1)
stories by telegraph wires from the press box of major sporting events. Loren L. Watson, Jr., radio sports director of UP, explained. Service is given a tryout by Watson during professional football games last Fall. It recently became a regular feature during the major track meetings and fights at Madison Square Garden.

**Two Networks!
Three City Market!!**

WENT

CBS • WENT • MUTUAL

Gloversville • Johnstown • Amsterdam

SPOT SALES, INC., Nat. Rep.

French Execs. In U. S. Plan Cultural Co-Op.

(Continued from Page 1)

for application to the French radio and television system, it was disclosed at a press conference held yesterday afternoon at the New York Agency of the French Press and Information Service offices.

Primary reason for their visit here is to arrange for an exchange of programs between the two countries for the purpose of dispatching information and culture to one country about the other.

Devastation Heavy

The broadcasting situation in France is, at the present time, in a very poor condition. When the Germans retreated, they devastated all French broadcasting stations except that of Limoges. What formerly consisted of (August, 1944) 11 high-powered stations and over 100 kilowatts, now consists of only 115 kilowatts, or four percent of the power formerly available.

Chaeffer and Garrigues have with them many transcriptions, totaling approximately 16 hours, and scope reports of French Resistance and on liberation of Paris, heretofore unpublished contemporary music and experimental radiophonic monologues, these to be auditioned for the record.

Tele Progress Expected

Currently, there are 200 television sets in France, and six manufacturers are drawing blue prints for production as soon as materials are available. A few hundred more are expected to be put into circulation by the end of 1945, and expectations exist for a circulation of several thousand sets during 1946.

Beginning March 15, the government will exclusively sponsor teleprogramming experiments, to consist of three three-hour programs weekly. The nine hours will be brok-

WHO'S WHO IN TELE

HERBERT J. LEDER

WITH a background of movie, stage and radio production, Herbert J. Leder chose television for his future and today is television director of Benton & Bowles, Inc.

Leder's professional and avocational interests have been devoted completely to the entertainment world. Although he possesses a B. A. degree, his recollections of school days consist chiefly of the plays he and Irwin Shaw, dramatist and short storyist, produced and directed.

His academic life was over in 1933, when the devastating scenes of the 4-year-old depression were beginning to change. His first official occupation was selling medical books to doctors, libraries, institutions, etc. He left this to accept a position as advertising copywriter with a large eastern rubberizing concern during 1935 and 1936. He took this job with the stipulation that he have a five-day week, which was granted and he was then able to spend his week-ends at the Brooklyn branch of the Warner Bros. Studios.

In 1938, Leder was given his first important role in the legitimate theater—assistant stage manager of the highly successful revue, "Pins and Needles." It was during this period that he devised a chart system whereby he would forecast the future of any play still in script form. When John Golden, theatrical producer, heard of Leder, he assigned him to dissect the script of "Susan and God," which he did.

Subsequent ventures channeled Leder to the professional Summer theaters of New Jersey and New York; to Max Gordon's play department; to the post of production manager of the Le Gallienne, Shildkraut production of the destined-to-be-prosperous "Uncle Harry." Leder was also the casting director for "The Women."

Leder left the legitimate theater to be associated with Benton & Bowles, Inc., where he has handled production, directing, editing and writing.



versatile

Post-War Needs Seen As 60,000,000 Sets

(Continued from Page 1)

face has only been scratched in the market for extra sets to provide listening convenience throughout the home; 5. A steady growth in home television is anticipated.

Referring to FM the report states that 50 frequency modulations stations are now on the air and several hundred will be built soon after the war. It is estimated that there are nearly 60,000,000 radio sets in American homes at present that are not equipped to receive FM. These sets, it is pointed out in the report, will be replaced.

Cites Tele Problem

Commenting on television the report indicates there are no great technical obstacles in television's path but there are enormous problems in connection with engineering, station construction and operation. These problems, it is pointed out, must await post-war developments.

The report asserted that before the war American families were trading in their old radio sets in on new ones on an average of every four years. At this rate, the backlog demand for 24,000,000 sets has accumulated in the three years since radio manufacture was halted because of war needs of the Armed Forces.

Will Present Adventurer

Doug Allen, whose "Thrills and Chills" television programs on WABD, New York, have the top rating on the station, will present Father Bernard J. Hubbard, Alaskan adventurer, during his presentation on WABD next Sunday at 8:30 p.m., EWT.

en up for the telecast of four hours of film and five hours of live shows. M. Ory heads French Television Services, and the tele transmitter is in the Eifel Tower. There are also two studios fully equipped to handle the aforesaid type programs to be televised.

Renewed 3rd Consecutive Year

WALTER COMPTON

and his
"Background for News"
SPONSORED BY
BANNER FURNITURE COMPANY
ON **WSIX**



★ STILL AVAILABLE FOR COOPERATIVE SPONSORSHIP ON MUTUAL IN A FEW CHOICE MARKETS. CALL WIRE or WRITE WM. B. DOLPH, BARR BUILDING, WASHINGTON 6, D. C.

WHY SO MANY HOURS?

THAT'S TO SHOW WHKC, COLUMBUS, IS NOW ON THE AIR FULL TIME DAY AND NIGHT

DOES 610 MEAN ANYTHING?

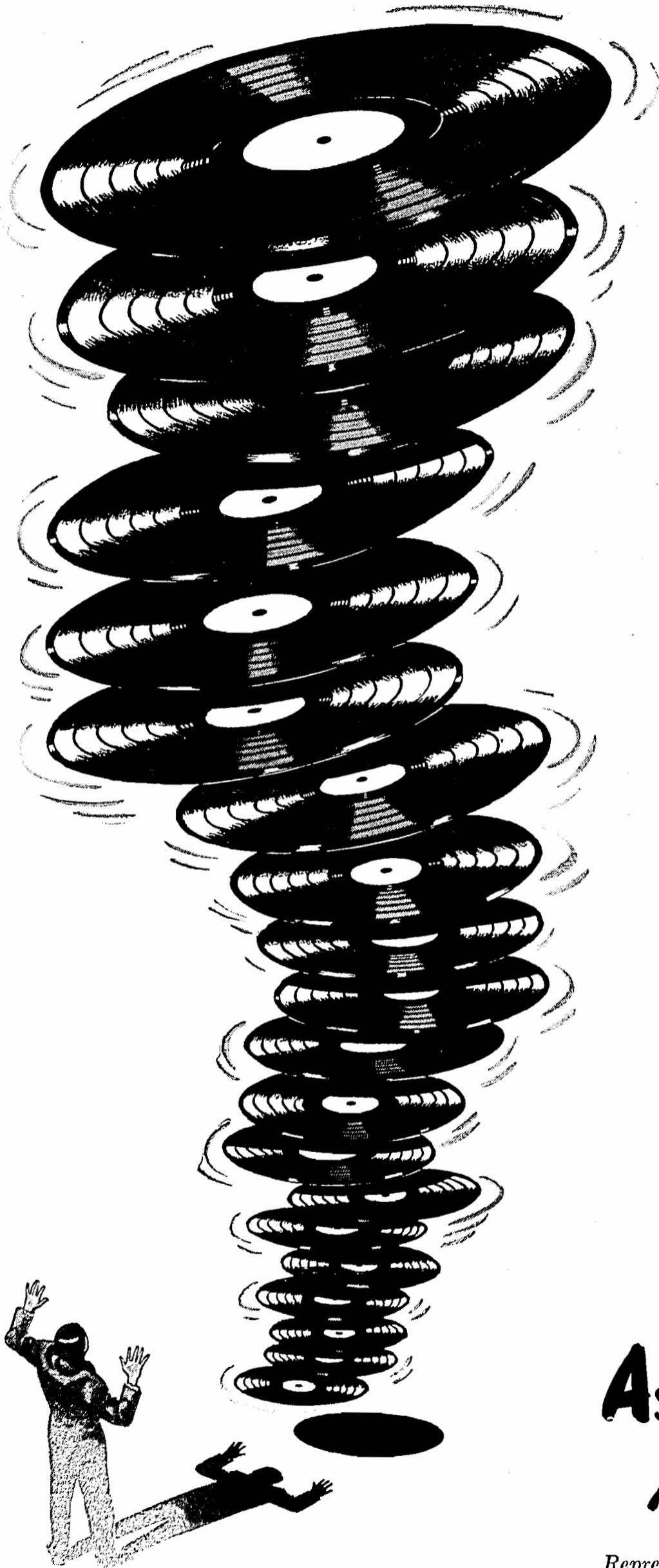
I'LL SAY IT DOES. THAT'S THE NEW WHKC WAVE LENGTH 610 ON YOUR DIAL!

NEWS EVERY HOUR!

WHKC
COLUMBUS

GOES FULL TIME DAY AND NIGHT!

★ Double Power With 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.



How much is ENOUGH?

A BIG variety of *talent* is important in a library. Plenty of *selections* is important, too.

BUT... getting *enough* selections by *each* artist—instead of a trickle of tunes by a lot of different names—is the *only* way you can build programs that build audiences. Programs with distinctive, *continuing* personality. PROGRAMS... not just transcriptions-with-a-script!

That's where there's such a big difference between "hop, skip and jump" libraries and ASSOCIATED. For ASSOCIATED offers not only the cream of radio talent, but *enough selections by each* to make good programming possible. For instance:

Artist	No. of Selections Already in Library
ALFREDO ANTONINI and CORDOVA.....	74
RAY BLOCH.....	33
CHARIOTEERS (Dixie Songsters).....	46
EMERY DEUTSCH.....	78
D'ARTEGA.....	93
J. ALDEN EDKINS.....	100
EDWIN FRANKO GOLDMAN BAND.....	97
LUD GLUSKIN.....	47
AL GOODMAN.....	36
HARRY HORLICK.....	85
MAYFAIR SOCIETY ORCHESTRA (Selinsky, Wickett, Fiorito).....	192
HENRI NOSCO.....	76
FREDDIE RICH.....	56
ROMANTIC CYCLES.....	51
SONG SPINNERS.....	41
ALFRED WALLENSTEIN.....	49

We could go on, but you get the point. For big-time *program* material (not just hit-or-miss music)... your best bet is ASSOCIATED!

Write today for fact-filled ASSOCIATED LIBRARY booklet. Associated Program Service, 25 West 45th Street, New York 19.

Associated Program Service

MOST Hours of the Best **RADIO** Music

Represented by Loren Watson, 400 Madison Ave. . . New York Ci



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 30, NO. 45

NEW YORK, N. Y., WEDNESDAY, MARCH 7, 1945

TEN CENTS

BMB Opposition Looms

Boston Subscriptions Set Record For BMB

Boston—With 92 per cent of the stations—43 out of 47—signing up for the Broadcast Measurement Bureau, District No. 1 at its regional meeting here yesterday chalked up a record for acceptance of the plan. It is the highest subscription percentage of any single meeting of the present series being conducted by Hugh Feltis, president of BMB. Subscribers, in addition to those listed previously, are: WTIC-FM, Hartford; WHNC and

(Continued on Page 6)

Canadian Official Supports Move For Quebec Stations

Montreal—As the Province of Manitoba already operates a broadcasting station and Ontario has a high frequency radio system to its northern area there is no reason why the Province of Quebec should not own and operate broadcasting stations, even a provincial system, provided the network complies with the Dominion Radio Act, the Hon. C. D. Howe, minister of reconstruction declared this week.

President Of RKO Pictures To Make Red Cross Appeal

N. Peter Rathvon, president of RKO and National Chairman for the Motion Picture Industry's Red Cross War Fund Week, will be heard tonight at 11:30 p.m., EWT, on the Blue Network's "On Stage Everybody" show. Rathvon will tell of plans for observance of Red Cross week in the movie theaters from March 15 to 21st.

Voice In India

Philadelphia — WCAU has a radio station named for it in Assam India. The base radio station in that remote area carries the call letters of the Phila. Radio station and supplies the men with canned music, five-minute spot newscasts and recorded radio shows with name stars on a regular schedule.

Television Plan Set For V-E Day By Blue

First web V-E Day planning was announced yesterday by the Blue Network when it was revealed that arrangements had been made with the Du Mont Television Laboratories for the use of the entire facilities of WABD for television broadcasts on Victory Day in Europe.

Through arrangements made by Paul B. Mowrey, manager of the web's television department, special

(Continued on Page 6)

NBC Mails Questionnaire To Set Owners in N. Y. Area

A questionnaire directed to television set owners in the New York area was placed in the mails yesterday by NBC. Questions concerning programs, ownership of television receiver and recommendations for improved programming are included. Recipients are asked to complete the questionnaire and send it to John T. Williams of the NBC television department.

Web Attorney Tells NLRB NABET Is Not Dominated

Washington Bureau, RADIO DAILY
Washington—Franklyn S. Wood, attorney for the Blue, yesterday told the National Labor Relations Board that he sees no basis for the charge by James C. Petrillo's AFM that the National Association of Broadcast Engineers and Technicians is a company-dominated union. Both Wood

For a profit-making schedule, include WLAW, the best station coverage in Northern New England.

Independent Broadcasters Headed By WNEW May Oppose Measurement Plan At NAB District Meeting

Poll Reveals Indies Undecided On Plan

In a poll conducted by RADIO DAILY yesterday among New York independent stations to ascertain their thinking on the BMB plan it was learned that most of the indies are undecided about the value of the measurement bureau and will attend Thursday's and Friday's meetings.

The results of the survey follow: Elias Godofsky, president of WLIB, said that the station is not satisfied

(Continued on Page 6)

Five-Yr. Pact For McNeill Of Blue's 'Breakfast Club'

Chicago—E. R. Borroff, vice-president in charge of the Blue Network's central division, has announced that the network has signed a new five-year contract with Don McNeill, master of ceremonies of the Blue's

(Continued on Page 6)

Elect Harkness President Of Congress 'Radio Gallery'

Washington Bureau, RADIO DAILY
Washington — Richard Harkness, NBC commentator, has been elected president of the Congressional Radio

(Continued on Page 6)

First formidable opposition to the Broadcast Measurement Bureau plan is expected to come from independent stations in the Greater New York area when Hugh Feltis, president of BMB, meets with the broadcasters during the 2nd District NAB meeting at the Roosevelt Hotel tomorrow and Friday. The opposition, growing out

(Continued on Page 7)

OWI Officials To Meet With 50 Broadcasters

George Ludlum, radio chief of the domestic bureau of OWI, and David M. Frederick, director of war programs of domestic OWI, Washington, will meet with 50 broadcasters today at 2:30 p.m., at the Hotel Roosevelt to discuss plans for 1945 war effort programs. The meeting has been called by Arthur Hull Hayes, general manager of WABC, OWI consultant.

Brooks, Of NBC, Returns; Net Shifts ETO Newsmen

William F. Brooks, director of NBC News and Special Events, who just returned from a five-week tour of the Western Front, said U. S. Army and

(Continued on Page 2)

Radio Executives Club of New York will partici-

pate in the Red Cross campaign, holding a "Red Cross Luncheon" tomorrow in conjunction with District No. 2 of National Association of Broadcasting at noon in the Hotel Roosevelt. R. C. officials will attend as speakers.

KGW, in Portland, Ore., had one-hour show for Red

Cross drive "kickoff." Web was cleared for a half hour from 9-9:30 p.m., when the listeners heard a program titled "Are We Expendable," based on the experiences of a Marine at Tarawa. The 9:30 quiz had R. C. people.

Advertisers who use WLAW receive many happy returns each day. Send for coverage map. Adv.



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

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FINANCIAL

(Tuesday, March 6)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	164	163 1/2	164	+ 1/2
CBS B	36	36	36	- 1/2
Crosley Corp.	36 1/2	36 1/2	36 1/2	- 3/8
Farnsworth T. & R.	15 1/4	15	15	- 1/8
Gen. Electric	43 1/4	43	43 1/4	+ 1/8
Philco	36 1/2	36 3/8	36 1/2
RCA Common	12	11 3/4	11 3/4
RCA First Pfd.	80	80	80	+ 1/4
Stewart-Warner	18 1/8	18	18 1/8	+ 1/8
Westinghouse	129 1/2	128	128 3/4	+ 1 1/4
Zenith Radio	41 1/2	41	41 1/2	+ 3/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	32 1/2	32 1/2	32 1/2	+ 1/8
Nat. Union Radio	5 7/8	5 7/8	5 7/8	+ 1/8

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	8 1/4	9
Stromberg-Carlson	19 1/2	20 1/2
WCAO (Baltimore)	25
WJR (Detroit)	42

20 YEARS AGO TODAY

(March 7, 1925)

WJZ and WJY announcers are now using their own names instead of initials to identify themselves to the listening audience. This change in policy is reported as resulting from increased attention to the art of announcing. Apparently the listening audience has a penetrating voice.

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED!

Blues 100 THE Bay Area

Web Attorney Tells NLRB NABET Is Not Dominated

(Continued from Page 1)

decision favoring the NABET and AFM strike threats if they obey the board's order.

AFM has filed a separate charge with the board that NABET is a company-dominated union and board investigators are now looking into this charge. No decision has yet been rendered nor is there any indication of how long it will be before a decision is forthcoming.

Joseph A. Padway, AFM counsel insisted that the board is incorrect in ordering recognition of NABET and promised that unless the determination is changed AFM will go to the courts. He urged speed in investigating charge of company domination.

Padway insisted that NBC and Blue had promised AFM in January 1944, that it would be the bargaining agent for the platter-turners. The nets must live up to this promise, he said.

Martin O'Donoghue for NABET then declared that Padway had agreed at earlier hearings to abide by the board's decision that his threat of court action is a breach of faith and that the January 1944 letter from NBC although entered in the record

in the New York hearing did not constitute a contract, Padway had admitted this he said.

Failure of the nets to begin negotiations with NABET is "clear defiance of the board's orders" he said and plainly results from economic pressure by AFM. Padway took issue with O'Donoghue's remarks concerning earlier statements by Padway whereupon O'Donoghue read the statements from the record substantially as he had claimed. Padway was revealed to have declared that AFM would not strike against the board's order.

O'Donoghue pointed out also that there have never been contracts for individual stations between AFM and the networks—that in each case the stations themselves signed with AFM. He mentioned this point to develop that there is no justification for the AFM claim that the nets had bound themselves to negotiate with AFM as representative of the platter-turners at all their stations.

Chairman Harry Millis would not predict when the board will rule, saying simply that the order will be ready "when it is signed."

Brooks, Of NBC, Returns; Net Shifts ETO Newsmen

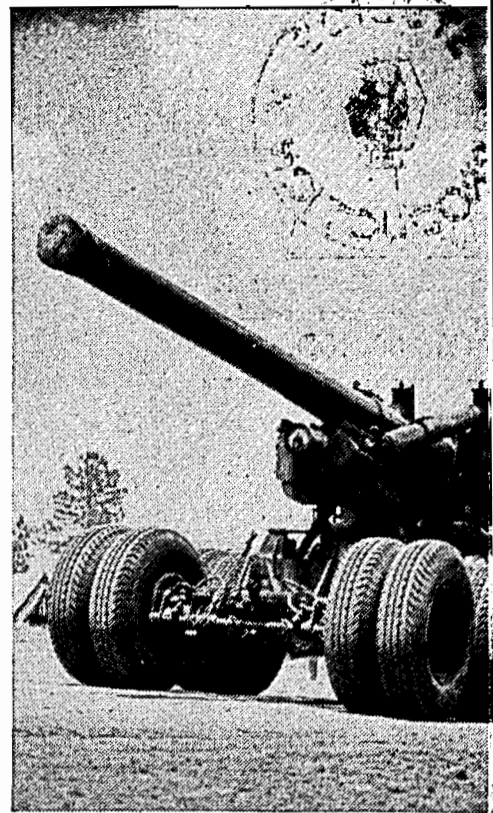
(Continued from Page 1)

commercial radio facilities are doing a tremendous job in bringing radio news of the war direct from the fighting zones to the home, and added that plans are now being made for even fuller coverage of the war as it develops on the soil of the aggressor nations.

To increase NBC's coverage of the European theater, Brooks announced the following changes and additions to his staff: Paul Archinard has been brought in from Switzerland to head new NBC Paris office; Tom Hawkins will replace Archinard in Switzerland. Roy Porter, former NBC correspondent in Chungking, now back in this country will be added to the Paris staff.

John MacVane will be with the U. S. First Army, David Anderson will continue to cover the Ninth Army, and Edwin Haaker, who had been

stationed in London, is with the Sixth Army. Stanley Richardson will remain as head of the London office, while Chester Morrison, who has been in Paris, will work out of London. Bjorn Bjornson will continue to broadcast from Stockholm in Sweden.



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-REE



That's why . . .

ALL PHILADELPHIA

has formed the habit of dialing 1400 regularly.

THAT'S WHY SPONSORS BUY TIME ON **WDAS**

"A Show for Your Money!"

These ten
WORLD FEATURES
are now ready!
Choose the one
that's best
for you

**STAR TALENT! TOP NOTCH WRITERS,
DIRECTORS, PRODUCERS!**

Yes, each of these new World Features is "A Show for Your Money"—each one is priced to fit even the most moderate budgets. Yet each Feature bears the unmistakable imprint of World's experience and "know-how" in creating top flight radio shows.

Here is showmanship in its finest sense—the imagination to engage the best talent, the foremost writers, directors and producers and the ability to bring to the creating of each show the accumulated knowledge of what the listening public really wants to hear.

Listen to one of these new World Features—notice how smoothly, how skillfully the expert scripts are wedded to the music—with what showmanship these World Features are created.

There are two types of Features available—open end and World's flexible new form—"Audi-Flex," a combination of top ranking scripts with music on bands. If you are an advertiser or agency ask your local station about the unusually moderate prices of these Features and let them audition the shows for you. If the local station does not have World Features write us direct. Address World Broadcasting System, Inc., 711 Fifth Avenue, New York 22, N. Y.

Transcription Headquarters

WORLD BROADCASTING SYSTEM, INC.

A Subsidiary of Decca Records, Inc.

New York • Chicago  Hollywood • Washington



CASA CUGAT 15 min. . . .
156 programs. Cugat, his orchestra, chorus and vocalists, in a program of Latin rhythms.



JAM SESSION 15 min. . . .
156 programs. A brilliant show—131 of the country's top jazz men.



SONGS OF PRAISE
15 min. . . . 156 programs. Devotional music by the celebrated Hamilton Quartet, George Broadbent at the organ.



MANDRAKE THE MAGICIAN 15 min. . . .
156 programs. Adventures of this favorite of millions of newspaper readers.



RHYTHM RANGE 15 min. . . .
26 programs. Cottonseed Clark and his cowboys in a lively show of cowboy music.



SINGING LADY 15 min. . . .
52 programs. The popular Irene Wicker telling fairy tales, stories of great musicians and our national holidays.



STRANGE AS IT SEEMS
15 min. . . . 13 programs. Hix tells of oddities that have fascinated millions in his newspaper columns.



FOOTPRINTS ON THE SANDS OF TIME 5 min. . . .
104 programs. Little known facts of well-known celebrities—told by Art Baker.



FIRESIDE TALES 5 min. . . .
26 programs. Frank Graham, "one-man theatre" dramatizes well-known stories.



ONCE UPON A TIME
5 min. . . . 26 programs. Actress Maureen O'Sullivan tells the favorite children's stories.

BOSTON SYMPHONY REVIEWS

by Leading Radio Editors

MAR. 3rd CONCERT

- Lopatnikoff's Concertino for Orchestra, Opus 30
- Hill's Music for English Horn & Orchestra
- Mozart's Piano Concerto in D Major

ROBERT BAGAR

New York World-Telegram, New York, N.Y.

Serge Koussevitzky's shrewd programming placed Nicolai Lopatnikoff's Concertino for Orchestra at the head of the program, following it with Edward Burlingame Hill's Music for English Horn and Orchestra, both of which were radio firsts. One has come to expect climaxes, telling climaxes, in Dr. Koussevitzky's program devising. So there was such a thing with his scheduling of Mozart's Concerto for Piano and Orchestra in D Major (K. 537). In this Robert Casadesus appeared as the soloist.



The Lopatnikoff is a strangely exhilarating piece, modern, brightly rhythmical and vividly scored.

Contrastingly, the Hill item is a languorous *Aria*, enshrining in its middle a brisker, rather strictly measured section.

Mr. Casadesus worked magic with his fingers and, of course, with his very musical brain in the Mozart. He spun rapid figures, scales that flew the length of the keyboard and made them glisten like watered silk. All the same, he managed to give due consideration to the lovely texture of the more melodious pages.

Right through the concert the orchestra was at its best. It always had "presence"—and, enough said.

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—
 furthers American Good Living"



Notes From A Ringside Seat!

• • • Mariyn Maxwell, whom Damon Runyon tagged as "the greatest song stylist since Mae West or Bea Palmer," moves into radio's select circle when she replaces Frances Langford on the Bob Hope airer. . . . Ralph Edwards will pay \$600 a month to move into Hedy LaMarr's home on the coast when he goes out there for an RKO picture. . . . Commissioner James F. Byrnes confides to intimates that he's given no consideration to any curfew on radio. Didn't he say the same thing a few months ago about nite clubs? . . . Jay C. Flippen gets his own coast-to-coast quiz show within a few weeks. . . . Watch for the agencies and radio to begin a terrific raiding party on personnel shortly. . . . Johnny Thompson getting the Betty Moore Paint show on the Blue. He was originally scheduled for the show but turned it down for personal reasons. Tommy Taylor subsequently signed is going in the Navy. . . . Les Brown, who closed at the Penn last August only to be recalled again in November, has already been inked in for a date. . . . Manny Sachs upped to V. P. at Columbia records. . . . Mike Neidorf has bought out Sammy Kaye's music publishing interests to become Jim Peppe's new partner. . . . Harry James pulling out of George Wiener's music firm. . . . Phil Spitalny has waxed another album of "Hour of Charm" favorites for Columbia. . . . Gene Krupa, who's been put in 1-A, may remarry his ex-wife before he goes in. . . . Maggie McNellis was offered her own television show by Du Mont but can't accept as she has an exclusive contract with NBC. . . . Hedda Hopper writing a book—"Malice in Wonderland." . . . Bea Lillie returning to London in June. . . . Question Marks: Isn't Cugat getting the "Old Gold" show? . . . Is Shep Fields breaking up his band? . . . Won't Cleo Black, now in Calif., stop off at Reno in four weeks to become Mrs. Niles Trammell?



• • • Our crack of last week where we wondered why everybody was unhappy on the Berle show brought out only guffaws from the so-called insiders. Wonder if they'll deny now that Milton will leave the show in July to do USO tour overseas. The sponsor would love to get Fred Allen as a replacement—but then, who wouldn't? Also in the running is Billie Burke, formerly considered for the "It Pays to be Ignorant" replacement—but whose rating is so sensational she's now being talked of for the Berle spot.



• • • Kay Lorraine's pinch-hitting for Jack Berch Monday on the Blue proved what we've always suspected—that the lovely Kay is definitely Oh-Kay. Right now she's doing some five transcribed shows a week all around the country but locals are being cheated of the chance to hear her. Kay is more than a mere singer of songs. She's a singer with heart—in sum, a gal who really has her heart in her throat. The warmth and interpretation she lends a lyric is duplicated by few singers in radio. The same quality is shown in her handling of lines and she can crack a quip with the best of them. If this sounds like a rave on Kay Lorraine—there's a good reason for it.



• • • Capsule criticism: Jerry Wayne's singing more than overcame a so-so script on Borden's opener Monday nite, aided and abetted by the reliable Carole Landis and Benny Goodman's ork. The writers didn't seem to be able to make up their minds as to exactly what kind of a show they wanted, with the result that it floundered around like a drunk after curfew. Most that can be said for it is that it was a nice, mild, harmless half-hour of songs and music. . . . Bert Lahr delivered a sock performance on "Hall of Fame," showing what he can do when the material is right. . . . Ditto Shirley Booth on the Kate Smith stanza. La Booth doesn't even need material that is right. Her voice alone is enough to rock an audience.

—Remember Pearl Harbor—



Ethel and Albert



GO COMMERCIAL ON

WJZ

APRIL 2!

Still Available—Tuesdays and Thursdays

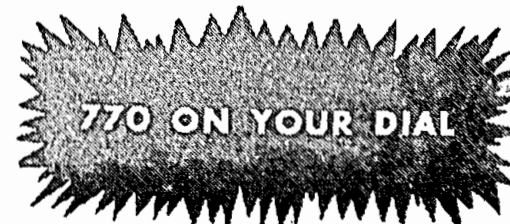
2:15 to 2:30 P. M.

Each 15-minute program tells a complete story in the private lives of ETHEL and ALBERT! They can sell for you in the RICH New York market for less than

\$650 A WEEK!

(Twice a week, on a 13-week basis, including time, talent and announcer.)

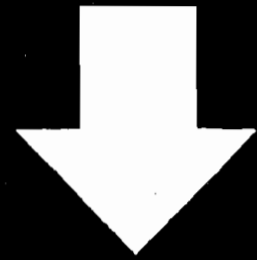
- MONDAY SOLD!
- TUESDAY AVAILABLE!
- WEDNESDAY SOLD!
- THURSDAY AVAILABLE!
- FRIDAY SOLD!



**HALF-A-MILLION BUSINESSMEN WILL READ THIS
BLUE COOPERATIVE PROGRAM ADVERTISEMENT IN:**

Want this great Network Show to Sell for you Locally?

Ethel and Albert are a young couple—who live like the rest of us—only funnier! On the air daytime Mondays through Fridays—each gay episode is complete in itself.



Women's Wear Daily
Men's Wear
Retailing Home
Furnishings
The Jewelers'
Circular-Keystone
Chain Store Age
(Druggists)
Chain Store Age
(Grocers)
Modern Brewery Age
Bakers' Weekly
Bakers' Helper
National Carbonator
& Bottler
The Milk Dealer
Ice Cream Review
Radio Daily
Broadcasting
N. A. I. Tire Dealers

**QUICK FACTS ABOUT OTHER
BLUE NETWORK
CO-OPERATIVE PROGRAMS**

RAYMOND GRAM SWING: Selected by 600 editors as *Best News Commentator* of the year; broadcasting direct from Washington. Early evening, Mon.-Fri., 15 minutes.

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

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 Members, Congressional leaders. Midday, Mon.-Fri., 15 minutes.

MARTIN AGRONSKY: Direct from Washington. Famous news analyst, who has broadcast from all over the world. Early morning, Mon.-Sat., 15 minutes.

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 minutes. Available East only.

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



YOU can sponsor "The Private Lives of **ETHEL** and **ALBERT**" as broadcast live from New York... and pay only for your own area!

Now you can cash in on the *proven* audience appeal of *Ethel and Albert*—that delightful young twosome whose intimate, true-to-life comedy show on the Blue is fast making them America's favorite married couple!

This outstanding Blue Network program is made available *live* for local sponsorship through the Blue's Co-operative Program set-up... an ideal set-up for you to sell *your* products *right in your own territory!* Here's how this works...

Ethel and Albert will originate in the Blue's studios in New York at a popular daytime period. The program then goes out *live* over the network—and *your* local Blue station announcer gives *your* commercials during the broadcast, identifies this swell show as *yours!* Think of the prestige and appeal your sales message will carry when it's linked in listeners' minds with this big-time network program! And think of the show's low cost—for remember, you pay *only your own share* for *your own area!*... Ask any Blue Network Station for all information, or contact the Co-operative Program Division of

The Blue Network

30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

AMERICAN BROADCASTING COMPANY, INC.

Boston Subscriptions Set Record For BMB

(Continued from Page 1)

WELI, New Haven; WMEX, Boston; WHYN; Holyoke; WLAW, Lawrence and WPRO, Providence.

Organization and procedure of yesterday's meeting was under the direction of Paul W. Morency, station manager of WTIC, Hartford; Linnea Nelson, of the J. Walter Thompson Co., New York, and Robert Adler, of Lever Bros., Boston.

Tabulation showing subscriber percentages of the NAB districts polled thus far by Feltis follows:

Box Score To Date

Below are results of the BMB conferences in connection with the NAB district meetings to date:

District	Attending	Signed	Per Cent
6	35	33	94
13	45	45	100
16	22	15	68
15	25	10	40
17	39	35	90
14	24	22	92
10	38	29	76
11	28	24	86
3	33	30	91
1	47	43	92

Television Plan Set For V-E Day By Blue

(Continued from Page 1)

16 mm film will be made of personalities and activities in the Blue's newsroom on V-E Day. These films will then be rushed to a laboratory for processing and then will be televised on WABD. Plans call for televising the film day and date with the action shots.

It is also known that other networks have already made tentative plans for V-E Day news coverage with staff members in London, Paris and other European points figuring in the arrangements.

Survey Of N. Y. Independents Reveals Indecision Re BMB

(Continued from Page 1)

with the BMB system on several points, as they particularly pertain to the independent stations here. He added that the independents "haven't got a chance." Meanwhile, WLIB is conducting its own survey which is with varying degrees comparable to the survey recently made by WNEW, Godofsky pointed out. He said he will announce the results in a couple of weeks.

WVOV Against Plan

WVOV will not subscribe to the BMB, Ralph Weil, manager of the station, announced, because "we don't believe it's fair to the independents in New York for several reasons." Weil asserts that the BMB survey system "doesn't give a true picture of WVOV because of the large percentage of Italian families." The lower income groups and the Italians will, for the most part, ignore the questionnaires, he declared, pointing out that that is substantiated by the WNEW report as well as "our experience with other surveys in Italian language homes."

Questions for Feltis

Hugh Feltis, president of the BMB, will be confronted with eight questions presented by Craig Lawrence, vice-president and supervisor of WHOM and WCOP, Boston, Mass. While WCOP signed approval of the BMB, Lawrence points out that the independent stations in the New York metropolitan area suffer many disadvantages. He cited the "push-buttons on the radio receivers," and the newspaper listings that favor the key stations of the networks, "which are certain to influence the results of the BMB system considerably." He said, "It's a step in the right direction, providing the mechanics are worked

out unequivocally." The two major points concerning Lawrence are: (1) Will the BMB questionnaire affect a balanced return on the three economic groups; (2) Will the BMB questionnaire obtain a true cross-section of foreign born as compared with native born?

WHN Marks Time

WHN has adopted the wait-and-see policy, and no other comment was available because Herbert L. Pettey, director of the station, was out of town.

Willard Schroeder, general manager of WINS, would not commit himself. Schroeder added that he has several questions on his mind which he wants answered at the New York meeting this week.

A "keeping-a-close-eye-on-the-situation" policy has also been adopted by WMCA, Leon Goldstein, vice-president of the station, announced. Another spokesman for the station, "We do not intend to foot the bill just to prove what it's worth—but rather want the BMB to prove to us that it's worth participating in before any expenditures are made by this station."

Greenfield to Attend

Henry Greenfield, managing director of WEVD, said he may attend the New York sessions to learn whether the survey system can "really benefit his station," which broadcasts foreign-language programs in the Metropolitan area.

"We don't know enough about the BMB system to know what stand to take," said Hugh K. Boice, vice-president of WQXR, adding that a representative of the station will attend the meetings.

Elect Harkness President Of Congress 'Radio Gallery'

(Continued from Page 1)

Gallery to serve for a full-year term succeeding Earl Godwin of the Blue. Rex Goad of Transradio was named vice-president with William Costello of CBS secretary and Walter Compton of MBS treasurer. Godwin stays on the board as ex officio member of that group.

Five-Yr. Pact For McNeill Of Blue's 'Breakfast Club'

(Continued from Page 1)

"Breakfast Club" program. The contract, Borroff said, was signed on Saturday, March 3, and is effective through Dec. 1, 1950. McNeill has been associated with the "Breakfast Club" since June 1933.

KOA

FIRST IN DENVER
50,000 WATTS
850 KC

FEW STATIONS IN THE NATION
CAN EQUAL KOA'S DOMINANCE

50,000 WATTS
TOP NBC PROGRAMS
7 STATE COVERAGE
DEALER PREFERENCE (68.8%)*
LISTENER LOYALTY (69%)**
SALES RESULTS

* Ross-Federal Survey
** "Tale of 412 Cities"

Serving the Mountain & Plains States Region

ANNOUNCER

Experienced, versatile, general routine, news, deferred. 5 kw network affiliate, major Mid-West market. The man we want must be worth \$65 per week to start and must be looking for a permanent position. For personal interview, call Bernard Berk at Hotel Drake, New York, between March 12 and 15.

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

Sell WITH

W

D

E

L

WILMINGTON DELAWARE

NBC Basic Station

5000 WATTS day and night

Represented by

RAYMER

Opposition By Indies To BMB Plan Looms At NAB's N. Y. Meet Friday

(Continued from Page 1)

a survey conducted by WNEW, in reported to be predicated on New York station's assertion that "the radio industry should be protected from any plan that would freeze station audience measurement on too low a standard, or in its premature development."

Anticipating that the WNEW survey would become a subject for discussion at the New York district meeting, members of the NAB Research committee at a meeting in Washington last Friday answered a letter from Alberta Curtis, research director of WNEW on subject of the station's survey findings. This answer indicated that the BMB sampling plan would freeze audience measurement on too low a standard and cited their reasons.

Highlights of WNEW Report
 Highlights of the WNEW criticism of the BMB plan in its present form as contained in a letter from Miss Curtis to Paul Peters, research director of NAB, follows:

The findings in the study can be looked at in two different ways; as shortcomings which jeopardize the chances of the BMB to satisfy some prospective members, or as difficulties which might be ironed out. The study suggests that certain steps might be taken to safeguard the independent stations in problem areas like New York City. WNEW would want to see the points considered before becoming a subscribing member:

1. Since there are certain weaknesses in the BMB Plan which are inherent only to the independent stations and small stations, there might be a permanent sub-committee of the NAB's research committee set-up to present them. This sub-committee would have the functions of watching for remedial measures which might be taken and for the special analyses and information that would be helpful.

2. This station would like to have a pre-cut statement by the BMB of what the Bureau is measuring, and the relations between this and other audience measures. This could be phrased that a salesman can use when faced with questions on the data. It would be helpful if it

covered the fact that there is nothing prejudiced to ratings, or to engineering coverage figures in the BMB material. It might go into little case studies of apparent but not real discrepancies between the BMB and other audience measures.

"3. The specific provisions in the BMB Plan for the even representation of different economic groups are of interest to us. It is a question whether it is enough to set a minimum figure of 50 per cent to be obtained from all levels since there could still be over-

Facts And Figures

Adopting the NAB questionnaire, WNEW sampled 1,400 homes in Manhattan.

Questionnaire were sent to "200 upper income homes"; "400 average income homes"; "400 Italian homes" and "400 below average homes."

Conducted personal interviews with 150 families who answered the ballot and 150 families who had not answered the ballot.

The per cent responding to the mailed ballot were "above average income," 55.0 per cent; "medium income," 41.5; Foreign Language (Italian), 31.8 and "below average income," 36.5.

4.5 per cent of the ballots came back undelivered.

representation of high income groups. If the highest income group returns 80 per cent and the lowest, 50 per cent, there is still a definite bias.

"4. This study disclosed interesting differences in reasons for not answering the ballot, for the different economic groups. A considerable proportion of the low-income group still finds it too complicated. It is doubtful if the written instructions will ever be equally clear to all groups, but we feel that still further tests should be done to come to the simplest form possible.

See Call Letters a Factor

"5. The inconsistencies in station call letters listed by the same families on two different occasions, would probably appear only where there are many available stations. The confusion could perhaps be overcome in part by enclosing with the ballot, a list of stations and dial positions in counties where the number of stations with inside coverage exceeds ten. This would also provide a more consistent aid to the radio family than the newspaper lists which they check, and which vary a great deal.

"6. The data on program listening in this study suggests that the audiences of certain programs exceeds the total circulation for the station. The BMB could consider procedures for establishing correction factors where this situation exists. Of course, there would have to be further studies to determine in what cases this would be necessary.

"The result found in this study that the very radio-minded families return

the ballot more readily than others, does not concern independent stations any more than others."

NAB Committee Meets

The NAB Research committee met in Washington last Thursday and Friday to discuss the WNEW exploratory study of the BMB Plan, according to a NAB press release received yesterday. Those present were Roger W. Clipp, chairman, WFIL, Philadelphia; Martin B. Campbell, WFAA, Dallas; John K. Churchill, CBS, New York; Edward F. Evans, WJZ, New York; Barry T. Rumble, NBC, New York; J. C. Tully, WJAC, Johnstown, Pa., and Paul Peter, NAB. Also attending were J. Harold Ryan, president of NAB and chairman of the board of BMB, and Hugh Feltis.

Committee's Answer

In an answer to the WNEW letter, the NAB Research committee made the following points:

"Point 1. The BMB Plan is designed to measure all stations on an equitable basis, whether network, independent, large or small. In order to insure operation in the best interest of all parties, the BMB has created a Committee of the Board on Research consisting of Robert F. Elder of ANA; D. E. Robinson of AAAA and Frank Stanton of NAB each of whom represents one of the three co-operating organizations and all of whom are qualified research people. In addition it has been recommended that a Research committee be appointed having equal representation from each of the three associations. Such a Research committee will counsel the BMB in the matter of proper research procedures. With this structure, the interests of the independent and small stations are protected.

"Point 2. The BMB will measure the total number of radio families who listen to stations and where those families reside. The sum total of all regularly scheduled programs extends over the course of one week and therefore the measurement will be based on total radio families who use the station at least once a week. This measurement will in no way conflict with engineering measurements of signal radiation. The BMB measurement will be the over-all count of radio families who listen to one or more programs during the weekly cycle, from which group each program draws its own audience and therefore its individual rating. BMB circulation, engineering contours and program ratings are each different measurements for different purposes.

"Point 3. The WNEW study questions whether it is enough to set a minimum figure of 50 per cent return of ballots. Yet in its study a 50 per cent return was not attained. Actually 42 per cent was received following the original mailing, a post-card follow-up and a letter and a duplicate ballot follow-up. Less than 42 per cent was actually used in the tabulations. The BMB specifications state

(Continued on Page 8)



in Audience Influence!

From the newsroom of KGW, by special direct wire to the thousands of war-workers in the Portland area, comes lunch-hour news. This morale booster is presented by KGW in cooperation with the Industrial Incentive Division of the U.S. Navy. In July of 1937 a forerunner of the "Walkie-Talkie", a portable short-wave transmitter, brought on-the-spot coverage to KGW's audience. For 23 years KGW has worked diligently to bring its audience in ever closer contact with the medium of radio. KGW reaches its public at work, on the street and in the home. KGW's FIRSTS in war and its FIRSTS in peace keep it always FIRST in the minds of the Pacific Northwest radio audience.

ONE OF THE GREAT STATIONS OF THE NATION



REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

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

Opposition Of N. Y. Indies To BMB Follows WNEW's 6-Pt. Objection

(Continued from Page 7)

that a minimum return of 50 per cent from any county (or city) must be secured before results can be tabulated.

"In actual operation the ballot method employs the same procedures in follow-up in all three economic classifications to bring the total return up to 50 per cent or better. Such wide separations as the hypothetical case cited where the high income group return 80 per cent and the lowest income group 50 per cent, have not been encountered in actual practice.

"It is obvious therefore that one of the more important features of the survey technique prescribed for the BMB is the matter of intensive follow-up. Tests have shown that there is a change in total station mentions in the successive waves of response brought in through the follow-up procedure. If the original response is high and the planned and prescribed follow-up procedure yields a return of over 50 per cent, results would indicate that all stations are properly represented. In areas where original response is low the importance of intensive follow-up procedure is apparent.

"It has always been understood that the BMB would cover the returns from sub-groups such as economic, geographic, or city size where the number of cases make this feasible and conditions warrant it.

Pre-testing Planned

"Point 4. The BMB will pre-test all questionnaire copy and instructions before they are put into actual use. We have not seen the actual questionnaire and instruction copy of the mailed ballots used by WNEW.

It is impossible to comment on whether the instructions prepared would be satisfactory for BMB use. Experience with the BMB technique has not indicated that any great difficulty of respondent understanding has been encountered.

"Point 5. The significance of inconsistencies of station call letters listed by the same family is not supported in the survey work performed by WNEW. The report states that the percentage indicating other family members were consulted in answering the questionnaire was quite satisfactory. In the follow-up survey by personal interview with the person who actually filled out the mailed questionnaire, all questions were directed to only that individual member of the family. The committee feels it is possible that the differences found are those of answers of one person versus all members of the family. The WNEW tabulations show that these differences are largely compensated for in the over-all picture.

Calls One Point Unworkable

"The suggestion that a list of stations be included with the ballot is not workable because the project itself is the only means which could properly determine what stations should be included in such a roster for each county (or city) of U. S.

"Point 6. The conclusions drawn by WNEW 'that the audience of certain programs exceeds the total circulation for the station' are not warranted from the material submitted. The report reaches conclusions through answers obtained by personal interview with an 'atypical sample' using the question, 'Do you listen fairly regularly to any of these programs?' In order to reach a comparison there would have to be established a definite correlation between once-a-week and 'fairly regular' listening. The report itself concedes that a question such as was used produces percentages which are 'probably high' because of 'the usual inflation on a program check list.' Technically, the BMB measurement properly applied to any station will always show BMB circulation higher than the actual audience to any one

program in a station's normal schedule."

In an introduction to the results of their survey WNEW outlined the reasons that motivated their study on the NAB station circulation plan. This statement, in part, follows:

"The NAB Station Circulation Plan seemed to call for special study in New York City and other large metropolitan centers for a number of reasons known from previous studies. Great cities embrace a far greater number of radio stations competing for audiences, and for recall on a ballot like the NAB's, than is true elsewhere. They are more widely stratified by income groups, and include large numbers of people who are unable to answer a written questionnaire because of foreign language or educational handicaps.

"The radio stations in large cities, particularly the independents, select their audiences in different economic strata and different language groups. In other words, both replies to questionnaires and radio listening are more stratified along class lines in large cities than where the population is more homogeneous.

"The NAB Plan calling for the use

AGENCIES

JAMES LEBARON has succeeded Jack Stuart as manager of the Chicago office of Joseph Hershey M. Gillvra, Inc., national station representatives. Stuart, who resigned, has not disclosed his future plans.

THOMAS F. BRENNAN and **FRED EICHLER** have been named associate copy directors of Ruthra & Ryan, Inc. Each has been with the agency approximately 20 years, as member of the copy staff.

SIDNEY FIELD, former copy group head at McCann-Erickson and short storyist, has been appointed associate copy director of Geyer, Cornell Newell, Inc., it has been announced by Vernon M. Welsh, vice-president and copy director.

of 'controlled mail' may take care of some of the dangerous factors in ordinary mailed questionnaire survey by starting with a planned sample and inducing a high response by repeated waves of reminder cards and follow-up questionnaires, with a small reward to the people who do answer. However, it seemed difficult to assume that 'controlled mail' takes care of these problems in New York City as well as it might elsewhere."

Send Birthday Greetings To-

March 7

Sidney Flamm Ted Jewett
George Schackley

"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.

Chicago's

ONLY 24 HOUR STATION

W-I-N-D

560 Kc. 5000 WATTS

VOCALS BY PHIL BRITO
Radio singing star of Kremlin Shampoo program, coast-to-coast network.

PIANO BY SAMMY LINER
Featured pianist of the Andre Kostelanetz orchestra—keyboard stylist extraordinary.

NOVACHORD & ORGAN BY DOC WHIPPLE
Noted organist, and composer on numerous network shows.

EMCEE BY ALLYN EDWARDS
Network announcer featured on the Conti Treasure Hour of Song & other shows.

DIRECTION BY WILLIAM STOESS
Former Musical Director of WLW, Cincinnati.

YOU HAVE — "A DATE WITH MUSIC"

THE SPARKLING NEW TRANSCRIBED MUSICAL SERIES

Here's a show chock-full of captivating great hit songs—15 minutes of music, never dated, but always rated number 1 with nationwide poll takers and the listening public. Truly a 4 star hit with a galaxy of star entertainers.

First 13 quarter-hour programs now available for immediate delivery. Total of 130 to be produced.

WRITE OR WIRE TODAY FOR COSTS AND AUDITION SAMPLES • ALL OFFERS SUBJECT TO PRIOR SALE

CHAS. MICHELSON
Pioneer Program Producers Since 1934
67 W. 44th ST. MUrray Hill 2-3376
N. Y. 18, N. Y. MUrray Hill 2-5168



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 30, NO. 46

NEW YORK, N. Y., THURSDAY, MARCH 8, 1945

TEN CENTS

Subscription Radio Plans

Lea Calls Hearing On Petrillo Matter

Washington Bureau, RADIO DAILY

Washington—Leaders of the broadcasting industry have been invited by Chairman Clarence F. Lea of the House Committee on Interstate and Foreign Commerce to ready themselves to testify before the committee in the near future concerning the activities of AFM President James Caesar Petrillo and his union. In addition, they are invited to prepare legislative suggestions designed to curb some of the Petrillo practices as they affect broadcasters.

Lea wrote after hearing testimony on the Dondero bill, House companion measure to the Vandenberg bill passed by the Senate, which is in—
(Continued on Page 7)

Kilgallen And Kollmar Get WOR Breakfast Spot

Dorothy Kilgallen, Hearst newspaper columnist, and her husband, Dick Kollmar, producer will be presented in a series titled "Breakfast With Dorothy and Dick" as successors to Eddie and Pegeen Fitzgerald on WOR, New York, starting Saturday.
(Continued on Page 2)

NAB Program Chairmen Meet In Capital Mar. 14-16

Washington Bureau, RADIO DAILY

Washington—Programming chairmen of the 17 NAB districts and the two network members will meet here March 14-16, NAB announced yesterday. They will meet with the executive committee on programming and also with government officials.

Tele Applications

Washington—Crosley radio yesterday filed with the FCC its third application for television facilities in Ohio—this time for Dayton. Crosley applications pending for Columbus and Cincinnati. An FM application was filed by the Kokomo, Ind., Broadcasting Co., licensee of AM station WKMO.

Broadcasters Praised For Co-Op With OWI

Stressing great need for the continued aid of broadcasters in the future, when extraordinary demands are expected to be made of all communicative media, David M. Frederick, director of war programs of Domestic OWI, praised regional broadcasters for their distinguished co-operation in the production of war-effort program accomplishments. The commendation was made at a meeting of 50 broadcasters at the Roosevelt Hotel yesterday afternoon, and officiated by Arthur Hull Hayes, general manager of WABC and OWI.
(Continued on Page 6)

Sutphin Succeeds Huber At Blue Web Chicago Post

Chicago—Karl Sutphin has been appointed sales promotion manager of the Blue Network's central division succeeding E. J. (Mike) Huber, according to announcement by E. R. Borroff, vice-president in charge of the central division. Huber was
(Continued on Page 2)

BMB Plan To Be Discussed At NAB District Meeting

Fifty broadcasters representing New York and New Jersey areas will gather at the Hotel Roosevelt in New York today for the two day session of the Second District of NAB. The regional meeting called by Kolin Hager of WGY, Schenectady, district chairman, will be highlighted

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

Muzak Affiliate Takes Steps In Illinois To Launch Post-War Service Using FM Stations

Alberta Government To Compete With CBC

Montreal—Following the example of Quebec Province, Alberta government which already owns a broadcasting station has decided to enter the broadcasting field in competition with CBC as a protest against the latter "filling the air over Alberta" with "wails of moaning mollies and groans of pill peddlers and peanut pushers." Declaration to this effect was made by Hon. W. A. Fallow, minister.
(Continued on Page 7)

Gunnison To Start Series Of Mutual Commentaries

Royal Arch Gunnison, Mutual correspondent who recently returned from Manila, will begin a series of commentaries on Mutual starting Monday. Gunnison will be heard from 1 to 1:15 p.m., Monday through Friday.

Stettinius And Padilla On CBS Web Tonight

Marking the close of the Inter-American Conference in Mexico City, U. S. Secretary of State Edward R. Stettinius, head of the United States delegation, and Ezequiel Padilla, Mexico's
(Continued on Page 5)

Chicago—First steps were taken here yesterday in the post-war planning of subscription radio with the filing of articles of incorporation for the State of Illinois for Chicago Subscription Radio, Inc., and the announcement that applications will be made to the FCC for three FM stations.

The articles of incorporation
(Continued on Page 5)

Australian Executive Buys Tele Transmitter

Sale of a television transmitter for post-war delivery in Australia was announced yesterday by Herbert E. Taylor, director of transmitter equipment sales for Du Mont. Frank Goldberg, founder and governing director of Goldberg Advertising, Ltd., plans to install the transmitter in Sydney, New South Wales.

Malone Will Aid Red Cross In Special Web Broadcasts

Ted Malone, Blue Network war correspondent, who was the guest at a press cocktail party at the Rainbow Room, RCA Building, yesterday, revealed that he would fly back to

(Continued on Page 2)

WAAT went all-out for the Red Cross in a big 2-hour

show featuring a diversity of entertainers ranging from Drew Pearson and Red Cross officials to Tommy Dorsey, Nat Brusiloff and their bands. Army dramatizations furnished by the members of the Army Air Forces.

KROW, Oakland, Calif., had six-week series for the

Red Cross War Fund Drive entitled "For All Humanity." The Junior League Community Players furnished the talent, and offered dramatic interpretations of the various services of R. C. to GIs and to the families.

WLAW is a penetrating power—reaches 152 cities and towns—an audience of 907,283. Send for coverage map! Advt.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Wednesday, March 7)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	164 1/8	163 7/8	164	—
CBS A	36 1/2	36	36	+ 1/2
Crosley Corp.	37	36 7/8	37	+ 1/2
Farnsworth T. & R.	15 1/8	14 7/8	15	—
Gen. Electric	43 1/2	43 1/8	43 3/8	+ 1/8
Philco	36 1/2	36 3/8	36 1/2	—
RCA Common	12	11 3/4	11 3/4	—
RCA First Pfd.	80 1/8	80 1/8	80 1/8	+ 1/8
Stewart-Warner	18 3/8	18 1/8	18 3/8	+ 1/4
Westinghouse	129	128	128 1/4	—
Zenith Radio	40 1/2	40 1/2	40 1/2	—

NEW YORK CURB EXCHANGE

Nat. Union Radio	5 7/8	5 1/2	5 7/8	—
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OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	8 1/4	9
Stromberg-Carlson	19 5/8	20 5/8
WCAO (Baltimore)	24	—
WJR (Detroit)	41	—

Gets Second Award

Under Secretary of War Robert P. Patterson has notified the Allen B. Du Mont Laboratories, Inc., that it is the recipient of its second Army-Navy Production Award, in a letter to Dr. Allen B. Du Mont, president.

20 YEARS AGO TODAY

(March 8, 1925)

Radio's prestige was given a boost recently when Efrem Zimbalist, famous violinist, Dr. Josef Stransky, conductor, and the Muscovite classical ensemble led by Wassile Zawadzky combined to give an air concert over local airwaves.

KGW one of the GREAT STATIONS of the NATION

NBC AFFILIATE **PORTLAND ORE.**

Represented by Edward Patten & Co.

Coming and Going

JOHN F. ROYAL, vice-president of NBC in charge of television, is in San Francisco conferring on post-war video with John W. Elwood, general manager of KPO.

CHARLES GODWIN, assistant director of station relations for the Mutual network, returned yesterday from Boston, where he had been visiting with officials of the Yankee Network.

HOWARD S. MEIGHAN, manager of the eastern division of CBS Radio Sales, is back at his New York offices following a trip to the West Coast.

JOHANNES STEEL, commentator on WHN, goes down to Washington tomorrow and will broadcast his program from that point.

JOHN A. BACON, sales manager of WKBW, CBS affiliate in Buffalo, N. Y., is in town for confabs at the headquarters of the network.

O. F. SOULE, president of WFBL, Columbia network outlet in Syracuse, N. Y., and CHARLES F. PHILLIPS, vice-president of the station, are spending this week in New York.

EDDIE KASPER and AARON S. BLOOM, of Kasper-Gordon, Inc., program producers, are in town from Boston on transcription business.

KEITH FIELD, commercial manager of WHEB, Portsmouth, N. H., and DALLAS WYANT, production manager of the station, are in town. Paid a call Tuesday at the headquarters of Mutual and at the offices of their national representatives.

RICHARD K. BELLAMY, radio editor of the Milwaukee "Journal," is spending a week in New York.

WALTER ABEL and BONITA GRANVILLE due in from Hollywood on the 20th.

Sutphin Succeeds Huber At Blue Web Chicago Post

(Continued from Page 1)

transferred to the Blue's New York offices where he will handle the national advertising of the network. Prior to joining the Blue in June, 1944, as assistant sales promotion manager, he served as sales service manager of station WLS, Chicago. Before that he was associate editor of Golfing and Golfdom magazines.

Malone Will Aid Red Cross In Special Web Broadcasts

(Continued from Page 1)

Europe next week with a cargo of blood donations from the Red Cross blood banks of the country. Next Wednesday is being observed as "Ted Malone Day" by the Red Cross and the program will be aired coast to coast on the Blue Network.

Kilgallen And Kollmar Get WOR Breakfast Spot

(Continued from Page 1)

day, April 14, from 8:15 to 8:55 a.m. The series will be heard each weekday at the same time and on Sundays "Brunch with Dorothy and Dick" will be heard from 11:30 to noon. The Fitzgeralds recently signed contracts with WJZ and will move over to the Blue outlet in April.

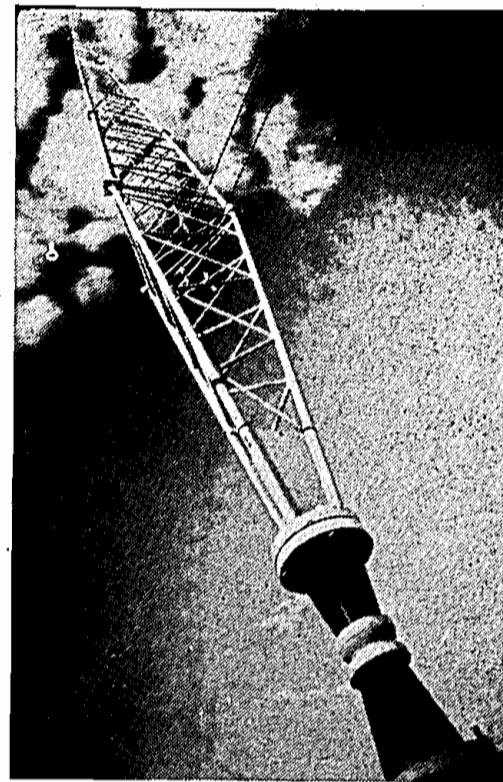
Two Television Stations To Present Special Show

Two television stations—WNBT, New York, and WRGB, Schenectady, will join in presenting a 90-minute NBC produced video program on Sunday starting at 8 p.m. The program which originates in the studios of WNBT will include a live talent production, three ballets, a fashion show and newsreels of the American landing on Iwo Jima island. Gimbel Brothers of Philadelphia will produce the fashion and the ballets will be presented by Leonide Massine. Final episode of A. A. Milne's "The Perfect Alibi" will complete the program.

NBC Transcription Series Released To Subscribers

"The Haunting Hour," a sequel series to the "Weird Circle" transcriptions of syndicated features of the NBC Radio-Recording Division has just been released to independent station subscribers throughout the country, it has been announced. Format of the half-hour ETs is based on the premise that everyone is a private detective at heart and the urge to solve sociological and psychological problems is always present.

Credits for the series are: writers Max Ehrlich, Betty Ulius, Bafe Blau, Edward Adamson; music by Rosa Rio; director Bert Wood; narrator Berry Kroeger; cast, Elspeth Eric, Eddie Nugent, featured.



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

ON TARGET!

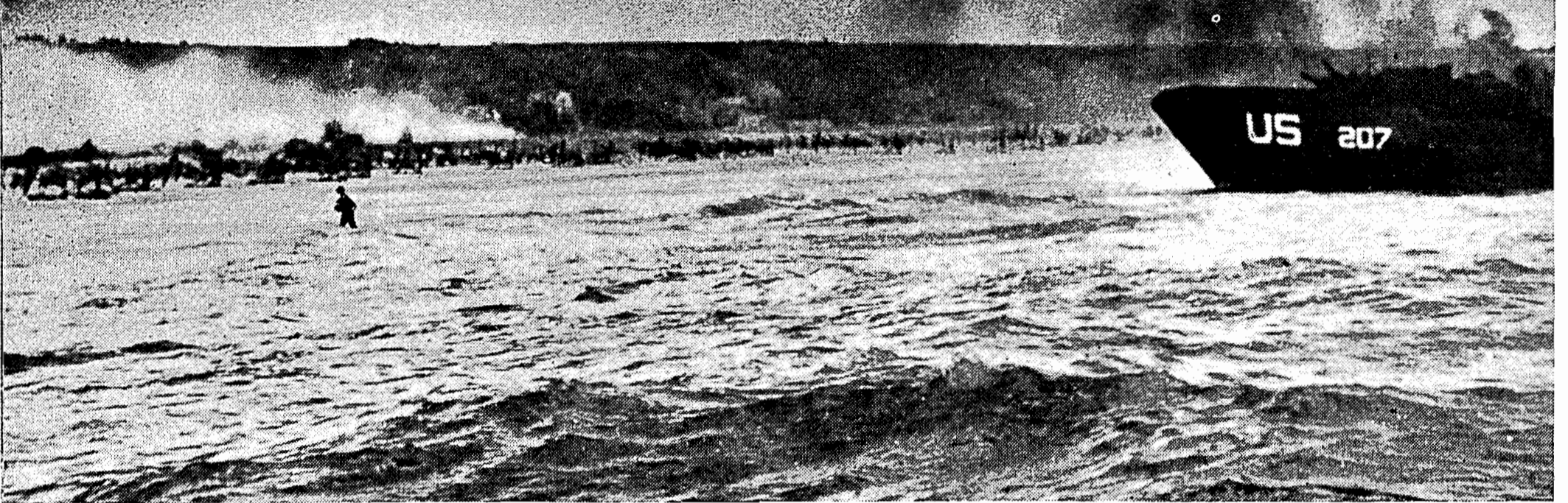
"PATTERN BROADCASTING" OVER STATION WDAS COVERS PHILADELPHIA



Cover your market with a package of spots that cover the day.

To assure intensive coverage, ask Philadelphia's Outstanding Full-Time Independent Station about "Pattern Broadcasting."

One-Man Beachhead



Frank Conniff, INS correspondent, earned the sobriquet "One-Man Beachhead" in as stirring an experience as any newspaper man wants to encounter. When Conniff was assigned to cover the operation against the island of Elba, he thought INS was handing him a vacation. He was soon to know better. Elba now has become legendary among newspaper men as the roughest, toughest landing in the Mediterranean theater.

With a landing party, Conniff started toward the historic island. From prepared positions in the hills, the Nazis opened a withering fire and Conniff was thrown into the water in the darkness. For three hours he struggled in the surf and finally, at dawn, was washed up on shore, alone. The intense German resistance having made the beach impassable, the Allied command had diverted the landing to an alternative beach. Thus, Conniff had become a one-man beachhead.

After the Elba invasion, Conniff returned to Rome, but soon took part in the invasion of the French Riviera, covering the U. S. Seventh Army on its drive northward. Later, he was

assigned to the U. S. Ninth Army, now moving deep into Germany.

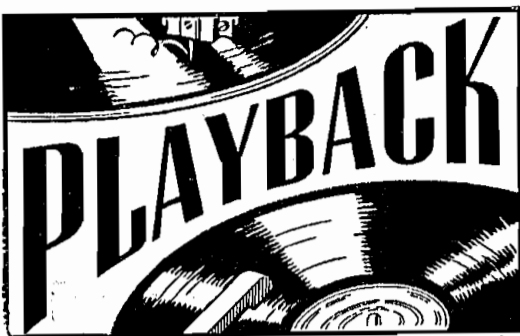
Conniff's vivid, eye-witness accounts of the fighting in Belgium and Germany have been conspicuous for their excellence. His dramatic story, last December, of Yank courage at La Gleize, Belgium, long will be remembered by editors as one of the best to come out of this war.

Frank Conniff's reporting is typically INS in quality. It is accurate, graphic, and replete with human interest. More and more, newspaper editors and news-conscious radio station managers are turning to INS.

From every sector in this global war, INS correspondents are distinguishing themselves by their capable and thorough coverage of our relentless march toward victory. In local and national news, too, INS continues to make front-page headlines.

INTERNATIONAL NEWS SERVICE

235 EAST 45th STREET, NEW YORK 17, N. Y.



NBC THESAURUS introduces another feature to its ever-expanding service . . . a new artist group that will soon find its way into the preferences of listeners everywhere . . .

Slim Bryant And His Wildcats, who have been heard for 5 years over KDKA, Pittsburgh, have joined THESAURUS. Bryant is the composer of more than 125 songs (several with Gene Autry) and plays "git-tar."

His group is packed with versatility (from cowboy to hoe-downs) and showmanship . . . and brings to THESAURUS subscribers something refreshingly different in the way of "refined hillbilly" entertainment.

About this time of year women from Hollywood to Hoboken dig out their sewing baskets, unfold tissue patterns and tune their radios to the *McCall Sewing School*. This annual piece of radio promotion consisting of six half-hour NBC-recorded programs, is sponsored by McCall Patterns in co-operation with local dry goods and department stores all over the country.

Radio's famous character actor, Parker Fennelly, is being heard in the current series of Zeb Alden spots. The announcements recorded by NBC-RRD were produced for the Drydock Savings Institution of New York.

Incidentally, have you heard Parker Fennelly as Captain Quigley on the NBC Syndicated show, *Stand By For Adventure?* The program revives the lost art of good story-telling with the maximum of excitement, and is available for local sponsorship.

NBC RADIO-RECORDING DIVISION
America's No. 1 Source of Recorded Programs

RCA Bldg., Radio City, N. Y.
Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D. C.
Sunset and Vine, Hollywood, Cal.
Taylor and O'Farrell Streets,
San Francisco, Cal.



A SERVICE OF RADIO CORP. OF AMERICA



Michigan Avenue Memorandum!

Recent purchase by Time, Inc., of the Michigan Square Building, 540 N. Michigan, has started the usual flood of rumors about the location of the post-war studios of the Blue Network (of which Time interests own 12½ per cent). If the Blue does move to North Michigan Avenue, radio row observers see it as another addition to the near north side's growing "radio center."

Chicago

The Blue would be near WGN and WBBM, and only a short distance from WJJD, WIND, WCFL and WAIT. . . ● Hildegarde aired her NBC show Tuesday night before three thousand GIs at Chicago Service Men's Center No. 2, with Binnie Barnes and Hugh Herbert as her guests. . . ● Dottie Dotson, thrush with Del Courtney's band at the Blackhawk, subbed for Marion Mann on the Breakfast Club Monday. Marion is still on the coast. . . ● Arrival of Blue prexy Mark Woods set off buzz-buzz that he came here for the formal signing of Breakfast Clubber Don McNeill's five-year million-dollar contract. . . ● Jack Brickhouse and Harry Creighton will handle the blow-by-blow and color wordage for the midwestern championship finals of the Golden Gloves Boxing Bouts via WGN from the Chicago Stadium Friday night. . . ● Roland Butterfield, Billy Fairfield in the Blue's Jack Armstrong series, will be inducted into the Army today. . . ● Ed Allen, WMAQ's Early Bird, lost his title the other day when he arrived late—20 minutes late, in fact—to find news editor George Faber had already done a five-minute newscast and introduced the "early bird" program. Now they're calling Ed the "late bird." . . ● Ell Henry, Blue's head space grabber in these parts, heads west Friday to be on hand for the Omaha, Kansas City and St. Louis appearances of Tom Breneman's Breakfast in Hollywood. . . ● "Sky Riders," WGN's weekly quiz for service men and women, now in its second year, has gifted members of the Armed Forces with \$15,000 in cash prizes during the past year.



Hiram Sizemore, the ex-GI who hitchhiked from California to his home in Kentucky on 40 cartons of cigarettes as a People Are Funny stunt, will be married April 7 in Chicago, where he is employed by Douglas Aircraft. In addition to the cigarettes, Hiram received a \$500 diamond ring to give to his girl, but when he left NBC's Hollywood studios last December he didn't know which of two gals would get it—the one he left behind in Kentucky or the one he met in California while in service. The lucky maiden, according to Sizemore's wedding invitation to Art Linkletter, People Are Funny emcee, is neither from Kentucky nor from California. She is Dorothy Snyder, a telephone operator of Midland, Texas, whom Hiram met when he was stationed there three years ago. . .

WJJD aired a special transcribed interview recorded on an LSM (landing craft) en route to the Iwo Jima invasion. Chicagoan John P. Lanigan, motor machinist mate 2/c, was interviewed by Marine Combat Radio Correspondent Vince J. Lonergan of St. Paul.



If he ever wanted proof of his own artistic worth, Dave Dole, associate radio director of Henri, Hurst and McDonald and the guy who does the dog barking in John Morrell's commercials on Alex Dreier's Commentary of the Week's News on NBC Saturdays, 9:45 and 11 a.m., got a healthy indication while he was in New York last week. Would the Chicago-originated show use a recording of a doggy bark or appropriate sound effects? Not a chance. The network made two hairline five-second switches to pick up Dave's canine mutterings. To top it off, his surprised colleagues at Henri Hurst were the recipients of a telegram noting that Dave had requested a one and a half hour rehearsal for his 10-second stint in NBC New York's vast Studio 8-H.



Remember Pearl Harbor

LOS ANGELES

By RALPH WILK

WHEN Jack Benny vacations from his LS/MFT show, over NBC, his summer replacement will be Wayne King and his orchestra. Signing of King has just been confirmed by Ruthrauff & Ryan, agency handling the Jack Benny Lucky Strike account.

Carlton KaDell, announcer for the CBS "Jack Carson Show" collects penguins as a hobby. He now has nearly 100 of these "dinner-jacketed" birds—all sizes and made of all materials.

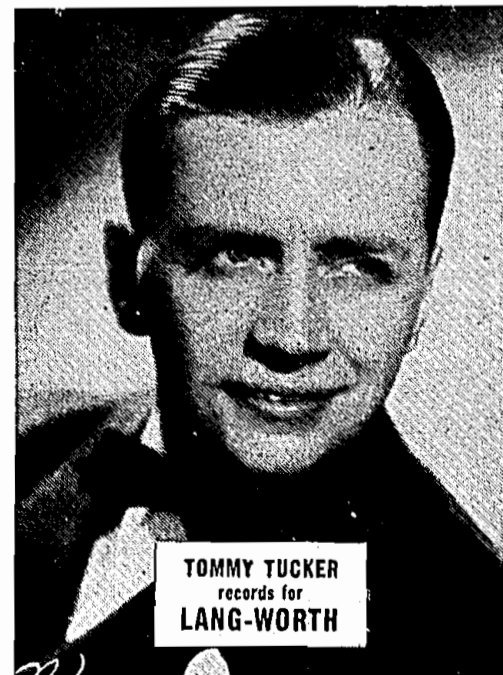
Roy Rogers, who is the star of his own radio show heard Tuesdays over KHJ and the Mutual Don Lee net, and who is also busy making motion pictures, will be adding another chore to his already busy schedule. He will be soon leaving for the East to open in Madison Square Garden with his own rodeo—the yearly show that Roy is fast making one of the top rodeo attractions in the country.

After 21 years radio station KMTR is changing its slogan. In 1927, after three years of broadcasting, KMTR went on the air with the snappy slogan "Top of the Dial." From now on the station's breaks will announce, "KMTR, FIRST ON THE DIAL."

Block Plans Portable Unit For 'Ballroom' Programs

A "portable studio," which will make possible the broadcasting of WNEW's "Make Believe Ballroom" from remote locations, is being planned by Martin Block, conductor of the show. Block now is deep in the job of getting priorities for the necessary construction materials.

Principal factor impelling him to the move, said the maestro, is the many requests which have come from Army and Navy hospitals asking origination of the "Ballroom" for the entertainment of convalescent servicemen.



TOMMY TUCKER records for LANG-WORTH

Chicago Incorporation by Subscription Radio

(Continued from Page 1)

forth that the company is interested in "the broadcasting, production, reception, transmission, utilization and application of energy and all forms of communications and intelligence by means of device or radio."

Attachment Planned

It is rumored that Subscription Radio will offer a small device to listeners for attachment to their FM receivers at a daily rental fee. This attachment, according to report, will allow the FM set to receive musical programs and commentaries broadcast without commercial announcement.

A. W. Morrison, in charge of the Chicago office confirmed that the company is a branch of Muzak Corporation in New York and stated that plans for similar development of subscription radio are under way here.

Joseph L. Weiner, counsel for Subscription Radio, Inc., who recently appeared on behalf of his clients at

Stettinius And Padilla On CBS Web Tonight

(Continued from Page 1)

foreign minister and president of the conference, will be heard tonight in a special broadcast over the Columbia network. Originating in Mexico City, the program will be heard from 11:15-11:30 p.m., EWT. The speakers will be introduced by Dan Lundberg, CBS correspondent in the Mexican capital.

Heads CBC Department

Montreal—Prof. Arthur L. Phelps, professor of English at United College, University of Manitoba, has been appointed supervisor of the United Kingdom and commonwealth section of the CBC, officials announced. His headquarters will be in Montreal. Prof. Phelps, for many years a popular CBC speaker, will prepare and correlate all material broadcast over the new CBC shortwave station at Sackville, N. B., to the United Kingdom and commonwealth countries.

the allocations hearing in Washington, last night confirmed that Chicago Subscription Radio, Inc., was associated with the Muzak development in New York. He said that similar articles of incorporation had been filed for "Subscription Radio, Inc." in New York and that later applications for FM stations in behalf of the New York and Chicago companies would be filed with the FCC. He denied a report that applications for three FM stations are now pending before the FCC.



On time with the right time — in the offices of time buyers from coast-to-coast — that's one reason Weed & Company keeps a steady flow of signed contracts in the mail of Weed-represented stations.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

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

Send Birthday Greetings To—

March 8

- | | |
|---------------------|----------------------|
| Victor Arden | Will Hudson |
| Tex Fletcher | Claire Trevor |
| Adele Broz | Mrs. Charles Schenck |
| Franklyn MacCormack | |

1st CHOICE IN CHATTANOOGA IS

WDDO
20th YEAR
CBS
5,000 WATTS DAY AND NIGHT

PAUL H. RAYMER COMPANY
NATIONAL REPRESENTATIVES

first IN (1) AUDIENCE
(2) PUBLIC SERVICE (3) RESULTS

Have you been asleep to the fact that

Fulton Lewis, jr.

is now available in

60 MARKETS

all with a rating of

10 or BETTER

Fulton Lewis jr. has proved for 130 sponsors that he can do an all-around job for their product . . . whether it's bakery or bank.

Today when good programs are tough to buy—and good time even tougher, we are able to offer a program that has both—a program formula that is proved, plus, a ready-made audience at a time when they listen.

For Further Details — Phone, Wire or Write WILLIAM B. DOLPH, Barr Building, Washington, D. C.

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

Regional Broadcaster Complimented By OWI For War-Effort Programs

(Continued from Page 1)

regional consultant, and George Ludlam, radio chief of the domestic bureau of OWI.

Hayes pointed out that no group of men of any communicative medium has done as much to further the OWI domestic war efforts as the medium of radio.

To channel Government information more efficiently on a national scale, Ludlam announced a new three-point system to be applied immediately:

(1). The Network Allocation Plan covers almost every network radio show, both sustaining and commercial. Under this plan, each weekly radio show is assigned a war message every four weeks; shows on the air oftener than once a week receive assignments every two weeks. Fact sheets outlining the objectives of each information program assigned radio time are prepared by the Radio Bureau, and sent to advertisers and their advertising agencies (or, in the case of sustaining shows to the war program manager of the web) three weeks in advance of the broadcast date. The advertiser, or the war program manager, may handle the assigned message as he wishes—by spot announcement, or delivered by the star as part of the script of the show, or as a complete program.

(2). National and extensive regional advertisers who do not use national network facilities contribute time through the National Spot Allocation Plan. This plan includes all advertisers who have shows advertising the same product on two or more radio stations. Messages are assigned under this plan on the same basis as under the Network Allocation Plan. Fact sheets are sent by the Radio Bureau to the advertiser or his advertising agency. In cases where the show is transcribed, the fact sheets are sent out six weeks in advance of the broadcast date; for live shows, three weeks in advance.

(3). The Station Announcement Plan provides for coverage of war messages by transcribed spot announcements on 893 radio stations. Network affiliate stations (614) have agreed to carry six such announcements per day; independent stations (279), nine. In addition, both network affiliates and independents carry three live announcements per day sent them by the regional stations relations men. Each week, War Program Managers of all stations affli-

ated with any one of the four major networks receive them two and a half weeks in advance of the Network Allocation and National Spot Allocation plans. This enables them to plan and space local war messages most effectively.

During 1944, the OWI figures disclose that a total of 33,352,031,000 listener-impressions were made through radio, in behalf of 38 different wartime home-front conservation campaigns.

Harry Levin, OWI regional official, was praised jointly by Ted Cott, program director of WNEW, and Kolin Hager, artists bureau manager of WGY, Schenectady, on behalf of the 50 broadcasters for the "splendid cooperation he has given to the broadcasters."

Morris Novik, general manager of WNYC, New York City municipal station, criticized commercial broadcasters for not utilizing OWI spot announcements during the primary hours of the day or evening. He asserted that most of the announcements were used during the very late evening or very early morning hours when audience efficacy was not at its best.

Sees Greater Spot Use

Levin explained that there was no yardstick by which to measure these operations, but pointed out that he has noticed a greater utilization of spot announcements during the best hours of the day recently.

John A. Bacon, sales manager of WGR-WKBW, Buffalo, revealed that he had a blanket-coverage arrangement with many of his stations' advertisers whereby the stations can utilize their commercial programs on an equitable basis for the broadcast of OWI spot announcements.

A vote was taken to determine whether the broadcasters wished to have a stringent spot-announcement schedule, which would restrict broad-

casters to the utilization of these spots during special hours, and the majority present unanimously voted it down, inasmuch as they wished to continue on a "voluntary plan."

The question pertaining to broadcasters' conduct on V-E Day was raised, and the answer from Frederick pointed out that there would not be a V-E Day as such, on the strength of OWI Director Elmer Davis' announcement that the Germans would not capitulate at once, but rather that a gradual deterioration would take place. Frederick said that the OWI domestic bureau will emphasize the war in the Pacific, when the European war is over.

Slogan "Beat Japan"

It was also disclosed that the Seventh War Loan Drive's main slogan will be "Beat Japan."

Among those present were: Harold J. Frank and Joseph R. Brandy, WSLB; Gunnar O. Wiig, WHEC; Leonard L. Asch, WBCA; Thomas E. Martin, WWNV; B. W. Olin and Harold W. Cassill, WGNV-WKIP; Roy L. Albertson, WBNV; Elliott Stewart, WIBX; Woody Magnuson, WBEW; Ted Webbe, WPAT; Dwight Herrick and T. M. McCray, WEAH; John Hymes, WNEW; Leon Goldstein, WMCA; Wm. I. Moore and Edward Ervin, WBNX; T. S. Marshall, WOLF;

AGENCIES

JOSEPH D. BOHAN has been elected a vice-president of Sterlin Drug, Inc. in charge of its Centaur division. Formerly a divisional vice president, he succeeds Harold I. Thomas, who resigned to become partner in the advertising agency of Pedlar & Ryan, Inc.

RUBIN & LESSER firm member have joined the Emil Mogul Co., Inc. as vice-presidents. Cpl. Gilbert Lesser, is presently serving in the Armed Forces, and during his absence Sydney Rubin will service all accounts formerly handled by the agency.

IODENT CHEMICAL CO., manufacturers of dentifrices, has appointed the Duane Jones Company to handle its advertising and promotion, effective immediately, it has been announced by Dr. A. J. Lautman, president.

Woodrow W. Ott, WENY; Ted Lawrence, WBYN; Charles Siverson, WHAM; E. Ray McClosky, WNBW; Woodbury Carter, WTRY; John McNeil, WJZ; Elliott Sanger and Mrs. Sanger, WQXR; Carino Louis, WHN; Victor Bennett, WAAT; Ed Cosman, WAAT; Dave Driscoll, WOR; Henry Greenfield, WEVD; Ralph Weil, WOV; Cy King, WEBR; Charles F. Phillips, WFBL; Willard Schroeder, WINS and Jay E. Mason, WJTN.

Another First!

"THE CALLAHANS"

radio comedy series, originated, written and directed by Fritz Blocki, has just been bought by COLUMBIA PICTURES.

This is the first time that a radio comedy series has been sold direct to Hollywood, after only a brief local radio tryout, not only for one picture, but for a series of feature pictures.

It proves beyond question that "THE CALLAHANS" is one of the greatest comedy shows for movies AND RADIO.

"THE CALLAHANS"

is another in the long list of successes pioneered by the undersigned, either as a writer, director, or both, in ten years of outstanding network radio, and a fitting milestone in the first year of operation as an independent writer-producer. For further details on the radio rights to this great radio-movie property contact

THE WILLIAM MORRIS AGENCY

FRITZ BLOCKI

Writer—Producer—Director

420 Madison Ave., N. Y. C.

PLaza 9-6180

WKY Covers

The Biggest Part

**OF OKLAHOMA'S
FARM INCOME**

WKY

OKLAHOMA CITY

The Katz Agency
Representative

OFF THE AIR
REFERENCE RECORDINGS
CHICAGO

L.S. TOOGOOD RECORDING CO.
121 N. LA SALLE ST., CHICAGO 1, CENTRAL 5276

Lea Calls Hearing On Petrillo Matter

(Continued from Page 1)

ended to prevent such things as the AM ban on broadcast of the Inter-phen, Mich., school orchestra. During the course of the hearings," Lea wrote, "it developed that there are other practices of the American Federation of Musicians which have a bearing on the broadcast industry and which tend to prevent the maximum utilization of radio as a medium of public education and entertainment.

Some of the practices which have come to our attention include the one which was recently in effect upon the making of records and transcriptions, the quota system for the employment of musicians, the employment of standby musicians, restrictions on the appearance of members of the American Federation of Musicians on television broadcasts, restrictions on the use of service bands on the air, and disputes between A. T. of M. and NABET concerning platters.

The committee will hold further hearings to secure full information concerning these matters. When these hearings are held, it will be appreciated if you will appear and be prepared to testify concerning the above practices and any other practices of the American Federation of Musicians which may tend to interfere with stations operating to the best public interest.

The committee is interested in securing full information and data concerning the practices in question, and the specific techniques and methods which are used by the American Federation of Musicians in applying these practices.

It will also be appreciated if you will make specific suggestions for legislation designed to cure these causes."

Named Treasurer

Walter Compton, Mutual network broadcaster whose programs originate from WOL, Washington, D. C., has been voted treasurer of the Radio Correspondents Association. Compton succeeds Fred Morrison, also WOL.

BMB Plan To Be Discussed At NAB District Meeting

(Continued from Page 1)

the audience measurement plan with Elliot Stewart of WIBX, Utica, presiding as chairman.

First real opposition to the plan is expected to develop at the session with New York independent broadcasters voicing their objections to the plan in its present form. This opposition is predicated largely on the results of a survey conducted by WNEW

Red Cross Speaker

Lewis Bowen, publicity director for the American Red Cross National Headquarters in Washington, just back from 13 months in the South Pacific where he participated in three American army landings, will be the principal speaker at the Radio Executives Club luncheon today at the Hotel Roosevelt. Today's REC luncheon will be a joint meeting with Second District NAB group which opens a two-day session at the hotel.

and the station's stand against any plan "that would freeze station audience measurement on too low a standard, or in its premature development."

Informal Meetings Held

Yesterday informal meetings were held by NAB, agency and broadcasting executives supporting the BMB plan and by the independent broadcasters who oppose the present form of proposed audience measurement. Indications are that both groups are prepared to battle it out at the afternoon session today.

The Second District meeting will get under way at 10 a.m., today with announcements and appointments of committees. At 10:15, Presi-

Twentieth Anniversary

John B. Gambling, WOR's "Human Alarm Clock," celebrates his 20th year today of the same program, same station and same hour. An open house party at Mutual's Guild Theater is marking the event. A busy day for Gambling will start at his regular 7:15 a.m. hour from that point.

dent Harold Ryan will discuss the objectives of NAB during 1945 and generalize on the "Radio's Twenty Fifth Anniversary." Labor matters and general discussion is scheduled for 11:15 and at 12:30 a joint luncheon will be held with the Radio Executives Club.

Most of the afternoon session will be devoted to the BMB session. However a meeting of public relations group chairmanned by Michael Hanna of WHCU, Ithaca, is scheduled for 4 p.m.

Second Day's Session

Second's day's session of the regional meeting will get under way at 10 a.m., Friday with a Sales Managers Clinic scheduled for 10:15 a.m. John Bacon of WGR, Buffalo, will be chairman of the sales conference. Following luncheon the Program Managers Clinic is scheduled for 2 p.m., with Elliot Stewart of WIBX, Utica, acting as chairman. Other meetings scheduled for the afternoon are: Music Discussion at 3 p.m., headed by Sydney M. Kaye; engineering at 4 p.m., with Earle Godfrey of WBAB, Atlantic City, as chairman; legislation and general discussion at 4:30 p.m., and resolutions committee meeting at 5 p.m.

Alberta Government To Compete With CBC

(Continued from Page 1)

ister of public works of the province during debate on the speech from the throne in Alberta Legislature at Edmonton. Mr. Fallow voiced a protest against the refusal of CBC to grant the government owned radio station CKUA, Edmonton a private commercial license, and declared: "because of the power wielded by the Dominion government and CBC, radio has been too highly commercialized with the air groans with the admonitions of pill peddlers and peanut pushers and the wails of moaning mollies."

"Unfairness" to Talent

He declared Alberta's radio talent has been subjected to "gross unfairness and discrimination by the CBC," adding that "practically all of our artists have been forced to leave the province and seek employment in other parts of Canada where you will find them top-notchers in their own class and appear regularly on national hook-ups. There is no reason they should be denied the rights to perform in their native province." For these reasons, the Alberta government decided to enter the radio field for the purpose of proving the radio as an educational device and to encourage Alberta talent "to give us the benefit of their abilities."



"DING, DING, DING WENT THE BELL"

In one week recently, KQV strengthened its staff with PIE TRAYNOR, Sports; JANE GIBSON, Home Economics; MAURICE SPITALNY, Music. KQV's going places in Pittsburgh!

ALLEGHENY BROADCASTING CORP.

National Representatives: SPOT SALES, INC.

KORN KOBBLERS

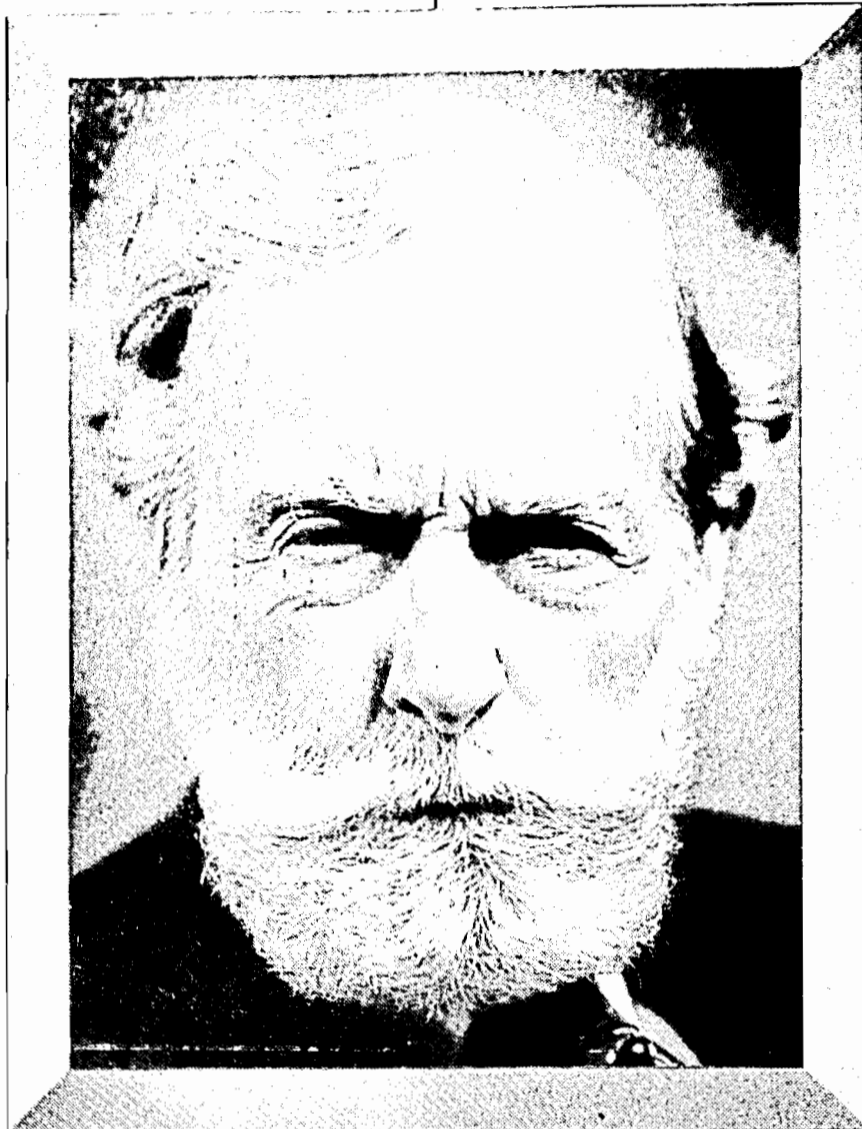
RADIO'S LONGEST LIST OF SATISFIED SPONSORS:

Kew Bee Bread. WBRW	Groves	KPO
Peoples Beer... WDSM	Utah Mills	KIT
Staley Mills... KWTO	Jax Beer	WDSU

(TO BE CONTINUED)

FROM THE HOUSE OF HITS
FREDERIC W.
ZIV
COMPANY
2436 READING RD. CINCINNATI, OHIO
NEW YORK HOLLYWOOD

"UMBRELLA COVERAGE"



Mr.
**GIRARD
FRANKLIN
PENMORE**

says:

"Our family tunes in all Philadelphia Radio Stations at times, but *most of the time we tune in WCAU*. Why? Well, tuning in WCAU has been a Philadelphia Tradition ever since we owned a crystal set. You see, WCAU has always had wonderful programs. I remember when WCAU brought us the first Columbia Network program ever broadcast. Then too, WCAU has always been Philadelphia's 'strongest' station. It was our first 50,000 Watt station, and though there

are other high-powered stations in Philadelphia now, I notice WCAU comes in clearest and strongest."

Mr. Girard Franklin Penmore is typical of millions of long-established Philadelphians whose roots go deep in Philadelphia Traditions. As Survey Experts know, WCAU leads in total listening audience in Philadelphia, but even more important is the fact that WCAU has *always* been Philadelphia's Prestige Station.

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

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 30, NO. 47

NEW YORK, N. Y., FRIDAY, MARCH 9, 1945

TEN CENTS

Oppose BMB Plan In N. Y.

Radio Covers Floods In Ohio-W. Va. Section

Cincinnati, O.—With the Ohio River at flood stage, a crest exceeded during the past 60 years only by the 1937 disaster, WLW and other stations are providing listeners with a 24-hour flood coverage not only of the local scene but also from points up and down the river.

Three times yesterday WLW broadcast a complete round-up picture of the Ohio at Cincinnati and then took its listeners to station WCHS, Charleston, W. Va. for a complete resume of the condition of the river at various West Virginia cities.

The program was then switched to station WPAY Portsmouth, Ohio from

(Continued on Page 6)

New Technical Positions For Blue's Marx, Milne

The Blue Network is taking active steps to prepare for one of the most intensive building campaigns in the history of radio, Mark Woods, president of the American Broadcasting Company (Blue Network) said yesterday.

To implement this new engineering

(Continued on Page 2)

WHO Shifts Correspondents On European War Cover

Des Moines—WHO shifted the assignments of its war correspondents this week. Jack Shelley, manager of WHO news department, who returned March 6 to Des Moines from five months' service in the European theater.

(Continued on Page 3)

Radiophotos

Transmission of radiophotos between the European battle area and America over a 400-watt mobile transmitter was announced yesterday by Press Wireless, Inc. Picture circuit is being operated with Signal Corps, Army of the United States.

Spots, Not Speeches, Sell Bonds—Avery

Washington Bureau, RADIO DAILY

Washington—"Radio is ready and anxious to do the most complete and thorough job of promotion and publicity it has ever done" in the Seventh War Loan, Lewis Avery, NAB director of broadcast advertising, told state publicity chairmen of the War Finance Division of the Treasury this week. Avery stressed the value of short announcements as against speeches on bonds. Said Avery:

"As we approach the Seventh War Loan, hundreds of radio stations will be asked to present thousands of talks

(Continued on Page 3)

BBC Director Returns From London Conference

Interviewed at a press conference following his return from the BBC conference in London on Wednesday, John Salt, North American Director of BBC, said they hoped to expand collaboration with American networks and stations until the end of the war which he said: "for us means

(Continued on Page 3)

WPB Takes Steps To Relieve Current Shortage In Tubes

Washington Bureau, RADIO DAILY

Washington—Because of the continual shortage of receiver tubes WPB is making every effort to get all existing tubes into service and obtain the maximum volume of new production, WPB radio and Radar division officials told members of the elec-

tronics distributors industry advisory committee at a recent meeting.

Independent Stations Voice Opposition To Broadcast Measurement Bureau; 12 Of 36 Second Dist. Outlets Sign

By FRANK BURKE
Editor, RADIO DAILY

Opposition to the Broadcast Measurement Bureau Plan as forecast in RADIO DAILY of Wednesday materialized at yesterday afternoon's meeting of 2nd District NAB when only 12 of 36 stations in attendance subscribed to the plan. The meeting presided over by Hugh Feltis, president of BMB, brought a record turnout to the afternoon session at the Roosevelt Hotel.

Consensus of opinion of broadcasters in the greater New York area who raised objections to the BMB plan in its present form was that it was not comprehensive enough in its coverage and at present not geared to do a job in a congested metro-

politan area served by 21 stations! Although disappointed by the results, President Feltis took the reverse in stride and agreed to the appointment of a committee of nine, three broadcasters, three agency executives and three advertisers, to give serious study to the complex New

(Continued on Page 7)

Tele Camera Included In Filming New Movie

Hollywood—Andrew Stone, who will begin production this June on the United Artists picture, "Petticoat Lane," will use a television camera as well as a standard movie camera when he starts shooting. Stone states that he will experiment with the tele camera because pictures so taken will

(Continued on Page 2)

Video Station Will Try "Canned" Commercials

Chicago—A new venture in television experimentation will be tried Thursday, Mar. 22, when a three-and-a-half-minute television commercial

(Continued on Page 3)

Blue Seeks 'Balance' In Political Newscasts

To counteract the current "New Deal"-accented news programs on the Blue Network, Robert E. Kintner, vice-president in charge of news and news features, explained that the appointment of Raymond Moley, Newsweek columnist, was for the purpose of striking a healthy balance "in our commentators."

"Although our list now includes a

(Continued on Page 2)

Canada, like the U. S. A., is aiding in the campaign for the Red Cross funds. CKEY, of Toronto, is broadcasting a series of 15-minute transcriptions every Tuesday, Thursday and Saturday depicting life with the R. C. on the many battle-fronts of the world's fight for freedom.

Yankee Network, with a zest typical of this web, is featuring several outstanding personalities in strong support of the Red Cross Drive. They include Cedric Foster, Ken and Carolyn, Louis Morgan, Lester Smith. Special show Sun. afternoon over WNAC,

Tell it to thousands! 907,283 to be exact. And the station is WLAW! Coverage map on request. Advt.



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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.

WHN Marks 23rd Year

March 18 will mark the 23rd year of broadcasting for WHN, New York. No special celebration has been planned but the outlet is joining hands with stations from coast to coast in recognition of the industry's 25th anniversary.

20 YEARS AGO TODAY

(March 9, 1925)

Three permanent members of the stage committee co-operating in a movement to complete the Cathedral of St. John the Divine spoke over WJZ. They were John Emerson, president of Equity, George Arliss and Jane Cowl. Miss Cowl made a charming appeal for beauty in the American scene.

Blue Seeks "Balance" In Political Newscasts

(Continued from Page 1)

fair representation of differing political and economic points of view, the Blue scales seem to land a little heavier on the so-called 'New Deal' side, because of the predominant audience appeal of Winchell and Pearson," Kintner pointed out.

Moley "... is a man who has the rare quality of common sense. ..." therefore he was picked as a conservative, conscientious, middle-of-the-road commentator," Kintner said. Because there is room for other similar posts, announcements or appointments may come through in the near future, it was pointed out.

The statement presented to the press gathering at the Waldorf-Astoria further states, "Moley's scripts, like those of our other commentators, will be subject to inspection by the network—for libel, for good taste, for appropriate news authority. ... And in the future, if ... we are convinced that one of our commentators has been inaccurate or unfair to a person or group of persons, we will see that the error is corrected in the commentator's program or on a comparable program."

Moley's broadcasts begin over the Blue Sun., March 11, 8:15-8:30 p.m., EWT, as a sustainer. The program may be sold for network sponsorship, but will not be considered for sale on a co-operative-sponsorship basis.

New Technical Positions For Blue's Marx, Milne

(Continued from Page 1)

plan, Woods announced the appointments, effective immediately, of Frank Marx, who has been heading the technical advisory group, as director of general engineering and George Milne, who has been chief engineer, as director of technical operations. Milne will continue in charge of all technical operating functions of the network. Both Marx and Milne will report directly to Woods.

Tele Camera Included In Filming New Movie

(Continued from Page 1)

be better suited to be televised. With television in mind he will be the first to include a tele camera in his production plans.

New Tele Sports Show Will Feature Slater Bros.

Tom Slater, Mutual network director of sports and special events, and Bill Slater, free lance commentator, have been signed by Allen B. Du Mont Lab., Inc., for a twice-monthly series to be called "Du Mont Focuses 'the Ike' On Sports," beginning March 14, 8-8:30 p.m. Bob Loewi will direct the program. Format of the series will feature sports film and a tele-audience participation of questions and answers, in addition to a celebrity guesting. Lou Nova will be the first guest to appear. The series is expected to run indefinitely, as no time element is mentioned.



The Bazooka

One of the most effective pieces of firing equipment to come out of the war ... is the simplest. It's the bazooka.

And one of the most effective radio station sales arguments at any time is, in its way, as fundamental as the bazooka. Terrific power without frills or fuss. It's the radio sales argument, "Most listeners for the least money spent."

If you're planning to use radio in Baltimore ... put W-I-T-H, the successful independent station, at the top of your list. It delivers the most listeners for the dollar you spend.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

FINANCIAL

(Thursday, March 8)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	164	163 1/2	163 1/2	- 1/2
CBS A	35 3/4	35 1/4	35 1/4	- 3/4
Crosley Corp.	36 1/2	34 3/4	34 3/4	- 2 1/4
Farnsworth T. & R.	14 7/8	13 7/8	14 1/8	- 7/8
Gen. Electric	42 7/8	41 3/4	42 1/4	- 5/8
Philco	36 1/4	35 5/8	35 1/4	- 1 1/4
RCA Common	11 7/8	11 1/2	11 1/2	- 1/4
RCA First Pfd.	80 3/4	80 1/2	80 3/4	+ 5/8
Stewart-Warner	18 1/4	17 1/2	17 1/2	- 3/8
Westinghouse	128	125 1/4	124 1/4	- 3
Zenith Radio	40 3/4	40	40	- 1/2

NEW YORK CURB EXCHANGE

Hazeltine Corp.	31 5/8	31 5/8	31 5/8	- 3/8
Nat. Union Radio	5 1/8	5 1/2	5 1/2	- 3/8

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	8	8 3/4
Stromberg-Carlson	19 5/8	20 5/8
WCAO (Baltimore)	24
WJR (Detroit)	41

CKLW
BEST RADIO BUY
in the DETROIT AREA
5,000 WATTS
DAY AND NIGHT
800 Kc.
MUTUAL SYSTEM

WDAS AUDIENCES HAVE BEEN *Loyal*
FOR OVER TWENTY YEARS
PHILADELPHIA knows that this loyalty makes WDAS the best dollar buy in this area. That's why 78% of its sponsors renew regularly.

Spots, Not Speeches, Sell Bonds—Avery

(Continued from Page 1)

about war bonds. While those talks may seem important to some group or committee the public will not so regard them. With few and outstanding exceptions do you know what the average talk of that type attracts in the way of a listening audience? Less than one per cent of the radio homes in the community in which the talk is delivered.

"At the same time a night-time baseball game broadcast in that same community may attract an audience of 40 per cent of the radio homes. Where would you rather have a message about war bonds? To give you a quick picture of the relative value of different approaches to the radio audience we have arbitrarily catalogued these comparisons:

"One well-placed announcement is worth ten talks. What's more, almost any radio station can more easily schedule ten such announcements than it can book one such talk, so you get one hundred times the value from such announcement service.

"One special event is worth 20 talks. "One outstanding promotion—which may be built around radio or in which radio plays only a part—is worth 40 talks.

"Hundreds of examples of special programs have been designed and produced to aid the sale of war bonds. . . "In the field of outstanding promotions your opportunity is limited only by the time and talent required to develop and organize the activity. . .

"Radio welcomes the opportunity to do a job for war bonds. If we assume that radio has done a good job in previous war loan campaigns then the problem is one of finding a way that radio can do a better and more effective job in the Seventh War Loan. Here are a few suggestions to help you achieve that goal:

"Try to arrange a meeting of the radio station executives in your state. If a single meeting isn't feasible try to hold two or three meetings, but group meetings can generate more enthusiasm and more ideas than a meeting with any one of the station managers in his office.

"Encourage the stations in each community to plan joint features and promotions where possible. Arrange for an exchange of ideas among the stations in your state.

"There is nothing new about war bonds but there can be a thousand and one new approaches to the radio audience in connection with the Seventh War Loan. To that end the broadcasting industry under your guidance pledges itself to devote that full measure of effort that will insure the success of the campaign."

Ave Maria Hour
WMCA — Sunday — 6:30
For 10 years the number one Religious drama of the Americas.
IT'S A DONALD PETERSON PRODUCTION

BBC Director Returns From London Conference

(Continued from Page 1)

until the Japs have been defeated and for six months thereafter." Salt expressed confidence that Anglo-American radio collaboration will continue and probably increase in the post-war era.

The BBC plans to construct three national networks which will give British listeners a choice of three programs. "This," Salt pointed out, "will allow for the airing of more programs from and about America as well as other parts of the world."

As for the possibilities of BBC going commercial, Salt said: "The BBC has no power to make that decision. The Charter under which BBC operates ends in 1946 and before that time, probably within the course of the next six months, the question will be debated in Parliament. There are people who would like station licenses for commercial radio and they have people in Parliament who will, undoubtedly, state their case. General opinion is that there is no great demand either in Parliament or country for the change in the present system."

WHO Shifts Correspondents On European War Cover

(Continued from Page 1)

ter of operations with the First and Ninth armies, is booked for an extensive speaking tour of Iowa, Minnesota and Missouri. Herb Plambeck, farm editor is making his second trip as WHO war correspondent and is accredited by the War Department to the European front, arrived this week in Paris, started cable reports and regular broadcasts on arrival. Major Frank F. Miles, war correspondent for WHO on the Italian front since last September has been transferred to the western front in Germany and is carrying a daily schedule of several direct rebroadcasts or transcribed interviews by its own staff from the various fronts.

Bentley Going Overseas

Chicago—Julian Bentley, WLS news editor will leave shortly on a special overseas assignment as war correspondent for WLS. He will make this, his second war reporting mission since 1942, at the special invitation of the U. S. Navy.

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

Video Station Will Try "Canned" Commercials

(Continued from Page 1)

is aired over WBKB, Balaban & Katz station in Chicago. The commercial is designed to fill the air time between studio programs and is completely "canned." Slide film, synchronized to a recorded musical background and narration with the video part is used to complete the package. Thus, it can be aired from the projection room while studio sets are being changed between programs.

Entitled "Herkimer Wins the Red Heart," it is a Red Heart Dog Food commercial.

The program was produced for John Morrell & Co., of Ottumwa, Iowa, makers of Red Heart, by Henri, Hurst & McDonald, Inc., the company's advertising agency, as an experiment in the media. Scripter is Betty Babcock, narrator Ray Suber and artist Jack Tolzien.

Considerable interest is being shown in the experiment from the standpoint of its value as a commercial experiment and also because it will fill in air time between programs for stations equipped with only one studio. Set up on the basis of a national spot announcement it may later be used on WNBT and WABD, New York.

Chicago tele set owners are being mailed returnable post cards on which to give their comments on the program.

AGENCIES

ROY S. DURSTINE, INC., has elected two new vice-presidents. They are: William E. Dempster, head of the creative staff in the New York office, and Frederic Kammann, manager of the Cincinnati office of the agency.

JEAN SHIMP, formerly a member of the Compton agency's new programs department, has been moved over to the publicity department to handle the promotion of the Boston Symphony program. Miss Shimp succeeds Betty Reeve, who has resigned to join the Hospital Recreation Division of the Red Cross, it has been announced by Virginia Travers, publicity director of the agency.

WALKER & DOWNING of Pittsburgh, Pa., is auditioning programs for the B. F. Goodrich Company, it has been reported. The Goodrich Company currently has a five-minute daily news program on CBS, newscast by Joseph C. Harsch. BBD&O handles this program.

LT. COL. STAN CONGER of the Army has been honorably discharged and will join the Compton Advertising agency as a merchandising executive.



*and we say it again in 1945**

*IF YOU DON'T BELIEVE THAT...

WFBL IS THE

LEADING STATION in SYRACUSE, N. Y.

We'll prove it to you!

- Select any modern-type survey.
- Choose whom you want to make it.
- Choose when you want it made . . .

AND WE'LL PAY ALL THE CHARGES!

If you still don't believe that WFBL is the top station in Syracuse, New York, we'll gladly provide an accurate, modern survey . . . the way you want it . . . at our own expense! Absolutely no obligation on your part. Write or wire, WFBL, Syracuse, N. Y. . . . or Free and Peters, Inc., National Representatives.

WFBL
SYRACUSE, N. Y.

MEMBER BASIC NETWORK
COLUMBIA BROADCASTING SYSTEM
National Representatives
FREE AND PETERS, INC.

It happened on NBC



In the Beginning . . .

SEPTEMBER 27, 1938

Pepsodent launched a new program on 55 NBC stations, coast to coast. The star was Bob Hope, a personable young entertainer with a solid background of stage and radio experience.

OCTOBER 11, 1938

The new Bob Hope Show received an opening Hooper Rating of 13.3—not bad for a new star in a new program.

AUDIENCE—1938

During his first season on the air, Bob Hope reached an estimated weekly audience of 3,000,000 families.

- The moral of these figures is that Hope grew up on NBC. In six short years—all under the astute sponsorship of the Pepsodent Company—Hope grew from a moderately well-known performer to one of the world's greatest entertainers and favorite personality of millions. Here is striking proof that *good* programs have a better chance of catching on and becoming *great* programs when they are

The Story of Bob Hope NO. 1 OF A SERIES

Six Years Later . . .

Bob Hope is heard on 126 NBC stations, coast to coast, Maine to Mexico, and short-waved to American troops all over the world.

FEBRUARY 19, 1944

The Bob Hope Program hit an all-time peak Hooper rating of 40.9—the highest Hooper rating ever earned by a half-hour program.

OCTOBER, 1944—JANUARY, 1945

Bob Hope earned an average rating of 31.0—the highest Hooper-rated program on the air.

AUDIENCE—1945

Today, Bob Hope reaches an estimated weekly audience of 11,000,000 families.



ol on NBC. A man is known by the
any he keeps. NBC gives its pro-
s the best in radio: the finest net-
and facilities—identification with the
est shows on the air—and the

greatest listening audience in the world.

It stands to reason that a good show, given these NBC facilities and association, has every chance to grow into a great show—an NBC show.

National Broadcasting Company

America's Number 1 Network



A Service of Radio
Corporation of America

Radio Covers Floods In Ohio-W. Va. Section

(Continued from Page 1)

which point WLW listeners heard an eye-witness description of flood conditions also co-operating in the round-up broadcasts in station WHAS, Louisville, Ky., with flood conditions being reported from there. The half-hour round-up program was on the air at 2 p.m., 7 p.m. and 10:15 p.m.

Again Wednesday morning with the river within a foot of its expected crest the story from the WLW four-state area was broadcast with the latest conditions to be given on another round-up program from 5 to 5:30 p.m., CWT during the afternoon. When occasion warrants WLW is broadcasting special bulletins on the latest river news at Cincinnati and other river points as well as scheduling special on-the-spot descriptions of flood waters here and other river cities.

Handling over-all planning for the special flood coverage is Howard Chamberlain, program director for WLW.

As soon as threat of flood hit the Ohio valley, WCKY's staff and facilities were marshalled by Ken Church, executive vice-president, in preparation for full flood coverage. Special events crews ranged throughout the flooded area making use of the studio plane and transcription facilities to present on-the-spot programs with people closely connected with the flood picture. The WCKY studio plane was loaned to the Red Cross to short-wave important messages. Church arranged a tie-up with Roger Ferger, publisher of the Cincinnati "Enquirer," and news broadcasts were made direct from the "Enquirer" city room by WCKY's announcers. WCKY was placed on a 24-hour schedule for the duration of the flood emergency.

Rex Davis, WCKY's news editor-in-chief, co-ordinated all flood broadcasts. In addition, during the height of the flood emergency, WCKY fed CBS daily summaries of the Ohio valley flood situation.

Wedding Bells

Paul Hodges, WKRC emcee, was married to Miss Thelma Stein of Cincinnati, Thursday, February 15th. Hodges joined WKRC in October, 1944, after being honorably discharged from the Marine Corps.



Radio Is My Beat . . . !

● ● ● With his Jergen's contract up for renewal, (with a \$2,000 weekly tilt), Walter Winchell is being baited by juicy offers from all sides. Leading the pack is Eversharp's five-year tempter calling for \$2,600,000—or a cool ten grand an airing. However, those in the know will lay odds that the hard-hitting columnist renews with his old sponsor. . . . Every comic in town has put in a bid for Pete Donald's spot on "Guess Who." The lucky guy who lands it gets not only radio's No. 1 local spot, but will inherit an ace comedy writer in Martin Ragaway who's been scripting it for eight months. . . . Harold Lloyd's Comedy Theater folding after current run. . . . Practically every comedy show on Wednesday nite made jokes about the Oder and Cologne. . . . Frank Parker says that when the Russians take Frankfurt there are gonna be a lot of sour krauts. . . . Uncle Sam working overtime this week in radio with Hal Block, Eddie Bracken, Jack Carson, Artie Phillips, Tommy Taylor and Jimmy Brown (Lombardo vocalist) getting their greetings. . . . Billy Usher replaces Taylor on the Blue's "Sunny Side of the Street." . . . Van Cleave's ork changes to new time tonite at 8:30. . . . Diane Courtney, who bows out of the Alan Young show on the 27th, already inked in for a guest spot on "Here's To Romance" for the 29th. Her spot on the comedy show will be filled by a quartet.

★ ★ ★

● ● ● Starting this Sunday, Steel Horizons on Mutual will add a new twist. By piping in from Washington, they'll offer some important behind-the-scenes stuff with first speaker being Paul V. McNutt, chairman of the War Manpower Commission. . . . Charlotte Manson, in Washington over the week-end, had to turn down a White House invite by Mrs. Boettiger because of a conflict! . . . Harry Wismer thinks that nite club owners oughta be permitted to file a joint return. . . . Evelyn Knight has shelved local radio plans to sail for Rio de Janeiro's Copacabana. . . . Sylvia Marlowe, who's always earned her coffee money by playing boogie-woogie on a harpsichord, turns her other cheek on the 18th in a joint concert at Carnegie Chamber Hall with Laurent, reputed to be the world's outstanding flutist, and Zighera, also of the Boston Symphony. . . . Lou Fulton, Fitch Bandwagon producer, was made an honorary WAVE when the show played for the Navy at Hunter College last week. . . . Coleman Jacoby forced to give up his writing chores on Sammy Kaye stanzas due to illness and is back in Gotham for medical care.

★ ★ ★

● ● ● "Brownstone Theater" would be more listenable if the narrator, Clayton Hamilton, came in only at the beginning and end instead of breaking into the continuity after each act. Story would then get a chance to run longer and wouldn't sound so spotty. . . . Runners-up for the title role in "Boston Blackie" which goes on Mutual April 11th are Richard Kollmar, Frank Lovejoy, Joe Julian, and Mandell Kramer. . . . Eddie Forman, Abbott & Costello scripter, writes from Hollywood that everybody out there is making so much dough that he saw a couple of guys beating up another because he only makes \$700 per. . . . Question of what directors want in a script was discussed this week by CBS director Richard Sanville at Jean Holloway's regular Radio Writing class at N. Y. U. . . . Oscar Levant and Ogden Nash collabbing on a new musical. . . . CBS' "Higher Places" fading April 12th. . . . Add sillies: Jackson Beck's gag about the near-sighted snake who eloped with a rope. . . . Ben Gross, News radio ed heard weekly over WHOM, booked on a lecture tour. . . . Jack Raymond and Liza Morrow have set The Date. . . . Best gag of the week belongs to Ken Lyons, writer of the Jack Berch show, among others. With the Copacabana closed, Ken says they are now referring to Commissioner Byrnes as "The Man Who Broke the Bank at Monte Proser's"!

★ ★ ★

—Remember Pearl Harbor—

Tube Shortage Relief Present Aim Of WPB

(Continued from Page 1)

tual surplus supplies may reach dealers and service men for civilian supply, but there is no immediate prospect it was pointed out that the civilian tube supply situation will improve materially, rather it is expected to remain about the same as in 1944, approximately one and a half million tubes a month.

Regarding the availability of tubes and electronic equipment following VE-Day it was said that although certain military requirements may fall off, much of the electronic equipment used in Europe would either have to be tropicalized—made moisture and fungus proof—or replaced by new equipment for use in the Pacific theater. In either event it would appear a continued burden will remain upon the manufacturers of military equipment.

Distributors were advised that lists of available excess or surplus electronic materials may be obtained from all WPB regional offices immediately upon publication each month.

As transformers were reported becoming critical again due largely to increasing military demands, close control by WPB is anticipated though available production capacity is believed greater than military needs.

Most applications for the scheduling of transformers for civilian use have been approved giving the delivery a fixed date. Methods were discussed for simplifying this scheduling procedure such as a small order exemption on rated orders.

Aluminum records are out except for high rated orders it was reported remaining supplies being available only to broadcasting stations making master records and then only when filling such orders as would not interfere with military and OWI requirements.

Gets Pacific Assignment

Don Bell has been appointed foreign correspondent to cover Pacific War Theater for the Mutual network, it has been announced. The appointment of Bell totals 20 correspondents currently staffed by Mutual. Bell was presented with "Headliners Award" in 1941, then affiliated with NBC.

ANNOUNCER

Experienced, versatile, general routine, news, deferred. 5 kw network affiliate, major Mid-West market. The man we want must be worth \$65 per week to start and must be looking for a permanent position. For personal interview, call Bernard Berk at Hotel Drake, New York, between March 12 and 15.

Chicago's
**ONLY
24 HOUR
STATION**
W-L-N-D
560 K. 5000 WATTS



Oppose BMB Plan In N. Y.

Feltis Names Nine To Study N. Y. Situation

(Continued from Page 1)

... situation. The committee, suggested by Craig Lawrence of WHOM (Clydes stations), will not be appointed from the ranks of NAB or BMB and will be wholly impartial in their analysis of the problems of the New York broadcasters.

Guided by WNEW Survey

... was evident as the meeting progressed that the attitude of independent broadcasters in the Manhattan district had been influenced considerably by the WNEW survey which endeavored to prove that the BMB plan in its present form is not a desirable solution of the audience measurement problems of New York stations. They had contended that the radio industry should be protected from any plan that would set too low a standard or in its premature development."

Only Two N. Y. Subscribers

... the announcement of stations subscribing to the plan bore out the foregoing conclusion. In New York City only two of the independent stations subscribed. Only two New York stations, NBC, Columbia Broadcasting System and WJZ, Blue Network, signed. The other nine New York stations in the 2nd NAB district who lined up were WHEC, Rochester; WNY, Buffalo; Buffalo Broadcasting Corporation; WENY, Elmira; WKNY, Kingston; WGNV, Newburgh; WALL, Hiletown; WIBX, Utica and WKIP, Poughkeepsie. WFPG, Atlantic City, N. J., was the 12th station of the 2nd district to sign.

Many Voice Opinions

... was a stormy afternoon meeting unlike other district gatherings. President Feltis and his BMB proposals were received with heavy percentages of subscriptions. Early in the meeting Feltis characterized BMB as a standard that had been set for the "greatest number in the industry" and again that "one job could not be done for the United States and another for New York City." Later he

softened his comments about the New York situation and indicated that BMB recognized the situation here as one that called for further study.

Comments on Press

Feltis at one time deplored the fact that the trade press would chronicle the events of the meeting and inferred that the action of the broadcasters in tabling the BMB plan in its present form was a reflection on NAB, ANA and AAAA and injurious to the industry as a whole. However, Feltis displayed sportsmanship at the close and hoped that the district meetings to follow would be productive of larger numbers of subscribers.

Irving Rosenhaus, general manager of WAAT, Newark, was one of the voices heard in criticism of the BMB plan in its present form. Another was Wally Duncan, national sales manager of WNEW. Craig Lawrence of WHOM, Herman Bess and John Hymes of WNEW were also among those heard.

Prior to the question period which led to opposition to the plan the broadcasters heard Frank Silvernail of the radio department of BBD&O; Bob Mason, chairman of small markets station committee of NAB, WMRN, Marion, Ohio, and Milt Rosenberg, advertising manager of Hearn's, New York, speak in support of the BMB plan.

Keystone President Heard

Michael M. Sillerman, president of the Keystone Broadcasting System told the gathering of an independent survey made in a Texas town by the transcription network, a survey which utilized the form of questionnaire outlined by BMB. The results of this survey, said Sillerman, will be made available to the nine-man board which Feltis has appointed to study the New York situation.

Carl Haverlin, Mutual network executive, spoke briefly, telling of his early days with Broadcast Music and of the organizational problems encountered in launching BMI, problems which, he said, parallel those now facing the executives striving to make a going concern of BMB. Haverlin predicted that BMB, within four years, will have justified all of the present efforts to establish it as

an agency offering a service vital to the success of the radio industry.

Those speaking for and against the present BMB plan seemed agreed that fundamentally the audience measurement proposal was meritorious. It was apparent that national acceptance of the plan was already evident from the regional meetings which have been held. However the developments of yesterday at the New York meeting indicate that BMB will probably face similar opposition when they meet up with the Chicago, Los Angeles and Detroit broadcasters.

"Not At All Discouraged"

In analyzing the results of yesterday's meeting Feltis said he was not at all discouraged and that he felt certain that some solution to the New York situation will be worked out. He regarded it unfortunate that other 2nd district stations not in the New York City area took their cue from New York City broadcasters and were reluctant to subscribe at this time. Feltis moves on to Washington, D. C., to meet with the broadcasters of the 4th district NAB at the Statler Hotel on next Monday and Tuesday.

The day's discussion brought out that 325 broadcasters had subscribed to date, and that Feltis was about half way in his nation-wide tour of district meetings. It was also disclosed that the BMB sampling will not take place until next spring and that Feltis' first job upon his return to New York in the middle of April will be to set up his BMB organization. The president of BMB declined to comment on the amount of money raised to date but confirmed it would take \$1,000,000 every two years to conduct the contemplated mail and personal interview survey of station measurements. It was also revealed that membership in NAB was not necessary to become a member of the BMB organization.

Red Cross Luncheon

At noon yesterday broadcasters from the 2nd district headed by Colin Hager of WGY, Schenectady, lunched with members of the Radio Executives Club at the Hotel Roosevelt. It was a Red Cross luncheon and the radio crowd heard Lewis Bowen, publicity director of the American Red Cross National Headquarters pay tribute to the industry for their ser-

Adv. Agencies And Webs' Stations Okay Plan

... vice to the Red Cross. He also related experiences in the South Pacific as a Red Cross correspondent with the American forces. Another tribute to radio for its support of the Red Cross effort was contained in a letter from Basil O'Connor, national Red Cross chairman, which was read by Warren Jennings, president of REC.

Ryan Addresses Meeting

J. Harold Ryan, president of the NAB, pointed out the need for regional members to meet at their regional meetings, which have become a critical necessity since the dispensation of NAB national conventions, at the request of the Office of Defense Transportation.

In touching on the 25th anniversary of radio, Ryan said that a celebration as such is contingent on the outcome of the war. However, a committee known as the Advisory Committee, representative of the four major networks, has been holding sessions to determine the question of holding a national observance, on a concentrated basis for either one day or a week.

The Advisory Committee studying the situation consists of: Robert Swezey, assistant general manager of Mutual; Frank Stanton, vice-president of CBS; Frank E. Mullen, vice-president and general manager of NBC; Mark Woods, president of the Blue Network.

Members of the new Resolutions Committee are: E. Ray McCloskey, WNBF, Binghamton, N. Y., chairman; Gunnar Wiig, WHEC, Rochester, N. Y.; Bruff Olin, WKIP, Poughkeepsie, N. Y.

Today's Session

Today's sessions begin at 10 a.m. on Small Market Stations discussions, with emphasis on the functions and services of NAB, advantages of group selling and report of standing subcommittees. This to be followed by the meeting of the Sales Manager Clinic. Lunch at 12:30 p.m. At 2 p.m., election and resolutions; 3 p.m., engineering; 3:30 p.m., music and general discussion; 4 p.m., legislation.

Send Birthday Greetings To-

- | | |
|-------------------------|----------------|
| March 9 | |
| Arthur Caesar | Sydney Moseley |
| March 10 | |
| Beatrice Berke | Carol Deis |
| Peter de Rose | Marion Hutton |
| Lieut. Robert Taplinger | |
| March 11 | |
| Leonard Gessner | Don Lavery |
| Andy Sanella | Ramona |

AVAILABLE

Young lady with excellent background in radio. Handled estimates, contracts and heavy detail . . . station and agency contacts. Varied experience in advertising and commercial films in both assistant and executive secretarial capacity. At present seeking opportunity for advancement.

Write Box No. 133

RADIO DAILY

1501 Broadway, New York 18, N. Y.

K M P C
BUILDS GOODWILL THROUGH PARTICIPATION IN COMMUNITY ACTIVITIES

KMPC
LOS ANGELES
710 Kc.-10000 WATTS
THE WEST'S GREATEST INDEPENDENT
National Sales Representative • Paul H. Raymer Company

Solid!
N 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



HOME TOWN BOY MAKES GOOD



... 11 YEARS IN ONE SPOT

Eleven years ago, the Phillips Packing Company Cambridge, Maryland, a pioneer in Maryland's Food production—pioneered something new in Maryland—a regular morning news program. Their choice—Baltimore's big home town station—WFBR.

For eleven long years through depressions—booms—rumors of war and war itself, Phillips has ticked off the news of the state—the nation and the world.

When a station retains one advertiser in one spot with one program for 11 years, it has to be good. WFBR is good.

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 . . .

MEMBER — MUTUAL BROADCASTING SYSTEM • NATIONAL REPRESENTATIVE — JOHN BLAIR & CO.

WFBR

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 30, NO. 48

NEW YORK, N. Y., MONDAY, MARCH 12, 1945

TEN CENTS

AFRS Personnel Revealed

Special Study By BMB Of N. Y. Indie Position

Specific requirements of the independent stations located in the New York metropolitan area will be given further consideration by the Broadcast Measurement Bureau, according to the resolution adopted last Friday by members of the 2nd District of the National Association of Broadcasters.

Preceding the passing of the resolutions came various discussions on program management in war time, music in radio and television, tentative plans for V-E Day independents are making, and interpretations of

(Continued on Page 5)

Plan College Conference On Radio And Business

Preliminary plans for a conference of radio and business designed to bring together advertisers, broadcasters and creative agencies is being sponsored by City College School of Business, New York City, Harry Noble Wright, president, announced last Friday. The conference will be held in April.

In announcing the conference President Wright of City College released

(Continued on Page 7)

Bill Brooks Pays Tribute To Armed Forces Co-Op

Paying tribute to the co-operation given radio by the armed forces in the European theater of war, William F. Brooks, director of news and special events of NBC, addressed a press luncheon at the Waldorf-Astoria Hotel on Friday. Brooks, who just

(Continued on Page 2)

Elbow-Room

Blue Network's Spot Sales, Co-op Programs, Sales, television department and comptroller's office moved Saturday from Radio City to the Aeolian Building at 33 West 42nd Street. New phone number for these departments is Wisconsin 7-1737. Coincidentally, this same building housed WJZ more than 20 years ago, before the station's owner formed a web.

'Radio Gallery' To OK Frisco Meet Newsmen

Washington Bureau, RADIO DAILY
Washington — The Congressional Radio Gallery has been named the official accrediting agency for radio correspondents attending the San Francisco conference of the United Nations. All local station and network newsmen to attend will be passed upon by the gallery, and applications are asked of all those intending to send men to San Francisco. Deadline is midnight, March

(Continued on Page 3)

WHA, Madison Claims Title As Nation's Oldest Station

Washington Bureau, RADIO DAILY
Washington—Greetings and congratulations were offered WHA, Madison, Wisc., on the House floor this week by Representative Robert K. Henry of that state. The station, which is operated by the University of Wisconsin, was the subject of a special congratulatory

(Continued on Page 3)

Names And Former Radio Associations Of Men In Service Released By Army Service Forces

Annual du Pont Award Made Over Blue Web

Annual Alfred I. Du Pont radio station and radio commentator awards were announced Saturday night in a broadcast over the Blue Network.

H. V. Kaltenborn, dean of American commentators heard on the NBC, received the commentator's award "in recognition of distinguished and meri-

(Continued on Page 2)

Ernst To Appear Before FCC On WOKO Revocation

Washington Bureau, RADIO DAILY
Washington—Morris Ernst, New York attorney, will appear before the FCC next Wednesday to argue against the Commission order revoking the license of WOKO, Albany, N. Y. for concealing over a period of several years the quarter-interest in the sta-

(Continued on Page 4)

IRE Supporters Seek Fund To Build New Headquarters

An appeal to the nation's broadcasters to support a campaign by the Institute of Radio Engineers to raise a \$500,000 fund for the erection of a new building to carry on IRE's engi-

(Continued on Page 5)

Revealing that more than 100 former radio men are in the Army and Navy personnel of Armed Forces Radio Service domestic staffs in Los Angeles, New York and San Francisco and that more than 150 are serving the AFRS overseas, Major Edward J. Flynn, technical information officer, Wash-

(Continued on Page 7)

School Program Sked Shows Increase In Chi.

Chicago—A total of 423 hours of programs for in-school use were aired by WBEZ, the FM station owned and operated by the Chicago Board of Education during the first semester of the school year 1944-45, September through January, according to the first semester report of the Board's radio education survey. In the presentation of these programs, 1,933 stu-

(Continued on Page 5)

FCC Summons Engineers For Clear Channel Confab

Washington Bureau, RADIO DAILY
Washington—A special conference of engineers who plan to appear personally, or, who are connected with organizations planning to appear at

(Continued on Page 2)

★ THE WEEK IN RADIO ★

BMB Opposition In 2nd Dist.

By CHARLES MANN

AS predicted in these pages earlier last week, the Broadcast Measurement Bureau did hit a snag when it met with members of the 2nd District of NAB. Twelve of the 36 stations represented endorsed the plan. Reason for the overwhelming number in opposition to the BMB system was that in its present organization it would not adequately serve as a

genuine "yardstick" for this metropolitan sector in which 21 stations operate. The elaborate survey conducted by WNEW, designed to prove that the present BMB system would not work here, greatly influenced the decision of the Manhattan broadcasters. Before the session was over, Hugh Feltis, president of the BMB.

(Continued on Page 5)

How are you going to fully reach the Northern New England consumers without WLAW? Advt.

You can expect sales increase when you advertise over WLAW! Send for coverage map. Advt.

Four March Saturdays will be used by KMOX, in

St. Louis, to broadcast 25-minute programs as its participation in the Red Cross War Fund Drive. Included are salutes to O'Reilly General Hospital, Camp Crowder, Jefferson Barracks, Scott Field and the Coast Guard.

WCOP chose opening day of the R. C. campaign to

inaugurate a big new series of programs broadcast direct from Boston's Blood Donor Center. Weekly periods from 1:45-2 p.m. feature special events held at the Center.

Employees of WCOP gave blood, also a \$108 check.



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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.

FINANCIAL

(March 9)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163 ³ / ₈	162 ⁷ / ₈	162 ⁷ / ₈	— ³ / ₈
CBS A	34 ¹ / ₄	34 ¹ / ₄	34 ¹ / ₄	—
Crosley Corp.	34 ⁷ / ₈	34	34 ¹ / ₂	— ¹ / ₄
Farnsworth T. & R.	14 ⁷ / ₈	13 ⁵ / ₈	13 ⁷ / ₈	— ¹ / ₄
Gen. Electric	41 ⁷ / ₈	40 ³ / ₄	41	— ¹ / ₄
Philco	35 ¹ / ₄	34	34	— ¹ / ₄
RCA Common	11 ¹ / ₄	11	11 ¹ / ₈	— ³ / ₈
RCA First Pfd.	80 ³ / ₄	80 ³ / ₄	80 ³ / ₄	—
Stewart-Warner	17 ¹ / ₂	16 ¹ / ₂	16 ³ / ₄	— ³ / ₄
Westinghouse	125	122	123	— ² / ₄
Zenith Radio	39 ¹ / ₂	38	38 ¹ / ₄	— ¹ / ₄
Nat. Union Radio	5 ¹ / ₂	5 ¹ / ₂	5 ¹ / ₂	—

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	8	8 ³ / ₄
Stromberg-Carlson	19 ¹ / ₄	20 ¹ / ₄
WCAO (Baltimore)	24	—
WJR (Detroit)	41	—

20 YEARS AGO TODAY

(March 12, 1925)

More and more the theatrical stars are being attracted to the microphone. Among those who have entertained the radio audience recently are Will Rogers, George M. Cohan, Al Jolson, Ed Wynn, Fannie Brice, Paul Specht, and Dr. Sigmund Spaeth.

"JUST GIVE HER JEWELRY" "DIAMONDS SYMBOLIZE LOVE"

Two unique, tuneful 1-minute musical programs transcribed for the jewelry trade! A full cast of 40 . . . designed to sell jewelry or diamonds . . . Lyrics are appropriate throughout the year! Exclusive to one jeweler in a city . . . write or wire now for audition record.

ARTP, Inc.

11 West 42nd St New York 18, N. Y.

Coming and Going

EDGAR KOBAK, president of the Mutual network, arrived recently on the Century, completing a trip which took him to Omaha and to Chicago for conferences with executives of WGN.

HAROLD E. FELLOWS, manager of New England operations for CBS, a visitor Friday at the headquarters of the network.

JOHN MURPHY of NBC's station relations department, has returned from an extended trip to Cleveland, Buffalo, Rochester and Syracuse.

DICK BELLAMY, former radio editor of the Milwaukee Journal, is in New York and plans to locate here.

CAPT. RICHARD STARK, USMC, president of Richard Stark Co., is in town prior to his departure for the West Coast, where he expects an overseas assignment.

RALPH EDWARDS and the members of his "Truth or Consequences" program company have left for Hollywood where they have been engaged by RKO Pictures to do a film. They'll arrive on the Coast Wednesday.

JOE SEIFERTH, DON RICH and other members of the WJZ Victory Troupe went down to Philadelphia Friday for an appearance at the Academy of Music in the interest of the Treasury's War Bond Division.

BENEDICT GIMBEL, JR., president of WIP, Philadelphia, arrived in New York last Friday and is spending several days in town for conferences with officials of the Mutual network.

CARL BURKLAND, general manager of WTOP, CBS-owned station in Washington, D. C., has returned to his offices in the Nation's Capital following a brief stay in New York.

EVELYN PIERCE, program supervisor of Compton Advertising, Inc., is back from Montreal, where she spent several days discussing the agency's Canadian programs over CBC.

DOROTHY LEFFLER, of the CBS press department, is back at her desk following a trip of several weeks to the West Coast offices of the network.

REGGIE SCHUBBEL, radio time buyer for the Duane Jones Agency, has just returned from a vacation spent in the sunnier spots of Pinehurst, N. C.

JAMES A. MURPHY, manager of KMO, Tacoma, and KIT, Yakima, Wash., is on his annual business trip to New York and other eastern cities.

DARRELL MARTIN, radio editor of the Buffalo "Evening News," is expected in New York for a week of inspection of shows at the local network studios.

Annual du Pont Awards Made Over Blue Web

(Continued from Page 1)

torious performance of public service."

Two Columbia Broadcasting System stations won the honors in the radio station classifications. WJR, 50,000 watt CBS outlet in Detroit, was awarded first honors in the larger station group and WTAG, 5,000 watt station at Worcester, Mass., received the award in the smaller station group.

Station awards were given "for outstanding and meritorious service in encouraging, fostering, promoting and developing American ideals of freedom and for loyal and devoted service to the nation and the communities served by these stations respectively."

A special citation was given the Blue Network for its interest in the development of public service programs during 1944.

The Alfred I du Pont Radio Awards Foundation was founded on August 10, 1943, in memory of Mr. Du Pont. Annually three cash awards of \$1,000 each are presented to a commentator and two radio stations.

Bill Brooks Pays Tribute To Armed Forces Co-Op

(Continued from Page 1)

returned from a five weeks trip abroad, said that news broadcasting would continue to be of great importance following the end of the war. "As a matter of fact I see no dearth of news during the next ten years," he declared.

FCC Summons Engineers For Clear Channel Confab

(Continued from Page 1)

the FCC's clear channel conference, May 9, has been called for Friday by FCC Chief Engineer George P. Adair. This pre-hearing session is designed to clarify ideas on possible re-allocation of clear channels and achieve a formula for the breaking up of channels that should be decided upon.

It is believed also that the clear channel hearing was timed as it has been in order to precede announcement by the FCC that one or two more channels will be open for AM broadcasting after the war.



SOME SHOOT INTO THE AIR . . . land they know not where!

That can be said again and again . . . particularly in radio! Do you, as a user of time, know exactly where your messages land? Do you know exactly how many people actually hear your messages? Do you know exactly what your cost per listener is?

There's one town we know of where you can get all the facts to enable you to buy time on the one radio station that produces more listeners for your dollar.

The town is Baltimore . . . the station is W-I-T-H.

Based on the Robinson Radio Reckoner . . . (the sound principle of coverage, popularity and cost) . . . W-I-T-H leads all stations in Baltimore by a wide daytime margin. And is second to only one station, on one program, on a Sunday afternoon!

The safe, sure buy in Baltimore, based on facts alone, is W-I-T-H, the independent station.



W-I-T-H

IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

Only Philadelphia Station Featuring 3 HOURS of Classical Music EVERY DAY



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

AGENCIES

RUSSEL M. SEEDS CO., INC., Chicago, has been engaged as advertising counsel to the Consolidated Royal Chemical Corporation, also of Chicago. The agency will handle Krank's Shave Kreem in all markets, including promotion on radio.

JOHN B. BELTAIRE, vice-president in charge of sales and advertising of the Lee Hat Company of Danbury, Conn., announces the appointment, as of March 5th, of William H. Weintraub & Company, New York, to handle the company's advertising and serve as public relations and merchandising counsel. Current advertising plans include network radio, newspapers and magazines.

LOUIS POLLOCK, formerly director of advertising and publicity for United Artists, has been named to head the new motion picture department of the Biow Co., it is announced by Milton Biow, agency's president. While Pollock will headquarter at the Hollywood office in the CBC Building, much of his time will be spent in New York on final campaign conferences and promotion plans.

DOHERTY, CLIFFORD & SHENFIELD, INC., announces they have resigned the account of General Distillers, Inc. of Boston.

WHA, Madison Claims Title As Nation's Oldest Station

(Continued from Page 1)

latory resolution by the Wisconsin Assembly last month, upon the completion of 25 years of broadcasting, and will be awarded a commemorative plaque. This station, recipient of several awards, is a claimant for the title of oldest station in the nation, having scheduled programs as early as February, 1919.

'Radio Gallery' To OK Frisco Meet Newsmen

(Continued from Page 1)

15. No applications received after that date will be considered, according to Richard Harkness, president of the gallery.

Full information on the individuals to attend, the number of hotel rooms needed, the time of arrival and whether they will desire space on the special train from Washington is asked. It should be sent to the Congressional Radio Gallery, Senate Building, Washington, D. C.

Capt. Swalm In Italy

15th Air Force in Italy—Captain Everett "Tod" Swalm, who has been overseas since January, has been assigned as public relations officer to a veteran 15th AAF P-51 Mustang fighter division. Capt. Swalm from 1939 to 1942 was on the staff of RADIO DAILY in New York.



For months, WOR had been eyeing Kent & Johnson. "Funny, aren't they?" said we to we, sort of looking at them sideways. Then we thought, rather idly, "Hmm-m, Kent & Johnson, writers, producers, showmen; creators of those awfully successful jingles for Pepsi-Cola, Larvex, Mazola. Might be for our all-night show, 'Moonlight Saving Time'...ho hum...HEY! WAIT! WHOA!"

So, we asked Kent & Johnson to run "Moonlight Saving Time". We said, "Take it, boys, and make it an even better all-night show than it is. Blend emcee Barry Gray's skillful music-and-news format with your own brand of bedlam." Result: one of the most original, uninhibited, and entertaining exhibitions of radio showmanship to ever hit the air.

We believe that WOR's new "Moonlight Saving Time" is smart business. We believe that it's fresh, lively, extremely effective. We also believe that it's one of the most economically-priced all-night packages ever to have been offered by any station anywhere for sponsorship. (Oh yes...custom-tailored Kent & Johnson commercials are included in the price.)

For facts, prices, tested time now open for immediate purchase, write or call--WOR, Executive Sales Office, 1440 Broadway, N. Y.--PE 6-8600.

WOR

That power-full station Member of the Mutual Broadcasting System

LOS ANGELES

By RALPH WILK

ARRANGEMENTS have been completed for Tom Breneman's "Breakfast in Hollywood" to emanate from the Vine Street restaurant bearing his name, with initial broadcast set for March 26, according to announcement by Glenn Billingsley. Billingsley sold his share of the former Cafe Tropics bought by Breneman, but will continue as manager of the restaurant. New policy of the place, to be called Tom Breneman's Hollywood, will be the serving of breakfast, lunch and dinner, with Sonny Kendis and his orchestra playing for evening dancing.

Ruth Bridges, formerly with 20th Century-Fox, has joined the Columbia Broadcasting System staff as secretary to Edwin Buckalew.

Harry W. Flannery, CBS war commentator who is active in the government's rehabilitation program for returned veterans, is preparing an article for a national magazine with the reorientation of service men into civilian life, and will devote an early broadcast to a discussion with experts on the subject.

Arlene Harris, fast-talking comedy foil of Al Pearce on the weekly "Here Comes Elmer" program, last week made her fourth consecutive annual appearance at the Pasadena (Calif.) Policemen's Ball, giving forth with the same rapidfire routine which is familiar to dialers all over the country.

Fibber McGee and Molly are the latest NBC stars to volunteer their services for the two-reel movie, "The All Star Bond Rally," being made at 20th Century-Fox under WAC auspices for the Canadian War Bond drive. Bob Hope and Bing Crosby will also be featured, and Don Quinn, the McGees' writer, is scripting.

Ernst To Appear Before FCC On WOKO Revocation

(Continued from Page 1)

tion held by Sam Pickard, former CBS vice-president. The Pickard interest was given in return for his arranging a CBS affiliation contract it was revealed during the Commission hearings on the case nearly two years ago.

The FCC late last year ordered revocation of the WOKO license with the station given an opportunity to reply. George Sutton, Washington radio lawyer has been representing the station with Harold H. Stern of Ernst's office appearing here until now on behalf of Pickard.

REWARD! !

Progressive regional independent Pennsylvania station offers good salary, opportunity for advancement, in return for the services of a competent continuity writer, man or woman. Send personal particulars, experience, starting salary to WPIC, Sharon, Pennsylvania.



Reporter At Large . . . !

● ● ● Wanna know why Walter Winchell is always on top of the heap? Well, for one thing they can't fence him in. Walter's going out to the Coast to cover the San Francisco Peace Conference. . . . Metro frowning on radio appearances of their stars unless contracted for. Lorraine Day was yanked off D. Kilgallen's ailer and Lena Horne dittoed on Shirley Eder's stint. . . . Bob Hellers, CBS director, and Shirley O'Hara, actress, dividing. Most of their intimates didn't even know they were wed. . . . One of the chains is angling for an eight-week booking of NBC's "Finder's Keepers" with Happy Felton, in its key houses. Looks like a natural for both sides. . . . Ira Marion, scripter of the Jane Cowl show, among others, is the author of "Too Long, America," to be presented on the Blue from Hollywood tomorrow nite at 10:30. Show, which traces the story of the Negro's progress during the war, will star Edw. G. Robinson and Rex Ingram. . . . Arlene Francis' first paid article due soon in "Cover Girl" . . . Zero Mostel ill during his entire stay at the Chez Paree in Chi. Water out there didn't agree with him.

★ ★ ★

● ● ● Capsule Critiques: Ken Roberts ringing the bell with "Quick as a Flash" emceeing—never stooping to make stooges out of contestants. . . . "Duffy's Tavern"—a scriptickler. . . . Bob Hope reminding us of the old Brooklyn Dodgers—fluffs, muffs, everyone winding up on the same line (instead of base) etc. . . . Lawrence Tibbett—Shortnin' Bread being "fenced in" . . . Smilin' Jerry Baker—on WMCA for 18 years and still keeping the customers smilin'.

★ ★ ★

● ● ● We first met up with comic Jerry Mann in a little town curled up in the hills of Corsica. Jerry and his bride, the lovely Betty Linde, were with a USO troupe and I was just a lonely GI who couldn't get enough of his fast-paced humor. We caught up with Jerry again the other nite on the Chesterfield show. It seems he had been originally signed for a guest shot only to walk out with a 39-week pact in his pocket. Over a cup of coffee at Frankie & Johnny's, we revived old memories. Jerry confided that the USO trip was a sort of delayed honeymoon. He had gotten married June 4th, but ptomaine poisoning downed him for the count. Then they signed up for the overseas trip. At the P.O.E., Jerry found his wife "off limits." She was in one area—he in another. On the ship, she landed on A deck with eight other gals while he spent his honeymoon down on B deck playing pinocle with the help. In Jerry's own words, they looked for land like Columbus did! Jerry's troupe was the first to arrive in Southern France after the invasion. They didn't go from hospital to hospital—they went from hospital ward to hospital ward, sometimes putting on their stuff for an audience of seven or eight GI's. Twenty-three shows in a single day was nothing out of the ordinary. Now, Jerry and Betty are back and their reaction is the same as yours or mine. They wouldn't give a nickel to do it again—but they wouldn't take a million for the experience.

★ ★ ★

● ● ● Question Marks: What producer was introduced to the president of the Blue not long ago but failed to catch his name or recognize him. So when another party arrived, the producer turned to the Blue prexy and said: "What did you say your name was, bud?" . . . What former comedy sensation is now reduced to mooching nickles and dimes from his pals? . . . Is Henny Youngman sincere when he says he's willing to give away his entire radio salary to writers—providing he can find the right ones? . . . What bandleader, peeved at one of his crew, forbid any of the others to speak to him and drove the guy to quit in a week? . . . Does Sinatra's appearance in the east kill any chance of his subbing for Crosby when Der Bingle shoves off for the So. Pacific soon?

—Remember Pearl Harbor—

CHICAGO

By BILL IRVIN

IT will be a great day for the Irish, and particularly for those named McNeill, on the March 17 (St. Patrick's Day) broadcast of the Blue "Breakfast Club." To celebrate the day in proper fashion, Don McNeill, "Breakfast Club" emcee, has invited all Chicago residents listed the phone book whose names are McNeill, MacNeill, McNal and MacNeal.

"Way Back When," a 15-minute weekly series under sponsorship of the Chicago Tire Market made its bow over WGN Tuesday, Feb. 27, (8:15 to 8:30 p.m., CWT). Program features old time songs (via original recordings) made popular by such famous stage personalities as Helen Morgan, Bert Williams, Weber and Fields, Irene Bordoni, and the Duncan Sisters. Announcer Jess Kirkpatrick recalls vivid incidents of the years in which these celebrities and their favorite songs were the hits of the day. Contract, placed through Robert Kahn and associates, Chicago, is for four weeks.

It was a doubly joyous homecoming for Lt. George Diefenderfer, former NBC central division account executive on leave with the U. S. Navy, when he returned to Chicago last week on a 30-day leave after a year's overseas duty in the South Pacific. Waiting to greet Diefenderfer was his son, George, Jr., a Navy radioman returned from duty in the Mediterranean whom he hadn't seen for the past two years.

Mayor Honors Gambling

Approximately 1,500 persons were at WOR-Mutual Playhouse No. 1 last Thursday morning to celebrate John Gambling's 20th anniversary with WOR and his 20th wedding anniversary to Rita Gambling. Mayor Fiorello La Guardia came to the theater at 7 a.m. and went on the air a half hour later. The Mayor, "as one commentator to another," said it was probably the first time he had seen so many people get up that early to look at a commentator. A reported 1,000 cups of coffee and 1,400 doughnuts were consumed between broadcasts.



"It seems queer to me, Honey, that WFDF, Flint, has never mentioned your Brigadier General Smith."

Special Study By BMB Of N. Y. Indie Position

(Continued from Page 1)

Recent revisions of the Selective Service Acts as they concern engineers. Ted Cott, program director of WNEW, pointed out that there are broadcasters in the industry who are under the assumption that as long as they put a public-service program on the air, usually dull, they're performing a public service to their listeners. Cott asserted that these dull speeches, regardless of their content, do not perform a public service, and that it is up to the broadcasters to employ the techniques they do for commercial programs, in order to make their public service ones a success. Sydney Kaye, BMI executive, said the utilization of music on local station programming was steadily diminishing and "has become a wartime casualty" because listeners are more concerned with newscasts.

Agencies Sending Instructions

Agencies are already instructing broadcasters to cut commercial programs on V-E Day, several broadcasters disclosed. And several broadcasters pointed out that they are planning special spiritual programs of their own for projection on V-E Day. Mary Margaret McBride, guest speaker, criticized the broadcasters, without mentioning their call letters, for broadcasting such programs that imply that their women listeners are of the mental age of eight or 12 years. Another premise she hammered at was the necessary reiteration for the theme "a peace that will last." She declared that the broadcasting industry can be greatly influential in this direction.

Stations represented at the 2nd District NAB sessions were: WABY, WJOKO, WNBK, WBEN, WBNY, WJGR, WENY, WENT, WHCU, WJTN, WJGNY, WABC, WBNX, WFAF, WNEW, WOV, WSLB, WKIP, WHAN, WJASAY, WHEC, WGY, WFBL, WOLF, WJMMFF, WSYR, WTRY, WIBX, WJWNY, WBAB, WHOM, WINS, WJZ, WJMTNJ, WAAT.

Declaring that the BMB Plan "promises to achieve a degree of accuracy and dependability in measurement of radio audience, exceeding anything heretofore available," Nathan Straus, president of WMCA, New York, has announced that his station has just subscribed to the BMB.

Lou Breese To Conduct

Chicago—Lou Breese, maestro of the Chicago Theater orchestra and a canceland favorite for many years, will take over the baton as musical conductor of the NBC World Parade Sunday, March 18, 2:00 p.m., CWT, succeeding Roy Shield. Baritone John Hatt will continue as vocalist and Max Hill, as commentator.

Jordan In Paris

Max Jordan, former NBC Continental-European manager, has arrived in Paris where he will act as a contact man for the NBC news and special events department.

THE WEEK IN RADIO

BMB Opposition In 2nd Dist.

(Continued from Page 1)

admitted that the situation here would be further scrutinized.

Minus Commercials: Preliminary measures were taken by the Chicago Subscription Radio, Inc., when it filed last week its articles of incorporation for subscription radio, a post-war enterprise, and disclosing simultaneously its plans to make application with the FCC for three FM stations. This is a branch of the Muzak Corporation in New York, for which a similar plan is well under way.

Spotsshots: Chairman Clarence F. Lea, of the House Committee on Interstate and Foreign Commerce, has invited representatives of the broadcasting industry to project legislative suggestions which will curb some of the Petrillo practices as they concern the industry. . . . Commercial broadcasters were criticized for not using OWI spot announcements during the more effective hours of the day. . . . Karl Sutphin has been made sales promotion manager of the Blue's Chicago office. . . . Goldberg Adv., Ltd., has contracted for a tele transmitter for post-war delivery by Du Mont. . . . From Montreal comes word that the Alberta government, owner of a station, is out to compete with CBC because of its disapproval of the latter's commercial programming. . . . Yale University Dept. of Drama is a member of the TBA, its first educational affiliate. . . . Dr. C. B. Jolliffe, chief engineer of the RCA Victor Div., made a vice-presi-

dent. . . . Blue's appointment of Raymond Moley, Newsweek columnist, as a commentator, is a step towards neutralization of its present New Deal news policy. . . . John Salt of BBC, just back from GB, says outlook for BBC going commercial is hazy. . . . United Artists will film "Petticoat Lane" with a telecamera. . . . Further testimony of K. A. Norton, engineer now with the Army Signal Corps, on FM will be given privately. . . . In Boston, 92 per cent of the stations signed up for the BMB. . . . The Blue is planning a telecast for V-E Day. . . . NBC is conducting survey among tele set owners to determine program popularity. . . . Don McNeill, emcee of Blue's "Breakfast Club," has been given a five-year contract. . . . Blue will broadcast the happenings of the Academy Awards Friday, Mar. 16. . . . Arch Oboler has been signed by Phillips Carlin, vice-president of MBS, for a series. . . . Radio plans for the Seventh War Loan Drive are in preparation. . . . Franklyn S. Wood, Blue attorney, asserts to the National Labor Relations Board that he sees no reason for the charge by Petrillo that the National Association of Broadcast Engineers and Technicians is a company-dominated union.

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

School Program Sked Shows Increase In Chicago

(Continued from Page 1)

dents from the Chicago public schools took part as actors, sound technicians, announcers or studio-audience visitors, according to the report. In addition to the 423 hours of WBEZ operation, the Radio Council, production department for the board of education, presented 182 broadcasts over local standard stations. WIND heads the list with 78 broadcasts, a total of 19 hours and 20 minutes; WJJD has devoted 17 hours to 68 programs; WBBM, 13 hours and 30 minutes for 27 programs; WLS, two hours for eight programs, and WMAQ, one half-hour program. Total listening, all schools, increased with 5,215 classes or 271,241 students approximating an average weeks listening.

Canadian Gov't Bulletin Fixes Prices On Radios

Montreal—New regulations governing the sale of radio tubes and fixing price ceilings on used radios have been announced by the Wartime Prices and Trade Board of the Canadian government. Maximum price for used radio tubes is fixed at 25 per cent of the prevailing retail price during period of Sept. 15 to Oct 11, 1941. A schedule of radio set prices covering period from 1934 to 1941 is also contained in the bulletin.

IRE Supporters Seek Fund To Build New Headquarters

(Continued from Page 1)

neering activities in radio and electronics was sent out last week by J. R. Poppele of WOR, chairman of the Broadcast division of the building fund committee. Dr. W. R. G. Baker of General Electric is chairman of the building fund drive and Dr. B. E. Shackelford of RCA heads the IRE planning committee of the organization.

PROGRAM REVIEWS

"BROWNSTONE THEATRE"

Sustaining
MBS-WOR, Wednesday, 9:30-10 p.m., EWT
Producer: Jock MacGregor
Writer: Amsie Strickland
Music: Sylvan Levin

Athur Hopkins was fairly successful when he presented one-hour adaptations of yesteryear's plays over NBC, and now Jock MacGregor is doing a somewhat similar half-hour series over Mutual. The comparison ends there because Mr. Hopkins resorted to Broadway plays of more recent vintage, while Mr. MacGregor is giving his listeners very interesting, nostalgic reflections of what our early American theater was like. Clayton Hamilton, retired drama critic, has been made annotator for the series, a position for which he is well qualified. Augustus Thomas' "The Witching Hour" was the program we heard. It's a melodrama based on mental telepathy, employed by the playwright to show how it influenced the lives of his characters. Amsie Strickland's adaptation came forth spasmodically; however, Sylvan Levin's imaginative musical score conveyed quite effectively the various moods intended. A fine cast was on hand, headed by Jackson Beck and Mary Jane Higby who had the leads.

Without this



No touchdown

Unless the ball lands in the hands of the end, it's an incomplete pass. In radio, unless an audience "catches" your sales story, it's another "incomplete pass."

Score a touchdown with your program. Use WCBM, Baltimore's listening habit.

The Blue Network Station

WCBM

BALTIMORE

JOHN ELMER GEORGE H. ROEDER
President General Manager
FREE & PETERS, Inc., Natl. Rep.

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

EQUIPMENT

Will Contact Trade

Cecil L. Sly, vice-president and director of sales for the Universal Microphone Co., Inglewood, Calif., and Dee Breen, newly appointed sales manager, will spend April in the east contacting the trade and conferring with Universal factory representatives. Stops will be made at Dayton, Washington, New York, Philadelphia, Cleveland, Detroit and Chicago.

Westinghouse Purchase

Following a meeting of the board of directors of Westinghouse Electric and Manufacturing Company, chairman A. W. Robertson made the announcement that the company has purchased the Atlantic Elevator Company, acquiring all its assets and assuming control of the Philadelphia plant. Fred B. Brust, first vice-president of Atlantic will continue as manager of the new Westinghouse operation.

Westinghouse Appointment

M. C. Coleman has been appointed sales manager of metropolitan and provincial Chicago for the appliance division of the northwestern district of Westinghouse Electric Supply Company, a marketing subsidiary of Westinghouse Electric and Manufacturing. Coleman, a native Chicagoan, has been with Westinghouse since the completion of his education.

New Bendix Appointment

Glenn O. Pippert has been appointed central regional merchandise manager for the Bendix Radio division of Bendix Aviation Corporation. Pippert, formerly associated with McAlpin Company, Cincinnati, Western Electric and the frigidaire division of General Motors, will assist major retail accounts in midwestern states in establishing merchandising plans.

Franking Privilege For Vets Urged In Gilbert Bill

Washington—Over 200 members of Congress have already signified their support for the bill to extend franking privileges to hospitalized war vets, the proposal of Dick Gilbert, WHN contract artist. Gilbert has been in Washington from New York several times in connection with the bill and after his mailing had gone to every member of Congress, seven Congressmen voluntarily introduced the bill. Senator Homer Capehart, Indiana, Republican, plans to introduce the bill in the Senate when he returns to his office.

Will Direct NBC Show

Joseph Mansfield of the NBC production staff, has taken over the directorship of the Raleigh "Carton of Cheer" show, starring Henny Youngman and featuring Carol Bruce and Eddy Howard. The show is presented Wednesday, 8:30 p.m. EWT over the NBC network. Mansfield succeeds Lee Seigel.

★ WORDS AND MUSIC ★

By HERMAN PINCUS

GENE HAMILTON, the Blue Network announcer who commutes to Boston every Sunday to introduce to listeners Serge Koussevitsky's "Boston Symphony Orchestra," found the Maestro enjoying a bit of relaxation just before air time and asked what he thought of Boogie-woogie music. "I think," replied Koussevitsky, "that boogie-woogie is a definite American musical form, is very interesting and I often take time out to listen to it."

★ ★ ★

"For outstanding devotion to duty while under fire in engagements with the enemy on Guam, this Bronze Star is awarded to Pfc. Buddy Fayne." The medal was pinned on Buddy by his commanding officer Feb. 6 last. Doing his job well is a fetish with Buddy, who, at the time of his induction into the armed forces back in 1942, had written among others, the lyrics to one of the ten best compositions of the past decade, namely "Tuxedo Junction," was elected to membership in Ascapi and is considered one of the most promising of the new crop of tunesters. On behalf of your buddies over there and over here, Buddy, we honor you with Tin Pan Alley's 'twenty-four-bars Salute.'

★ ★ ★

There are countless songs which, after having been turned down by several publishers, have proven outstanding hits. To name a few: "Masquerade," "Rose O'Day," which was finally published by Charlie Tobias and Al Lewis the writers of the ditty and more recently "Mairzy Doats," which was given back to Al Hoffman, Jerry Livingston and Milton Drake by Chappell and became a 'national craze' via the exploitation of Lon Mooney's Miller Music staff. Now here's a new twist on the how, what, when and wherefore of a hit number. Back in 1932, Edgar Hayes and his Orchestra recorded a number for Decca Records, titled, "Stardust" written by Hoagy Carmichael and published by Mills Music. The song became such an outstanding success that the 'B' side of the disc, a tune titled "In The Mood," written by Joe Garland and published by Lewis Music Co., was hardly ever played or heard. Mort Browne, head of Lewis, felt that his tune which was a 'riff with a lift,' had the quality of a hit number and for seven years kept ringing the door bells of orchestra leaders. One evening in 1939, a new band opened at the Glen Island Casino, batoned by a fellow named Glenn Miller. Brown approached Miller and said "Glenn, all the other fellows have turned this tune down so I guess you will too, but at least listen to it." Miller liked the composition, recorded it for Victor and his band zoomed to the heights. The number has since been recorded by the King Sisters, Merry Macs, Van Alexander, Al Donahue, Teddy Wilson and others and the aggregate record sale totals several millions.

★ ★ ★

RADIOLOGY: Maestro Ted Steele's avocation, raising rabbits and guinea pigs for government research labs, has earned him a 300 word mention in the Congressional Record . . . a citation paid him by Congressman Augustus W. Bennett of New York. . . ● John Raitt, heard Sundays on an NBCCommercial, "Shaeffer World Parade," will have the singing lead in the Broadway Musical "Carousel," now in rehearsal. . . ● Jessyca Russell, New York editor of Magazine Digest was Dick Willis' first guest star when his new series started Monday on WNEW . . . she never forgets a plug for her alma mammy. . . ● On his return to the podium, March 18, Maestro Toscanini will NBConduct the Symphony Orchestra featuring Gershwin's "An American In Paris." . . ● Elaine Johnson, for the past two years a Red Cross 'Grey Lady' at Ft. Totten Station Hospital, is now a WNYChanteuse.

★ ★ ★

TIN PAN ALLEY-OOPS: BMI seems quite excited about the new tune it has just published titled, "Get Your Gear On, We're Moving Out Again," written by Sgt. Alfred Carbuto during the assault on Cape Gloucester Hill 660 . . . adopted by the author's own Marine Outfit, the Fifth Regiment of the 1st Marine Division, the song was heard by Paul Killiam of WOR and MT/Sgt. Gene Ward, overseas combat correspondent and brought to the attention of BMI.

PROMOTION

WTOP Enigma

WTOP's (Washington) new promotion is titled "Ever See a Squa Bubble?", has a delicate blue cover and is even more delicate in presenting its message. Not quite plain whether it is exploiting the "Finder" and his wealth of miscellaneous knowledge, heard Monday through Friday at 5:45, or soliciting business.

New WJNO

In conjunction with its "Op House Week, marking completion of the new WJNO location in Palm Beach, studio is giving to visitors and others interested a two-page brochure which shows the building, new tower and control room. Highlights since the establishment in 1937 and leading concerns of the Palm Beaches are also noted.

The Letter

Listeners writing to "Glamor Manor" for tickets to the program will, in the future, receive a cleverly composed letter, in addition to the tickets of course. Stationery on which the letter is typewritten is of the ruled-line era, and the illustration at the head depicts the "32-room hotel," and a sketch of owner-proprietor Cliff Arquette sitting dreamily over a jar of Crisco and Ivory Snow. The copy of the letter is a good commercial for products, too. And opening sentence should give you an idea how the rest of the letter continues: "I have your letter here—somewhere—(Tyler, my desk clerk, has been pushing the papers around again) and I hasten to ship you the enclosed tickets. . ."

Names Of Radio Engineers Released By OWI Official

Names of radio engineers on the staff of the American Broadcasting station in Europe, OWI's London installation, have been announced the overseas branch of OWI. Those serving with OWI abroad and the former station affiliates in the United States are:

Malvin West, CBS, New York; Robert Curran, War Department, Signal Corps, USA; Jack Stone, WRVA, Richmond, Va.; Wilbur Nungesser, WLW, Cincinnati, Ohio; James Hickel, KVEI, Tulsa, Okla.; Robert Elvick, QVILIAN Technical Corps of England; Francis A. Higgins, KOY, Phoenix, Ariz.; Thomas B. Hedges, Ohio State Patrol, WPHT, WPGA; Wolf Wood, CKSO, Sudbury, Ontario, Canada, a Fred Edwards, WTIC, Hartford, Conn. Also George Funkey, (ABSIE) Chicago; Essex Broadcasters, Inc., Detroit, Mich.; Robert E. Pantelle, KYW, Philadelphia, Pa.; Franklin L. Hill, WGAR, Cleveland, Ohio; John H. WRUL, Boston, Mass.; Shiel Dierkes, WWJ, Detroit, Mich.; P. Kiefer, WHAS, Louisville, Ky.; R. MacIntosh, WAGM, Presque Isle, Me. (FCC Boston); Gerard J. Larsen, S. Maritime Service and Harold Kinney, WGR, Buffalo, New York.

Radio Men In AFRS Now Number Over 100

(Continued from Page 1)

ton, Friday, released the names, present service rank and former radio associations of AFRS staffs.

Colonel Thomas H. A. Lewis, former vice-president in charge of radio at Young & Rubicam and vice-president of Audience Research, Inc., is commanding officer of the AFRS headquarters in Los Angeles. The officers associated with Colonel Lewis and their former radio and agency connections follow:

Commissioned Members

Lt. Col. True E. Boardman, writer, "Green Guild," "Silver Theater"; Lt. (j.g.) Hendrick Booraem, Jr., Young & Rubicam, producer N.Y.C. "March Time," "Burns & Allen"; Lt. (j.g.) Every Friedman, writer, "Baby Books" show; Lt. Sam C. Fuller, GNR., Young & Rubicam, producer, "Late Smith," "Aldrich Family"; Major Purnell H. Gould, com. manager, WFBR and WBAL, Baltimore, Md.; Lt. Eric T. Lifner, account executive, Young & Rubicam, N. Y.; Major Harry A. Peterson, Y & R script chief; Lt. Sylvester L. Weaver, USNR, com. manager, American Tobacco Co., radio director, Co-ordinator Inter-American Affairs (CIAA) and Major Fredith Willson, NBC, Hollywood composer-conductor.

L. A. Enlisted Personnel

The enlisted personnel of the AFRS staff in Los Angeles include the names of many men from radio who served as agency executives, announcers, writers and technicians. These men are as follows:

Pfc. David Newman, violinist with Whitman and CBS-NBC, Hollywood; Pfc. N. Y.; S/Sgt. Frank X. O'Connor, producer BBD&O, N. Y. C. S2/c James M. Patt, CBS Chicago director educational broadcasting and former WKRC, Cincinnati, asst. manager; Pfc. Arthur R. "Skeets" Herfurt, name band sideman; S/Sgt. Jerome Lawrence, CBS Hollywood documentary writer; Pvt. Robert E. Lee, CBS-Hollywood documentary writer and "Screen Guild"; S/Sgt. Elliott B. Lewis, actor, Hollywood-New York; Pfc. Lester Linsk, MCA exec. handled Betty Davis, John Garfield; Pfc. Irving B. "Babe" Rusin, name band sideman; Sgt. Albert L. Bennett, master control engineer Don Lee Broadcasting, Hollywood; Cpl. James Burton, head of West Coast production MBS; S/Sgt. William L. Card, NBC exec, N. Y.; S/Sgt. Edward de la Pena, engineer, Radio Recorders Inc., Hollywood; T/5 Frank Galen, head writer, "Erns & Allen, Rudy Vallee, "Seal-It" shows; Cpl. Richard B. MacLight, writer, "Red Skelton" show; Pfc. Murray McEachern, name band sideman; S/Sgt. Edward A. Merrill, agency and net exec; Cpl. William S. Morrow, head writer, Jack Benny; S/Sgt. Sterling F. Tracy, CBS Hollywood producer-writer; Cpl. Arthur Van Horn, news editor, WOR, N. Y. C.; S/Sgt. Robert L. Welch, Y & R variety producer, Benny, Allen, Hope, etc.

Those comprising the enlisted per-

COAST-TO-COAST

— MASSACHUSETTS —

BOSTON—Latest expansion plan of WCOP is to acquire a Lexington site for a new transmitter to provide increase in power. Beginning June 15, outlet will carry Blue Network programs. . . . Within a week after the start of "Virginia Dwyer Presents," commercial sponsor was acquired. . . . Mrs. Peter Bodge, wife of Yankee's music librarian, received the Air Medal citation last week from the AAF in a posthumous award to their son Lt. John H. Bodge. . . . Annual Jackson Day dinner was aired exclusively over WNAC and the Yankee Network from the Copley Plaza in Boston. . . . Ted Cole, WNAC-Yankee singer, featured on cover of Duke Ellington's latest, "I Didn't Know About You."

— ALABAMA —

BIRMINGHAM—Wedding bells rang at WSGN this month for Larry Keith, staff announcer, and Mary Browder. . . . Jack Shacklett, former sales staffer, has been made program-production head. . . . Dorothy Helm has joined WSGN continuity. . . . Also new are David Goodman, announcer, and Gerard Irwin, sales staffer. Irwin formerly was with the Katz Agency and Newell Emmett in New York. . . . Among new business items from WAPI are: Ward Baking, 52 weeks, five quarter-hour newscasts and 21 chainbreaks; Lever Brothers, one half-hour program weekly, 52 weeks; Elizabeth Arden, eight weeks of five-weekly chainbreaks; Sinclair Refining, three quarter-hour newscasts weekly, 52 weeks.

sonnel in the New York and San Francisco offices of AFRS are:

T/4 Mel Allen, CBS, N. Y. C., sports; T/4 Bill Brundige, KQW, Frisco sports; Cpl. Charles Arlington, CBS, N. Y. C., MBS, Hollywood news; Sgt. Joe Hasel, Blue, N. Y., sports; Cpl. Riley Jackson, asst. radio director, Wade Adv. Co., Chicago; T/5 Jim McMurray, WSM, Nashville, Tenn., announcer; Pfc. Art Rivera, N. Y. actor "Gangbusters," others; T/3 Norman Noyes, NBC, Hollywood spot sales; T/3 Abbott, Tessman, news chief, Blue, Hollywood.

With SHAEF in Europe

Lt. Col. John Hayes, former production manager of MBS, New York, now co-director of Troop-Broadcasting of SHAEF heads the American Forces network in the European Theater Operations. Also attached to the staff are Lt. Vic Knight, CBS writer producer; Capt. Bob Light, producer, writer, actor of Hollywood; M/Sgt. Paul Hoffenbert, producer from WXYZ, Detroit and Sgt. Richard Dudley, announcer producer of NBC, New York City.

"Jungle Network" Men

Many names familiar to radio are included in the officer personnel with the "Jungle Network" attached to the United States Armed Forces in the Far East. Those serving with USAFFE include: Col. Ken Dyke, formerly vice-president of NBC, New York; Major Ted Scherdeman, Young & Rubicam, radio producer; Major Edward L. Tidwell, program director of

— COLORADO —

DENVER—KOA will broadcast six-quarter-hour programs for the National Council of Protestant Episcopal Churches once a week beginning March 27. Series, titled "The Living People," is in addition to "Message of Unity" and "Ask and Learn" . . . KLZ aired a special program in connection with the 75th anniversary celebration of Colorado State A & M of Fort Collins during which highlights in the growth of Colorado A & M were dramatized. Production was under the direction of Charles Roberts, KLZ farm editor.

— MICHIGAN —

DETROIT—Irwin G. Stoll, for the past 12 years special representative of the Michigan Radio Network, has joined WJBK in a sales supervisory capacity. He assumes part of the duties of A. H. Croghan, resigned and comes with experience in radio dating back to 1925.

— NORTH CAROLINA —

GREENSBORO—On February 26 the 400th consecutive bond announcement of Odell Hardware was aired over WBIG. WBIG also is highlighting the WAC medical technician drive, the cotton duck project and the absentee campaign. . . . **RALEIGH**—WPTF has announced the appointment of Harriet Pressly to the newly-created post of Director of Public Service Programs. . . . **NEW BERN**—WHIT originated a special broadcast from the USO club in Morehead City recently, honoring the millionth member of the armed forces to enter the club. Show was emceed by Paul Parker, chief announcer.

California stations; Capt. Harmon Q. Nelson, producer-orchestra leader, Hollywood; T/Sgt. Thomas Moore, writer of J. Walter Thompson agency, New York; T/5 Tol Avery, announcer of KFRC and other San Francisco stations and Sgt. Marvin S. Corwin, vice-president, Grey Advertising Agency, New York.

5th Army Mobile Group

Lt. Vern Carstensen, announcer from KROS, Clinton, La., heads the staff in charge of the Fifth Army mobile station now serving with the Fifth Army in Italy. Others with the Fifth are S/Sgt. Earl Cady, Akron, radio musician; Sgt. Bill Griskey, Philadelphia, announcer; Pfc. John Rapp, writer, formerly with Eddie Cantor and Pfc. Charles Range, CBS, sound effect man from New York.

Pacific Ocean Web

Manning the Pacific Ocean Network of AFRS overseas are 1st Lt. Jack Wormser, formerly of the CBS and NBC program departments in New York; Sgt. John A. Galbraith, NBC announcer from San Francisco; T/Sgt. Hal Kanter, writer of "Duffy's Tavern"; T/Sgt. Russell D. Beggs, WXYZ, Detroit, program man, and T/Sgt. Byron H. Palmer, CBS, Hollywood program department.

The foregoing official list of names and former radio associations were compiled as a service to RADIO DAILY by AFRS. Research was done by the staffs in Los Angeles and at the Headquarters Army Service Forces in Washington.

Plan College Confab On Radio-Business

(Continued from Page 1)

the names of the advisory committee who will aid in setting the agenda. This committee is composed of: Harry Brandt, president, Brandt Theaters, New York; Earl Bunting, president, The O'Sullivan Rubber Co., Inc.; Augustin Frigon, general manager, Canadian Broadcasting Corporation; Frederic R. Gamble, president, American Association of Advertising Agencies; Llewellyn Harries, manager, Sales Promotion Division, National Retail Dry Goods Association; C. E. Harrison, Jr., executive director, National Industrial Committee of The National Association of Mfrs.; George Heller, executive secretary, American Federation of Radio Artists—New York Local; Ira Hirschmann, vice-president, Metropolitan Television Inc.; T. F. Joyce, general manager, Radio, Phonograph and Television Department, RCA Victor Division.

Bernice Judis a Member

Also Bernice Judis, vice-president and general manager, radio station WNEW; Paul Lazarsfeld, associate professor of Sociology, Columbia University; H. L. McClinton, vice-president, N. W. Ayer and Son, Inc.; Frank E. Mullen, vice-president and general manager of NBC; Edward Petry, president, Edward Petry and Company, Inc.; Virgil D. Reed, associate director of Research, J. Walter Thompson Co.; Tom Revere, vice-president, Ted Bates, Inc., Advertising; J. Harold Ryan, president, National Association of Broadcasters; J. D. Shouse, vice-president in charge of broadcasting, The Crosley Corporation; Frank Stanton, vice-president, CBS; Theodore C. Streibert, president, station WOR; H. B. Summers, manager, Public Service Division, The American Broadcasting Company; Frank M. Surface, assistant to the president, Standard Oil Company; Robert W. Swezey, vice-president and assistant general manager, Mutual Broadcasting System, Inc.; E. E. Sylvestre, president, Knox Reeves Advertising, Inc.; Lewis Allen Weiss, vice-president and general manager, Don Lee Broadcasting System.

In conjunction with this conference a series of awards will be made for outstanding examples of "skill and craftsmanship in the effective creation of a radio program or promotion plan." Entries for these awards must be in the hands of the Awards Committee, which is under the chairmanship of Dr. John Grey Peatman of the City College by March 15, 1945.

Send Birthday Greetings To—

March 12

Harold C. Burke Mandel Kramer
J. Charles Davis, II Lora Layman
George J. Podyen Loretta Poynton

Think This Over! *

WAAT delivers

more listeners per dollar

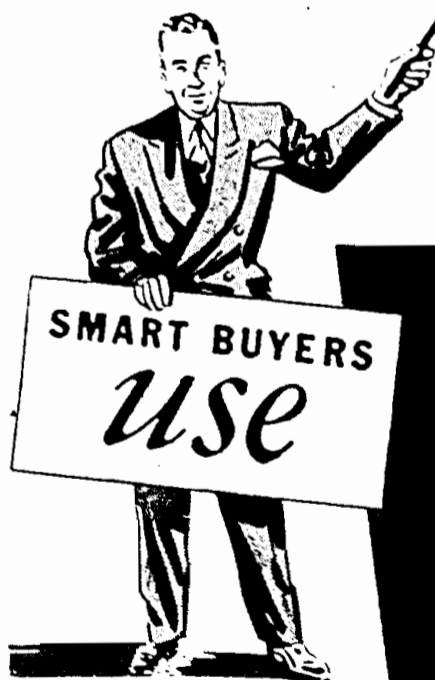
in America's 4TH Largest Market

than any other station—

including all 50,000 watters!*

**See Latest Surveys! Check Availabilities!*

National Representatives: Radio Advertising Co.



WAAT

970 KC
NEWARK,
N. J.

Do you realize this market contains over 3½ million people; more than these 14 cities combined:— Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 30, NO. 49

NEW YORK, N. Y., TUESDAY, MARCH 13, 1945

TEN CENTS

Educational FM Growing

NAB's District No. 4 Goes 85% For BMB

Washington Bureau, RADIO DAILY
Washington—District 4 of the NAB, in a meeting led by Campbell Arnoux, WATAR, Norfolk, swept through to an 85 per cent sign-up for the Broad-Cast Measurement Bureau by stations at attendance during the first day and first meeting of its two-day session. A total of 28 stations attending, the following subscribed and several more may come in today:
District of Columbia: Washington, WAMAL, WOL, WWDC.
Virginia: Danville, WBTM; Lynchburg, WLVA; Martinsville, WMVA; Newport News, WGH; Norfolk, WATAR; Richmond, WMBG, WRNL;
(Continued on Page 4)

Ele Film Producers Announce New Company

Hollywood—Formation of a company to produce films exclusively for television has been announced by the Bond-Charteris Enterprises headed by Leslie Charteris, author of "The Thin" mystery yarns, and Anson Bond, producer of pictures for the named services.
The films, to be commercially sponsored.
(Continued on Page 5)

Whilly Station Cancels Sponsored Gospel Shows

Philadelphia — Sixteen religious groups buying time on WPEN have been notified by G. Bennett Larson for the William Penn Broadcasting company that effective April 2 no more sponsored gospel broadcast programs.
(Continued on Page 4)



Mutual Board Elects New Vice-Presidents

Mutual's board of directors have assembled in this city for meetings throughout the week, and which commenced yesterday at the Ambassador Hotel, with key representatives of the web's outlets present. During yesterday's session, it learned that two vice-president were elected; Bob Schmidt, vice-president in charge of promotion; Ade Hult, vice-president in charge of the Mid-western sales operations.
Among some of the stations represented.
(Continued on Page 2)

Will Scan Program Record In Renewing License—Porter

Washington Bureau, RADIO DAILY
Washington—Proposals now before the FCC call for a far more searching study of the program performance of license renewal applicants than in the past, Chairman Paul A. Porter told the NAB membership for Maryland, Virginia, and the District of Columbia last night. Speaking at

— and station WLAW too! . . . if you want complete coverage of Northern New England.
Adv.

Applications for FM Stations at FCC Indicate Widespread Interest Among Schools and Colleges

FCC Hears Norton In Private Session

Testifying in strictest secrecy, Kenneth A. Norton, radio engineer now with the Army Signal Corps, yesterday told the FCC of the basis for his findings on F2 layer interference. Norton's findings were the major cause of the FCC proposal to move FM from 42 to 84 megacycles, and
(Continued on Page 6)

Young Named Chairman Of War Advertising Council

Members of the War Advertising Council elected James W. Young, senior consultant of J. Walter Thompson Company, as their chairman. Young succeeds Harold B. Thomas, partner in Pedlar & Ryan, Inc.
At this recent election, the following
(Continued on Page 2)

Dunphy Signed For Series On Basketball Broadcasts

Don Dunphy, sportscaster, has been signed to do a play by play description of all eight of the 1945 college tournament basketball games to be played in Madison Square Garden
(Continued on Page 4)

Washington Bureau, RADIO DAILY
Washington—In addition to the six non-commercial educational FM stations now on the air and the five under construction, 35 additional applications have been received at the FCC, as well as indications of great interest from about 250 other educational groups. The degree of interest in FM among educators appears to promise that the spacious section of the spectrum set aside for non-commercial FM under the pending proposal.
(Continued on Page 5)

Staff Personnel Set For 'Treasury Salute'

Washington Bureau, RADIO DAILY
Washington—Production and writing personnel for the "Treasury Salute" discs has been strengthened for the Seventh War Loan, Thomas H. Lane, war finance advertising, press and radio director, announced. Writing talent, lined up by radio
(Continued on Page 5)

Radio Editors Get Blanks For Annual Bernays Award

Columbus—More than 350 radio editors throughout the nation today received nominating blanks for use in naming programs to be considered for the \$1000 Edward L. Bernays Award.
(Continued on Page 5)

A tele show is scheduled on WCBW tomorrow for R. C. Drive. It will include a film made for Red Cross by March of Time, and talk by Ralph Austrian, vice-president of RKO Television and chairman of the video division of the movie industry's big campaign for Red Cross.

Plattsburg, N. Y., in this war as in the last, a focal point of United States Army activity has in WMFF a station entering completely into spirit of conflict by contributing to the Red Cross Drive unprecedented air time in the form of announcements as well as big special programs.

WLAW—a popular station with the Third Largest Concentrated Audience in New England.
Adv.

RADIO DAILY

Vol. 30 No. 49 Tues., Mar. 13, 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, March 12)


NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	164 1/8	163 1/2	164 1/8	+ 3/4
CBS A	35 1/8	34 3/4	35 1/8	+ 15/8
Crosley Corp.	35 1/4	34 7/8	35	+ 1/4
Farnsworth T. & R.	143 3/8	141 1/8	143 3/8	+ 3/8
Gen. Electric	41 7/8	41 1/2	41 7/8	+ 1/4
Philco	35 1/4	34 3/4	34 3/4	+ 3/4
RCA Common	11 1/2	11 1/8	11 1/8	- 1/4
RCA First Pfd.	81 1/8	81 1/8	81 1/8	+ 3/8
Stewart-Warner	17 1/8	17	17	- 1/8
Westinghouse	126 1/4	125 1/4	126 1/4	+ 1 3/4
Zenith Radio	39 1/8	39	39	+ 3/8
NEW YORK CURB EXCHANGE				
Nat. Union Radio	5 1/2	5 1/2	5 1/2

Colombia Cites Lavallo

Paul Lavallo, composer and conductor, will receive a citation from the Government of Colombia in recognition of his work on "Saludos Amigos" sponsored by the CIAA. The program will mark its 100th performance March 26 over the Blue Network.

20 YEARS AGO TODAY

(March 13, 1925)
"The radio is not a legitimate medium for advertising; its purpose is to furnish people with good music and other forms of entertainment," said Dr. Lee DeForest, when he addressed dinner guests of the Harvard Business School Club the other evening.



one of the GREAT STATIONS of the NATION

NBC AFFILIATE PORTLAND, ORE

Represented by Edward Petry & Co.

Coming and Going

LEWIS ALLEN WEISS, general manager and vice-president of the Don Lee Broadcasting System, and WILLET H. BROWN, vice-president and assistant general manager of the network, to New York for the meeting of the MBS directorate.

GEORGE SCHREIER, the Blue Network's Co-op publicity manager, left yesterday for Washington, D. C., where he will confer with Baukhage, Raymond Gram Swing and Martin Agronsky.

IVOR KENWAY is back in town following a trip to San Francisco, where he conferred on advertising matters with West Coast station officials.

ROBERT L. KENNETT, manager of the program relations division, CBS, off on a short business trip to Washington, D. C.

W. P. WILLIAMSON, JR., president and general manager of WKBN, Columbia network affiliate in Youngstown, Ohio, and J. L. BOWDEN, station and commercial manager, are visiting at the headquarters of the web.

HUMBERTO D. CONZALES, U. S. representative of the RHC, Cadena Azul, chain of six stations in Cuba, is back in the States following conferences at the home offices in Havana. He'll leave shortly for the West Coast.

LYLE VAN, announcer on the H. V. Kalttenborn program, was in Harrisburg, Pa., last night to address the Pure Oil dealers of that city. He's expected back in New York today.

HUB HOOD, sales representative of WKRC, Cincinnati, is spending this week in Gotham on station business.

Young Named Chairman Of War Advertising Council

(Continued from Page 1)
ing Council officers were also appointed: Paul B. West, president of the ANA; Kerwin H. Fulton, president of the Outdoor Advertising Inc.; and William Reydel, partner in Newell-Emmett Co., as vice-chairmen. Frederic R. Gamble, president of the AAAA, was elected secretary-treasurer.

The following directors were appointed: representing advertisers, Lee N. Bristol, Bristol-Myers Co.; A. O. Buckingham, Cluett-Peabody & Co., Inc.; L. T. Kittinger, Shell Oil Co.; Charles G. Mortimer, Jr., General Foods Corp.; Stuart Peabody, The Borden Company; H. M. Warren, National Carbon Co., Inc.; and Paul B. West, ANA.

Directors representing agencies: Louis N. Brockway, Young & Rubicam, Inc.; Don Belding, Foote, Cone & Belding; Thomas D'A. Brophy, Kenyon & Eckhardt, Inc.; Frederic R. Gamble, AAAA; William Reydel, Newell-Emmett; Warner S. Shelly, N. W. Ayer & Son, Inc.; Harold B. Thomas, Pedlar & Ryan, Inc.; and James W. Young, J. Walter Thompson.

Representing radio: Kolin Hager, WGY, Schenectady; Frank Mullen, vice-president of NBC.

Directors at large: Chester L. LaRoche, vice-president of the Blue Network; John C. Sterling, This Week; T. S. Repplier, War Advertising Council.

Mutual Board Elects New Vice-Presidents

(Continued from Page 1)
sented at the sessions are: WGN, Chicago; WOL, Washington; WNAC, Boston; KWK, St. Louis; KHJ, Los Angeles; WEBR, Buffalo; KFRC, San Francisco.

Col. Lewis On CBS Sunday

Col. Thomas H. A. Lewis, in charge of Armed Forces Radio Service, will be heard in a talk over CBS on Sunday, March 18. He will outline the part broadcasting has played in the war, both on the domestic scene and abroad. Colonel Lewis' talk will originate from the network's owned station in Los Angeles, KNX, and will be heard from 1:30 to 1:45 p.m. EWT.




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



Takes guess work from blind landings

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

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

If you'll use the yardstick of coverage, popularity, and cost . . . and get the common denominator that shows lowest cost—big results . . . you'll land your client without a bump.

We know that . . . because the figures show that W-I-T-H, the successful independent radio station . . . is the best buy in this, the 6th largest market.



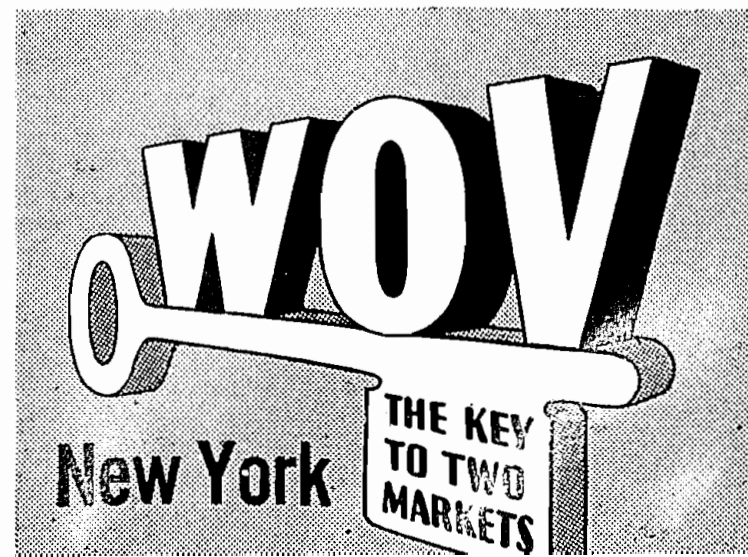
W-I-T-H
IN BALTIMORE
TOM TINSLEY, President
REPRESENTED BY HEADLEY-REEI



Takes Both To Carry The Load . . .

THE great metropolitan New York markets that listen to WOV, complement and support each other to give this important station a "double capacity" and an around-the-clock audience that means satisfied sponsors anytime of the night or day. In the daytime, WOV overwhelmingly dominates metropolitan New York's tremendous 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.



CHICAGO

By BILL IRVIN

As a means of improving its news service WMAQ, the NBC Chicago key station has announced that henceforth news programs and news commentaries carried by the station locally will be handled exclusively by news men or announcers who are members of the WMAQ staff. Current commitments with advertisers sponsoring programs of news or news commentaries employing other than WMAQ staff men may be continued for a period of one year or until the termination of their current talent commitments, whichever first occurs.

James (Jim) Connelly of the Blue's station relations department in New York City, has been appointed manager of the station relations in the Blue's central division.

The Institute for Education by Radio of Ohio State University has informed WLS that its program series "School Time" is qualified for nomination to the Edward L. Bernays radio award to be given to the programs which have done the most "To Further Democracy in America" in the year ending March 1, 1945.

A mock "congressional investigation" of the WLS National Barn Dance, conducted by five Congressmen of Irish descent, will be a feature of the St. Patrick's day broadcast. The Congressional "panel" will include Congressmen Luther Patrick, Alabama; Clyde Doyle, California; Joseph O'Hara, Minnesota; Pat Cannon, Florida and John Murphy, Pennsylvania.

Philly Station Cancels Sponsored Gospel Shows

(Continued from Page 1)

grams will be carried by the station and a public service series of religious broadcasts will be substituted.

The letter from WPEN states in part as follows:

"This is to advise you that William Penn Broadcasting Company is adopting a new policy with respect to religious programs. Instead of time for religious broadcasts being sold on a commercial basis as has heretofore been done, we plan to inaugurate on a substantial basis, as a public service series of religious broadcasts of general interest, the time for which will not be sold."



California Commentary

● ● ● Free lance movie writers are insisting upon retaining the television rights to their stories and it looks like a legal battle is brewing on some contracts being negotiated with independent movie producers. . . .

Los Angeles Writers, according to our informant, are growing more and more television conscious and see prospects of the new art being developed in a big way out here. . . . Major studios, 'tis said, are gobbling up the more important indie scripters with a view of having them as staff writers when television gets in stride.

★ ★ ★

● ● ● A few years ago Jimmy Higson was an errand boy at a Safeway store in Beverly Hills. Now he conducts the orchestra on "Something New," the new Hoagy Carmichael show, which is sponsored by the Safeway stores. Jimmy is only 19, but he is oldest member of his music crew. "Something New" is living up to its title by using new talent, including guest vocalists, announcers and comedians. . . . ● Orchestra leaders and singers flocked to the opening show of Ira Cook's "Open House," which is heard over KFAC. The King Sisters, Ella Mae Morse, Charles Barnett, Andy Russell, Vaughn Munroe, Spade Cooley, Helen Forrest, Paul Weston, Lou Bring, Dave Street, Bob Haymes, Bob Chester, Paul Martin, Helen Walker, Al Rackin, Gus McCarthy, Barney McDevitt, John Lawson, Gloria Delson, Sidney Miller and Uke Sherin, were among the guests at the initial performance. . . . ● Sam Coslow, associate producer of Mary Pickford's "One Touch Of Venus," is elated over the revival of his "Cocktails For Two." Spike Jones' recording of the song ranked third nationally, while Helen Forrest is recording Sams "Honorable Mr. So And So." George Pal is using "Cocktails For Two" as the title for one of Puppetoons, released by Paramount.

★ ★ ★

● ● ● The guys and gals are still talking about the clever party Dick Nelson, the man of many voices, tossed in honor of Dorothy Lovett, who left Hollywood and the cast of "A Man Named Jordan," to go to New York. . . . Bernice Barrett, the dark-eyed beauty who left the CBS-KNX publicity department to concentrate on radio acting, succeeds Miss Lovett on the show. . . . ● Bob Williams, who handles the announcing chores on "The Comedy Theater" and "Which Is Which?", has been given a year's contract to handle the speling on "Truth Or Consequences." . . . ● Charles Victor, handsome announcer, who took a filing at screen acting before entering the Army, has been given an honorable discharge from Uncle Sam's forces, and is now in Hollywood, ready to resume his radio career.

★ ★ ★

● ● ● C. P. MacGregor spoke on the transcription industry, of Southern California on the Los Angeles Times' "Everybody's Hour," over KMPC last Sunday. He believes that Los Angeles will be the "talent center" of the world and its transcriptions will literally circle the globe. . . . ● Kathryn Keys, who appeared on Lux show, the Al Pearce program and many other air offerings and who deserted Hollywood to become the bride of Commander Carl Frame, now stationed at the Corona, Calif., naval hospital, is considering returning to radio. She is the mother of twin boys, five months old, and makes her home at Corona with her husband. . . . ● Ventriloquist Shirley Dinsdale and her lively ad-libber doll Judy Splinters, put on a one-hour show March 8 for the students of the Glendale, Calif., high school. The program was given under the auspices of the U. S. Treasury department's "Schools At War" division, Shirley rates the long title of student chairman, Southern California Schools At War, Special Events committee, educational section of U. S. Treasury Department.

★ ★ ★

Remember Pearl Harbor

SOUTHWEST

BUB LUTZ, KTSA merchandise manager, back at his desk in San Antonio following a week's stay in Houston on business.

The former local radio men, Frank Stewart and Steve Wilhelm, are planning a radio agency of their own in Houston.

Handy Andy Food Stores, local chain, have set up a heavy radio schedule, in addition to spot program now in effect. Merchandising departments of the various stations are tying-in displays which call attention to programs airing nationally advertised products sold in the Handy Andy stores such as Lux, Oxydol and others.

Victoria was chosen as the originating point of a typical Texas church service broadcast to the armed forces overseas recently at the request of General Eisenhower which Ken McClure, WOAI news chief described. Dr. P. B. Hill, as a typical Texas minister, officiated in the First Presbyterian Church and Stephen Fry, of London, BBC program operations manager, supervised technical details.

KGKO's Fort Worth, program "Sunrise at Shady Rest," aired 8 a.m. Sunday mornings for a half hour, is being offered for sponsorship. Programs feature rustic humor, philosophical dialogue and songs and music.

NAB's District No. 4 Goes 85% For BME

(Continued from Page 1)

Roanoke, WDBJ, WSLs; Winchester WINC.

West Virginia: Beckley, WJLS; Bluefield, WHIS; Charleston, WCHS; Clarksburg, WBLK; Fairmont, WMMN; Huntington, WSAZ; Morgantown, WAJR; Parkersburg, WPAR; Wheeling, WKWK, WWVA; Williamson, WBTH.

Dunphy Signed For Series On Basketball Broadcasts

(Continued from Page 1)

beginning Saturday, March 17, Tidewater Associated Oil Company, announced yesterday. Games will be heard over WINS, New York; WIBG Philadelphia and WCOP, Boston.

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

KCKN
The VOICE of
GREATER KANSAS CITY
24 Hours a Day
BASIC MUTUAL
AFTER 6 P.M.

Educational FM Use Shows Big Increase

(Continued from Page 1)

Proposals of the FCC will be rather well filled within a few years after the war.

Only 31 of the nation's 920 AM stations are now licensed to educational institutions, with 22 of these completely non-commercial and nine selling portions of their time or sharing with commercial groups. This is in spite of the fact that educators were among the first in broadcasting, with 171 licenses issued them by 1925 and another hundred licenses issued by 1934.

U. S. Commissioner of Education, John Studebaker, has predicted that within five years there may be as many as 500 FM educational stations on the air.

An early-winter check-up revealed that educational FM nets were planned by 28 states, representing just over half of the land area of the country and about three quarters of the population. Individual institutions in six other states are also planning FM installations.

Geographically, the midwest has been leading the nation in educational broadcasting, with the Pacific Coast showing far more interest than the East. Most active region is the Corn Belt, with 12 AM stations in the Dakotas, Kansas, Iowa and Minnesota as well as several applications for FM facilities.

Six Stations Now On Air

Below are listed the six educational FM stations now on the air and the building:

WBEZ, Board of Education, Chicago, 42,500 frequency, 1 kw; WNYE, Board of Education, Brooklyn, 42,100, 1 kw; WKALW, Board of Education, San Francisco, 42,100, 1 kw; WBOE, Cleveland City Board of Education, 42,500, 1 kw; WIUC, University of Illinois, 42,900, 250 w; WBKY, University of Kentucky, 42,900, 500 w.

Stations under construction are: WKSUI, State University of Iowa, 42,700, 1 kw; KUSC, University of Southern California, Los Angeles, 42,900, 1 kw; WCAH, Board of Education, Buffalo, N. Y., 42,900, 1 kw; WKIRC, School District of Kansas City, Mo., frequency unknown, 1 kw; WATX, University of Michigan, 42,100, 50 kw.

CAB Expansion

Membership in CAB reached a total of 144 at the end of January, A. W. Lehman, president, announced Friday. He added that during the past 10 months 74 agencies, advertisers and others interested in network radio signed up.

OFF THE AIR
**REFERENCE RECORDINGS
IN CHICAGO**

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

Radio Editors Get Blanks For Annual Bernays Award

(Continued from Page 1)

Radio Award to be made in May by a distinguished board of three judges under sponsorship of the Ohio State University Institute for Education by Radio.

Radio editors are asked to name the individual who, in their opinion, is responsible for the radio program or series of programs doing the most to further democracy in America during the year ending March 1, 1945. The editors also are requested to describe the program or series briefly on the nominating blanks provided.

As soon as nominations are received by the Radio Institute in Columbus, requests are sent to the individuals nominated to forward exhibits of their program to the Institute.

Judges Listed

The judges who will make the final decision are Norman Corwin, H. V. Kaltenborn and Raymond Gram Swing. They will meet in late April and the winner will be announced in early May, according to Dr. I. Keith Tyler, director of Ohio State's Institute for Education by Radio.

Staff Personnel Set For 'Treasury Salute'

(Continued from Page 1)

Chief Eugene Carr, includes Hector Chevigny, Gene Hurley, Richard Dana, George Post and Peter Lynch. Supervision remains in the hands of Lieut. (j.g.) David Levy, USNR, special radio consultant. Producer-director Mark Goodson is handling production of the program—now being carried three times weekly over 773 stations.

"The salutes," which feature Ed Murrow, Milo Boulton, Richard Arlen, Edwin C. Hill and other outstanding narrators, are available for local sponsorship. Stations not now receiving these transcriptions may order them from the radio section of the War Finance Division in Washington, D. C.

BBC To Stage Luncheon Honoring R. Gram Swing

Lord Halifax, British Ambassador to the United States, will be among the guests of honor at a luncheon Wednesday, Mayflower Hotel, Washington at which the British Broadcasting Corporation will pay tribute to Raymond Gram Swing.

John Salt, North American director of the BBC, will present to Swing a silver cigarette case inscribed as follows: "Presented to Raymond Swing by the British Broadcasting Corporation in recognition of his unique contribution to Anglo-American understanding during the years 1935-1944 in interpreting the United States of America to the people of Great Britain."

Paul Porter, chairman of the FCC, Elmer Davis, director of the OWI; Walter Lippmann; Harold Butler, director of the British Information Service; Sir Wilmott Lewis of the London "Times"; Archibald MacLeish are among those expected to attend.

Tele Film Producers Announce New Firm

(Continued from Page 1)

sored, deal primarily with visualization of products for inclusion in televised advertisements. Other television products will include 15 to 30 minute "packaged television entertainments."

In New Blue Posts

Thomas L. Lalley has been appointed promotion manager and Ivor Kenway has been placed in charge of advertising and promotion for the network's managed and operated stations. They will work with E. J. "Mike" Huber, formerly promotion manager of the Blue's central division, who was recently appointed coordinator of advertising and sales promotion, Fred Smith, Blue vice-president has announced.

Connecticut's Happiest Boy of 1945



YOU would be happy too if you were Francis McGrath shown here leaving the hospital restored to health. Francis is one of 42 victims out of the 70 new cases of Poliomyelitis reported during 1944 in Hartford County already sent home without any apparent trace of residual paralysis.

Since 1941 WTIC and the Hartford Courant have conducted an annual Mile O' Dimes campaign for the benefit of Polio sufferers. Each year this joint promotional drive for funds has resulted in the highest per capita response of any section of the country.

The recently completed 1945 Mile O' Dimes campaign topped all records. More than seven miles of dimes totalling over \$63,000 were given by a generous citizenry to help others like Francis McGrath on the road to happiness when they fall victims of this dread disease.

We at WTIC are proud of our five-year record in promoting this important work, one of the many in the public interest to which the station dedicates itself. But the liberal response with which the people answered our appeal is cause for even greater pride.

this is
WDOD
20th YEAR

the
STATION
IN
Chattanooga

ACCORDING TO
EVERY
HOOPER
the
OUTSTANDING
CHOICE OF
CHATTANOOGA
LISTENERS

CBS

PAUL H. RAYMER COMPANY
NATIONAL REPRESENTATIVES

5,000 WATTS
DAY AND NIGHT

WTIC
50,000 WATTS

**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

FCC, In Renewing Station License, Plans To Scan Program Record

(Continued from Page 1)

opments which, "unless checked, may lead to real difficulty in the future," and he added:

"I have been told, as I am sure many of you have, that somehow there must be a determination as to whether broadcasting is simply going to operate as an advertising and entertainment medium or whether it will continue to perform in increasing measure public service functions in addition. I want broadcasters themselves to provide the answer to that question. The cloud on the horizon is bigger than a man's hand and I know that responsible broadcasters see it and are concerned about it.

"Naturally you are asking yourselves the question as to what extent the Commission may propose to inject itself into this particular field. I wish I could tell you the answer to that one but I can't because I don't know."

"But under present circumstances one of the issues involved has been laid right on the Commission's doorstep. Briefly the facts are these: an applicant seeks a construction permit for a new station and in his application makes the usual representations as to the type of service he proposes. These representations include specific pledges that time will be made available for civic, educational, agricultural and other public service programs. The station is constructed and begins operations. Subsequently the licensee asks for a three-year renewal and the record clearly shows that he has not fulfilled the promises made to the Commission when he received the original grant. The Commission in the past has, for a variety of reasons, including limitations of staff, automatically renewed these licenses even in cases where there is a vast disparity between promises and performances.

Mulling New Procedure

"We have under consideration at the present time, however, a procedure whereby promises will be compared with performances. I think the industry is entitled to know of our concern in this matter and should be informed that there is pending before the Commission staff proposals which are designed to strengthen renewal procedures and give the Commission a more definite picture of the station's overall operation when licenses come up for renewal.

"I have no present views as to what further steps should be taken when it appears from the record in a specific case that an applicant has completely disregarded the representations upon which he obtained his

original grant. Obviously no one would advocate that the representations made in the original application constitute a rigid blueprint for the future. Experience will dictate new and superior methods of performing public service. But in cases where commercial opportunities cause a complete abandonment of other services which he has agreed to perform, a different question is raised. I am not charging that broadcasting generally has tossed public service out the window. We all know that is not true. What I am saying is that there seems to be a growing body of responsible opinion that believes that the public functions of broadcasting are becoming submerged by commercialism.

"Under these conditions, I submit to you that in a case such as I have described, the Commission is confronted with a real problem. Are we of the Commission to assume that the statutory standard of public interest becomes a mere negative presumption and that so long as the licensee violates none of the specific prohibitions against obscenity, lotteries and the like, the regulatory authority is not to inquire further into the licensee's general performance? I do not believe Congress so intended—or at least some individual members of the present Congress are looking to the Commission for some clarification of policy in this respect."

Discusses Tele. FM

Porter said he feels it is far better for broadcasters themselves to take whatever actions may be necessary to eliminate the causes of general public dissatisfaction. "I would view with great reluctance attempts to legislate more detailed standards in the field of the public service obligations of broadcasting. I have grave doubts not only as to the propriety but as to the practicability of spelling out by mathematical formula or some other device the general methods which broadcasters should follow in discharging their public service functions."

Porter expressed his accord with present FCC policy on licensing tele and FM broadcasting, which, "can stand on its own feet now and need

not rely upon heavy aggregations of outside capital for future development. Those of you now in this field, plus independent new-comers who propose to bring to broadcasting their skills and talents rather than merely their accumulated funds, can, I think, carry broadcasting to the new heights which the engineers and technicians have mapped out.

"To be more specific, sound public policy would, in my judgment, oppose large sums of Wall Street money or any other funds coming into broadcasting as a purely speculative venture.

Says Rush Is in Offing

"The way applicants are lining up at the barrier waiting to go is somewhat reminiscent of the Oklahoma territory at noon, April 12, 1889. I do not know when the signal gun will be fired. It will be soon, I hope. But for the proper development of this valuable new empire, I think we want to exclude the speculators, the high pressure promoters and others who are looking merely for a quick turnover. A sound licensing policy will welcome the true homesteader and should offer grants only to those who want to take up permanent residence in this new empire, cultivate it and improve it and generally operate it in the public interest. And as far as I am concerned, I am looking to broadcasters—the proven pioneers—as the ones who will take the lead in the great development that lies ahead. I conceive it to be the duty of the Commission to provide every encouragement to that end."

Stork News

A daughter was born to Mr. and Mrs. Charles S. Monroe at the Harkness Pavillion, New York, March 12th. Monroe is one of the editors in the CBS program writing division.

FCC Hears Norton In Private Session

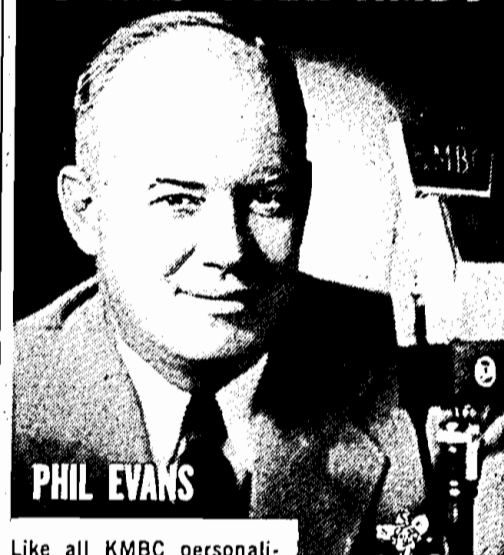
(Continued from Page 1)

have been challenged by the RTPB and FMBI members.

Information Not Released

All information on Norton's testimony is to be filed until the end of the war, but it was learned that Norton was cross-examined rather exhaustively by Maj. Edwin H. Armstrong, FM founder, who has expressed doubt concerning the accuracy of Norton's information.

STARS OVER KMBC



PHIL EVANS

Like all KMBC personalities, Phil Evans is nationally publicized and nationally known! Phil, as KMBC farm editor, is heard three times daily from "KMBC Service Farms". Hitch your advertising to a "Star" by phoning Free & Peters, Inc.



KMBC
OF KANSAS CITY

SINCE 1928 BASIC CBS
STATION for MISSOURI and KANSAS

WKY Covers

The Biggest Part

OF OKLAHOMA'S
BUYING POWER

WKY
OKLAHOMA CITY
The Katz Agency
Representative

Exclusive!

CUBS '45
BASEBALL

W-I-N-D
CHICAGO

560 Kc. 5000 WATTS

Two Networks!
Three City Market!!

CBS • **WENT** • MUTUAL •

Gloversville • Johnstown • Amsterdam
SPOT SALES, INC., Nat. Rep.



Edward Petry & Co., National Representative

PROGRAM REVIEWS

"AGATHA CHRISTIE'S POIROT"

MBS-WOR, Thurs., 8:30-9 p.m., EWT Sustaining

Writers: Judith and David Bard Director: Carl Eastman

Producers: Harold Huber and Eastman

We listened to the first of the Agatha Christie series and have come to the conclusion that there are several reasons for our being disappointed in it. Most important, perhaps, is that Miss Christie's popular characterization of the dapper and debonair Belgian detective, Hercule Poirot, doesn't come to life on the Mutual airwaves. Although we've read some of the author's books quite some time ago, we recall Poirot as being rather conceited, a man who took himself quite seriously and quite gallant toward the ladies. The first script to be produced by the young writers, Judith and David Bard, was very cold, mechanically contrived affair which failed to give us any feeling as to Poirot's aforementioned personality, which is, no doubt, why Richard Huber's heavily accented delineation of the detective became such a tour de garrulity.

The Bards failed to dramatize any of the situations, therefore the lack of suspense. And poor, charming Abby, who is to be Poirot's secretary, came through the lips of Margaret Berlin burlesqued. The other incompetent actors were also abused in their cut-and-dried roles. As for the story itself, please believe us when we say it really didn't matter. Strangely, the name of it was "The Case of the Careless Victim."

Send Birthday Greetings To-

March 13

- Nat Abramson Frances Adair
Will B. Johnstone Helen King
Jack Lait David Mendoza
Bernie Pollack Nellie Revell
Louis Roen Alma M. Saunders
Paul Stewart Harry W. Flannery

COAST-TO-COAST

— ARIZONA —

TUCSON—Because KTUC had foresight to install an emergency power connection at the Pacific Fruit Express Ice plant, recent blacking out of entire city area did not affect broadcasting. . . . PHOENIX—E. William Harvey, with KTAR for 12 years, has been named commercial manager to succeed Richard Heath, recently resigned. Newcomer to KTAR is Don Evans, replacing Garnett Marks. . . . KOY commercial manager John Hogg reports 27 quarter-hours per week of new business added in February. . . . Jack Stodelle, formerly with KFXM, San Bernardino, has joined the KOY announcing-operating staff. Newcomer to radio, Nada Matanovich, is a recent addition to continuity.

— OHIO —

COLUMBUS—WHKC, Mutual affiliate, has gone on a full-time schedule with power boost from 500 to 1,000 watts, and wave length change from 640 to 610 kilocycles. . . . Robert Wagner, new to the announcing staff of WBNS, has had a variety of radio experience. . . . AKRON—WADC owner, Allan T. Simmons, reports station heard in Cristobal, Canal Zone, by Don Edwards, a spot definitely beyond WADC's five-kilowatt range. . . . TOLEDO — Woman's editor Norma Richards, program head Bob Evans and salesman Russ Stone have lead parts in the next Toledo Repertoire Theater play. . . . MANSFIELD—Richard Olds of Cleveland has joined the announcing staff of WMAN.

— TENNESSEE —

MEMPHIS—WHBQ is trying out a new programming stunt. Mystery programs formerly scattered all over the dial are now heard week nights at 9:30. Whodunit devotees can turn to WHBQ at that hour four nights a week and be assured of hearing their favorite entertainment. . . . New direct contracts on WHBQ include: Scott Kelly Furniture Co., three and one-quarter hours weekly, 52 weeks; Hub Budget Shop, six quarter-hours weekly, minimum of 100 airings; Purnell Clothing, five quarter-hours weekly; J. B. Strauss, N. Y., six newscasts weekly; Bruce Terminus Co., spots; Automobile Sales, weekly half-hour.

— PENNSYLVANIA —

PHILADELPHIA—Dr. Leon Levy, WCAU Broadcasting Co. president, has been elected member of the board of Robin Hood Dell Concerts, Inc., now in its 16th season. Rudolph Bloom, Jr., has been appointed to handle WCAU publicity. . . . Ben Greenblatt, WIP pianist, has been selected as Philly's outstanding radio pianist by Playbill Magazine. The honor carries a certificate of merit. . . . PITTSBURGH—WWSW staffer, Bill Brant, added another candle to his birthday cake and became a father all in two days. . . . WASHINGTON—WJPA has announced its affiliation, as of February 15, with the coast-to-coast network of the Mutual Broadcasting System.

AGENCIES

STERLING COMPANY division of Sterling Drug Inc. has appointed the New York office of Dancer-Fitzgerald-Sample, effective immediately, to handle advertising for the entire Energine line, including Energine cleaning fluid, Energine shoe white and Energine lighter fluid. Radio programs have been scheduled for Energine cleaning fluid and Energine shoe white on complete NBC facilities, as well as on the CBS network, according to M. J. Cullinane, advertising manager.

CLARK BROTHERS Chewing Gum Company, former sponsor for the John J. Anthony "Good Will Hour" on Mutual, has terminated its association with the Walker and Downing agency of Pittsburgh to become affiliated with the Duane Jones agency of this city, it has been announced by the agency. C. Frederic Bell, account executive for the client, is currently outlining promotion plans with the Clark organization to exploit their products, Teaberry and Tender-Mint gum via the media of radio, newspaper and magazine, with schedules to be announced shortly. The agency is currently surveying the field for a program that might be suitable for the client's sponsorship. The John J. Anthony program is now handled by the Ted Bates agency.

4 BLUE NETWORK DEPARTMENTS MOVE TO NEW ADDRESS

Because of the increased operations of the BLUE Network and the expansion of the staff, the Spot Sales, Television and Co-operative Program Departments, and the office of A. D. Nicol, controller, have moved to the 4th floor, Aeolian Building, 33 West 42nd Street.



The new offices have a separate switchboard and telephone number, Wisconsin 7-1737. (It will be impossible to reach the four departments by calling the BLUE Network.)

WALTER COMPTON BACKGROUND FOR NEWS

add WAJR to his sponsor list



Available for cooperative sponsorship on MUTUAL. Call, wire or write WM. B. DOLPH, Barr Bldg., Washington 6, D. C.





SATURDAY
EVENING
POST

"... your excellent news broadcast, one that appeals particularly to a listener who personally prefers to hear evidence of the exercise of the medulla oblongata in analyzing the news, rather than pure larynx larruping. I find myself dashing home early from the office in order to check you against the papers—and check the papers against you."

MARTIN SOMMERS, Foreign Editor

LIFE

"... A lot of people have been telling me that they hear your program and get a great kick out of it. I just wanted to let you know that I'm one of those who think you're doing a swell job on the air, just as you always did in the newspaper and writing business. More power to you!"

ROGER BUTTERFIELD, Editor

105 STATIONS CARRY HIM!

Yes—105 stations of the great Mutual System from coast to coast realize that their listeners pay close attention when it's "GRIFFIN REPORTING" at 3 P.M. each weekday, Monday through Friday... pay close attention because Alexander Griffin has his own Staff of Correspondents—his own Political Reporters—his own Washington Bureau—his own News Morgue!

"GRIFFIN REPORTING" originates in the Studios of WIP, Philadelphia, and is open to network sponsorship... 3:00 P. M. EWT.

Write, wire or phone **BENEDICT GIMBEL, JR.**—WIP, Philadelphia

"GRIFFIN REPORTING"



The National Daily Newspaper of Commercial Radio and Television

VOL. 30, NO. 50

NEW YORK, N. Y., WEDNESDAY, MARCH 14, 1945

TEN CENTS

No Anti-Trust Action Seen

Mutual Board Elects Eleven Members

Election of an 11 member board, confirmation of three vice-presidents, and a general statement on the web's board discussions concluded the meeting of Mutual's board of directors yesterday at the Hotel Ambassador, New York.

The 11 board members are E. M. Antrim, WGN, Chicago; Willet H. Brown, Don Lee, Los Angeles; Chester Campbell, WGN, Chicago; H. K. Carpenter, WHK, Cleveland; Benedict Gimbel, Jr., WIP, Philadelphia; J. E. Campeau, CKLW, Winsor-Detroit; Edgar Kobak, president, MBS; Alfred McCosker, T. C. Streibert,

(Continued on Page 5)

FDR And Porter Confer On New FCC Member

Washington Bureau, RADIO DAILY

Washington—Naming of the seventh FCC member is expected shortly as a result of yesterday's conference at the White House between the President and FCC Chairman Paul A. Porter. Porter admitted that the matter had been discussed, and that he is anxious to have the appointment

(Continued on Page 7)

Blue Web Variety Show To Be Movie Production

"On Stage Everybody," Wednesday night Blue web variety show leaves the air on March 28, and will go into screen production in Hollywood at the Universal studios on April 16. Ten winning artists, selected from

(Continued on Page 2)

Exchange

Office of War Information has asked WMCA, New York for 13 scripts of the station's "Inquiring Parents" series, which will be broadcast from the domestic Egyptian station at Cairo in Arabic and English. The request came through from the OWI's Cairo offices. WMCA will similarly request 13 installments of a native Cairo public service series.

Tele Rivalry Seen In 'Frisco Lineup

West Coast Bureau, RADIO DAILY

Hollywood—Rivalry for television coverage of the United Nations Peace conference in San Francisco, April 25, is indicated with the announcement that both NBC and the Blue Network are making arrangements for tele film coverage and the Don Lee and Paramount interests in Hollywood will also produce video

(Continued on Page 7)

Special War Heroes Day For Red Cross Drive

Presenting a war hero every hour on the hour, from 8 a.m. to 7 p.m., WOR, New York, will observe Friday as "Red Cross-War Heroes Day" with programs originating from the First Air Force Regional Station hospital at Mitchel Field, L. I. Paul Killian of WOR's war services and news division, will do the commentary.

Quick Service For Applicants Urged By Chairman Of FCC

Washington Bureau, RADIO DAILY

Washington—Seeking to set the FCC on such an efficient basis that a broadcast application can be serviced within 30 days if no hearing is necessary and within 90 days where hearing is required, Chairman Paul Porter proposed a greatly expanded FCC in an address before the NAB meeting here Monday night. He addressed

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

Testimony Of Wendell Berge, D. Of J., Reveals No Suit Against Networks Contemplated At Present Time

Public Service Series Announced By Web

A new public service series designed to stimulate enlightened public opinion on questions of national and international post-war reconstruction was announced yesterday by Douglas Coulter, CBS vice-president in charge of programs. The series, titled, "Problems of Peace," will begin on CBS, Sunday, March 25, at 1:30 p.m., and will feature Lyman

(Continued on Page 3)

New FM Set-Converter Adapts To Higher Bands

The FCC today will demonstrate for the press in Washington a newly developed converter which, according to reports, is capable of enabling an FM receiver set for today's band lengths to receive FM transmission

(Continued on Page 6)

Ohio Industrial Plants Get Blue Web Program

Turning their attention to the industrial plants of Ohio, Coca-Cola's "Spotlight Band" program on the Blue will salute the war workers of

(Continued on Page 6)

Washington Bureau, RADIO DAILY
Washington—Rumors that the Department of Justice is contemplating action against the networks were denied last month by Wendell Berge, anti-trust chief, in testimony before the House Appropriations Committee. The testimony was released yesterday. "Maybe we should be (investigating)," Berge said, "but we are not in it and we do not have enough men at the moment to go into it."

Berge was questioned by Rep. Robert F. Jones, Ohio Republican. The entire discussion follows:

Berge: We have no case against the

(Continued on Page 7)

KBS Reveals Survey Using BMB Standards

Results of a survey in a small market area using the BMB standards and ballot form were released yesterday by Keystone Broadcasting System, transcription network. The survey, conducted in Huntsville, Texas, by Ross Federal Research Corporation at the instigation of KBS, re-

(Continued on Page 5)

V. P. Truman And Biddle On Blue Network Today

Vice-President Harry S. Truman and Attorney General Francis J. Biddle will be heard over WJZ and the Blue Network at 7 p.m. tonight

(Continued on Page 2)

11,000 reproductions in full color of Radio Daily's Red Cross title page, published on March 1, were sent out during the past week to clients of the Tel-Pic Syndicate as a R. C. special supplement to regular daily picture service mailed to its subscribers in U. S. from coast to coast.

himself directly to the many members of Congress present, and spoke also of the approaching clear-channel hearings. These hearings he held up as an instance of "mistakes of the past" which might have to be undone. He pointed out that 38.5 per cent of our continental area is outside the daytime service area of any standard

(Continued on Page 3)

Business is better than usual for you if WLAW is included on your schedule. Advt.

Both WAKR and WDAC, Akron, held special programs March 4 for the Red Cross. WAKR show came from the Fletcher General Hospital. WADC's program featured a two-way hook-up with Miami, music and an address by mother of a soldier now in the Reich as a prisoner.



Vol. 30, No. 50 Wed., Mar. 14, 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, March 13)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	164 1/4	164	164 1/8	1/8
CBS A	35	35	35	—
CBS B	34	34	34	—
Crosley Corp.	35 1/2	34 3/4	34 3/4	— 1/4
Farnsworth T. & R.	14 1/4	14	14 1/8	— 1/4
Gen. Electric	41 1/4	40 7/8	41 5/8	—
Philco	34 1/2	34 1/4	34 1/2	— 1/4
RCA Common	11 3/8	11 1/8	11 1/4	+ 1/8
RCA First Pfd.	81 1/2	81 1/2	81 1/2	+ 3/8
Stewart-Warner	17 1/8	17	17	—
Westinghouse	127	125 1/2	125 1/2	— 3/4
Zenith Radio	39 1/8	39	39	—

NEW YORK CURB EXCHANGE				
	Bid	Asked		
Nat. Union Radio	5 5/8	5 1/2	5 1/2	—

OVER THE COUNTER				
	Bid	Asked		
Du Mont Lab.	7 5/8	8 3/8		
Stromberg-Carlson	18 1/8	19 1/8		
WCAO (Baltimore)	25			
WJR (Detroit)	41 1/2	43		

20 YEARS AGO TODAY

(March 14, 1925)

The talk on beauty by Elizabeth Arden, well-known consultant, scheduled for airing over WEAF yesterday, was cancelled at the last minute. This was to be the first in a series of talks by Miss Arden. . . WJZ is broadcasting the Boy Scouts monster rally at Madison Square Garden today.

COVER THE 3rd LARGEST MARKET IN THE COUNTRY'S GREATEST STATE OVER STATION

Coming and Going

CHARLES P. HAMMOND, NBC director of advertising and promotion, has returned from a trip to Hollywood, where he conferred on television promotion, and from Chicago, where he conducted the NBC Parade of Stars showing at the Palmer House.

CHARLES GODWIN, assistant station relations director of the Mutual network, left Gotham yesterday for a two-weeks business trip through the South.

MARTHA TILTON, vocalist, is in Boston for an engagement at the RKO Theater, where she will remain until March 21.

ARTHUR HALE, whose Tuesday-Thursday-Saturday commentaries are heard on Mutual, left yesterday for Harrisburg, Pa. He will air his program tomorrow from WKBO, Mutual outlet in that city.

GENE WHITMORE, editor of "American Business," Chicago, spent last week in New York.

LEONARD ASCH, station manager of WCBA, Allentown, Pa., who conferred here last week at the Mutual network offices, has returned to the station.

EDWARD YOKUM, manager of CBS station relations in Washington, D. C. with offices at WTOP, network-owned station in the Nation's Capital, is visiting at the New York offices of the web.

SAMMY KAYE, now on a swing through the South making one-night stands at theaters and Army camps, will broadcast his Blue Network program Friday from Camp Blanding, Fla.

W. G. McBRIDE, national sales manager and sales promotion director of WDBO, CBS affiliate in Orlando, Fla., is spending a few days in New York.

BILL HENRY, CBS reporter, is in Gotham. He'll originate his 8:55-9 p.m. news summary from the web studios here, returning to Washington, D. C., next Monday.

BOB STEVENS, of the Cleveland "Plain Dealer," arrived in town last week.

RALPH S. HATCHER, station relations department manager of the central division of CBS with offices at WBBM, Columbia-owned station in Chicago, is on a short business trip to New York.

Blue Web Variety Show To Be Movie Production

(Continued from Page 1)
more than 3,000 professional entertainers, heard on the show during the past 26 weeks, will appear in the picture production. Lou Goldberg, who conceived and arranged the deal between Universal and the Blue Network and produced the air show, will be associate producer on the film.

V. P. Truman And Biddle On Blue Network Today

(Continued from Page 1)
when they appear on the "Headline Edition" program. Biddle will discuss anti-trust legislation, Truman the forthcoming San Francisco conferences of the United Nations.

W. E. Dividend

At a meeting of the directors of the Western Electric Company held Tuesday, March 13, a dividend of 50 cents per share on its common stock was declared. The dividend is payable on March 30, 1945, to stock of record at the close of business on March 23, 1945.

Johnston Taken Sick; Sinatra On Chesterfield

Frank Sinatra batted for Johnny Johnston last night on the Chesterfield program over CBS, 7:15-7:30 p.m., EWT and repeat at 11:15 p.m. Johnston, who was taken ill, may be off the show indefinitely and Sinatra will be heard on the program until he returns. Show is on Tuesday, Wednesday and Thursday. Paul Baron conducts the orchestra.

Herb Graffis Sponsored

Chicago — Herb Graffis, Chicago "Times" columnist and regular contributor to Esquire Magazine has been signed for a regular commentary series over WIND, Monday through Friday 8:45 to 9:00 p.m. under sponsorship of Cresta Blanca Wine Co. for Dubonet. Contract for 13 weeks, effective March 12 was placed through BBD&O.

Will Broadcast Address

An address by Senator Harley M. Kilgore, of West Virginia which will be delivered at the War Service Rally under the auspices of B'nai B'rith Metropolitan council of Greater New York at Manhattan Center on Thursday will be broadcast over WEVD from 10 to 10:30 p.m.



Pretty good, too!

This new ship—the PV-1—seems to have everything it takes to deliver the goods. Listen:

"The PV-1 carries 'ash can' depth charges or torpedoes. It's the first sub-buster in production to fill the Navy's needs for twin-engined, land-based aircraft with adequate range plus both defensive and offensive armament. The Ventura is bigger, faster, more heavily armed, and able to pack a deadlier explosive wallop than the famous Lockheed Hudson which it closely resembles. Yet it retains all the sturdy qualities of the Hudson, known to the R. A. F. as 'Old Boomerang' because of its ability to return to its base.

"Carrying more radio equipment than any plane Vega or Lockheed has ever built, as well as droppable gas tanks that give it a tremendous range, the PV-1 constitutes a far greater menace to enemy submarines, warships, and transports than any land-based aircraft yet built in this country."

There's a ship that's ahead of the game. And in Baltimore radio it compares with the kind of ahead-of-the-game service you get from W-I-T-H. That's the successful independent that delivers more sales at the lowest cost of any station in Baltimore. Pretty good—too!



W-I-T-H IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

ON TARGET!

"PATTERN BROADCASTING" OVER STATION WDAS COVERS PHILADELPHIA

Cover your market with a package of spots that cover the day. To assure intensive coverage, ask Philadelphia's Outstanding Full-Time Independent Station about "Pattern Broadcasting."

Porter Would Speed FCC Service; Urges Clear-Channel Improvement

(Continued from Page 1)

broadcast station, with over ten million people thus not reached. At night, he said, nearly 57 per cent of the area of the country lies outside the primary service area of any standard broadcast station, and hence the 21,000,000 people residing in these regions must rely on a relatively inferior secondary service. This, he said, is an intolerable situation for a country with our great resources and technical capacity, and added:

"The condition is particularly aggravated when you consider that the millions who have no service or only inferior service are precisely those isolated rural families which of necessity must rely the most on radio for their contact with the outside world.

Decision Unanimous

"I want to emphasize that the decision to reopen the clear-channel issues, with special attention to the Congressional mandate to insure a nation-wide radio service was a unanimous decision. I know of no one in the Commission who does not recognize the need for a reappraisal of this problem. . . .

"I hope we will have the opportunity to look at many possibilities and I want to assure you that the Commission is determined to consider all relevant factors—social, economic, day and night coverage, rural and urban coverage, considerations of an equitable distribution of facilities and the like—before it reaches even tentative conclusions.

"What I am asking is full and complete co-operation of all interested elements in building a record from which sound conclusions can be drawn. . . .

"I want to say to you further, and

with all earnestness, that the Commission faces the clear-channel problem with no advance conclusions or commitments. So far as I know we are completely open-minded.

"The clear-channel group of broadcasters, the four networks and all have something to contribute and can be of genuine help by coming in with really constructive proposals for improving the present situation.

Trade Proposals Essential

"It is my belief that we'll come out with a much sounder solution if we have constructive proposals from the industry to consider, rather than having a record filled with attempts to explain why so many of the channels which were cleared with such great difficulty in the late 1920's are now rendering their primary service to the residents of full-served urban centers."

Turning to the FCC organization, Porter remarked that:

"The Commission urgently needs more personnel to process broadcasting applications. On the very day the War Production Board gives the green light for civilian station construction, the Commission will be besieged for prompt action on some 500 applications for new FM stations (more than 350 of which are now on file); almost 100 television applications now on file and many more to come in these and other services. We estimate that when manpower and materials become available our licensing work will be increased at least ten-fold over the rate that prevailed before the war. . . .

"Many of you broadcasters have applications pending and there are many others in the industry who have been waiting for a termination of the war in order to improve existing facilities or build new stations. Considerable sums have been invested in preliminary engineering and legal work, money has been expended on sites and other preparatory and development expenses have been incurred. After months of waiting and planning you and other broadcasters will want and expect and deserve prompt service from the Commission.

Expanded Facilities Important

"Frankly you are not going to get it unless the Commission has the opportunity to expand its facilities and personnel to give this service. All of you are familiar with the amount of work necessary to bring even an uncontested application to final decision. This is not the place to debate whether all the procedures in effect are essential but I think there will be agreement at least upon the necessity of the Commission making an adequate review of the proposals, with many more to come when the green light flashes. Then I will ask you to make a mental estimate of the number of engineers we now have on hand to process them.

"The non-standard broadcast section of our engineering department is

responsible for processing these applications. But, in addition to television and FM, this section also has responsibility for international broadcasting, facsimile, studio-transmitter link and some miscellaneous categories, and the section which has all these duties is composed at present of precisely three engineers.

"Our goal in broadcast matters is to give the industry and the public a 30-day speed of service on all applications which can be granted without a hearing and a 90-day speed of service where a hearing is necessary. If we achieve this goal, the development of post-war broadcasting will be expedited, employment opportunities created for returning veterans and others and when final victory over our enemies is achieved we should be ready to move forward without undue delay.

Quality of Service a Factor

"Speed of service is only one aspect of the problem in which broadcasters should be interested. There is also the question of quality of service. FM, for example is being widely advertised to the public as an interference-free service. . . . an effort must be made to get the technical rules and standards as near to right as possible the first time.

"Accordingly, as soon as the allocations are out of the way, the Commission's technical staff will get into the job of developing the soundest possible technical rules and standards to match. Of course, we want to do the best job possible. That means more engineers—and the best engineers to be had. It means also a strengthening of the legal and accounting departments."

Two NBC News Programs Renewed By Miles Labs

Renewal of two news programs on NBC effective March 26 for 52 weeks was announced yesterday. They are "News of the World with Robert St. John," Mondays through Fridays, 10 to 10:15 a.m., EWT and "News of the World" featuring John W. Vandercook heard Mondays through Fridays, 7:15 to 7:30 p.m., EWT. Both programs are sponsored by Miles Laboratories.

Teheran Wedding Bells

Teheran, Iran—Technical Sergeant Frank P. McDonald, former announcer of WORL, Boston, and WLLH, Lowell, was married here to Astrik Abadjian of Teheran at the French Catholic Mission church. Sgt. McDonald is a member of the headquarters company, Persian Gulf Command, and is chief radio announcer of AES Teheran, American Expeditionary station here. Mrs. McDonald is a native of Aleppo, Lebanon (Syria).

Public Service Series Announced By Web

(Continued from Page 1)

Bryson in weekly fifteen-minute talks. Questions raised at Dumbarton Oaks will be among the first subjects to be discussed by Mr. Bryson. Also scheduled for early broadcasts are the problems presented to our nation's people through the efforts of liberated countries in Europe and Asia to attain self government and prosperity.

"America's course in post-war world relationships will be determined by the support and guidance of its own people," Mr. Coulter declared in announcing the series. "Public opinion can be intelligent only to the extent that it is informed."

New 'Shadow' Sponsors

Three new sponsoring stations for "The Shadow," transcribed series, were announced yesterday by Charles Michelson. They are KAVE, Carlsbad, New Mexico; WHBF, Rock Island, Ill. and WBIG, Greensboro, N. Car. Renewals include WTMA, Charleston, S. C. and KTSM, El Paso.



On time with the right time — in the offices of time buyers from coast-to-coast — that's one reason Weed & Company keeps a steady flow of signed contracts in the mail of Weed-represented stations.

WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO • HOLLYWOOD

4 BLUE NETWORK DEPARTMENTS MOVE TO NEW ADDRESS

The Blue Network's Spot Sales, Television and Co-operative Program Departments, and the office of A. D. Nicol, controller, have moved to the 4th floor, Aeolian Building, 33 West 42nd Street.

The new offices have a separate switchboard and telephone number, Wisconsin 7-1737.

BOSTON SYMPHONY REVIEWS

by Leading Radio Editors

March 10th Concert

Aaron Copland's "Quiet City"
George Mayer with Trumpet, and
Louis Speyer with English Horn
Howard Hanson's
"Symphony No. 3"

INA WICKHAM

Democrat Publishing Company
Davenport, Iowa

The Boston Symphony Orchestra long noted for its advocacy of modern music presented two contemporary American composers, "Quiet City" by Aaron Copland, and Dr. Howard Hanson's "Third



Symphony" at its Saturday Concert. "Quiet City" began in a contemplative manner and there were subtle changes in mood and coloring. The very difficult and effective trumpet solo was brilliantly executed against the background of strings and there was rich tonal quality and melowness in the responses of the English Horn. Dr. Hanson's Symphony is a serious work, rugged in character and depicting the turbulent life of the pioneer Swedish settlers. It has real melody and there is chorale in the first movement that was eloquently played. But the Symphony is very long and so cluttered by repetitions of various figures, none of them seeming to get anywhere, that it was hard to follow the composer's thoughts. It was as if the composer were trying to express his ideas without achieving success.

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 . . . !

• • • Billie Burke set for the Henny Youngman replacement with agency also trying to get Edw. Everett Horton in on the deal. . . Lou Levy, Leeds Music head, nixed Metro's quarter of a million offer for 51 per cent of his music biz. . . Goody Ace back in town from Florida. Jane planes in today. . . Nazi radio made a claim not long ago about having captured an American paratrooper, brother of screen star Bette Davis—who has no brother. . . Ted Straeter has changed his new vocalists's name to Victoria Hill. Her McCoy tag, so help me, is Kate Smith? . . . Dolly Dawn starts her new "Thanks to the Yanks" chores on the 19th. . . John W. Loveton, assistant radio director at Lennen & Mitchell, flunked his army physical last week. . . Radio fans must have a passion for accuracy. A mistake on a quiz show brings hundreds of calls and thousands of letters of protest. . . Morton Downey bows out of the Plaza on the 19th to do p.a.'s for Coca-Cola. . . Marilyn Maxwell and her hubby, John Conte, are worrying their intimates. . . Ditto Irene Manning and Keith Volkoff. . . If and when Jimmy Durante goes overseas for a USO junket, he'll be joined by Sinatra. The Schnoz, incidentally, will be asked the \$64 question by Phil Baker on the 25th. . . Harry Wismer doing a mag piece on the inside of the recent basketball scandal. . . Henry Murtagh, father of the three Murtah Sisters, has joined the act. He's a well-known organist in his own right. . . Sudden thaw: there are 43 comedy shows originating from the coast as compared with seven in the East.

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• • • Fooling around with the dials: Variations by Van Cleave—as smooth as your first shave. Van used to be Kostelanetz's arranger which explains the musical magic he brings to his own stanzas. . . Glenn Riggs—one of the most competent of the announcer-stooges or feeders. In sum, he reads the lines the way the author wrote 'em and no man could ask for more. . . Jack Eigen—one of the most improved broadcasters we've noted since our return to the radio front. . . We're no bobby-sox paraders and we can't recall the last time we swooned, but Jerry Wayne had our spine tingling Monday nite with his vocal on "The Talk of the Town." It was the talk of our table. . . While on the subject, we also kinda go for Phil Brito's "If I Could Be With You" . . . Do those guys who conduct all-nite record sessions ever get screaming-meemies.

☆ ☆ ☆

• • • Talk of the trade is Jack Ruben's directing job on the Mary Small-Junior Miss show, which, incidentally, switches to BBD&O this week. Since Jackson took it over, the rating has more than doubled and is now topping the Andrews Sisters who precede them on the same chain. . . Recommended: Frank Gallop's classy narration job on Paramount's "Two Jima" short currently thrilling newsreel audiences. . . Send a note to director Chick Vincent who lost his Dad the other nite. . . Hank Sylvern, who heads one of radio's finest trios, bows out of WINS as musical director due to pressure of outside work. . . With only six of his current series under way, Frank Parker has already been renewed for an additional thirteen. . . Ernie Hix, who took over "Strange as it Seems" when his brother, John, died, is cutting transcriptions on it. . . Lee Dixon, star of "Oklahoma," copped the role of Jerry Leemy in "Palooka" which Gillette is putting on Mutual. . . Les Brown's Columbia platter of "My Dreams are Getting Better All the Time" will be one of the year's top "sleepers" in the wax field, according to the expert opinion of Manny Sacks. . . A special radio transcription is being spotted with all key city radio stations as part of radio's co-operation with the Motion Picture industry during Red Cross week. Record is a tune by hit writer Pfc. Frank Loesser with Perry Como on the vocals, backed by Tod Stool's Chestorfield ork. . . Watch for Cab Calloway's version of "Let's Take the Long Way Home"—one of the most unusual disks Cab has done in years.

—Remember Pearl Harbor—

first In War!

first In Peace!

first

in Audience Influence!

For 23 years KGW has continually sought new and better ways of contributing to the betterment of the Portland community. Wartime broadcasts from a teen age night club; peacetime broadcasts for the baseball fans of the 1920's. This persistent pioneering has brought the station ever-increasing popularity. Time and again KGW has demonstrated to advertisers this established appeal to every type of listener at every income level.

ONE OF THE GREAT STATIONS OF THE NATION

KGW
PORTLAND, OREGON

REPRESENTED NATIONALLY
BY EDWARD PETRY & CO. INC.

KBS Reveals Survey Using BMB Standards

(Continued from Page 1)
 stated that "the presently contemplated method should be refined to make it more qualitative."
 In announcing the survey, Michael Slerman, president of KBS, has shared the findings to BMB and its proposed research board. In the meantime, the transcription network is enlarging its 208 affiliates to join BMB. Slerman stated that Keystone was a fervent supporter of the BMB principle and has long felt the BMB principle and uniform yardstick in the industry.
 KSAM, 250-watt station, at Huntsville, Texas, which figured in the survey is operated by W. J. Harpole and J. C. Rothwell, and is located south of Huntsville on Highway No. 75. It is a KBS affiliate, has daytime license and uses AP news service.

Personal Interviews
 Cross researchers in a personal call survey interviewed 24.7 per cent of radio homes in the town, the report reveals. The method used was personal interviews checking radio habits of all the family members as specified in the BMB ballot. Some of the findings, according to KBS statement, are as follows:

In the KBS Huntsville study the first question asked was 'What are the Call Letters of all radio stations which you or someone in your family listens to in your home at any time?' One hundred per cent of those interviewed mentioned the local station, KEAM.

In answer to further questioning, the other stations achieved primary rating, by receiving 50 per cent or more of mentions from interviewees listening one or more nights a week. However, in response to another question interpolated in the BMB ballot upon the suggestion of the local station, 'What stations can you receive without interference winter or summer?'—99.5 per cent mentioned the local station, and the next station could be heard without interference winter and summer by only 17 per cent of those interviewed.

In response to another question added to the BMB form at the suggestion of the local station, 'What is your reason for listening to the station you listen to most?'—57.5 per cent said 'near reception,' 46.5 per cent said 'better programs,' 26 per cent said 'news.'

There were two to three persons in the majority of households interviewed. 48 per cent had no telephones. Based on the results of this first survey, some interesting questions were brought to light. For example, in the 'Beyond-Metropolitan' markets the results suggest that mere listening a week or more without further qualification may not necessarily constitute circulation. Frequently a station may be listened to often enough each week to rate primary and still not reach the listeners with sufficient signal quality to prove dependable and regular for the advertiser. For example, one station

PROGRAM REVIEWS

"UNUSUAL PEOPLE"

"Carmilla," Sustaining
 WEVD, Tues. 10:30-11 p.m., EWT
 Producer-Directors: Bena Shaw, Edward Ludlam
 Writer: Lucille Fletcher

This series marks the completion of its first year, with the choice of fare being a play of the supernatural, originally heard on Columbia Workshop, as scripted by Miss Fletcher. Whether or not the choice was good or poor, remains with the followers of the thriller type of program. It was plenty "spooky," and tells the story hauntingly of the return of a vampire, after a 300 year absence.

While the production was good, the work of the artists stood out unusually well for a small station. Of the alumni participating, there was Marion Chancer as the unwitting victim; Sterling Cheseldine's characterization of the father gave the situation the lift it needed. Newcomer to the company, Helen Thomas, who played the role of the vampire, did so with great skill, which included the

in the Huntsville survey which is listed as listened to once a week or more by 50 per cent or better of those interviewed is some 900 miles away. Other distant stations also rated primary based on their percentage of mentions.

"But as shown above, further questioning revealed that the same stations are not getting into the area regularly with noise-free signals. It was for this reason that KBS inserted a qualifying question which showed that only the local station is received without interference winter and summer by ninety-nine and one-half per cent of those interviewed. Therefore the addition of this question to the regular BMB ballot may well be considered since it will show that while a station may enjoy sufficient listeners during the weekly cycle the answer can be gotten as to whether the station gets into the area regularly and well enough to earn a full primary rating. Otherwise, the net result may be confusing rather than helpful to the time buyer, since he could very well find an overlapping of many stations in different areas claiming some remote portion of the country as their primary when they do not into that section regularly and clearly throughout the year.

Primary A-B Compared
 "The suggested additional and qualifying question could bring results that will be a guide to the time buyer. The results of such question placed alongside the frequency of listening can give a clearer picture of circulation. For example, if a station is heard at least once a week by 50 per cent or more of those replying to the ballot and if 50 per cent or more of the respondents can hear that station without interference winter or summer then that area can be considered as Primary A. If it is listened to once

RAYMOND MOLEY

Commentary (sustaining)
 WJZ-Blue, Sunday, 8:15 to 8:30 p.m.

If Raymond Moley's friends are legion among the anti-New Deal crowd he'll have an audience during his new series of commentaries on the Blue. Otherwise he stepped into a pretty popular company when he tries to keep up with such personalities as Drew Pearson and Walter Winchell heard on the same web. Moley, probably the victim of two much advance press agency, revealed his analytical mind and governmental background in a mildly interesting conversational commentary. He didn't berate FDR or the New Deal and he didn't get prophetic about things to come. He was a mild "middle of the road" commentator and time will tell if this type builds audiences.

cunning and mockery required. Not an easy task for a young actress as a rule; however Miss Thomas revealed she has plenty on the ball.

Jack Curtis was good as usual in his announcing role.

a week or more by 50 per cent or better of those replying to the ballot but at the same time if the station is heard without interference winter and summer by 25 to 50 per cent then that county can be considered Primary B.

"In each case the capital letter after the classification would indicate whether the stations can be heard year round without interference by those replying, the standard being 50 per cent or better for Primary A, 25 to 50 per cent for Primary B, 10 to 25 per cent for Primary C, and under 10 per cent for Primary X.

"In other words, under each listening classification the capital letter can classify the quality of signal received throughout the year. In relation to the question which asked 'What is your reason for listening to the station you listen to most?', the nature of the answers suggest that a 'why' column be added to the present BMB form. The mechanics could be so devised as to bring forth the reasons for listening and not listening.

Personal Interview Valuable
 "Another disclosure of this first test was the speed and completeness of answers secured by the personal interview method. The study was conducted, tabulated and completed within a period of two weeks. The mail job being made in Montana was started at the same time, and returns are just commencing to come in. The personal interview method has pretty much brought forth complete information on habits of the entire family in the home. In view of its speed and accuracy this method may prove preferable to the mail method when extended on a national scale, and with its flexibility undoubtedly can overcome most of the objections which have been raised to the present BMB proposed plan."

Mutual Board Elects Eleven Members

(Continued from Page 1)
 WOR-Mutual; John Shepard, III, Yankee network, Boston, and Lewis Allen Weiss, Don Lee, Los Angeles. Two members were dropped from the board. They are Hope Barroll, Jr., WFBR, Baltimore, and I. R. Lounsberry, WRBW, Buffalo, whose stations are no longer Mutual affiliates.

Robert A. Schmid's election as vice-president in charge of advertising, promotion and research, was one of three V.P.'s confirmed. The others are Ade Hult in charge of the mid-west operation of MBS in Chicago and Robert Swezey, vice-president who will serve as general manager. James E. Wallen, Mutual's comptroller and treasurer, was named assistant secretary. E. M. Antrim continues as secretary.

Acting upon recommendations of Phillips Carlin, director of programs, the board voted for stronger network identification announcements. It was agreed that such identification should eliminate local station call letters and instead should mention the point of origin by city only, preceding the revised network sign-off, "This is the Mutual Broadcasting System."

It was erroneously reported in RADIO DAILY yesterday that representatives of WOL, KWK, WEBR were in attendance at the board meeting.

Reception For Koussevitzky Announced By Blue Web

Dr. Serge Koussevitzky, conductor of the Boston Symphony orchestra sponsored by Allis Chalmers Manufacturing Company on the Blue Network, will be the guest of honor at a reception tendered by Mark Woods, president of the American Broadcasting Company, at the Hotel Savoy Plaza on Saturday. The occasion will mark Dr. Koussevitzky's twenty-first year as conductor of the Boston ensemble.

Engagement

Engagement of Rita "Dixie" Dugan, casting director of Benton & Bowles, Inc., to George Earshaw, eastern representative of the Farm Implement News, has been announced. The wedding date will be announced in the future.

"A Bit of Paris in New York"



Est. 1906

FRENCH RESTAURANT

REAL FRENCH CUISINE

LUNCHEON From \$1.50
 DINNER From \$2.00

Famous French Candies
15 EAST 52d ST.

AGENCIES

GEORGE VOGEL ASSOCIATES, INC., have opened their offices at 130 West 43rd Street. The organization specializes in radio public relations.

HEMINWAY & BARTLETT, Water-town, Conn., makers of Nylon and all synthetic sewing threads, silk sewing thread, and darning cotton, have appointed the R. T. O'Connell Company as their advertising agents.

RINGLING BROS. and Barnum & Bailey Combined Shows, Inc., have retained Seidel Advertising Publicity Agency, New York City, to handle their radio advertising for the 1945 Spring season. Robert Seidel is the account executive.

JACK GOLDSTONE, formerly with RKO's home office publicity department, and more recently connected with the Baltimore agency and radio field has joined Associated Radio-Television Productions, Inc. as radio copy director, Jay E. Kashuk, President of ARTP announced.

WICK CRIDER, radio publicity director for J. Walter Thompson, leaves this week for a several week stay in Hollywood, from where a new promotion campaign will tee off for the Mutual program "This Is Helen Hayes," to originate from KHJ, Los Angeles, beginning March 18. In addition to a new promotion schedule for the Helen Hayes program, which will be done co-operatively with the American Red Cross and the National Retail Dry Goods Association via radio and newspaper media. Crider will also work out publicity plans for the agency's Bing Crosby, Lux Theater and Chase & Sanborn programs which originate from the Coast.

Joan Brooks Returns

After an absence of 13 weeks, during which time she visited numerous Veterans Hospitals on her personal appearance tour of theaters throughout the South and New England, Joan Brooks starting Monday will resume her Monday through Friday programs at 11:15 p.m. via CBS. The songstress will highlight a new feature, "Salute to the Stars," in which Miss Brooks will sing the theme songs of well-known artists. Archie Bleyer's Orchestra will accompany the songstress.

"Oscar" Award Broadcast

A special preview broadcast of the Annual Academy Awards presentation will be aired over the Blue from Hollywood Thursday from 12:30 to 12:55 a.m., EWT. Mary McCall, vice-president of the Academy of Motion Picture Arts and Sciences, will be interviewed by Buddy Twiss. The actual presentation of "Oscars" will be broadcast the following night.

★ PROMOTION ★

WOV Goes To Press

A unique promotion operation has been devised by WOV in the format of a "daily newspaper." The daily newspaper is a one-page bulletin which contains the morning's war news highlights and is distributed at the lunch hour in the 5th Avenue and 57th Street restaurants. These include Childs, Barney's, and many others. The chief purpose of the bulletin is to acquaint its readers with the station's news broadcasts and commentators, Hans Jacob and Thomas B. Morgan. First "edition" of the WOV newspaper was "sold" Tuesday, March 6. Distribution plans will cover Monday through Friday.

The Vagabond Adventurer

Kasper-Gordon, Incorporated, of Boston, has put out a two-page promotion brochure on "The Vagabond Adventurer," transcribed series featuring Tom Terriss. Copy tells something of Terriss' background and describes the series. It also shows world-wide places and topics included in his narratives.

Feather In Our Cap

As such does WJZ regard the acquisition of "The Fitzgeralds" morning show which will premiere on that station April 16, 7:50-8:15 a.m. A letter telling about "The Fitzgeralds" and program availabilities, Mondays through Saturdays, is now in the mails over the signature of Robert I. Garver, sales manager.

New FM Set-Converter Adapts To Higher Bands

(Continued from Page 1)

in the higher band lengths as proposed by the FCC. This instrument is said to be extremely inexpensive and easy to install, with cost to the set-owner estimated at not much above five dollars. If practicable, this development will point even more clearly to the likelihood that the FCC will set FM in the 84-102 megacycle band.

Two "Success" Guestings

Guestings on Ann Delafield's "Dunbar Success Magazine" program over WOR will be Pat O'Malley and Albin Conway, Thursday, March 15, 11:30-12 noon, EWT. Hu Chain is the producer of the program.

Republic Pix Signs Dowd

Michael D. Dowd, formerly of the U. S. Navy, who appeared on the first of the new Ginny Simms formats for discharged veterans who were professional entertainers before the war, has just been signed by Republic Pictures. Mike is a former radio and band singer who received an honorable discharge from the Navy last October, after seeing active service.

KYW Campaign

KYW, Philadelphia, has launched a one-month advertising campaign in 15 daily and 38 weekly newspapers of Pennsylvania and New Jersey as an extension of its promotion of the NBC "Parade of Stars" and outstanding local programs. Campaign, second in four months, extends from March 5 to 31 and covers 30 counties in the two states.

"Food Fair" Anniversary

As a souvenir of the 5th anniversary of WEEI's "Food Fair," celebrated with a special edition of the program March 2, audience was presented with a hostess menu and market list book, 7 x 5½ inches, plastic bound, cardboard covered and containing leaves for 100 menus. Pages provide space for guest lists, their food preferences, marketing list and column for ration point requirements. The cover is CBS blue and gray.

WIP Promotes Education

To supplement the WIP educational series heard Monday through Friday at 1:45 p.m., Ralph H. Minton, promotion director, has prepared four booklets titled "Exploring Music," "Great Moments in Science," "A Trip to the Zoo" and "Lest We Forget." Together with an explanatory letter to educators, 25,000 of these booklets have been distributed to public, parochial and private school principals as well as teachers of grade and high schools in the Philadelphia and New Jersey areas.

Ohio Industrial Plants Get Blue Web Program

(Continued from Page 1)

the Fisher Body division of General Motors in Cleveland tonight and on Friday will entertain the employees of the Goodyear Tire & Rubber Company at Akron. Johnny Long's orchestra will play in Cleveland and George Olson's band at Akron. Program is devoting more time to industrial plants of late in line with their post-war merchandising planning.

Met Audition Finalists

Seven finalists selected in this year's Metropolitan Opera Presents auditions will appear in the Blue Network broadcasts of Sunday March 18. Awards to the winners will be presented on Easter Sunday afternoon in a broadcast from the stage of the Metropolitan Opera House, New York.

Bob Hope To Emcee

Bob Hope will be the master of ceremonies for the Blue Network broadcast of the Annual Academy Awards affair, tomorrow from 12:30 a.m. to 1:30 a.m., EWT. Mervyn Le Roy, film producer, will direct the proceedings.

EQUIPMENT

Stromberg Distributors

Stromberg-Carlson Company, Rochester, N. Y., has announced through Clifford J. Hunt, radio sales manager, the appointment of two new distributing firms for the company's post-war line of AM and FM radios and television receivers, which will cover important trading areas. They are Better Home Products, Inc., Nashville, headed by William M. Fike, and Tri-State Supply Company, Chattanooga, headed by C. C. Bowe.

Copper Usage

More than 316,000 miles of copper wire, enough to girdle the globe 11 times, has gone to war in communications equipment produced by the Stromberg-Carlson Company, Rochester, N. Y., since December, 1941, was revealed last week. Company purchasing officials also revealed that the vital equipment turned out by the firm for the battlefronts to date has consumed more than 282 tons of aluminum, enough to supply thousands of American kitchens with a full complement of pots and pans.

Universal Representatives

Herb Becker, Burlingame, Cal., now northern California factory representative for the Universal Microphone Co., Inglewood, Cal. S. Cohn, Los Angeles, long the firm's California rep., will now handle the area from Fresno south. Mr. Becker, secretary of the West Coast Electronic Mfg. Assn., and of the San Francisco Council of the Assn. Until recently he was field engineer for Eitel-McCullough, Inc., San Bruno.

New Bendix Distributor

Lehr Distributors have been appointed to handle the forthcoming line of Bendix AM and FM radio and radio-phonograph combination in Greater New York. Firm, headed by Harry Lehr, president, and Ben Lehr, treasurer, has been handling electrical and automotive lines for the past 27 years. An extensive merchandising and advertising program in greater New York is being planned by Paul Lippmann, sales manager.

Moseley Goes MBS Web

Commentator Sidney Moseley will be heard over the Mutual network beginning March 26, Monday through Friday, 10:15-10:30 p.m., EWT, it has been announced. Moseley is currently heard over WOR for Grove Laboratories, Monday through Friday, 6:15 p.m. When the switch for Moseley becomes effective, Paul Schubert may replace his daily 6 o'clock spot. Schubert is currently heard over WOR, Mon., Wed., and Thurs., 10:15-10:30 p.m.

Wedding Bells

Ed Pierson, announcer on the Frank Singiser program over Mutual, will be married in May to Estelle Sevign, traffic manager of WFCI, Blue Network affiliate in Providence, R. I.

Anti-Trust Action Against Webs Seen

(Continued from Page 1)

Radio companies under the anti-trust laws at this time. The Hoover Administration maintained a case against RCA and they got a consent decree which has been in effect since. I speak now without having freshly reviewed the situation, but I do not think the consent decree in the RCA case covered at all the practices that were involved in the FCC cases against the radio networks. You have a different problem with radio, because you cannot have absolutely free competition in radio. There are only so many places on the dial, and somebody has to decide who shall get them. There has to be some regulation of the number of stations and program distribution and that sort of thing. That is not true with the vast domain of American business.

Anti-Trust Power Slight

Jones: As a result of the Supreme Court decision approving FCC regulations, does that not give the FCC the anti-trust power over radio stations, instead of you folks?

Berge: To some extent the FCC, of course, has powers with respect to monopoly and restraint of trade questions; no doubt about it. But I would not want to say, and I do not mean to concede by that, that the radio is entirely outside the scope of the anti-trust. I do not think it is. But whenever you give particular powers and authority to an administrative tribunal, to that extent it may create an exception to anti-trust.

Jones: My point is this. We have had a lot of monopoly discussion in the FCC hearings, and the FCC itself has mentioned it in press releases. The FCC deals with transfer of licenses. You folks have no cases pending. So I assume from that that you have been ousted from jurisdiction over this field by that Supreme Court decision.

Berge: I would not want to say we have been entirely, but the particular problems involved in those cases were within the FCC's jurisdiction, I assume.

Jones: You have no file on that and

Washington Front

By ANDREW H. OLDER

REPORTS drifting in here indicate that many broadcasters are receiving calls for time from veteran groups anxious to reach the hundred thousand men being demobilized monthly. The groups are featuring explanations of servicemen's benefits, the GI bill and similar matters. . . . The local American Legion chapter has just signed up with WMAL for a 13-week series. . . . The six Washington stations hosted their neighboring broadcasters, members of the NAB staff and of the press prior to the NAB district meeting here last Monday at which Paul Porter delivered his second industry speech since becoming FCC head. . . . Mary Cavanaugh, NBC publicity-getter for Washington, is fast becoming a favorite of the female congressional delegation. Of course, the male Congressmen who know her like her, too, but that's no story. It'd be a story if they didn't. . . . Marc Cohn, former topflight FCC lawyer now in private practice, hosted at a Statler cocktail party last week. On hand were Congressmen Mike Monroney, Herman Kopplemann, Albert Cole and several others, as well as those erstwhile

Washingtonians—Larry Fly and Pete Shuebruk. Fly, incidentally, says he never has lived in the same apartment building with Gene Garey—they are several blocks apart, he added, happily. . . . Says he thinks private practice is a fine thing, and he's really getting a kick out of life these days. . . . He was here for the WOW argument before the Supreme Court.

* * *

Tom Means, doing publicity for WOL and Cowles Broadcasting, has added two assistants—namely Pat Brennan and Alice Feller. Miss Brennan comes from the station's accounting department, and is a graduate of the University of Maryland School of Journalism, while Mrs. Feller, formerly with WPB, is wife of Abe Feller, who used to be general counsel to OWI and is now ditto for UNRRA. . . . Also at WOL, John Theis is the new auditor and station manager, replacing William Wallace, resigned, and Peggy Moffatt and Mary Downey have been added to the staff as receptionists. Miss Downey is a graduate of Emerson College, in Boston, where she studied radio under Arthur Edes.

Three CBS Personalities Address NYU Radio Class

Ben Hyams, CBS scripter for the New York Philharmonic Symphony concerts, Sally Moore, contralto, and Eileen Farrell, soprano, addressed the Radio Writing class at New York University Monday night on writing for serious music programs.

Thompson Goes Commercial

Johnny Thompson, Blue Network's "Song Salesman," is now featured on Betty Moore's Triangle Club program, which made its debut last Saturday morning from 11:30-11:45, over WJZ and 85 stations of the Blue. Program, sponsored by Benjamin Moore & Co., paint manufacturers, is Thompson's first commercial show.

you are doing no investigating on it at all?

Berge: We do not have enough men, of course, to spread around into every situation. I do not mean to say that there may not be some anti-trust violations by radio stations or radio chains or radio corporations; I do not know. The fact is whether it is a good fact or a bad fact, we are not investigating that field at the moment. Maybe we should be, but we are not in it and we do not have enough men at the moment to go into it.

Jones: At the present time your answer is, no investigation; is that right?

Berge: Yes.

Roy Porter In Paris

Roy Porter has arrived in Paris as a war correspondent for NBC, it was announced at web headquarters yesterday.

Nebraska Legislature Considers Time Schedule

Lincoln, Neb.—The bill to establish "Nebraska Time" and set the state's clocks apart from those in the rest of the country was reported out for general legislative consideration this week by a 5-3 vote of the Government Committee.

Speaking against the bill were Harry Burke, Omaha, of radio station WOW; B. C. Corrigan, Omaha, of KOWH; and George Holdrege, Omaha, representing the Union Pacific Railroad and speaking for the rail industry. Representatives of agriculture spoke for it.

Everyone appearing agreed that War Time is a nuisance and the nation should go back to Standard Time, but strong objections were voiced to causing time confusion in the state.

Opponents pointed out that railroads, war plants, radio stations and Government agencies would have difficulties under such a bill.

Chi. Newspaper Supports Bill To Broadcast Congress

Washington Bureau, RADIO DAILY

Washington—Rep. John Coffee of Washington, sponsor with Senator Claude Pepper of the bills now before both Houses of Congress to broadcast Congressional debate, inserted in the Congressional Record last week an editorial from the Chicago Journal of Commerce supporting the joint resolution. Supporters believe "it can mean more than a dull recitation of the Congressional Record," the newspaper said.

Tele Rivalry Seen In 'Frisco Lineup

(Continued from Page 1)

films of the event, the most important meeting of the war.

First word of NBC's plan to take films, came from John F. Royal, vice-president in charge of television, who told the San Francisco Advertising Club last week, that television films will be made during the conference, flown to New York, and shown there within 24 hours. Royal completed arrangements for filming the peace conference for television while in Hollywood recently.

West Coast officials of the Blue Network announce that in collaboration with WABD, Du Mont outlet in New York, special television films will be taken of the conference and rushed by air for Manhattan showing.

In Hollywood the Don Lee station and W6XYZ operated by Paramount are planning special coverage of the conference. Films taken in San Francisco will be processed and shown by Hollywood television stations the same day, if present plans work out.

FDR And Porter Confer On New FCC Member

(Continued from Page 1)

made soon but was unwilling to discuss whose name was under consideration. Any announcement on that, he said, must come from the White House. Porter would not indicate whether he expects the appointment to be made shortly, but it is generally believed here that the nomination will be sent to the Senate this week or next.

The names of Charles R. Denny, present general counsel of the FCC, and Rosel H. Hyde, assistant general counsel, are both believed possibilities, along with those of Lowell Mellett, newspaper columnist, and the Washington radio lawyer, Ted Pierson.



50,000 WATTS
850 KC

FEW STATIONS IN THE NATION CAN EQUAL KOA'S DOMINANCE

DEALER PREFERENCE (68.8%)*

LISTENER LOYALTY (69%)**

TOP NBC PROGRAMS

7 STATE COVERAGE

SALES RESULTS

50,000 WATTS



* Ross-Federal Survey
** "Tale of 412 Cities"
SERVING THE MOUNTAIN AND PLAINS STATES REGION

WAR PLANS
"SURVEY" SHOWS.
WORCESTER
ARE
Home Minded
Worcester home owners, 51%, will paint, reroof, buy oil burners, kitchen or bathroom units. Half of the renters want to buy or build.

WTAG
WORCESTER

COAST-TO-COAST

— NEW YORK —

NEW YORK—WQXR: Book of the Month Club is sponsoring the Budapest String Quartet for 13 Sunday evening concerts beginning March 11, from New York Times Hall. . . . **WNEW:** Richard Willis, beauty advisor and conductor of "Here's Looking At You" feature, now being heard exclusively Monday through Saturday, 9-9:15 a.m. Willis selects women from the studio audience whom he analyzes in matters of hair-do, etc. over the air. . . . **WOV:** is publishing a capsule radio newspaper designed for distribution in restaurants here, designed to promote its news broadcasts and commentators. . . . **WMCA:** Herman Eller has taken over the scripting of "3 Little Sachs" show. Lilian Okun will have as her guest on "This Is Our Town" March 17, Jose Ruben, stage director of City Center Opera Co.

— NEW YORK —

SYRACUSE—WFBL officers and staffers are wearing sterling silver microphone lapel pins showing network (CBS) letters in silver on black and station letters in black enamel. Pins are gifts of the management. . . . **SCHENECTADY—Sgt. Howard Tupper,** former WGY announcer-newsman, is now production supervisor of the Italian Radio network. Also of WGY, Cpl. Victor Campbell is attached to MacArthur's headquarters, public relations. . . . **WATERTOWN—**Recent additions to announcing staff of WWNY are Tom Gillespie, formerly of WCBT, Roanoke Rapids, and Bob Mowers, formerly of WWNY and WTRY, Troy. . . . **WHITE PLAINS—**Capt. Paul Sullivan has begun a weekly quarter hour, Saturdays, 6:15 p.m., on WFAS, titled "Veterans Service and News." Sullivan is a veteran of two and one years active service with the AAF.

— MISSISSIPPI —

JACKSON—As a service to returned war veterans and their dependents, the Mississippi Broadcasters Association, composed of 14 stations, has inaugurated a series of programs to be prepared under the auspices of the Mississippi War Council, telling about various State and Federal agencies and the problems they handle for the service man. . . . **GULFPORT—**With Eddie Vann at the microphone and Don Murphy handling controls, WGCM listeners were kept informed on progress in the Gulfport Open PGA tournament.

Send Birthday Greetings To—

March 14

Hayle H. Cavanor Harvey Hays
G. Bennett Larson Ed Pancoast
Mark Brenneman Madeleine Pierce
Les Brown

— OHIO —

TOLEDO—Harley West, formerly with WMRN, Marion, is WSPD's newest announcer. Norma Richards, "The Story Lady," continues to entertain children of the area with her tales of fairyland. . . . **MANSFIELD—**As of March 15, Peggy Stone, who heads Broadcast Sales, New York, will become exclusive national representative for WMAN. . . . **YOUNGSTOWN—**WFMJ has announced its second annual sewing contest beginning April 15, with \$500 offered for the best garments made in each of 10 classes. Contest is open to high school girls and women in listening area. . . . **CLEVELAND—**Fred Briggs, vet broadcaster from California, now with WJW, was married recently to Seaman Betsy O'Crotty, editor of "This Week in the Coast Guard."

— OREGON —

PORTLAND—Co-operating with the war bond staff and school administration, "Schools at War" has been produced by Day Foster, KGW war program manager, and the staff for over two years. Once a week program is produced at a different school and salutes students' war efforts. \$78,000 in bonds bought by children in their own names is regarded as their interest in the recent launching of a 16,500-ton tanker which was recorded by KGW and rebroadcast on the following regular airing of "Schools at War."

— NEW JERSEY —

JERSEY CITY—It's a little late but still good thinks WAAT—the fact that Marie Hug, Sylvia Kiss, Mrs. Dear, Mrs. Valentine, Mrs. Lov, Mrs. Darling and Miss Romance were all assembled for Newark Kresge's "Magazine of the Air" quiz on Valentine's Day. Program is a daily WAAT feature. . . . **PATERSON—**Helen Taylor, WPAT women's editor, had as her recent guest Mrs. George Fielding Eliot, wife of the military analyst. . . . **ASBURY PARK—**As "Miss Broadway," Leona Hollister, former actress, will conduct a weekly Broadway-column-of-the-air over WCAP. Mrs. Hollister is well-known in radio.

— SOUTH CAROLINA —

CHARLESTON—WCSC's weekly program titled "Hospital Party" which originates from the Red Cross House at Stark General Hospital gives each patient interviewed an opportunity to win two silver dollars and a grand prize of \$5. \$15 in prizes is donated voluntarily each week by girls in the traffic department of Southern Bell Telephone Company. Program is emceed by Russ Long, program director, and features a WAC band with WAC Pvt. Patsy Norris. . . . WCSC has a new promotion director. Her name is Anne Heineman.

— WEST VIRGINIA —

CHARLESTON—Ray Johnson, formerly of WEBC, Duluth, has joined the WGKV staff as platter jockey and Martin Black as announcer. . . . **FAIRMONT—**Harry A. Cooper, recently with WBLK, Clarksburg, succeeded Lorraine Gainor at WMMN as sales representative. Latest addition to the engineering staff is Keith Lynch, formerly with WAJR, Morgantown.



When you stop at the same hotel year after year the accommodations must be good!

When scores of smart advertisers use the same station to sell their merchandise year after year—as scores of WIP advertisers do—the "register" *must* ring at a merry clip!

Yes—there are a few availabilities but they're being snapped up quickly. Better register now!

**3rd MARKET
5000 WATT
MUTUAL AFFILIATE**



Represented Nationally by GEO. P. HOLLINGBERRY CO.



Denny Appointed To FCC

Bill Introduced For Quebec Radio

Montreal—Premier Maurice Duplessis introduced in Quebec legislature last night new government legislation seeking to establish a provincial radio broadcasting system. The bill asked for \$5,000,000 with which to expropriate or purchase radio stations which the government wishes to acquire.

The premier spoke of the role of the radio in education, and in this instance, in interpreting the voice of Quebec and Quebec's people to the rest of Canada, and believed by doing this a great step would be taken in

(Continued on Page 6)

Kostelanetz Not Resuming For Coca-Cola On CBS Web

Andre Kostelanetz, who left the Coca-Cola program on CBS in December to entertain the armed forces in China, Burma and India, according to reports will not resume for the sponsor when he and Lily Pons return to New York the latter part of the month. Kostelanetz and his orchestra will probably be heard on CBS during the summer months under other sponsorship.

Special Board Meeting Called By TBA Directors

A meeting of the board of directors of the Television Broadcasters Association has been called for next Wednesday at 2 p.m. in the offices of WABD, Du Mont station, in New York. Following the meeting there

(Continued on Page 2)



FM Converter Shown In Washington By FCC

Washington Bureau, RADIO DAILY
 Washington—The FCC yesterday demonstrated to the press a new converter designed to permit FM receivers for the present FM bands to receive programs on the higher bands proposed for the service by the Commission. The converter was made by Commission engineers with materials bought over the counter in the Washington area, at a cost of \$8.85.

An FM receiver was first tuned to

(Continued on Page 7)

President Roosevelt Sending To Senate Name Of FCC General Counsel; Confirmation Is Expected

Kobak Issues Report On MBS Operations

In a "Quarterly Report on Operations" mailed to 8,000 broadcasters, agency executives, business prospects and the press, Edgar Kobak, president of Mutual, yesterday issued a frank statement on the first three months of his stewardship as head of MBS.

Declaring that "we're in a position to build a strong central operating

(Continued on Page 7)

Washington Bureau, RADIO DAILY
 Washington—Swift action on the filling of the seventh FCC post came yesterday with President Roosevelt sending to the Senate the name of Charles R. Denny, present general counsel of the Commission. Later in the day, Senate Interstate Commerce Committee Chairman Burton K. Wheeler announced that his committee will meet Friday morning to consider the nomination.

Denny's nomination was not unexpected. Although several other names were under consideration, as revealed

(Continued on Page 6)

Brophy Becomes President Of Canadian Radio Firm

Montreal — The appointment of Reginald M. Brophy as president and director of Rogers Majestic, Limited, Rogers Electronic Tubes, Limited, and subsidiary companies has been announced by the board of directors of

(Continued on Page 7)

RCA To Demonstrate New Tele Receiver

Several demonstrations of the RCA-Victor's new large screen television receiver have been scheduled for today with the press, agency executives, and television experts invited to view the new receiver image at the RCA building. NBC has produced a special half-hour television program for the RCA demonstrations today.

Cowles Brothers To Attend Boston Ad Club Luncheon

Boston—The Cowles Brothers, John and Gardner, Jr., will be in Boston, home of WCOP, one of their newer radio acquisitions, next Tuesday to

(Continued on Page 2)

Downey Coca-Cola Show Now Aired On 348 Outlets

Having just added eight more Mutual network stations, Coca-Cola can now claim the largest station circulation for a single program series. The

(Continued on Page 6)

Report Tele Allocations Set By FCC Below 300 Megacycles

It has been learned authoritatively that the FCC's final draft of allocations as they affect television will remain substantially the same as the first recommendations released on Jan. 16.

Original FCC recommendation of allotting television 12 channels below the 300 megacycles is expected to stand. Likewise the allotment of 480-920 band for experimental video

is reported to be of record in the allocations. Engineers pointed out that this allocation plan seems to be satisfactory to the Television Broadcasters Association. At a recent hearing in Washington, Col. William A. Roberts, counsel for TBA, presented a possible plan of assignment of the 12 channels which indicated that as many as 398 stations can be established in the first 140 markets.

Major webs will broadcast next Tuesday a 5-min. talk by President Roosevelt on behalf of the Red Cross Drive. The Chief Executive will be introduced on the program by Basil O'Connor, chairman of the American Red Cross; broadcast will be on the air for 5 minutes starting 9 p.m.

A friendly station—WLAW—in a friendly market . . . Northern New England. Send for coverage map. *Advt.*

Don't let your product suffer from public indifference—put WLAW on your schedule. *Advt.*

Advertising agencies participating with radio in Red Cross Drive include Compton organization, which on its more than 5,000 press releases weekly, includes appeals for the R. C. drive, also mentions campaign activity as it concerns the agency's programs or its personnel.



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

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FINANCIAL (Wednesday, March 14)

Table with stock market data including New York Stock Exchange, New York Curb Exchange, and Over the Counter.

20 YEARS AGO TODAY

(March 15, 1925) From the first of January, 1924, to December 31, station WJZ, New York, was on the air a total of 3,085 hours and presented approximately 4,935 separate program features.

OFF THE AIR REFERENCE RECORDINGS IN CHICAGO L.S. TOOGOOD RECORDING CO. 221 N. LA SALLE ST. CHICAGO 1. CENTRAL 5275

Coming and Going

PHIL HOFFMAN, general manager of KRNT, Des Moines, and ORVILLE LAWSON, promotion manager of the station, off on a business trip to Chicago and New York.

ROY S. LANGHAM, CBS co-ordinator of broadcasts, left yesterday on a brief trip to Washington, D. C.

OSCAR F. SOULE, president of WFBL, Syracuse, N. Y., and CHARLES F. PHILLIPS, vice-president and commercial manager of the CBS station, are back at the home offices following a few days in Gotham.

NORMAN KNIGHT, general manager of WAJR, Morgantown, West Va., was in Washington this week for the meeting of NAB's District No. 4, also to confer with attorneys on the station's FM plans.

GEORGE A. HIRLIMAN, president of International Theatrical and Television Corp., and HARRY A. KAPIT, head of the Walter A. Gutlohn division of the company, have arrived on the West Coast, where they plan to strengthen the national set-up of the organization.

CHARLES H. CRUTCHFIELD, program director of WBT, CBS-owned station in Charlotte, N. C., a visitor yesterday at the headquarters of the network.

JAY JOSTYN, "Mr. District Attorney" heard over NBC, goes up to Hartford tomorrow for an engagement at the State Theater.

BENNY GOODMAN and the members of his band are at Camp Kilmer, N. J., for the broadcasting of tonight's stanza of the "Spotlight Bands" series over the Blue Network.

W. B. RYAN, general manager of KFI, Los Angeles, is back at the station following an extended trip to New York and Washington, D. C.

RALPH EDWARDS and members of his "Truth or Consequences" program company have arrived in Hollywood, where they will do another movie for RKO and from which point they will broadcast forthcoming sessions of the show.

Cowles Brothers To Attend Boston Ad Club Luncheon

(Continued from Page 1) speak at the Boston Ad Club luncheon. National leaders in both the publishing and radio fields, the Cowles will discuss both newspaper and radio at the Ad Club.

In Boston for the occasion and guests will be the following Cowles executives: Craig Lawrence and James Milloy, vice-presidents of Cowles Broadcasting; Ted Enns, general sales manager; and A. N. Armstrong, Jr., general manager of WCOP. The Blue Network, which WCOP will join on June 15th, will be represented by Mark Woods, president, and Keith Kiggins, vice-president.

Heads of all Boston radio stations and publishers of Boston newspapers have been invited to sit at the head table as have His Excellency Maurice J. Tobin, Governor of Massachusetts, and John E. Kerrigan, Mayor of Boston. Frank Hatch, vice-president of Batten, Barton, Durstine and Osborn, is the Ad Club's Chairman of the day.

Porteous Gets New Post

Roy C. Porteous, assistant promotion manager of WEA, New York, has been named assistant manager of the Package Sales division of the NBC program department, Clarence L. Menser, NBC vice-president in charge of programs announced. Porteous will report to Bertha Brainard, NBC manager of program sales.

Special Board Meeting Called By TBA Directors

(Continued from Page 1) will be a dinner at the Park Lane Hotel and in the evening the TBA directors will view video programs at the Du Mont station. Allen B. Du Mont, president of Du Mont Laboratories, and former president of TBA, is host to the directors.

Many Survey Requests

As a sequel to the BMB session in New York last week, WNEW has received scores of requests from broadcasters in all parts of the country for copies of the survey which was discussed at the District NAB meeting.

Chicago's ONLY 24 HOUR STATION W-I-N-D 560 Kc. 5000 WATTS

WDAS AUDIENCES HAVE BEEN Loyal FOR OVER TWENTY YEARS

PHILADELPHIA knows that this loyalty makes WDAS the best dollar buy in this area. That's why 78% of its sponsors renew regularly.



Poem courtesy—Macmillan Co.

WHO HAS SEEN THE WIND?

A lovely old nursery rhyme, it seems to us, pictures the power and mystery of a "radio audience" far better than a slide rule calculation...

The nursery rhyme goes like this: Who has seen the wind? Neither you nor I But when the trees bow down their heads The wind is passing by.

—Christina G. Rosetti

There's something about a "radio audience" that you can't pick up in your hands and examine under a microscope or a micrometer.

It's an intangible. It's made up of loyalty, selfish interest, a yearning and a complete fulfillment.

We know we have that in our W-I-T-H audience.

It's not a slogan, but the truth, when we say, "W-I-T-H is the people's voice in Baltimore."



W-I-T-H IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

THREE MONTHS...

*An interim report on some of the first things
being done by the network that hastens slowly*

For the past three months, Mutual's use of white space in the trade press has been devoted mostly to a plain exposition of new operating policies. We bragged not; neither did we promise miracles. We ventured to interpret nary a single rating trend. Except for noting a couple of rather spectacular newsbeats from the warfronts, our ads spoke simply of the easy, deliberate pace to which we've geared our progress.

Comes now, we believe, a proper time to report the state of the network and how it has changed during these three months. Some top advertisers and agencies have moved their business to Mutual. A few have departed. And some exceptional new program material has been signed.

1,042 NEW STATION-HOURS*

Look at the ledger first. Nine commercial programs were added, December through February, putting 1,042 more station-hours to work every week. Five sponsored shows, occupying 223 station-hours a week, were dropped during that period. And within the past few days we've signed 133 more station-hours a week in new business scheduled to start on Mutual soon.

Among Mutual's new (or returning) sponsors since December 1 are Carter Products, Chesapeake & Ohio, Coca-Cola, Kellogg, Textron, Seven-Up. Former shows

have been lately replaced here by General Cigar, Semler, Van Camp. The agencies in charge of this expanded activity include Ted Bates; Calkins & Holden; D'Arcy; Erwin, Wasey; Kenyon & Eckhardt; J. Walter Thompson.

AGATHA, ARCH & COMPANY

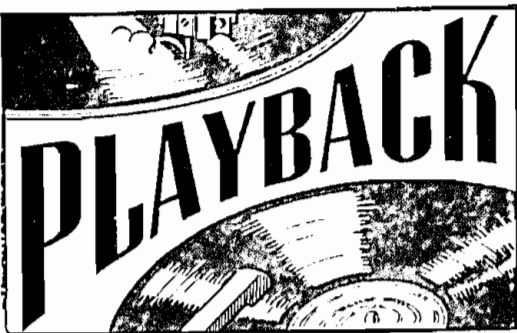
Program talent coups comparable to the newsbeats mentioned above have been scored by Mutual's newly strengthened Program Department. Agatha Christie's best-selling mystery fiction came to life, exclusively on these airwaves February 22, in the person of Hercule Poirot. Mutual also acquired the script and direction skills of that master craftsman, Arch Oboler, whose original dramas for radio will tingle spines and tickle funnybones when his new series begins April 5. Add, also, to the popular music sky Mutual's two new singing stars, Curt Massey and Anita Ellis.

★ ★ ★

Don't let our recent reticence fool you; this network is on its way...UP. And, as we promised three months ago, we'll keep you posted from time to time on our progress.

This...is MUTUAL

*By station-hours, we mean 60 minutes of commercial time per station.



SEVERAL days ago, Ed Loveday of the Hevenor Advertising Agency in Albany, called his secretary in and said, "Take a Letter to Claude Barrere, Syndicated Sales Manager, NBC Radio-Recording . . ."

Dear Mr. Barrere:

We are enclosing an order for the second series of *Destiny Trails*, "The Last of the Mohicans."

This repeat order in itself is evidence of the high regard we and our client have for this series. In addition, we have statistical reassurance in the large number of boys and girls who have responded to the offer, made in connection with The Deerslayer broadcasts, of a copy of The Deerslayer comic book in exchange for a bread wrapper."

Mighty kind words, those! They justify our own confidence in the show.

*Classic Comic books are part of the extensive promotion and publicity plan for *Destiny Trails*.

Speaking of *Destiny Trails*, the narrator of this NBC-RRD series is the same voice you hear when the Pathe newsreel illuminates the screen at your neighborhood theatre. He is radio's man-about-networks Jackson Beck.

He is also the genial Pink Elephant on NBC-RRD's sophisticated radio-cartoon *Happy The Humbug*.

In the newest *Music of Manhattan* releases, THESAURUS' subscribers will hear "Near You Is Heaven," newest popular composition of talented young Elizabeth Firestone, of the Akron Firestones.

NBC RADIO-RECORDING DIVISION

America's No. 1 Source of Recorded Programs

RCA Bldg., Radio City, N. Y.
Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D. C.
Sunset and Vine, Hollywood, Cal.
Taylor and O'Farrell Streets,
San Francisco, Cal.



A SERVICE OF RADIO CORP. OF AMERICA



Michigan Avenue Memorandum!

● ● ● When Mark Woods, Blue Network prexy was in town the other day he huddled with James Thompson, head of the Civic Opera Building, which started rumors that the C. O. building would be the new Chicago home of the Blue Network. Woods, however, said the net would make a survey of all available Chicago space for its studios before deciding. . . . The Michigan Square Building, 540 N. Michigan, also has been mentioned as the Blue's post-war home because of the building's recent purchase by Time, Inc., which owns twelve and one half per cent of the Blue. Michigan Square tenants have received notice to vacate, among them the Chicago headquarters of AFRA, which has set up shop at 203 N. Wabash. . . . ● Omission of Prayer Time from its usual spot on the March 9th Breakfast Club airing caused such a flurry of phone calls that Emcee Don McNeill reinstated the feature in the last ten minutes of the program. . . . H. E. Saxton of WISN, Milwaukee, relays this one: When a phone rang in the WISN promotion department the other day, Miss Therese Knaffl, its efficient secretary, answered, identifying the department. The caller must have had a poor connection, however, and exclaimed, "Commotion department! Is that what you call it now?" Recognizing the party on the wire, Miss Knaffl could not resist repeating the Dagwood Bumstead line, "Mister, you are so-o-o-o right." . . .

Chicago

● Wayne King and his new orchestra open at the Edgewater Beach June 2, the date he's scheduled to take over as Jack Benny's summer replacement. . . . ● Walter O'Keefe, a Chicago visitor the other day, was telling friends he has definitely given up radio and is turning writer. His first effort will be a movie scenario.



● ● ● Nikki Kaye, Chicago radio sriptter and producer, has authored a piece, "More About Radio Writing" for the March issue of *Writer's Digest*. Miss Kaye's article is in the form of a completed radio script, written especially for the magazine. The script contains suggestions which are explained in accompanying notes. Miss Kaye produces and emcees her own program, "Presenting Nikki Kaye" over WCFL at 8:15 p.m. Mondays. . . . ● Malcolm Claire heard on WENR as "Uncle Mal," is the nephew of Justice Hugo Black of the U. S. Supreme Court. . . . ● WLS announcer Lew Lamar attended a church meeting last week where he was introduced to a nun. When the sister learned he was a WLS mikeman she exclaimed, "How strange! I was in China for a number of years as a missionary. Every morning we would tune in WLS for the early morning news given by Ervin Lewis, and then sometimes it would be given by Julian Bentley, your news editor. It was always good to hear the news from home, direct from Chicago." . . . ● Hal McIntyre, who recently wound up four weeks at the Hotel Sherman's Panther Room, plus a week at the Oriental theater, is set for a USOverseas tour. . . . ● Corp. Bob Sabin, formerly a Blue Network staff mike-man, was feted at a party tossed by Blue Announcer Don Dowd the other day. Bob is in town on furlough.



● ● ● Dr. Preston Bradley of the Peoples Church, who broadcasts over WGN and WJJD, calls our attention to the fact that the last Hooper report gives him the highest rating of any Chicago commentator on any Chicago station at any time. His 6:00 p.m. commentary on WGN had the highest rating of any program on any Chicago station at that hour. His Sunday morning broadcast at 11 o'clock on WJJD topped the rating of any Chicago religious or church broadcast on any Chicago station at any hour. Dr. Bradley also tops all WJJD programs. "It makes me very humble and only increases my sense of responsibility," he adds. . . . ● George R. Cook, Prairie Farmer-WLS treasurer, informs us that the children's price of admission to the National Barn Dance is being upped from 45 cents to fifty.

—Remember Pearl Harbor—

LOS ANGELES

By RALPH WLK

OLD-TIME movie favorites will get a chance on the radio every Friday with guest shows on the Blue's "What's Doin' Ladies?". Master of ceremonies Perry Ward invited Mary Carr to be his first former film-star guest, with Vera Gordon lined up to make an appearance on the program this week.

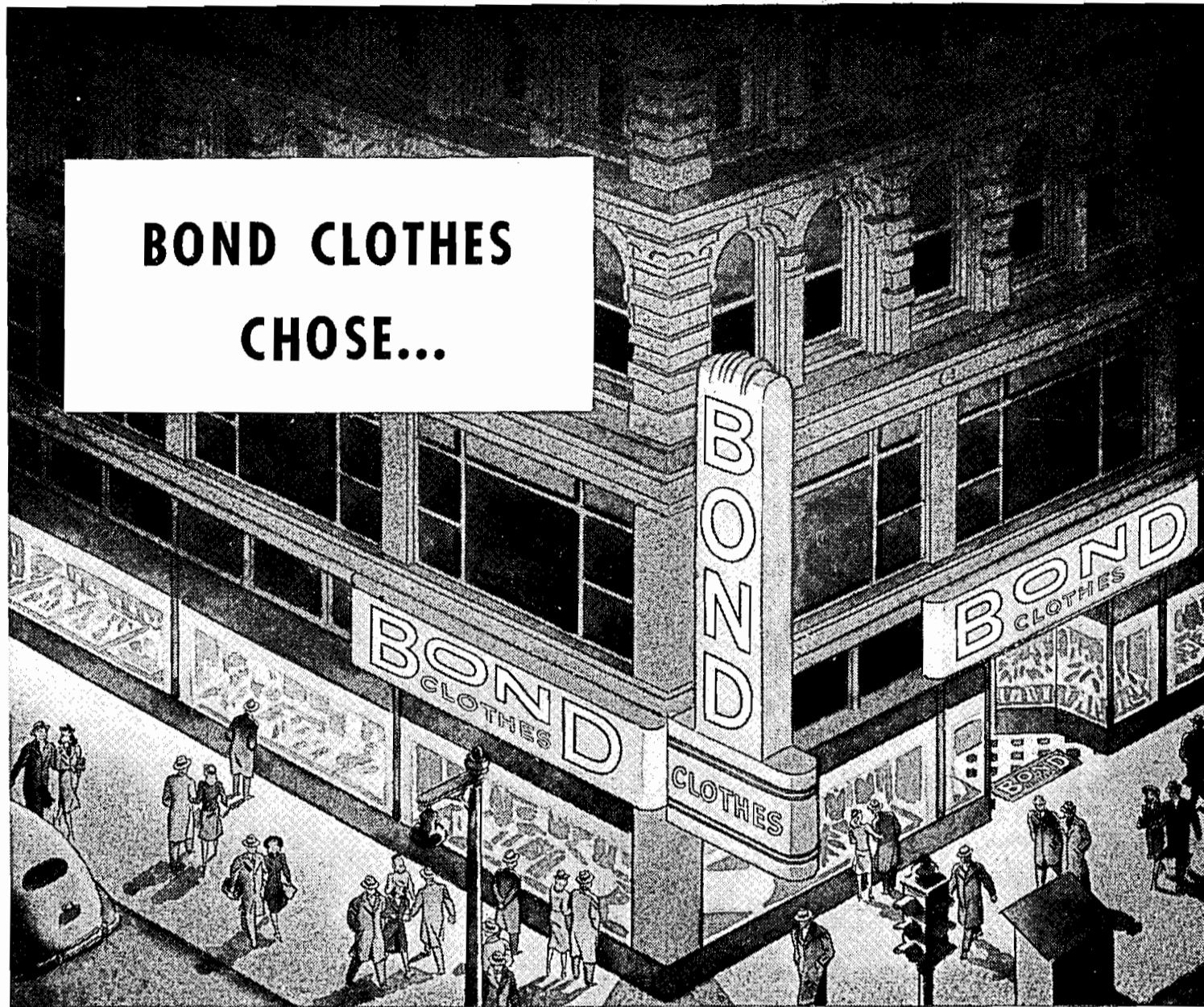
Radio's "Elmer Blurt" proved himself a good salesman recently when the sponsor renewed the Al Pearce "Here Comes Elmer" ainer for another three-month period. According to surveys, "Elmer" today has the greatest number of listeners at any time in his two-decade career on the air.

Marion Mann Soloist

Marion Mann, singer on Don McNeill's Blue Network Breakfast Club, will be featured on the new Gum Laboratories, Inc., series over Mutual starting Sunday, March 18. Faith Truman will be mistress of ceremonies and Phil Kaler will double as soloist and choral director. An orchestral trio under J. Wilson Doty completes talent cast.

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

TONY PASTOR
records for
LANG-WORTH



**BOND CLOTHES
CHOSE...**

...WMAQ at 11:00 PM

The Bond Clothes Company, manufacturers and retailers of popular priced clothes, wanted to reach the vast Chicagoland market with a message about the value and quality of their wearing apparel. They wanted to reach the 2,855,700 families in this area who spend over \$3,500,000,000 annually.

Bond Clothes, being astute advertisers, checked the listening habits of the late evening radio audience to discover what station would give them the largest possible audience. The result—WMAQ—the Chicago station most people listen to most. Bond sponsors Don Elder with up-to-the-minute news from 11:00 to 11:15 at night, Monday through Sunday.

WMAQ—morning, noon and night—reaches the people who listen and buy. Information concerning time availabilities furnished upon request.

FIRST in CHICAGO
WMAQ 
 50,000 watts
 Represented by NBC SPOT SALES

The Chicago station most people listen to most

670 ON YOUR DIAL

Bill Introduced For Quebec Radio

(Continued from Page 1)

bringing real national unity, and thereby create a great national asset.

The bill, he said, was constitutional in all respects. The rights of the federal power were respected, and the provincial rights emphasized. If newspaper magnates could have radio stations added to their means of propaganda there was all the more reason why the voice of a collectivity of people should also be heard, it was stated.

Mr. Duplessis said he was fulfilling a promise he made in the election campaign. The radio had become a powerful instrument of propaganda. In his youth he had heard it said that the press was the cannon of mind, but today it could be said that the radio is the heavy artillery of the mind, and it could be the best and the worst of things. Several provinces of Canada at present have their radio stations, and it was the same with some states of the United States.

Opposition leader and former premier Adelard Bédoulet said he did not object to the principle of the province owning a radio station or two, but he objected to the tenor of the legislation in that the premier of the province was made master of programs, and had full control in all respects. He also objected that the representatives of the people would not have annual control of expenditure.

Andre Laurendeau, bloc populaire leader, expressed pleasure at the principle, but had reservations to make to some parts of the bill.

The debate was adjourned.

Doyle Gets Promotion

J. E. "Dinty" Doyle, publicity director for WABC, New York, has been promoted to head a new department as Director of Special Events at the New York outlet of CBS.

Stern To Cover Denver Games

Bill Stern, NBC's director of sports, will cover the 11th annual National AAU basketball tournament at Denver on March 22, 23 and 24. Broadcasts will be heard over KOA, Denver, and will be sponsored by the Max Cock Sporting Goods Company.

President Appoints Denny To Membership On FCC

(Continued from Page 1)

yesterday, Denny was considered the most likely candidate despite his youth. A native of Baltimore, Denny was born in 1912. Until now the youngest man appointed to the FCC has been Irvin Stewart, who was 35 when he was appointed in 1934.

No serious opposition to Denny's confirmation is expected at the Capital. As Commission spokesmen at numerous sessions of both House and Senate hearings in the last two years, Denny has won universal respect for his capable representation. Although on more than one occasion during the Cox-Lea committee hearings he left no doubt that he was a fighter ready to slug it out with unfair critics, in general he was considered a reasonable and diplomatic attorney for the FCC. Even the bitterest critics of the Commission have frequently expressed their respect for him.

Wheeler himself has said in the past that he thinks highly of Denny

and that Denny "would probably make a fine commissioner."

A graduate of Amherst and of Harvard Law School, Denny was chief of the Appellate section of the Department of Justice Lands Division until February of 1942, when he came to the FCC as assistant general counsel. When general counsel Telford Taylor went into the service in October of the same year, Denny succeeded him.

Downey Coca-Cola Show Now Aired On 348 Outlets

(Continued from Page 1)

eight new stations bring the total up to 348, 180 of which are on Mutual, for the program starring Morton Downey.

Stations newly added are: WHKK, Akron; WDSM, Duluth-Superior; WKBO, Harrisburg; WJPA, Washington, Pa.; KSXD, Nampa-Boise, Idaho; WAGF, Dothan, Ala.; KGMB, Honolulu, Hawaii; KHBC, Hilo, Hawaii.

Downey recently was honored with the "Senate Award" of the Northeast High School of Philadelphia, an annual presentation which in the past went to Albert Einstein, Edgar J. Hoover and W. Thomas Dewey. The award's inscription reads, "... in recognition of ... cultural uplift he has given to millions of Americans." Agency for Coca-Cola is the D'Arcy Advertising Company.

AGENCIES

R. M. GRAY, advertising and sales promotion head of the Standard Oil Company of New Jersey and affiliated companies, has been elected a director and vice-president of Esso Incorporated.

» 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 INC.

Every 24 Hours

51

SPONSORED
NEWSCASTS
UP-AP-INS

W-I-N-D
CHICAGO

560 Kc. 5000 WATTS

YEA BOY!

THE MAN IN THE MOON IS SURE HAPPY!

YES, HE CAN HEAR WHKC, COLUMBUS, SINCE IT WENT FULL TIME, DAY AND NIGHT

NEW WAVE LENGTH 610 ON YOUR DIAL

DOUBLE POWER AND NEWS EVERY HOUR!

WHKC
COLUMBUS

GOES FULL TIME DAY AND NIGHT!

★ Double Power With 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.

The West's First Station
1920-1945
KLZ * Denver

WDOD
20th YEAR
CBS
for
CHATTANOOGA
6,000 WATTS DAY AND NIGHT

first in Chattanooga in
LISTENING AUDIENCE
ADVERTISING VOLUME
PUBLIC SERVICE

Brophy Elected Prexy Of Canada Radio Firm

(Continued from Page 1)

Rogers Majestic, Limited. Mr. Brophy recently resigned his position as general manager of the Canadian Marconi Company to accept his new appointment. The new Rogers chief executive is a prominent figure in the Canadian radio industry. He is currently president of Canadian Radio Patents, Limited, Radio Manufacturers Association of Canada, Canadian Radio Technical Planning Board and Balandair Patents, Ltd., as well as being a director of Thermonics, Limited.

OWI Launches Series Of Special French Shows

First of a twice-a-month series of half-hour French language dramatizations of American movies will be broadcast over the national network of France tonight, it has been announced by the Overseas Branch of the Office of War Information. The introductory program will open with a 10-minute discussion period in which Hollywood and Paris movie celebrities will participate.

Premise of the project was originated by the Radio Program Bureau of OWI to project the American way of life to France, hitherto dominated by Nazi propaganda for the past four years. The enterprise was accomplished by the French unit of OWI's Los Angeles office with the cooperation of the Hollywood Victory Committee and seven major motion picture studios.

Kobak Reports To Mutual Net On 3 Months Of 'Stewardship'

(Continued from Page 1)

organization with full authority and complete responsibility," Kobak first analyzes the program operations of Mutual. He points to Phillips Carlin, vice-president in charge of programs, as one with twenty-two years experience in the business and enumerates some of Carlin's programming plans as announced in a recent closed circuit to stations. Highlights among the Carlin comments were:

"We're going on a nationwide hunt for personalities and programs, with people in every one of our stations as active and enthusiastic talent scouts.

"We're going to concentrate on program quality. (Agatha Christie's 'Poirot' and the new Oboler series are good examples of what he had in mind. E. K.).

"We're going to expand our program production facilities and personnel, not only for our own requirements—but also to be able to offer more service along these lines to advertising agencies.

"The co-operative program idea (which Mutual originated) is going to be strengthened both in the show and sales aspects. Bert Hauser has come in to head up this operation."

"In the matter of programs we're ambitious and critical," Kobak comments. "Perhaps overly critical. For example, our friends tell us that by a nationwide research yardstick of 'listened-to-most,' Mutual ranked a good third. But we're not satisfied. As long as there are rungs above us, we are going to keep climbing."

On the subject of sales and rates, Kobak reported that the web is expanding sales operations in New York, Chicago and that plans are under way to open offices in Detroit and other parts of the country as

well. He also referred to the current examination of rates by the network with the view of making time-buying easier. "Incidentally, (and we think it's much more significant than 'incidentally' would indicate) stations are showing themselves very co-operative in agreeing to downward rate revisions before the expiration of current contracts," Kobak stated.

Referring to stations and coverage Kobak said that this department under Carl Haverlin, vice-president in charge of stations, would add personnel to travel the country to "set up a closer, friendlier and more understanding relationship between our stations and ourselves." He likewise commented on Bob Schmid, newly elected vice-president, in charge of promotion and advertising as "A Mutual veteran who will present an honest and accurate reflection of ourselves and what we have to offer." Other portions of the report covered introductions of other Mutual associates including Bob Swezey, vice-

FM Converter Shown In Washington By FCC

(Continued from Page 1)

the local Jansky & Bailey station, which broadcasts on the current FM band. The converter was later applied and a special transmission by the FCC transmitter—on 95 megacycles—was brought in. Listeners found that the FCC transmission came in exceptionally well with the converter.

Stork News

Charles Herbert, producer for N. W. Ayer Agency, announced the birth of a daughter, Victoria Lynne Herbert, five pounds, four ounces, born, Wednesday, March 7.

president and general manager of the web; Jess Barnes, vice-president in charge of sales; Ade Hult, vice-president in charge of midwest sales, and Jim O'Bryon, publicity director.

Kobak enumerated 12 new shows that had been added to the Mutual network from December to February and also listed five commercial programs lost during the same period.

Send Birthday Greetings To—

March 15

- James Allan MacDonald Carey
- Joe Higgins Lucille Hunter
- Julia Knox Patrick O'Malley
- Everett Mitchell Bob Mayer
- Charles Pease John Gould
- Gertrude Lutz

4 BLUE NETWORK DEPARTMENTS MOVE TO NEW ADDRESS

The Blue Network's Spot Sales, Television and Co-operative Program Departments, and the office of A. D. Nicol, controller, have moved to the 4th floor, Aeolian Building, 33 West 42nd Street.

➔ The new offices have a separate switchboard and telephone number, Wisconsin 7-1737.

FROM THE BATTLE FRONT ...

AN INSPIRED TITLE!


DON'T LET IT HAPPEN AGAIN!

by SGT. HENRY PRICHARD
Composer of
I DON'T WANT TO LOVE YOU • KENTUCKY
and one GI who knows what he's fighting for!

★

DON'T LET IT HAPPEN AGAIN will be the World's watchword ... and soon!

BROADCAST MUSIC, INC.
580 Fifth Ave. New York 19, N. Y.
Irving Tanz — Joe Santly Jimmy Cairns Eddie Janis
NEW YORK • CHICAGO • HOLLYWOOD



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

COAST-TO-COAST

— ALABAMA —

BIRMINGHAM—Henry P. Johnston, vice-president-general manager of WSGN, has been appointed class agent of the 1929 class of Washington and Lee University. Johnston has also been re-elected to the board of directors of the Planters and Merchants Bank of Uniontown. . . . Recent new business at WAPI includes: three chainbreaks weekly, 26 weeks, through Byer & Bowman for Skidoo Co.; seven chainbreaks, 52 weeks, through Donahue & Coe for Loew's, Inc.; three quarter-hour newscasts weekly for 52 weeks through Platt-Forbes for Peter Paul, Inc.

— ARIZONA —

TUCSON—KTUC's UP news service is now feeding three five-minute newscasts daily to Consolidated Vultee Aircraft at 11:10 a.m., 12:20 p.m. and 7:50 p.m. News-casts are pointed to Consolidated war workers. . . . On the KTUC guest list for the month was Burrige Butler of Phoenix and Glenn Snyder, manager, and George Cook, treasurer, of WLS, Chicago.

— WISCONSIN —

MILWAUKEE—Daniel W. Gellerup, on leave to the National Defense Research Council of Columbia University and assigned to Bureau of Ships, U. S. Navy, since August '43, will return to WTMJ-WMFM staff as of today, as broadcast technical supervisor. Phillip B. Laeser will continue as FM-Television engineering supervi-

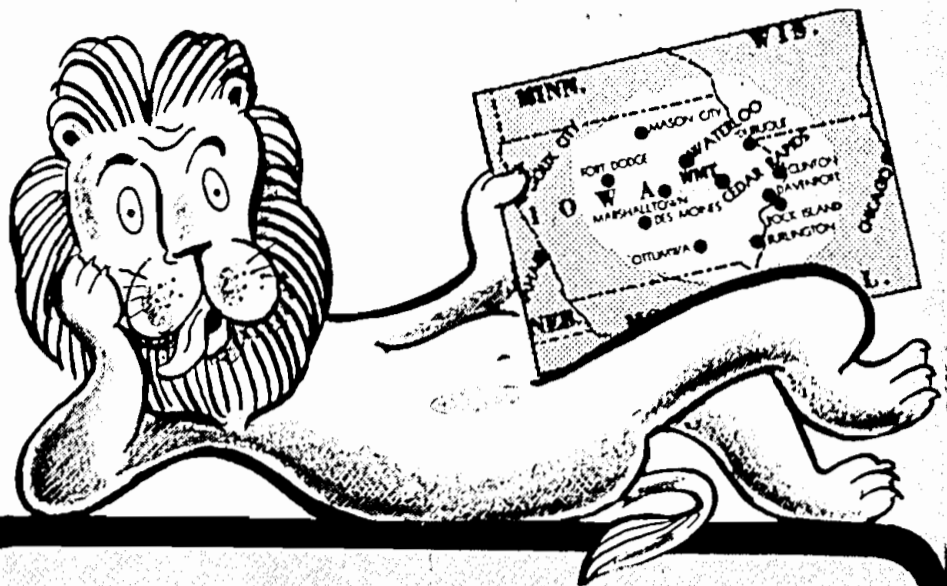
sor and William Hebal as WTMJ transmitter supervisor.

— CANADA —

TORONTO—Series of four dramatic half-hour broadcasts titled "War Without End," dealing with chemotherapy, started this month from CJBC, under direction of J. Frank Willis, supervisor of feature broadcasts for CBC. . . . The Rudy Vallee show has returned to CJBC Thursday nights for Drene and Ivory Flakes. Kastor Advertising, Chicago, placed the business. . . . **EDMONTON**—A review of services offered by CJCA during January reveals 1,989 individual community service appeals carried during the month which reached 162 organizations.

— CALIFORNIA —

SAN FRANCISCO—Ted Lenz, KPO Midnight Special Pilot, gave 350 rare records from his own collection to bond buyers during his one-man campaign. . . . KPO's "Jane Lee" is one of the few women ever to address the California Wine and Food Society. . . . **OAKLAND**—John K. Chapel, KROW news chief, has been appointed vice-president of the bay area business men's association, the Contact Club. . . . **LOS ANGELES**—Effective March 1, KFI will inaugurate a new policy concerning sponsored news programs. Direct wire reports will be supplemented by news analyses. Newscasters will no longer express personal opinions and must be employees of KFI.



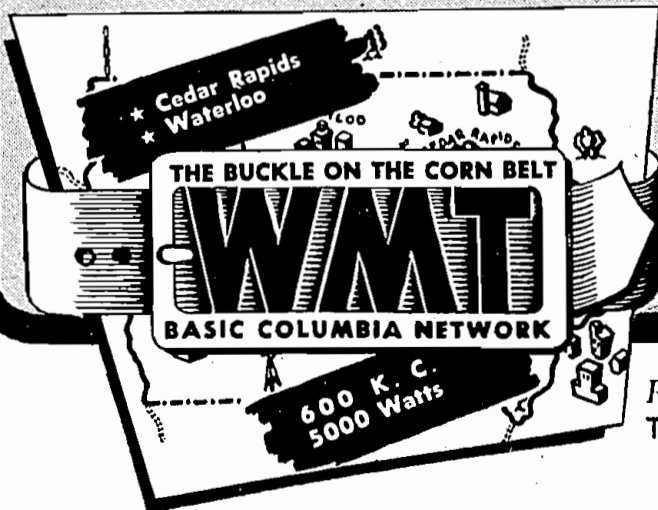
You reach
the Lion's share
of IOWA with

W M T

5,000 watts at 600 kc.
the best frequency in Iowa

- reaches 3,500,000 listeners
- covers 126,500 square miles
- 22 million acres of the country's richest farm land and the bulk of Iowa's \$1,500,000,000 (plus) yearly income.

... at the lowest rate in
IOWA per radio family.



Represented by
The Katz Agency

READ RIGHT DOWN THE AGENCY LIST

For Pittsburgh coverage, all of the nation's largest advertising agencies placed national spot business on KQV in 1944.



ALLEGHENY BROADCASTING CORP.

National Representatives: SPOT SALES, INC.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 30, NO. 52

NEW YORK, N. Y., FRIDAY, MARCH 16, 1945

TEN CENTS

Show New Tele Receiver

Middle Commercials Cut From NBC News

Elimination of all middle commercials on NBC news broadcasts effective immediately was announced yesterday by Niles Trammell, president of NBC, "in order to render a greater public service by more rapid presentation of vital news."

The order goes into effect today at the web's owned and operated stations and all sponsors of news programs have been requested to include their commercial announcements within the first two minutes or the last three minutes of all 15-minute news programs.

Thus another step has been taken in the current trend toward giving the listener the news uninterrupted—to as great an extent as is feasible—

(Continued on Page 5)

Philadelphia Luncheon For Mutual President

Philadelphia—Edgar Kobak, president of Mutual, will be guest of Benedict Gimbel, Jr., president of WIP, at a luncheon next Thursday at the Hotel Warwick which will be attended by 300 advertisers and agency representatives. Coincidental to the luncheon is the fact that today, WIP celebrates its 23rd anniversary.

'Rosemary' On NBC, CBS During Transition Period

During the week of March 26, the closing week of "Rosemary" on NBC, the soap opera will be heard simultaneously on CBS, it has been learned. "Rosemary," sponsored by Procter & Gamble, will terminate its run on

(Continued on Page 2)

Good Example

After 12 hours of active duty yesterday at New York's Red Cross Blood Bank, where "Arthur Godfrey blood donor day" was celebrated, Arthur Godfrey, founder of the "Gapsals" (Give a Pint—Save a Life Society) climaxed his busy day as host by giving a pint of his own blood. The WABC star described his reactions and the blood giving process while on the air at 6:15-6:30 p.m.

Mike-Sharing Likely At Frisco Meeting

Although every effort will be made to permit individual microphones at all sessions of the San Francisco conference for all stations and networks covering, it may be necessary for the broadcasters to share their mikes at sessions in the veterans' building, it was learned here yesterday. There is just about enough room in the opera house to permit individual mikes for

(Continued on Page 3)

Chicago Retail Store Buys Half Hour Show On WBBM

Chicago—Wieboldt Stores, Inc., has signed a 52-week contract with WBBM to sponsor a half-hour weekly program, "Melody Lane," musical variety show which makes its bow Monday, March 19, 6:30 to 7:00 p.m., CWT. The program will feature June Marlowe, Wieboldt's radio fashion ex-

(Continued on Page 7)

RCA Gives Demonstration Of Video Set Producing A Projected Image 16 By 21 1/3 Inches

New FM Adapters Reported Available

Washington Bureau, RADIO DAILY

Washington—Three types of FM adapters to permit reception by sets now in use of broadcasts in the 84-102 megacycle band have already been developed by manufacturers, it was learned yesterday, in addition to the converter demonstrated Wednesday by the FCC. The Commission

(Continued on Page 3)

CBS News Specialists Going To European Front

Bill Slocum, CBS director of special events and Douglas Edwards, web news reporter, will leave soon for the European theater of war, it was announced yesterday. John Daly will substitute for Edwards on the "World News Today" program during his absence.

Brown Leaves NBC News To Join International News

Robert W. Brown, for two years a member of the NBC news and special events department, and for the past year day news editor, has resigned effective April 1 to become executive

(Continued on Page 2)

RCA yesterday unwrapped a postwar model television receiver which projects an image of 16 x 21 1/3 inches and with FM and standard broadcast receiving facilities will cost approximately \$395. The occasion was a series of press showings held in the RCA building in collaboration with the NBC

(Continued on Page 3)

Big Post-War Buying Expected By Set Mfr.

A survey recently conducted by the Sylvania Electric Products, Inc., reveals that American families will purchase 100,000,000 radios within the first five or six years after total victory, with approximately two-thirds of the present population ordering the first new sets on the market, preferably combination radio-phon-

(Continued on Page 7)

Benefit Performance Set For Armed Forces Fund

Co-operating in a drive to obtain musical instruments for more than 40 hospitals in the North Atlantic area, CBS "Star Theater" program with James Melton, will broadcast from the stage of the Metropolitan

(Continued on Page 2)

Survey Shows Newspapers Increase Radio Lineage

Chicago—An increase in space allotted to radio, in the face of wartime paper shortages, is revealed in the annual survey, by the NBC central division press department, of newspapers in the 22 states served by the department. Results of the survey have been compiled by Jack Ryan, department manager.

The huge majority of the approxi-

mately 400 papers checked in the survey reveal little or no change in their radio setups in the last year. However, where changes were made, the larger share of these were toward increased space, indicating a trend toward giving radio news a more prominent position in the daily paper. Illinois, paced by the Chicago "Daily

(Continued on Page 5)

In Northern New England it's WLAW!—Reaching a radio audience of 907,283 people. Send for coverage map. Advt.

WLAW effectively covers the major textile industry area in America. Advt.

The annual R. C. Drive in Denver, Col., was featured by a shortwave broadcast on KOA from the "Flying Red Cross," airplane which soared over the city Mar. 12. The plane carried a large neon-lighted cross. Cecil Seavey, of KOA, and Lt. Col. H. S. Smethills directed show.

Radio time for the broadcasts of the R. C. baseball scheduled between the N. Y. Giants and Brooklyn Dodgers on April 11 at Ebbets Field and Yankee vs Dodgers April 12 at Yankee Stadium has been donated by P. Lorillard & Co., the sponsor of broadcasts and by WHN, N.Y.C.



Vol. 30, No. 52 Fri., Mar. 16, 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 Dorechester 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

(Thursday, March 15)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	162 ³ / ₈	162	162 ³ / ₈	+ 1/2
Crosley Corp.	34 ¹ / ₂	33 ¹ / ₂	34	- 1/4
Farnsworth T. & R.	14 ¹ / ₂	14 ¹ / ₈	14 ¹ / ₈	- 3/8
Gen. Electric	42	41 ⁷ / ₈	42	+ 1/2
Philco	34 ³ / ₄	34 ³ / ₈	34 ³ / ₄	+ 5/8
RCA Common	11 ¹ / ₂	11 ³ / ₈	11 ³ / ₈	- 1/8
RCA First Pfd.	82 ¹ / ₂	82 ¹ / ₄	82 ¹ / ₄	+ 1/4
Stewart-Warner	17 ¹ / ₂	17 ¹ / ₄	17 ¹ / ₂
Westinghouse	128 ¹ / ₂	126	128	+ 2 ¹ / ₂
Zenith Radio	39 ³ / ₈	38 ⁷ / ₈	38 ⁷ / ₈	- 5/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	32	32	32	+ 1
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OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	75 ⁸ / ₈	83 ⁸ / ₈
Stromberg-Carlson	18 ¹ / ₈	19 ¹ / ₈
WCAO (Baltimore)	24
WJR (Detroit)	41	43

20 YEARS AGO TODAY

(March 16, 1925)

Graham McNamee, one of WEA's most popular and versatile announcers, first came to the studio as a singing announcer. Richard Aldridge, W. J. Henderson, Henry T. Fink, and Pitts Sanborn, music critics, have all commented favorably on his rich and sympathetic baritone voice. It was McNamee's voice that introduced the President's voice to radio listeners for the first time.

Ave Maria Hour
WMCA — Sunday — 6:30
For 10 years the number one Religious drama of the Americas.
IT'S A DONALD PETERSON PRODUCTION

Coming and Going

ADE HULT, newly-elected vice-president of the Mutual network in charge of midwest sales operations, left yesterday for his Chicago headquarters following a few days in Gotham.

HUMBERTO D. GONZALES, United States representative of RHC, Cadena Azul, Havana, Cuba, has left town on a flying trip to the West Coast, where he plans to spend about four weeks.

JOHN ELMER, president and commercial manager of WCBM, Baltimore, Md., is in New York on station and network business.

ROBERT FEAGIN, manager of WPDQ, Jacksonville, Fla., which joins the Blue Network on June 15, is expected in town Monday to attend the meeting of the new Blue affiliates.

DAVE ALBER is in Boston. He'll be back in New York tomorrow.

JAMES G. BENNETT, of the Blue Network promotion department, left yesterday for Chicago, where he will confer with clients and with web executives. He's expected back Tuesday.

STANLEY R. PRATT, president of WSOO, Blue Network outlet in Saulte Ste. Marie, Mich., is in New York. Paid a call yesterday at the offices of the web.

IVON B. NEWMAN, commercial manager of WNLC, New London, Conn., is in town on another of his periodic business trips.

CPL. CHARLES WOODS, U.S.A., former WOR newscaster, is in New York on furlough. He is stationed at Valley Forge General Hospital, where he is editor of the camp newspaper, "The Forge."

KEN MARSH, station and commercial manager of WJHL, Johnson City, has arrived from Tennessee on a short business trip. WJHL is an affiliate of the Blue Network.

BOB KELLER, New York manager of the Burn-Smith Company, national station representatives, leaves Sunday on a business trip to Philadelphia, Baltimore and Lewistown, Pa.

TED COLLINS, producer of the Kate Smith programs, is in Boston.

RWLB Rules Against Station In Florida

Atlanta—In a case involving technicians at WFTL, Miami, the Regional War Labor Board, with industry members dissenting, has ordered a closed shop contract continued. The order came despite a closed shop amendment added to the Florida constitution last November. Dissenting members of the board said the directive put employers in the position either of doing an illegal act under Florida law or being held in non-compliance by the WLB.

Brown Leaves NBC News To Join International News

(Continued from Page 1)
news editor of morning newspaper service for International News Service. Arthur H. Wakelee, who has been an NBC news writer for the past two years, will replace Brown.

Erie Station Joining NBC

WERC, Erie, Pa., formerly an outlet for CBS, joins the NBC network on June 15, William S. Hedges, NBC vice-president in charge of station relations, announced yesterday. Station operates on unlimited time on 1,490 kilocycles with 250 watt power and is owned by the Presque Isle Broadcasting Company.

'Rosemary' On NBC, CBS During Transition Period

(Continued from Page 1)

NBC March 30. Benton & Bowles handles the program.

However, when the program goes to CBS, it will be heard at another hour, 2:15-2:30 p.m., EWT, instead of 11:15-11:30 p.m., EWT. Don Cope, who currently directs the program, will not be affiliated with it when it hits the new network, because he is also the director of "Woman of America," a B & B production, which is heard on NBC at 3-3:15 p.m., EWT. The time element of the two programs would create a conflict were Cope to try to continue on both programs after March 30. "Rosemary" will be directed by Dodie Yates after March 30. She is currently the director of "When A Girl Marries."

Benefit Performance Set For Armed Forces Fund

(Continued from Page 1)

Opera House, New York on Sunday, March 25. The "Star Theater" program will be a portion of a benefit sponsored by the Metropolitan Opera Guild for the purchase and repair of musical instruments for the armed forces. Stars from the radio, operatic and concert stage will participate in the program.



Official U. S. Coast Guard Photo

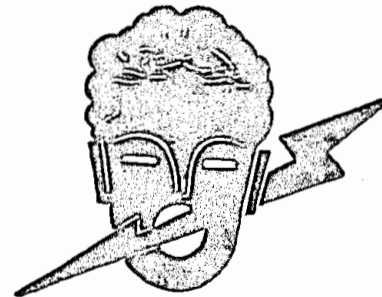
Identification, please

You don't board a ship in the harbor these days . . . unless you belong on it!

And the day is coming when a radio station won't go on a list . . . unless it can sell goods at a low cost.

We're looking forward to that day. W-I-T-H didn't become the successful independent in a five-station town because it had glamour call letters.

W-I-T-H was founded when a station was judged by its results. You'll find it true again tomorrow when the race to sell goods in this sixth largest market really gets under way.



W-I-T-H

IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

Only Philadelphia Station Featuring 3 HOURS of Classical Music EVERY DAY



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

New FM Adapters Reported Available

(Continued from Page 1)

device was made of parts purchased in Washington stores for a total of \$8.85 retail.

Hallicrafters, Inc., notified the Commission that it has two types ready to produce—one to retail at \$5.60 and one at \$11.00. The more expensive of the two takes three tubes of a conventional type, and it is likely that both can be turned out in quantity as soon as they would be needed if the FCC adopts its proposal to move FM up in the band.

A second manufacturer has also reported that he can produce a converter to retail at about the same price as the more expensive of those developed by Hallicrafters.

All three converters make it possible for a receiver designed for the 42-50 band to receive transmissions at all frequencies between 84 and 102 megacycles.

Feldman Returning Home After 8 Mo. In So. Pacific

Arthur Feldman, war correspondent for the Blue Network, who has been in the Pacific theater for the past eight months, arrives in New York on next Sunday. Feldman had the distinction of introducing General MacArthur on the four network broadcast at the time of the liberation of the Philippine Islands. He also received a special citation from General Carlos P. Romulo, resident commissioner of the Philippines, for his coverage of the Philippine invasion.

New WMCA Chief Engineer

New chief engineer at WMCA is Pierre C. Verseput, formerly transmitter supervisor of the station, it has been announced by Leon Goldstein, vice-president. Verseput succeeds Frank Knaack who resigned last week to become chief engineer at WLIB.

Verseput joined WMCA's engineering staff in 1929, is a graduate of the Radio Institute of America, and former radio operator with the U. S. Coast Guard and the Merchant Marine.

RCA Demonstrates Tele Set Which Embodies AM, FM

(Continued from Page 1)

television department. The new receiver is a decided improvement over the pre-war sets which featured an image of 8½ by 11 inches. It displays an image of brilliance and clarity, indicative of the progress made in wartime electronic research.

While yesterday's showing was an off the line demonstration with the

RCA Greeters

Julius Haber, publicity director of RCA-Victor, Camden; Orrin Dunlap, head of RCA public relations in New York; E. L. Bragdon, and Sid Robards were among the RCA crowd who acted as hosts to the press at the television demonstrations and cocktail parties that followed. Also on hand were RCA executives and engineers who answered technical questions about the company's television developments.

television program originating in the NBC studios, Dr. C. B. Jolliffe, vice-president in charge of RCA laboratories, assured the press that the same results could be obtained using a radio circuit. He further explained that actual television tests made from the Empire State Building to Princeton, N. J., 45 miles away, had produced reception as good as that viewed in the RCA Building yesterday.

Programming Improved

Significant too was the type of programming offered by NBC during the demonstrations. They combined the technique of using film with live talent effectively and had Lowell Thomas doing a commentary in the background of Signal Corps films of Corregidor. When Bill Robinson, colored tap dancer, performed he was not a victim of the Petrillo ban on television musicians. Robinson turned on a console model phonograph and was excellent symphonic music for his soft shoe tap routine. "Birthday," a dramatic sketch, featuring Jimsie Somers, eight-year-old television ac-

TBA Observers

J. R. Poppele, president of the Television Broadcasters Association and Will Baltin, executive secretary, were among the television experts attending yesterday's demonstration of the RCA tele receivers. Both smiled approval but declined comment on the advantages of the new receivers.

tress, combined dramatic talent in the studio with film shots showing American troops in France.

Other Models to Come

The console model receivers used at yesterday's demonstration will undergo refinements before they are commercially marketed in the post-war period, it was explained. The receivers, which display the large screen, are large enough to house units of AM and FM radio and would

fill a corner of an average living room. Frank M. Folsom, vice-president in charge of RCA Victor division, said that the company will also manufacture many models equipped with direct viewing tubes, in addition to one television table model which will be priced at about \$150.

Dr. Jolliffe Explains

Dr. Jolliffe, at the opening of the demonstration, explained that the large screen television receiver was made possible by four pre-war technical developments by RCA scientists and engineers, includes improved high voltage projection tube, a unique optical system of high efficiency, a new type of plastic viewing screen and an automatic frequency control circuit. He pointed out that some of the aforesaid principles were applied to the RCA demonstration of large-screen theater television at the New Yorker theater in 1941.

Large-size reproduction of the images on a screen built into the receiver cabinet is made possible primarily by a special optical system developed by a group of scientists and engineers operating under the supervision of Ioury G. Maloff, of the

NBC Represented

John Royal, vice-president of NBC in charge of television, just back from a West Coast trip, headed the NBC television crowd who were on hand for the demonstrations. Frank Mullen, general manager of NBC, Charles Hammond, promotion and advertising director; Sidney Eiges, publicity director, and NBC program and sales executives were also among those attending.

RCA Victor Division, and David W. Epstein, of RCA laboratories.

Dr. Jolliffe stated that the optical system is made up of a bowl-shaped mirror and molded plastic lens of special design which delivers to the back of the viewing screen about six times as much light as could be obtained with a conventional F:2 movie projection lens. In the model demonstrated, the cathode ray receiving tube is mounted face downward in the lower part of the cabinet, with the bowl-shaped mirror below it and facing upward. Light from the face of the tube is reflected upward from the mirror through the plastic lens to a flat, inclined mirror near the top of the cabinet, from which it is thrown upon the back of the viewing screen. The vertical mounting makes it possible to install the entire receiver and optical system in a cabinet not much larger than a standard radio console.

Special Cathode Ray Tube

The second RCA development which contributes to the improved pictures is a special high-voltage type of cathode ray tube. This tube produces a much brighter original image on its face than could be obtained

Mike-Sharing Likely At Frisco Meeting

(Continued from Page 1)

the plenary sessions, it is believed, whereas the coverage of the committee meetings in the smaller rooms of the Veterans' Building will be cramped for lack of space.

Full details are not yet worked out, and it will not be possible to make any lineup for microphone assignments until all applications for coverage are in. Last night was the final date for applications to send radio newsmen to the conference.

Woman Disc Jockey

New disk jockeyette for the new WHOM recording program series, beginning March 19, will be Jill Warren. The program will be heard daily, Mon. through Fri., 5:30-6:45 p.m., and on each Friday, Miss Warren will interview a guest orchestra leader. Miss Warren was formerly with KNX, Hollywood; music editor of *Movie-land Magazine* and a feature writer for *Band Leader* magazine.

with the lower voltages used for the purpose before the war.

The third advance which enhances the quality of the pictures is an automatic frequency control developed by RCA engineers, which eliminates picture distortion caused by "noise" interference.

Augmenting these improvements, the fourth advance introduced in the demonstration was the new translucent plastic viewing screen. Special features incorporated in the design of the screen provide even distribution of light over the image area and proper distribution of transmitted light within the normal viewing angle. The screen thus assures a picture of maximum brightness and natural light contrasts.

4 BLUE NETWORK DEPARTMENTS MOVE TO NEW ADDRESS

The Blue Network's Spot Sales, Television and Co-operative Program Departments, and the office of A. D. Nicol, controller, have moved to the 4th floor, Aeolian Building, 33 West 42nd Street.

➔ The new offices have a separate switchboard and telephone number, Wisconsin 7-1737.

SPORTS

Exclusive!
Pacific Coast League

BASEBALL

Entire 1945 season

KMPC

LOS ANGELES
710 Kc.-10,000 WATTS

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

LOS ANGELES

By RALPH WILK

THE major recording plants in this area delivered to Armed Forces Radio Service the one millionth production pressing of transcribed shows destined for overseas service audiences. The presentation was made March 12th at the Radio Corporation of America plant, with Col. Thomas H. A. Lewis, AFRS Commandant, accepting the 16-inch disc on behalf of the many millions of service men in all theaters of war, who are the ultimate audience. Representatives of Allied Record Mfg. Company, Radio Recorders, C. P. MacGregor, Columbia Recording and NBC Recording Division were present.

When announcer Dick Joy was a ground officer in Naval aviation a year ago at Quonset Point, R. I., he took his orders from an officer named Pete Rousseau. Now that he's back in civilian life, Joy is still taking orders from a Rousseau, first name Bill, who is producer of NBC's "The Saint" which Joy announces. Yes, the Rousseaus are brothers.

Chernoff Signs Husing-Dolan

Ted Husing and Jimmy Dolan were signed by Howard Chernoff to give a play-by-play description of the University of West Virginia-De Paul University basketball game next Monday via direct wire from the Madison Square Garden to the W. Virginia Network. This is said to be the first time Husing has ever broadcast for an independent chain. Ernie Saunders, W. Va. network sportscaster will also be on hand for sidelights on the contest.

RADIO PROGRAM DIRECTOR AND ASSISTANT

to direct and expand department of Metropolitan Station on Eastern Seaboard. New ownership requires capable aggressive top man . . . and an Assistant . . . who understands modern program trends and can develop and produce entertainment that will make this station unique in a field of smart competition. Prefer man with working knowledge of publicity and production. Excellent opportunity; salary in line with experience. Give full details, salary expected and references in first letter. Replies confidential. Box 134, Radio Daily, 1501 Broadway, New York 18, N. Y.



Radio Is My Beat . . . !

● ● ● When you consider the terrific competition among network newscasters, you've got to hand it to guys like Geo. Hicks, Gordon (Jack) Frazier, Robert Massell, Arthur Feldman, Lief Eid, Ed Haaker, Don Goddard, etc., who have come up the so-called hard way—without benefit of newspaper training and background. Let's look at the record and see for yourself how the boys have measured up. Sensation of the news front and cited for the "outstanding war report under fire of the year" is Geo. Hicks, ex-announcer, ex-truck driver and ex-lumberjack. Gordon Frazier sent over to take on Hicks' chores is an ex-announcer and before that was a choir singer at Brown U. His only news experience was reading the Esso news dispatches twice daily. Arthur Feldman, a special events man up in Springfield, Mass., was brought down to work in the news room here as assistant manager in charge of overseas pickups. He's now doing okay on the Pacific front. Another "unknown" to leap into radio's Hall of Fame is James Cassidy, special events director of WLW, who went over to London to see about arranging tieups with BBC. While there he scooped the world with the first broadcast from Germany, the first gun fired by the Yanks on German soil and two or three other firsts that escape us at this writing. This chap, whose only newspaper background was that he was probably a constant reader, now sees his stories front-paged by such papers as the New York "Times," etc. He is not to be confused with Henry Cassidy, of A.P., who scored with his famous interview with Stalin. Ed Haaker was a former office boy in the NBC news room. Robert Massell was in the mailing room at NBC and Don Goddard was a publicity man. Lief Eid, who also got into radio as a press agent, is now one of the top news men in Washington. Radio is more than proud of its "native sons."



● ● ● Jim McWilliams, ex-vaudeville headliner who emceed one of the top quiz shows for years, is huddling with Bud Barry, of the Blue program department, on a new quiz idea he's got which will emanate from Norfolk, Va. Although one of the foremost Navy towns in the country, for one reason or another Norfolk has been consistently overlooked by radio except for occasional airings such as Spotlight Bands, etc. Idea will bring to the mike contestants among Navy personnel, all of whom wear overseas ribbons and who have terrific human interest stories to bring to life. Jim will weave these background stories in with his quizzes.



● ● ● Radio small-talk: Radio Row saddened by sudden death of actor Alexander Granach Wednesday. . . . Duke Ellington will follow T. Dorsey into the 400 Club. . . . Stan Shaw is doing his all-nite show on WJZ wrapped in bandages. He was hit by a cab on 8th Ave. the other day. . . . Frank Parker invited the whole cast of his "Friday on B'way" airing to his Conn. farm—but there's a catch in it. They gotta help with the spring plowing. . . . Horace Heidt has written a tune called "I Got Those Blue Network Blues" . . . After a special meeting of the board, Wally (WNEW) Duncan was made a member of the WOOW. . . . Runners-up for Pete Donald's spot on "Guess Who" are Danny Webb, Bud Collyer, Eddie Dunn and Bob Sherry. . . . J. Dorsey, a baseball hurler in his youth and a low-eighty golfer now, will swap sports-talk tonite with Bill Stern. . . . Martha Tilton, First Lady of Swing, signed for guest shots on "Here's to Romance" on the 22nd and "Hall of Fame" on the 25th. . . . Don Dunphy picks "Pic's All-American Basketball Team" in the current edition. Now that he's handed in his choice, he better duck. . . . Vera Vague may land a spot with Jack Haley when Joan Davis takes off on that new series. . . . Question marks: What network is shopping around for a new publicity director? . . . What comic who recently had a quip reprinted in a digest mag, kept the check himself instead of turning it over to the gagwriter who invented it?

—Remember Pearl Harbor—

CHICAGO

By BILL IRVIN

GOV. DWIGHT H. GREEN of Illinois will resume his monthly report to the citizens of Illinois over WLS the last Sunday of each month between 11:30 and 11:45 a.m. effective March 25.

More than 250 radio stations throughout the United States are using a series of five-minute transcriptions made by the Hoosier Hot Shots for the National Safety Council according to an announcement by the council. The transcriptions feature special safety messages.

Glenn Synder, vice-president and general manager of WLS and George Cook, treasurer of WLS are in Phoenix, Arizona conferring with Burridge D. Butler, owner of WLS. While in the West they will also visit KTUC in Tucson.

Carson Pirie Scott and Company, Chicago department store has renewed distinguished guest hour over WGN Sundays from 1:30 to 1:45 p.m., CWT for 13 weeks effective March 4. Smith, Benson & McClure, Inc., Chicago, services the account.

T/Sgt. Edward Nickey, former assistant cashier of the central division, returned from 18 months overseas duty, was a caller at the NBC Chicago offices last week.

Attorney Morton Jacobson has gone to Los Angeles to open a West Coast office for Neblett Radio productions.

Crooner Jack Owens of the Breakfast Club and his Mrs. are receiving wedding anniversary greetings.

'Our Foreign Policy' Disks Requested By State Dept.

Fifty sets of recordings of the first seven programs of NBC's "Our Foreign Policy" have been made at the request of the Department of State for the recording library of the U. S. Office of Education, NBC Radio Recording department announced yesterday. The NBC recording department is also making the records available at a nominal price to educational institutions throughout the country.

Wholesale Induction

Mrs. Frances Foley Gannon, New York City's Municipal Food Expert, whose daily program has been heard for eleven years over WNYC, beamed her program from the Plantation Room of the Hotel Dixie Wednesday morning when a special "invasion breakfast" was served to 30 seventeen-year-old-recruits, sworn into the U. S. Coast Guard by Lt. Commander Walter Butterfield.

WOR Sells ET Series

"The Sealed Book," transcribed mystery series recorded by the WOR recording division with Jock MacGregor directing, has been sold to Lester Harrison Associates for their client John Surrey, Ltd., whose product is Snow Apple smoking tobacco.

Middle Commercials Cut From NBC News

(Continued from Page 1)

any extraneous advertising ver-
ge. CBS already has put into effect
policy whereby the opening "spon-
sors' announcement" is limited to 40
seconds, after which the program
passes immediately to the vital news
of the day, with no commercial intro-
duced until secondary news is
reached.

Trammell Statement

In making the announcement of
the change at NBC, Mr. Trammell
said:

"The new policy which will con-
tinue until further notice, will elim-
inate middle commercials at all times
of all news programs originated by
the National Broadcasting Company,
network as well as local.

"During the past three years, great
effort has been exercised in both the
ordering and placing of commercial
announcements which occur during
news broadcasts so that there might
be no interference with the main por-
tion of news, with proper emphasis
always given to the principal news
events."

Says Sponsors Co-Operate

"NBC sponsors, whose advertising
support has made a greater and
greater volume of worldwide news
coverage possible, invariably have
co-operated in the paramount inter-
est of the listening public," Mr. Tram-
mell continued. "This further step
now being taken to eliminate middle
commercials in all news broadcasts
during the vital days to come, I am
certain will receive the same whole-
hearted co-operation. The National
Broadcasting Company is taking this
action because news today is our
Number One public service obliga-
tion and commands the eager interest
of all ages and all classes."

Paul W. Kesten, executive vice-
president of CBS, in a statement is-
sued last night declared that the pur-
pose of the network is "to give the
important news of the war absolute
right of way for the first five, six or
seven minutes of any 15-minute pro-
gram."

Advertising Limited

"Moreover," said Kesten, "CBS re-
fused for the duration of the war
even the limited amount of time al-
lowable for advertising on 15-minute
night-time news programs over this
network from a total of 2½ minutes to
two minutes. As a matter of fact, the
commercial time actually used on
network news programs broadcast
over CBS and its affiliated stations
averages substantially less than the
minimal time allowed under the CBS
rules."

"To meet the needs of listeners,
Columbia requires that all of the most
important news be given before the
middle commercial message, with the
result that this commercial has come
to be regarded as an introduction to
secondary news, human interest items
amplification of the more import-
ant news which was reported at the
beginning of the broadcast.

"Columbia also provides that the

★ PROMOTION ★

Pillsbury Offer

Network commercials and local
spots, as well as magazines, news-
papers and rotogravure sections, will
be used to announce the spring seed
offer by Pillsbury Mills, Inc. The
offer of \$1.75 worth of flower and
vegetable garden seeds for 25 cents is
contingent upon the submission of
the word "Pillsbury," clipped from
any package of a company food prod-
uct.

WMT Educational Guide

WMT, Cedar Rapids-Waterloo,
Iowa, has just published a two-color
folder titled "A Guide to Educa-
tional and Cultural Radio Programs,"
for presentation to eastern Iowa lis-
teners. Folder is being distributed to
civic and educational organizations
and includes a current list of pro-
grams in education, serious music,
news, religion, drama and current
events.

WHOM Album

If you're in doubt as to who's who
and what's what at WHOM in New
York, a look at the new souvenir
album for 1945 will answer all ques-
tions. This booklet of eight pages con-
tains photographs of the staff, those
concerned with foreign programming,
special features, news coverage, "Sun-
set Round-Up," as well as photo-
graphs of special events in 1944 and
March of Dimes participation. Front
page pictures the transmitter against
a background of New York's sky-
scrapers.

WKBN Salesmanship

WKBN, Youngstown, Ohio, is pre-
sents one of its clients, The Squire
Shop, in a two-page brochure being
mailed to advertisers, as an example
of selling power. Copy places em-
phasis on actual limited window space
as compared to that which radio ad-
vertising supplies and increase in
sales percentage. Also given is a tes-
timonial letter of the proprietor and
a photograph of the store.

Vallee On "T. Or C."

Rudy Vallee will be guest of Ralph
Edwards on the "Truth or Conse-
quences" program to be broadcast
from the West Coast tomorrow at
8:30 p.m., EWT over NBC. Edwards
and his troupe are in Hollywood to
do another movie for RKO.

commercial message be clearly differ-
entiated from the news content of
the program and that the commercial
be delivered with restraint and dec-
orum. Use of a war news item as a
peg on which to hang the commercial
is not allowed.

"Over and above adherence to the
strictest commercial standards in ra-
dio news, CBS and its sponsors have
eliminated all commercials during
periods of news of transcendent im-
portance."

WFBL Cook Book

WFBL is mailing this week to lis-
teners, upon request, the 1945 edition
of WFBL Cook Book of the Stars.
A 6 x 9, 64-page book with dark blue
cover studded with white stars, it
contains 112 photographs of artists
broadcasting over the station, with
short stories about the entertainers,
mention of the advertiser and prod-
uct, time of broadcast and artist's
favorite recipe. This is the second
edition of the book.

WNAC Playbill

New promotion piece for WNAC
and Yankee Network sponsors is a
theater playbill given out each week
to the audience at New England Mu-
tual Hall, Boston, when General
Tires' "Thanks To America" is heard
Sunday afternoons. Enclosed in the
playbill are flyers on new programs
and the back page plays up different
Yankee and Mutual shows each week.

About Fern Sharp

"Fern Sharp has the answer and
is the answer to your advertising
problem!" says the artistically inter-
esting promotion piece put out by
WBNS, Columbus, on its director of
women's activities who conducts the
"Round Robin Review" programs.
Brochure is eye-catching in black
with decorations and copy done in
cream and dusty pink. The lady her-
self is pictured by way of a repro-
duced sketch.

Publishers' 'Peace' Contest

Over 150 stations throughout the
country will participate in the \$10,000
National Peace Treaty contest,
launched by the Ziff-Davis Publishing
Company, publishers of "The Gentle-
men Talk Peace." Station sponsorship
of the contest entails broadcasting of
a platter which is a dramatized plea
for a just and durable peace. Listen-
ers are invited to write model peace
treaty in 1,000 words or less and
these entries will be judged in the
national contest.

Employment Service

Chicago—WBBM is now carrying a
series of spot announcements inviting
discharged service women to make
application for employment at its own
WBBM-CBS offices. Discharged ser-
vice women are to be shown prefer-
ence in the filling of a number of
available clerical and stenographic
positions. Applications must be by
letter or in person.

Wins Title Contest

Bill Juengst, radio editor of the
Brooklyn "Eagle," won the contest to
select a title for the new musical
series of Ivoryne Gum which debuts
on Mutual on Sunday. Juengst's title
"Sweetheart Time" won him a \$100
war bond and a wristwatch. Evelyn
Bigby of Radio Life won second
prize.

Survey Shows Papers Increase Radio Space

(Continued from Page 1)

News" and "Tribune," which have re-
instated daily radio gossip columns
as regular features, was one of the
states showing an improved position
for radio space. The Joliet "Herald-
News," Springfield "State Register,"
Mount Vernon "Register-News" and
the Dixon "Evening Telegraph" all
have added daily columns.

Two Fort Worth, Texas, papers, the
"Press" and the "Star-Telegram,"
have added daily columns and the
latter also has started using daily
pictures.

Alabama Papers Double Space

Other notable improvements were
in the Birmingham (Ala.) "News" and
the Mobile (Ala.) "Press-Register."
The former has doubled its daily col-
umn space and the Mobile paper has
added a Sunday column and doubled
the space devoted to station listings.

In Michigan, the Adrian "Daily
Telegram" has given 50 per cent boost
to its listings space and the St. Joseph
"Herald-Press" is carrying six times
the amount of highlight listings over
a year ago.

However, the survey also shows
casualties. One of the heaviest losses
was in the Shreveport (La.) "Times,"
which cut a half page of daily radio
material to listings only and dropped
one of two pages in its Sunday issues.
The Detroit "Times" eliminated its
Sunday column and the Detroit
"News" no longer runs highlights.
Both continue to carry listings (Note:
since the survey was completed, the
Detroit "News" has resumed publica-
tion of a daily column under the by-
line of Herschel Hart, its long-time
radio editor, and is also running high-
lights).

Additional Casualties

The Battle Creek (Mich.) "En-
quirer" and "News" also has elimi-
nated its gossip column—both daily
and Sunday. The New Orleans
"Times-Picayune," long a heavy user
of radio material, has reduced its
radio space, and the Mason City
(Iowa) "Globe-Gazette" has cut its
kilocycle material by 33 per cent.

While an increase was noted in the
number of newspapers carrying daily
and/or Sunday columns, the majority
still confine their radio material to
station listings only. Next come those
that run highlights. The number of
papers carrying gossip and program
information over and above listings
and highlights is estimated at be-
tween 15 and 20 per cent.

The past year, says NBC, has de-
monstrated an interesting trend
toward more intelligent use of radio
material within the available space,
in that papers formerly listing pro-
grams only by network are now indi-
cating local outlets and are also giv-
ing program time corresponding to
local time zones.

Stork News

Francis Henry, guitarist with Guy
Lombardo's orchestra, is the father
of a girl born March 12 to Mrs. Henry.

AGENCIES

JOHAN BATES has been appointed director of radio for J. M. Mathes, Inc., according to Wilfred S. King, vice-president in charge of radio and motion pictures. Bates formerly was with Ruthrauff & Ryan.

WHAT MAKES the younger generation tick and how to slant effective advertising to attract this market was the subject of the luncheon program of Advertising Women of New York, Inc., at the Belmont-Plaza Hotel. Helen Valentine, editor of Seventeen magazine acted as luncheon speaker. Chairman of the day was Kathrine Wellingbrook.

RAYMOND E. GAYLORD, formerly national manager of the Royal Division of Standard Brands, has joined the Home Products Sales Corporation, selling organization for Taylor-Reed products—Tumbo Puddings and Cocoa Marsh—as general sales manager. The Home Products Sales Corporation also handles United States distribution and sales for Bovril, English beef extract.

NEBRASKA POWER COMPANY of Omaha has named the Allen & Reynolds Company of Omaha to handle its advertising effective February 1st. An extensive radio and newspaper campaign is in progress. Karl Joens of Allen & Reynolds is account executive and Clair Wolf, formerly of WOW, Omaha, is in charge of publications.

JOHN SURREY, LTD. will sponsor "The Sealed Book," a mystery drama, on WOR every Sunday at 10:30 to 11:00 p.m. for their pipe tobacco, "Snow Apple." Marshall F. Bachheimer of Lester Harrison, Inc. will service the account.

Two New Appointments Announced By Blue Net

Two major appointments have been announced by the Blue Network. Mrs. Carol Irwin, formerly head of daytime radio for Young & Rubicam, Inc., joined the Blue Network March 5, in the talent and program development division, and will particularly concern herself with daytime program problems. This announcement came from the office of Hubbell Robinson, vice-president of programs and productions. Mrs. Irwin was formerly with Pedlar & Ryan, Inc., Lennen & Mitchell, Inc., and WCAU, Philadelphia.

Robert Sandek, formerly with the OWI in an overseas capacity, has joined the Blue as sales service manager of the web. Sandek formerly assisted Edgar Kobak, when the latter was with the Blue. Kobak is now president of MBS. Sandek at one time was associated with NBC sales department. He succeeds Lud Simmell, who has been appointed to assist Stanley Florheim, head of the co-operative sales department.

WOMEN IN RADIO

By MILDRED O'NEILL

JANE PICKENS is "back home." After being away from radio four years, that's what it means to this lovely girl who has been big time on Broadway and in swank night spots from coast to coast, to return to the airwaves as singing star on CBS' "American Melody Hour." And this is strange in a way, even though she was one of the popular Pickens Sisters who after great success as a harmony trio broke up when cupid beckoned to Patti and Helen. Strange, because Jane has much the microphone doesn't reveal and a musical knowledge which includes arranging, directing, composing, character and folk songs. But Jane is happy and that's what counts, and looks forward to doing a one-woman radio show similar to her night club performance. This would run the gamut from nursery rhymes and nonsense songs to operatic arias, all blended together. It is hoped she'd not forget one rare bit of nonsense she does so charmingly, called "Fuzzy Wuzzy Was a Bear"—and it is.

★ ★ ★

From China's remote army camps has come word of a wonderful pair now on their second USO tour—Lily Pons and Andre Kostelanetz. The famous couple have completed over 27 concerts for our soldiers since leaving here last December and now, in the face of an existence fraught with danger, hardship and fatigue, they have but one complaint and that's about the weather. It's been so bad they had to miss some concerts. The same letter tells about China's strange customs. Imagine no one assisting a dying man over here because if you saved his life, custom would demand you support him from then on. Also, the Chinese have a habit of getting in the way of cars and planes, which has something to do with evil spirits that follow them. Perhaps when Lily and Andre return home, they'll go into detail about the dinner some Chinese officials gave them as a tribute to their concert celebrating the first convoy over the Burma Road. The rice was served last, denoting the feast was over.

★ ★ ★

As we impatiently threw aside one of those "my dear, you must read it" books the other day, we mused on the significance of Betty Wells' artistry. In case you don't know, this gal veteran of radio is woman's director at KRNT in Des Moines, conducts the woman's club series, broadcasts 19 news programs a week and gives dramatic book readings. The latter are what we refer to now. Betty has read 109 books on the air in their entirety and presented over three thousand characters. She started this back in 1937 on WOI, Ames. A Princeton survey cited the program during that period for her interpretations, an ability which doubtless has been highly gratifying to authors and publishers. Some day Betty hopes to turn this portion of her radio work into a half-hour network show. As for the woman's club airings, she's had many of the great and near-great at the microphone with her. Summing up her reactions to just a few, Betty'd say of Boris Karloff—most delightful; Jan Struther—most intelligent; Dorothy Thompson—most unpredictable; Anita Colby—most difficult; Marjorie Lawrence—most inspiring.

★ ★ ★

In scores of radio departments efficient young women carry on the work of broadcasting in positions of great responsibility, if rarely publicized. One of these is Florence Morris, central booking manager at the Blue and "Girl-Friday" to its national director of program operations, a job which involves a tremendous amount of detail work and heavy responsibility. Florence books the programs and arranges all detail. From her desk goes information to operation groups and stations of the network as to what's happening from hour to hour. Cutting, cancelling and filling in on programs at last-minute notice represents a large portion of this job which she says is "just routine." A soft-spoken, soft-eyed girl is Florence, native of Nova Scotia, whose devotion to her work is the most obvious thing about her.

★ ★ ★

EQUIPMENT

Westinghouse Promotion

O. A. Bruneau has been appointed branch manager for Westinghouse Electric Supply Company at Duluth, Minnesota, to succeed F. A. Johnson who is retiring. Mr. Bruneau, a native of that city, has been with Westinghouse since 1926 when the company absorbed Julius Andrae & Son with whom he was connected at the time.

Heroes Visit Emerson

Eight veterans of Bastogne toured the Emerson Radio and Phonograph Corporation plant in New York City in an effort to stimulate the continuation of all-out production effort on the part of workers. The Emerson plant is engaged exclusively in the production of radio, radar and electronic equipment for the armed forces.

Bendix Research Chief

Arthur C. Omberg has been named chief research engineer for the Bendix radio division of the Bendix Aviation Corporation, according to an announcement made by W. L. Webb, director of engineering. Formerly assistant chief of operational research for the Signal Corps, Omberg will be responsible for all Bendix radio long term product development and research in radio, radar and television.

Named To Research Post

The appointment of Dr. Harold Goldberg to the post of research engineer in the radio division of Bendix Aviation Corporation has been announced. Dr. Goldberg was formerly senior engineer with the Stromberg-Carlson Company.

Special Librarian School For Agency Researchers

Advertising group of the Special Libraries Association has inaugurated a specialized instruction course for assistants in advertising agency libraries, under the supervision of Delphine V. Humphrey, librarian, McCann-Erickson, Inc.

The lecture-discussion sessions, under the heading "Advertising Sources," is open to association members currently affiliated with libraries of advertising agencies, radio stations and publishing houses. The half-hour sessions are held each Monday evening at 5:30 p.m. They began last Monday and will run to April 30. Five dollars is the cost to participants.

The following will speak before the groups: Ida M. Meyer, of U. S. Dept. of Commerce; Katherine D. Frankenstein, at BBD&O; Caroline Aber at Fannie Simon of McCall Corp.; Carl Haskell Vorce of Ferry-Hanly Corp.; Mary Ethel Jameson of National Industrial Conference Board; Elean Cavanaugh of Standard and Poor Corp.; Rita Allen of Newell-Emme Olive Kennedy of National Electric Mfg. Assoc.; Eva Teachsel and Delphine V. Humphrey of McCann-Erickson.

Chicago Store Buys VBBM Half Hour Show

(Continued from Page 1)

ert, and a guest star from stage, green or radio, with Caesar Petrillo and his 18-piece studio orchestra, the Melodears trio and baritone Russ Brown supplying the musical portions.

Ken Nordine will be the master ceremonies. Studio audience will be admitted by invitation only, invitations coming from Wieboldt Stores. Wieboldt buyers, merchandisers and other employes have been invited to the audience for the premiere program. Following each broadcast Wieboldt's will present a half-hour fashion show for the studio audience. The contract will be placed through Reedham, Louis and Brorby, Inc., Chicago.

Cleveland Radio Council Endorses 'Plug-Ugly Drive

St. Louis—Radio Council of Greater Cleveland has endorsed the St. Louis Post-Dispatch' editorial campaign against "plug-ugly" middle commercials and objectionable sponsorship in newscasts. The paper has published the following letter from the council's corresponding secretary Mrs. Raymond B. King:

Text of Statement

"The Radio Council of Greater Cleveland wishes to commend the Post-Dispatch' and station KSD on their campaign against so-called plug-uglies. Our council composed of over 10 organizations is now studying the whole matter of advertising by radio. We are very much interested in the stand you have taken as a result of our interest in this subject which is a general concern to listeners everywhere. We hope that broadcasters will voluntarily do away with objectionable sponsors and present their commercial copy in better taste."

Send Birthday Greetings To—

March 16

Tommy Donnelly Elizabeth Lennox
Lewis MacConnach
Henny Youngman

March 17

Winn Bettinson Astor B. Cooper
Jimmy Grier Frank McDonnell
Syd Leipzig Edwin M. Whitney
Anna T. Kargl Lisa Sergio
Mercedes McCambridge

March 18

Phil Alexander Fred Berrens
Al Charles William B. Maillefert
Edward Everett Horton Helen Hall
Richard Marvin Jack Mitchell
George Olsen Judith Rutherford
Joe Whelan

COAST-TO-COAST

— COLORADO —

DENVER—Arrangements have been completed for the exclusive KOA airing of the three final basketball games of the National AAU tournament from municipal auditorium on March 22-23-24. Broadcasts will be described by Bill Stern and sponsored by Dave Cook Sporting Goods Co. April 1, outlet will air the annual Easter Sunrise Service conducted by Knights Templar. Hal Renollet, "mile-high farmer," and KOA's agricultural director, has been appointed member of the executive board of the Denver victory gardening committee.

— CONNECTICUT —

HARTFORD—WHTD won third prize in the recent promotion contest of Elgin Watch's "Keep Up With the World." A Blue Network feature, contest was open to all affiliated stations. . . . Commercial manager William F. Malo of WDRC is observing his 15th anniversary with the unit this month. Quiz Kids were interviewed on "Headliner's Club" by Jack Zaiman, Hartford Courant writer, during their recent visit to Hartford. Broadcast was from the home of Edward Allen, department store president. Joan Brooks also visited WDRC on a special Red Cross performance.

— FLORIDA —

MIAMI—James M. LeGate, general manager of WIOD, has been named chairman of the radio-newspaper division of the Red Cross drive for Dade County. WEST PALM BEACH—In addition to moving the site of WJNO, staff has been enlarged for greater service. John Alexander and Hal Barkus have been added to the announcing staff. Curtis Brinson is new in the engineering department and Christine Morrow has been added to the secretarial staff. Her husband, Cal Morrow, now in the armed forces, was a WJNO announcer.

— FLORIDA —

MIAMI—As a direct result of a meeting called by WIOD's general manager, James M. Le Gate, with representatives of five high schools of greater Miami, a half-hour broadcast period has been allotted to high schools each Saturday morning over WIOD. Robert Fidler, program director, is acting as producer of the shows which promote the schools' activities.

— ILLINOIS —

CHICAGO—WGMB's new program schedule beginning March 18 will emphasize quality music programs to take advantage of FM's extended range. Entire staff will move to new offices and Lewis James will supervise production, Estelle Barnes, programs, Eloise Keeler, script, John Barclay and Richard Loughrin will serve as producer-writers. . . . ROCKFORD—John J. Dixon, WROK commercial manager, has become general chairman of the Red Cross drive in Winnebago County. William R. Traum, promotion director, is chairman of campaign's advertising and publicity committee. Back at the WROK mike, after three years in the army, is James Shelton, announcer.

— CANADA —

MONTREAL—CKAC, pioneer French-speaking outlet, has completed a survey of its 1944 achievements for "Variety's Annual Survey of Showmanship." Journalists Jean Louis Gagnon and Lucien Parizeau are now doing a five-minute war analysis titled "Choses Du Temps" nightly at 8:55 under sponsorship of Valiquette, Ltd. . . . OTTAWA—Adam J. Young, Jr. will be the exclusive national representative in the U. S. for CKCO, effective April 1.

— SOUTH CAROLINA —

SPARTANBURG—James W. Morgan, art and promotion director of WSPA, has painted a mural of the municipal airport for the Chamber of Commerce. Painting was made from aerial sketches done by Morgan in flights over the field. COLUMBIA—WCOS continuity editor, Don Clark's pride is a letter from Grace Tully, private secretary to the president, commending his efforts in the March of Dimes campaign. . . . Spring cleaning at WIS includes a new paint job. Music department now subscribing to the Cole library of American folk music. Ray A. Furr, program head, now sponsored by National Biscuit in a 15-minute daily news commentary.

— GEORGIA —

ATLANTA—Makers of American Ace Coffee are sponsoring bi-weekly programs on WGST, Tuesday and Thursday, 2:45 p.m. titled "The Coffee Quiz." Jimmy Kirby announces and feeds tune titles to Lola Allen Wallace, pianist, submitted by listeners. If she can't play the tune requested, listener gets a pound of coffee. A mystery tune contest also features this ad libbed show, contracted for 52 weeks. . . . Southern Bread is sponsoring "Southern Varieties" on WGST, Monday through Friday at 9 a.m. World transcriptions are used on the program.

— DISTRICT OF COLUMBIA —

WASHINGTON—A new program titled "Auto Answers" which bowed in over WINX February 27, features a Three A Auto Club panel of experts who answer listeners' questions on all types of auto queries, which must be answered in 20 seconds or listener receives a gift of war stamps. Program is heard Tuesdays, 8:15 p.m. . . . Mike and Polly Hunnicutt, WWDC team, now have "Spotlight Review," across the board, 10:45-11 p.m. and "Meet the Staff," Monday through Friday, 12:35-1 p.m. . . . Gene Thomas, formerly of WJR, Detroit, is the latest addition to WWDC announcing. Nightly he is conducting "Rumpus Room" and "Hits of the Day."

— NORTH CAROLINA —

ASHEVILLE—Bill Melia, WWNC production manager, is serving as emcee of the Moore General Hospital's officer-patients' Thursday night dances. GREENSBORO—WBIG transmitter grounds are once again under the gardener's hoe in preparation for a large crop of fruits and vegetable. To enhance the grounds, 100 more rose bushes have been added. CHARLOTTE—Helen Troy has been appointed director of women's activities at WAYS. This is in addition to her Monday through Friday afternoon program.

Big Post-War Buying Expected By Set Mfr.

(Continued from Page 1)

graph combination models. Research figures on the public consumption of FM disclose that 90 per cent of the people are "looking forward to it." And the results of the television survey indicate that "provided that telecasting stations are within range, and program quality is acceptable, the public thinks they will buy fifteen million television sets at \$75 over the usual cost of a radio set."

Want Low-Priced FM

The survey report also reveals that "more people say they will pay an additional \$75 for television than will spend \$10 extra for FM, but if FM doesn't dig a hole in their pockets any deeper than \$5 they say they want it almost to a man; demand as many gadgets as they can get, insist on short-wave although they seldom use it on their present sets."

The survey was conducted by the Sylvania organization to provide them with "a guide for its post-war sales and employment planning."

Among the other facts disclosed in the report: 31,000,000 radio homes in the country now have an average of 1.54 sets per home, revealing that the trend leads to the number of families owning two or more sets for each. Frank Mansfield, director of sales research, predicts that the average home will want two radio sets, when radios go into mass production after the war.

Brand Unimportant

"In the past, radio buyers displayed little loyalty to the brand of radio already owned. Illustrating this, 63 per cent of the families who own three sets admitted that all three were different brands," the report revealed.

"While the average set is turned over every seven years, half the radios now in operation are between four and eleven years old and their owners have little to say against them. Only five per cent expressed any real dissatisfaction," the report continued.

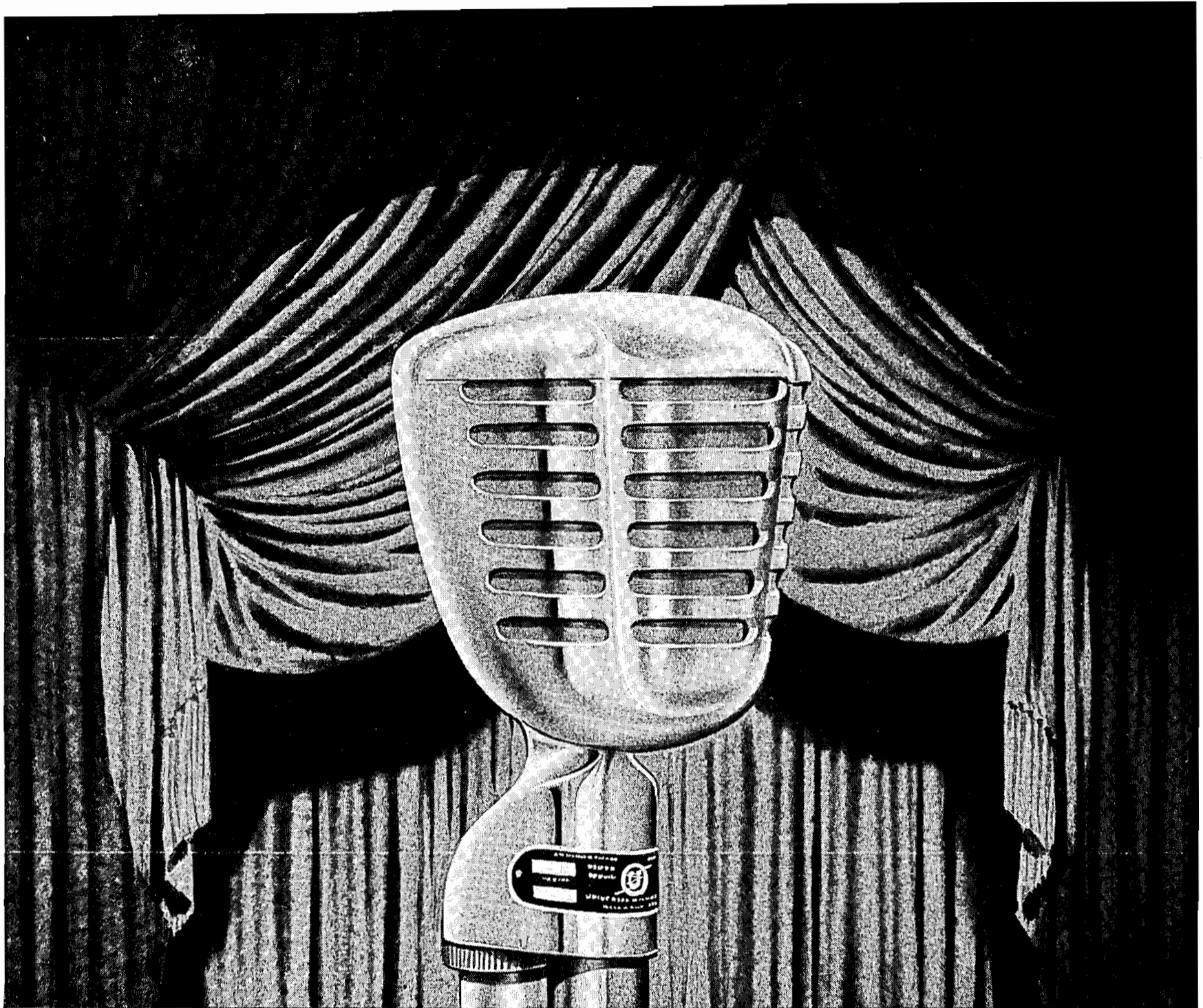
Set-Makes Listed

According to the survey, the following brands of radio are categorized according to their use: Philco came out number one; RCA was second, Zenith, third; Emerson, fourth; Silverstone, fifth; General Electric, sixth; Crosley, seventh; Majestic, eighth; Air Line, ninth; Stewart-Warner, tenth.

Under the "immediate customers" category, over 20 million families will buy new sets as soon as radios become available. "Over 46 per cent say they want radio-phono models, the majority preferring console styles."

One Set Not Enough

Mansfield, in analyzing the figures, declared that they show a trend toward one basic model for each home and additional small sets in other rooms—kitchen, bedroom, playroom and the like.



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.

<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



UNIVERSAL MICROPHONE COMPANY 301 CLAY STREET, SAN FRANCISCO 11, CALIFORNIA • CANADIAN DIVISION: 560 KING STREET WEST, TORONTO 1, ONTARIO, CANADA



VOL. 30, NO. 53 NEW YORK, N. Y., MONDAY, MARCH 19, 1945 TEN CENTS

Plan National Tele Web

Provincial-Web Bill Adopted By Quebec

Montreal—With amendments transferring control of education programs to the Quebec Department of Public Instruction and providing for the enabling of all orders-in-council and financial contracts in the legislative assembly, the Quebec legislature on Friday adopted Premier Maurice L. Duplessis' bill aimed at creation of a provincially-owned and operated radio network.

After the House approved resolutions pertaining to the bill by a vote of 42-45, second and third readings came in quick succession.

If the government was instituting a provincial radio broadcasting system (Continued on Page 7)

Former GOP Radio Dir. Joins CBS Under Paul White

Wells Church, radio director for the Republican National Committee in 1936 and 1940 and assistant director in 1944, has been named assistant director of public affairs and news broadcasts of CBS, it was announced by Director Paul White. He replaces Everett Holles who has resigned to become news editor of WBBM, Columbia-owned station in Chicago.

New Missouri Constitution Has Freedom Of Speech

Jefferson City, Mo.—Adoption of a freedom of speech clause in constitution of Missouri is heralded here as a state precedent of special interest to radio and film interests. The de- (Continued on Page 2)

Tele Renewal

Based on the success of their initial experience in adapting a radio show for television, the Blue Network has extended "Ladies, Be Seated" from six to 13 weeks. Show originates at the WABD studios in New York on Tuesday nights and features Johnny Olson, star of the radio version as emcee.

Broadcasts Of Combat In New AAF Program

A new plane-to-people radio program, with first-hand reports of air combat to be broadcast by wire-recording apparatus installed in fighting planes, and by combat air crews, was announced Friday by General H. H. Arnold, Air Force Chief.

Combat radio reporter teams will broadcast from every theater where the AAF is operating. Their adaptation of the walkie-talkie technique (Continued on Page 3)

Newark Paper Confirms Purchase Of WBYN, Bklyn

Purchase of WBYN, Brooklyn, was confirmed yesterday by the Evening News Publishing Company, publisher of the Newark "Evening News," subject to the FCC approval. In announcing the purchase the newspaper issued the following statement.

"The contract of purchase is subject to the approval of the Federal (Continued on Page 2)

Raytheon Files With FCC Applications For Mountain-Peak Stations In West Completing Cross-Continent Chain

War Report Foremost, Woods Tells Newsmen

Stressing the precept that "we have a great obligation to keep the American people fully informed," Mark Woods, president of the Blue Network of the American Broadcasting System, has sent to station managers of all the web's affiliates a detailed program of instruction for the guidance of news desks.

After emphasizing the importance (Continued on Page 7)

Emerson Drug Renews Johnson-Hull 'Vox Pop'

Renewal for 52 weeks of the "Vox Pop" contract was signed late last week by Parks Johnson, and Warren Hull, interviewers on the audience-participation program; the Emerson (Continued on Page 3)

Blue Net Affiliates-To-Be Meet In N. Y. Mar. 26-27

Blue Network's new 10 station-affiliates-to-be will meet at the web's New York office to discuss advertising and promotion plans with Fred Smith, vice-president in charge of ad- (Continued on Page 2)

Applications for licenses to construct and operate a national network of television and broadcasting stations to be linked via micro-wave, were filed Thursday, Mar. 15 with the Federal Communications Commission in Washington by the Raytheon Manufacturing Company, a subsidiary of the Raytheon Products Corporation of Boston, Massachusetts, manufacturers of radio and television equipment.

If and when the green light has been flashed by the FCC, stations (Continued on Page 3)

Offer Sumner Welles For 'Frisco Coverage

Sumner Welles, former Under Secretary of State, is being offered to the webs as a commentator for coverage of the Peace Conference which opens in San Francisco on April 25, according to reports the past week-end. Mr. Welles, who recently completed a 13-weeks series on Mutual for Waltham Watch Company, (Continued on Page 2)

Falknor Back In St. Louis In KMOX And CBS Posts

St. Louis—Lt. Col. Frank B. Falknor, has returned from the Asiatic theater of war to become general manager of KMOX, CBS station in St. Louis. Colonel Falknor, who (Continued on Page 2)

★ **THE WEEK IN RADIO** ★
RCA-NBC Demonstrate New Tele Set
 By CHARLES MANN

LAST week turned out to be a tele-eventful week. RCA demonstrated its post-war model television set which produces an image of 16 x 21-1/3 inches. This is a sharp contrast as compared to the pre-war telesets which projected an image of only 8 1/2 x 11 inches. RCA disclosed the price of the new television set, which will sell at \$395. The ingredi-

ents of the set, when manufactured for consumer consumption, will have FM and standard broadcast receiving facilities. Dr. C. B. Jolliffe, vice-president in charge of RCA laboratories, pointed out that the demonstrator was too large for installation in the average-sized living rooms; however, steps will be taken to make the sets (Continued on Page 7)

Is WLAW on your schedule? It should be if you want to sell to Northern New England. Advt. People buy when WLAW speaks! Let WLAW talk about your product. Advt.

Ben Grauer, a laborer extraordinary in all fields of war activity, now is utilizing his 'nights off' from NBC announcing to give a Red Cross talk each evening (and 2 on Saturday) before the curtain during intermission periods at all the most prominent of N. Y. legitimate theaters.

Letters from GIs serving overseas and in the enemy prison camps will be broadcast as a feature of the Red Cross drive in Nashville, Tenn. Programs will be heard over WSM, an NBC outlet; WSIX, a Mutual affiliate, and WLAC, CBS. Letters came from Europe and Pacific.

RADIO DAILY



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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.

FINANCIAL

(March 16)

NEW YORK STOCK EXCHANGE				Net
	High	Low	Close	Chg.
Am. Tel. & Tel.	162 1/2	162 3/8	162 1/2	+ 1/8
CBS A	35 1/2	35 1/2	35 1/2	+ 1/4
CBS B	33 3/4	33 3/4	33 3/4	- 1/4
Crosley Corp.	34 1/2	33 3/4	34	
Farnsworth T. & R.	14 1/2	14 1/8	14 1/4	+ 1/8
Gen. Electric	42 1/2	41 1/2	41 1/2	- 1/2
Philco	34 7/8	34 5/8	34 7/8	+ 1/8
RCA Common	11 5/8	11 3/8	11 3/8	
RCA First Pfd.	82 3/4	82 3/4	82 3/4	+ 1/2
Stewart-Warner	17 3/8	17 1/2	17 1/2	
Westinghouse	128 1/2	127 1/2	128 1/2	+ 1/2
Zenith Radio	39 1/4	39	39 1/8	+ 1/4

OVER THE COUNTER			
	Bid	Asked	
WCAO (Baltimore)	24		
WJR (Detroit)	41	43	

Shirer To Lecture

William L. Shirer, CBS News Analyst and author of "Berlin Diary," will lecture at Town Hall, New York, on Wednesday, March 21, on "The German People and the Peace."

20 YEARS AGO TODAY

(March 19, 1925)

An experimental license can be obtained in England only by special grant and upon payment of Class A license fee. This restriction exists because wireless stations, both government and commercial, are crowded to an extent unknown here and the interference on all wave lengths is considerable.

WROK WORKS!
BLUE Station - ROCKFORD, ILL.
CHECK IN EARLY FEB.

Newark Paper Confirms Purchase Of WBYN, Bklyn

(Continued from Page 1)

Communications Commission. Pending such approval, the station will be operated by its present owners, who will have full control over its technical and program operations. In the event the Commission's approval is obtained, it is expected that application will be filed with the Commission seeking permission to increase the power and make technical changes which will enable the station to serve the North Jersey area in addition to its present coverage.

"On account of wartime conditions and the 'freeze' order of the Commission and the War Production Board, it will be impossible to make all the contemplated engineering changes until material and labor are available."

Blue Net Affiliates-To-Be Meet In N. Y. Mar. 26-27

(Continued from Page 1)

vertising and publicity, and Keith Kiggins, vice-president of station relations, on March 26 and 27. The 10 stations become Blue web affiliates on June 15 of this year.

The stations to be represented at the conferences are: WCOP, Boston, which replaces WHDH of Boston; KRNT, Des Moines, which replaces KSO, Des Moines; WNAX, Yankton, S. D., which replaces KSCJ, Sioux City, Iowa; a new station, WLAW, Lawrence, Mass.; WCAE, Pittsburgh, which replaces with KQV, of Pittsburgh; WPDQ, Jacksonville, Fla., which replaces WJHP, of Jacksonville; WFTL, Miami, which replaces WKAT, Miami Beach; new station, WEEU, Reading, Pa.; new station, WRJN, Racine, Wisc.; WFBR, Baltimore, which replaces WCBM, Baltimore.

Jett To Be Heard

Commissioner E. K. Jett, of the FCC, will explain the numerous post-war uses of the famed "walkie-talkie," when he is interviewed by CBS Science Editor Watson Davis on CBS "Adventures in Science" Saturday, March 31 on CBS, 2:15 to 2:30 p.m., EWT. Program will originate from the network's studios at WTOP.

New Missouri Constitution Has Freedom Of Speech

(Continued from Page 1)

claration concerning freedom of speech follows:

"No law shall be passed impairing the freedom of speech, no matter by what means communicated; that every person shall be free to say, write or publish, or otherwise communicate whatever he will on any subject, being responsible for all abuses of that liberty."

The phrases, "no matter by what means communicated" and "or otherwise communicate," were employed specifically, it is understood, to cover both the radio and screen.

New Missouri constitution replaces one adopted in 1875, which also established a precedent with its provision for home rule for cities.

Falknor Back In St. Louis In KMOX And CBS Posts

(Continued from Page 1)

served 15 months in the China-Burma-India area of operation, assumes his duties as general manager today, also his post as chief engineer of the CBS central division.

Offer Sumner Welles For 'Frisco Coverage

(Continued from Page 1)

may be engaged by the Blue Network for the West Coast assignment. It is reported that Mutual turned down an offer of Welles' agent for the conference coverage. Agent said to be asking \$10,000 for Welles' service.



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

"NEWS ON THE HOUR EVERY HOUR"

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

Television Network Sought By Raytheon

(Continued from Page 1)

will be erected on the summits of mountain peaks in the west and Pacific Coast regions, including King's Peak in Utah, Gray's Peak in Colorado, Wheeler Park in Nevada, Mount Adams in Washington (State) and the following California range of peaks; Mount Lassen, Mount Shasta, Mount Tamalpais, Mount Whitney and Mount Gorgonia. The heights of the transmitters will range from four thousand to about sixteen thousand feet above sea level and thus will make it possible to increase the current 90-mile vision limit to a much longer "line of sight."

Included in its plans will be provisions for the establishment of television, Frequency Modulation (FM) and standard (AM) channels and will also provide highway control traffic and police master stations. The frequencies applied for ask for channels of 1,900, 3,900 and 5,800 megacycles, and if granted by the FCC, will be made available to all regular FCC license-holders.

Additional stations, which will complete the eastern and mid-western legs of the trans-continental chain, to be called "The Skytop Network," will be constructed in New York, Boston, Washington, Cleveland, Detroit and Chicago. According to Ray Rice, the new organization's publicity director, several sites "located on the highest parts of the involved localities" in the East for the construction of relay stations, spaced approximately 30 to 35 miles apart, have already been acquired and plans have already been drawn up to start work sometime this summer on the mountain-top stations.

The greatly increased commercial and private air traffic in the post-war era will also benefit for plans to provide for the maintenance of radio stations within a radius of 300 to 500 miles about the transmitter locations.

File WINS Transfer Plea

Washington—Application was filed Friday of last week with the FCC for transfer of WINS, New York, from Hearst Radio to the Crosley Corp. Sale price is \$1,700,000, with Hearst in addition to receive \$400,000 worth of time over a ten-year period. In return, Hearst will furnish news and good will. It was generally believed here that this application might be for hearing because of the large price involved.

Crosley applied also for an FM license for Washington, D. C. Another FM application received was from the Liberty Broadcasting Co., operators of WAGA, Atlanta.

Connect in Connecticut

WDRC

HARTFORD 4 CONNECTICUT
WDRC-FM

Phil Baker Taken Ill; Ralph Edwards Substitutes

Illness kept Phil Baker, star of the "Take It Or Leave It," away from his show last night, and may keep him away for another week, it was announced yesterday by Edith Oliver, writer of the program, heard over CBS, 10-10:30 p.m., EWT. Ralph Edwards, emcee of "Truth or Consequences," did the quizzing chores on the Eversharp program last night. If Baker is still indisposed next Sunday, Edwards will repeat his chores for the program at the West Coast, where it originated for last night's program. He is in Hollywood to make a picture for RKO.

Cal Kuhl produced the program last night; Harry Spiers is the New York producer for the Biow agency. According to Miss Oliver, Baker is under a doctor's care at an undisclosed hospital, and his case is "not serious."

WGAR Sends Staff Man To So. Pacific Theater

Cleveland—Carl E. George, assistant manager WGAR, Cleveland, now en route to Philippines as WGAR war correspondent. Station previously sent program director Dave Baylor to European theater last summer being first independent station with correspondent in ETO. George, 35, joined WGAR as announcer 1934, became program director 1939, director of operations 1941, assistant manager 1944.

Plan to send George to South Pacific in keeping with WGAR effort for local coverage of war. In addition to own war correspondent station has existing arrangement with BBC plus own British correspondent, Mary Alice Collins, Chinese news service for interviews and Cleveland Red Cross workers around world for news of Clevelanders.

Announce Staff

Production aggregation for "Young Dr. Malone," successor to "The Goldbergs," effective April 2, under the sponsorship of Procter & Gamble's Duz, has been announced: writer, Janice Glant; director, Marx Loeb; narrator, Ted Pearson; announcer, Clayton Collier; featured leads, Carl Frank and Barbara Weeks. Arthur Austin, supervisor of the Boston Symphony program, will also supervise this program.

Chicago's

ONLY
24 HOUR
STATION

W-I-N-D

560 Kc. 5000 WATTS

Emerson Drug Renews Johnson-Hull 'Vox Pop'

(Continued from Page 1)

Drug Company, makers of Bromo-Seltzer, the program's sponsor, and McCann-Erickson, Inc., Emerson's agency, it has been announced by Lloyd O. Coulter, vice-president in charge of radio for the agency. The renewal runs from July 30, 1945 to July 22, 1946.

Danny Kaye Coming East For Two N. Y. Broadcasts

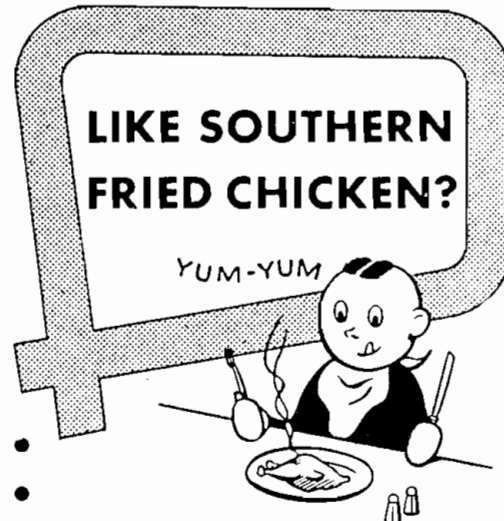
Los Angeles—Danny Kaye's CBS radio show, with the exception of Harry James and his orchestra, leave here March 18th, for a two-week trip East, with both the March 24th and 31st shows originating from the New York CBS studios. Those making the trip include Comedian Kaye and his wife, Sylvia Fine, Producer Dick Mack, Eve Arden, Lionel Stander, Bob Jellison and the entire staff of writers for the show. The special James musical number for the March 24 program will be piped east with a New York CBS studio orchestra providing incidental music for the show and the background for Danny's musical numbers.

NBC Playreader

Margo Phillips has been appointed to the post of playreader, replacing Jean Hardy, now associated with "Town Meeting of the Air." Miss Phillips will act as assistant to Roberta Barrett, head of NBC script department's playreading division.

Kaltenborn's New Book

"Europe Now" is the title of a book by veteran commentator, H. V. Kaltenborn, which will be off the presses March 22.



- Maybe you do and maybe you don't. One thing we're sure you'll like is an upswing in Southern Sales. Branch Offices in "The Magic Circle" can do a Big Job.
- For further particulars write Edney Ridge, Director

• • • **WBIG**

GREENSBORO, N. C.

Broadcasts Of Combat In New AAF Program

(Continued from Page 1)

will bring home to the radio public the sound and flavor of air war, such as combat cameramen and combat reporters have translated into picture and prose.

Titled "The Fighting AAF," the program will be heard over the Blue Saturday at 1:30 EWT, beginning March 31. Production will be supervised from Washington directly by Headquarters, Army Air Forces.

In addition to the combat reports from overseas, the program will include weekly account of progress in the air war. Commanding generals of overseas air forces and members of their air teams will be heard regularly by shortwave pick-up.

Breakfast Club Coming East

Don McNeill and the Blue Network Breakfast Club are slated to come East soon from Chicago for two weeks of personal appearances on the eastern seaboard. Several of the "Breakfast Club" shows will originate from the New York studios.

Hall Of Fame Guests

Chico Marx, Jay C. Flippen, Claude Rains, Evelyn Knight and the Herman Chittison trio were guests of Paul Whiteman on radio's "Hall of Fame" show on the Blue yesterday at 6 p.m., EWT.

sell


Durham*

county's

100,000

people

with

WDNC 

COLUMBIA NETWORK

★ NORTH CAROLINA

Represented by Howard H. Wilson Co.

GOSH, FELLOWS..we didn't a



How to Have Fun with a Hooper

[ESPECIALLY IF YOU ARE THE BLUE NETWORK]

RIP open the envelope, and there it is. The Hooper daytime report for November. You sit down and figure what it means. Research peers over your shoulder to make sure you don't get fancy with the figures. Research is a cold fish about figures. No imagination. If you're not careful, some one says, "That's not what the figures prove," and you're tight back where you started.

However, go through the new daytime Hooper, and you come out with a scoreboard that even Research will go along with.

SCOREBOARD: QUARTER HOURS DAYTIME

DURING NOVEMBER
 Blue gained listeners with 22, lost listeners or stood pat with 8.
 CBS gained listeners for 22, lost or stood pat with 14.
 NBC gained listeners for 24, lost or stood pat with 16.
 Mutual gained with 14, lost or stood pat with 24.

This adds up to the inescapable conclusion that Blue gained more headway on daytime shows during November than any other network. It proves again that only a switch of the dial separates the three great networks.

Now go back to the front page of the Hooper and see what you missed. A note that Sardi's second quarter hour with an 8.3 (last November it was 5.9) is the Number 1 daytime show. CAB discovered that last week, now Hooper corroborates it. And Sardi's is

the only daytime show among the first ten with commercial competition on the other two major networks.

So you can see why we have such fun with the Hoopers these days. Almost every Hooper that comes along gives us a lift because it indicates how soundly and steadily we are growing—getting a stronger and stronger hold on listeners. And our clients are being shown added reasons for cuddling up to their franchises. To put it bluntly, gentlemen, the Blue is good business, for it gives you the opportunity to sell goods at a lower cost of distribution:

1. Hooper puts us far out ahead of NBC or CBS or MBS on weekday mornings, and from 9:00 to 10:00 P.M. Sunday night, and in other slots during the week when we have top shows.
2. In 561 U. S. counties where 81% of drugs are sold, and 77% of food; where 74% of the radio families reside, wherein are virtually all of the nation's big city areas, Blue has 90.4% coverage. NBC beats us with 98.3% coverage. But CBS is third with 89.9% coverage (all primary).

Now look at this: a nighttime half hour on the three networks bills so:

NBC	\$11,996.00
CBS	\$10,886.00
Blue	\$ 7,412.00

See what we mean about the Blue being good business?

MORAL:—IT IS SOUND POSTWAR PLANNING TO HAVE A FRANCHISE ON THE BLUE, AND A TOPNOTCH SHOW TO PUT INTO IT. YOU GET A GOOD BUY, AND YOU GET THE STILL MORE IMPORTANT ADVANTAGE OF BEING ON DECK WITH THE NETWORK THAT IS GOING PLACES.

*Excerpt in the last report when Tiller's time went to James F. Byron.

THIS IS THE *Blue* NETWORK

AMERICAN BROADCASTING COMPANY, INC.

← OUR AD

WCAU AD →

WCAU

(CBS BASIC NETWORK AFFILIATE)

accepts the blue network's invitation to "HAVE FUN WITH A HOOPER"

WCAU is running this ad, against the advice of CBS, its own network. Maybe CBS is right. Maybe nobody should answer the Blue Network's recent page of statistical shilllogery, supposedly based on Hooper ratings.

But we are just a bit disgusted and see no reason to stand idly by. We have viewed indulgently some of the Blue Network's earlier attempts to make itself, with words, what the major networks have made themselves with deeds. We praise much of the Blue's bombast. But there's a difference between using adjectives and stating facts, especially when the facts

were missed in an attempt to show that the Blue had gone up—up—up, and that CBS had gone down. So let's "have fun with a Hooper!"

The Blue claims that it is going great guns according to Hooper—this it's "getting a stronger and stronger hold on listeners"—and (biggest whopper of all) would have you believe that its primary coverage tops that of CBS.

Let's look at the facts. Let's see what size of audience the Blue delivers to its sponsors, in comparison with CBS, as per the Blue's own bible, the Hooper report.

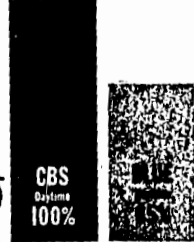
Here is the Blue's own Hooper rating for all its sponsored daytime programs expressed as a percentage of the total Hooper ratings:

And see let's look at the residual "credibility" on the Blue. Here they are, the "Top 10" sponsored Hooper reports:

All figures based on ALL 32 "Reoperating" cities

Blue's ratings, expressed as a percentage of CBS, were computed by averaging the sponsored program ratings in each report for the month. Total rating points were divided by the number of sponsored programs in order to get an average rating for CBS and BLUE, respectively. The average rating of the Blue was then expressed as a percentage of the average CBS rating.

Over the last three months, the average rating of the Blue was 100% of the average rating of CBS on the same hours where CBS and the Blue broadcast sponsored programs.



Is the Blue Slipping?

Now let's really "have fun with a Hooper"—with two Hoopers in fact. Let's compare the Blue ratings against Columbia, for December, with those of last June. That gives the Blue six full months to make all the progress it's been bragging about—especially in the daytime.

The fact is that the Blue has slipped from an average daytime rating of 70% as high as CBS down to 65%. And that, worse yet, is only in Hooper cities. A lot of many time-buyers have figured out that the Blue's total nationwide coverage is less than three-fourths as much as either major network. So when it delivers only 65% as large an audience among only three-fourths as many people (65% of 75% = 49%)—it lunks.

with a glance at the rate cards, so though Blue Network advertisers, even in the daytime, were spending their money at the High Priced Counter.

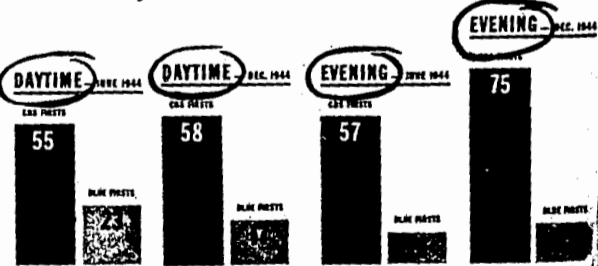
But that's only half of the story.

We Guess the Blue Really IS Slipping

The acid test of a network's ability to deliver profitable results for sponsors is when the sponsored show competes with another sponsored show on another network—and comes out ahead.

Here's the story of what's happened to the Blue in terms of quarter-hour "firsts" during the last six months (based on all the sponsored shows that are "opposite each other" on CBS and the Blue):

The Real Story of the Blue's 6-Month Trend in 1/4-hour "FIRSTS"



If you want the hard facts from these simple figures expressed in percentages—here they are: The Blue slipped from 65% as many "firsts" as CBS last June down to 59% as many "firsts" last month.

In the nighttime ratings, the Blue (Blue) did as badly as the month in fact it pulled up three more "firsts", but CBS added 24. That's a really "big" drop from 119 to many more on CBS in 1944.

With due deference to the CBS "let-'em-tub-their-own-toe" attitude, we would like to ask this question: Isn't it time that the Blue network stopped making such senseless use of statistics? national advertising medium expert to maintain fair advertising practices on its own air, and its own clients, if it doesn't maintain them in its own scramble for business?

NOTE: WCAU is not permitted to receive advertising from other networks in the Philadelphia market area because that was the purpose of this ad and because we can't have English enough to dispute it.

WCAU 50,000 WATT! PHILADELPHIA

As printed in Tide Magazine, February

to break anybody's heart!

ALL WE AIMED TO DO was talk about the Blue's progress. (We find competitors strangely reluctant to do it for us.)

So we wrote an ad. Headed it, "How to Have Fun with a Hooper." We kind of liked that ad, too.

We never did check its readership, but at least *one* man read it. Mr. WCAU, of the CBS WCAU'S. He got real mad and took a shot at us just when we were leaning over to file our fan mail.



The shot he took at us was an ad... or rather it was a well circulated layout with copy. Headline said: "WCAU accepts the Blue Network's invitation to 'Have fun with a Hooper'." People called it a "mystery ad" because it just got passed around among the boys in the back room. It never really ran.

But anyone looking at it must have gotten the idea that we at the Blue are frightful liars. We blushed a little ourselves when we read: "statistical skullduggery," "shameless misuse of figures" etc. By actual count there were nine double-barrelled, supercharged epithets before Mr. WCAU made a single definite statement of what we were supposed to have done wrong. Gosh, it was awful!

We would have spoken up sooner... in a friendly way, of course, but we've been pretty busy reorganizing our network, improving our program schedules, switching the whole trend of Sunday night listening, adding eight new stations, and doing a few other important things like that. We're still busy, but we guess you're entitled to know about that ad.

Well, as we were saying, CBS's Mr. WCAU was mad... and he broke out in a rash of adjectives for which we forgive him.

Finally, he got down to his version of what he labels, with great indignation: "the facts"; and do you know, his facts were *absolutely right*. The catch was that he cross-bred them and got an entirely new breed of pups.

For instance...

WE SAID: (in that ad we still like) The Blue has a very slight edge over CBS coverage in 561 important counties.

But Mr. WCAU, without reminding you of what we actually said, writes: "The Blue would have you believe its primary coverage tops CBS." We wish it did, and hope someday it will, but right now we only claim *progress!*

WE SAID: The Blue has higher morning ratings than any other network (and that's gospel, friend).



But Mr. WCAU, pretending to refute our claims, picked *sponsored programs only*, added the *afternoon* for confusion, and came up with a whole new set of figures. They were accurate, too, but he can't shift the base like that and prove with his new figures we were wrong.

WE SAID: In 1944, the Blue had more quarter-hour firsts in the morning than either of the two major networks.



This time Mr. WCAU, to make us look wrong, tossed in the *afternoon*, only considered *sponsored programs*, and then threw in a brand new requirement: Our sponsored quarter hours had to be *opposite* CBS sponsored quarter hours.

Thus he kicked out 32 per cent of the programs we were talking about, and left us stunned with admiration.

WE SAID: The Blue had better ratings between 9 and 10 P. M. Sunday than either of the two other major networks, and in certain other night-time periods "when we have top shows."

But Mr. WCAU put some words into our corporate mouth that never were there, and then called us naughty names for claiming what we'd never claimed: Over-all night-time superiority. (Sure wish we had it!)

WE SAID: The Blue is making progress, and the 1944 Hoopers prove it.



But Mr. WCAU liked June and December better than all the months in between. So he averaged himself some Hoopers from these *two months only*, mixed them with his own guesses about Blue coverage, and came out with us going backward.

(Actually, the only thing we're backward about is charging high prices. You can still buy a bargain audience on the Blue and save \$3500 on an evening half hour.)

If you aren't tired of all this by now, we are... tired but game, and we still kind of like that ad we ran. If Mr. Hooper hadn't put his limitation on the use of his figures (and, incidentally, his office passed *our* ad), we'd write some more.

P.S. WOULD SOMEONE CARE TO TAKE A SHOT AT THIS ONE?

The Blue was the only one of three major networks with an increase—1944 over 1943—in average Hooper rating of all daytime programs.

THIS IS THE *Blue* NETWORK
AMERICAN BROADCASTING COMPANY, Inc.

AGENCIES

H. L. ROTH, director of plans of the Charles W. Hoyt Company from 1918 to 1926, has rejoined the agency as director of marketing. For the past three years he was director of sales promotion and advertising of Dictograph Products, Inc., and for 16 years prior he was vice-president of Commanday-Roth Company.

GRANT ADVERTISING INC. announces that their Havana subsidiary, Grant Advertising, S. A. has been appointed advertising counselor for Catz Trading Company of Cuba, packers and distributors of canned fish products, in Havana, also that Cia. Ron Caribe, S. A. has engaged Grant Advertising, S. A. to handle the advertising for Ray De Copas, imported Spanish brandy, in Havana. Radio and publications will be used.

TAMPAX, Inc., has appointed McCann-Erickson's Brazil offices to handle an introductory campaign for its products in that country, to begin shortly.

RALPH W. HARKER, West Coast publishing and advertising executive, has joined the Keystone Broadcasting System as an account executive. He will work out of the Los Angeles offices of KBS.

HILDRED SANDERS, radio director of the Mitchell-Faust Advertising Company, Chicago, has been elected vice-president in charge of radio.

New 'ET' Service

Los Angeles—A new firm, the Campus Christians, has entered the radio musical library field with a monthly transcription service, featuring religious music only. Principals in this new venture are Earle Williams, general manager, and Richard Silvius, promotion and sales. Williams also holds the post of "Minister of Youth" at the Angeles Temple, Los Angeles.

Lily Pons Returns

After an absence from the U. S. since December, during which time she has been on a second USO tour with her husband, Andre Kostelanetz, Lily Pons returns to the airwaves via the Telephone Hour, April 2, and again on June 4. June 25, Miss Pons will sing on the Firestone broadcast before taking a summer vacation.

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



Reporter At Large . . . !

• • • Our Hollywood gumshoe hints at writer trouble on the Eddie Bracken show last week, with Robert Riley Crutcheon walking out after having been allegedly promised a piece of it. Source claims that Bracken was stranded as late as Thursday preceding the show and had to fork over four grand to Preston Sturges to script the show. Mann Hollister also reported walking off. . . . Susan Peters, who is recuperating from her recent shooting accident, narrowly escaped developing pneumonia in her injured lung. . . . Lupe Velez's sister, Rosita, being submitted to local nite spots as a singer. . . . Joy Hodges turned down a terrific Blue Network offer (a show to be built around her) to accept the Ethel Merman role in "Anything Goes," which shoves off for overseas within a month. . . . Our respect for Fred Smith, V.P. of the Blue, rises. We just found out that he's the guy who persuaded H. Hoover to throw away that high collar—the best bit of public relations in 50 years. . . . Add nice gestures: NBC's Syd Eiges, who is planning a cocktail party for Harriet (World-Telly) Van Home on her arrival in Hollywood, is also including Ethel Kirstner, her traveling companion, as a guest of honor. Ethel is with Columbia's press staff. . . . Question marks: What happened at the Mutual Board meeting last week? . . . What was that near riot at the Newspaper Guild Forum at WMCA?

★ ★ ★

• • • Reason Edw. G. Robinson won't do a radio show of his own is that he says it's too much work and headache added to his picture worries. . . . Lanny & Ginger have knocked out a new tune called "Why Do They All Pick on Brooklyn," which they'll introduce at the opening of Ebbet's Field. . . . Arnold Stang being tested by three different studios on the coast. While there, he'll also be on with Dinah Shore, Ginny Simms, "Blondie" and the Ozzie Nelson show. . . . Ted Yates, editor of the Independent Press Service and New York correspondent for the Afro-American newspapers, has been awarded the Adam Hat "Tolerance" award for his outstanding work in promoting inter-racial good will through the Negro press in the U. S. . . . Frederic Vonn and Bob Downey piano duo will play a repeat guest spot on the Arrid show over WOR tomorrow. . . . Gracie Fields ordered to take a two-month rest by her medicos. . . . Arlene Francis' "Blind Date" ainer will continue on throughout the summer. . . . Sammy Cahn and Jule Styne are keeping up their record of having two songs on the Hit Parade every week. Currently running is "There Goes That Song Again" and "Saturday Night."

★ ★ ★

• • • Frank Sinatra took his mother and dad to visit his former boss, T. Dorsey, at the 400 Club last Thursday. Incidentally, club will evidently maintain big name band policy as a name equal to that of Dorsey has already been signed to follow Duke Ellington. . . . Trouble which kept Olivia de Havilland out of pictures is insomnia due to nervous condition. . . . Lt. Robert Taylor making trips to Washington on official Navy biz. He's going to assist in directing some more Navy films, the first of which earned him a commendation. . . . Male lead in "Dark of the Moon," Richard Hart, signed by Metro without even a test! Show was given the greatest curtain ovation since Oklahoma. . . . Jane Pickens' mother, now on the coast, will do a program a la Mary Margaret McBride from there. . . . Jackson Beck, who is already heard via the newsreels, will be screen-tested by RKO. . . . Frank Parker says it's a long road that has no Hope—and Crosby. . . . Phil Baker seeking a ghost for a tome, but Orson Welles is doing his own writing on two books. . . . Even Lana Turner's arrival in town didn't make Buddy Rich forget Jean Sutherland, society beauty. . . . Kay Kyser has requested Columbia Pix to postpone production of his next flicker so he can take his troupe on a tour of the Northwest Service Bases, an area hitherto neglected by entertainers due to travel difficulties. . . . Norman Corwin will have a new series on CBS this summer.

— Remember Pearl Harbor —

first

WITH A WOMAN'S
PROGRAM THAT HAS
GENERAL APPEAL . . .



Nancy Osgood

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

**BUT, THIS IS THE USUAL
STORY FOR WRC
FIRST CONTINUOUSLY
SINCE 1923**

WRC



REPRESENTED BY NBC SPOT SALES

Washington

War Report Foremost, Woods Tells Newsmen

(Continued from Page 1)

of good taste, the avoidance of indecency and libel, also compliance with the Censorship Code, Woods outlined a six-point policy for the use of commercial credits in news broadcasts, as follows:

(1) When commercial messages are inserted in the body of a news program, there shall be a definite pause between a news item and the commercial. It must clearly be a commercial message, easily distinguishable from the news material.

(2) It is not permissible to use a statement of news as a "springboard" for the introduction of commercial copy.

(3) The commercial message must be preceded by a statement distinguishing it from the news.

(4) No so-called "teaser" items which would convey the thought that important or unusual news is being withheld in order to present commercial copy will be allowed.

(5) On a five-minute news program no middle commercial is permitted.

(6) On news programs of ten minutes and longer the use of a middle commercial which interrupts the continuity of thought, is not permitted. Only when the use of a middle commercial does not interrupt the continuity of thought is it permissible; and the appropriate place for its insertion, so as to not interfere with the news, must be determined by the network.

Kobak Outlining News Policy

Edgar Kobak, president of Mutual, announced recently, "We are still studying the program policies of the network. We are working on these plans and we should have a release in about a month. News programs and their structure are a part of the plans now under consideration."

WFEA Joining CBS

WFEA, Manchester, N. H. will become an affiliate of the Columbia Broadcasting System on June 15 replacing WLAW, Lawrence, Massachusetts, it was announced Friday. Operating full time on 1,370 kilocycles with 5,000 watts power, WFEA joins as a supplementary station.



Keep abreast of the news over WFDF, Detroit, Michigan."

THE WEEK IN RADIO

RCA-NBC Demonstrate New Tele Set

(Continued from Page 1)

much more compact and adaptable to average-size homes.

Appointment: Earlier in the week, President Roosevelt sent the name of Charles R. Denny, present general counsel of the FCC, to the Senate to be considered for the seventh post with the Commission. The Senate Interstate Commerce Committee met last Friday to consider appointment.

Highlights: To render a "greater public service," said Niles Trammell, prexy of NBC, all middle commercials on NBC newscasts will be discontinued, effective last Thursday, when the announcement was made. . . . About a month ago the Department of Justice was considering an investigation of the networks, according to rumor; however, an announcement cleared the air last week with. . . "Maybe we should . . . but we do not have enough men at the moment to go into it."

Spotshots: MBS has elected Bob Schmid and Ade Hult, vice-presidents—the former in charge of promotion, the latter in charge of the mid-western sales operations. . . . Robert W. Brown, day news editor of NBC, has resigned to become executive news editor of a.m. service for INS. . . . Practically all the tele outlets will telefilm the United Nations Peace conference in San Francisco, April 25, with the recent announcement that both NBC and the ABC webs are readying plans. So are the Don Lee and Paramount tele departments. . . . Applying BMB standards, the Keystone Broadcasting System has conducted a survey, only to conclude that the "presently contemplated method should be refined to make it more qualitative." . . . Prexy Edgar Kobak of MBS has issued the first

"Quarterly Report on Operations," which was mailed to 8,000 broadcasters, agency execs, business prospects and the press. . . . Coca-Cola has eight more MBS stations, giving the program 348 outlets, largest circulation for a single program series. . . . A new converter designed to permit currently operated FM receivers to receive programs on the higher frequencies was demonstrated in Washington. . . . Sylvania's recent survey indicates that American families will buy 100,000,000 radios within the first five or six years after total victory. . . . Bill Slocum, CBS director of special events, and Douglas Edwards, web news reporter, will leave soon for the European theater. . . . NAB's District 4 is 85 per cent for the BMB. . . . The hearings on Kenneth A. Norton's testimony re the FM proposals continue in absolute secrecy. Norton, radio expert now with the Army Signal Corps, is credited for FCC's proposal to move FM from 42 to 84 meg. because of his findings on F2 layer interference. . . . Thirty-five additional applications were received by FCC for FM stations; they're from educational groups. . . . Bond-Charteris Enterprises has organized a company which will produce films especially for tele consumption. . . . Dean of American commentators, H. V. Kaltenborn, won the annual Alfred I. Du Pont award for commentators. Two CBS stations, WJR, Detroit; WTAG, Worcester, Mass., took first honors in the stations category.

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

Bob Hope Again Leads Hooperatings First 15

Although their percentages indicated a slight fall off in listeners during the March 1-7 period of evening radio listening, Bob Hope again led the first 15 under the Hooperatings and Fibber McGee and Molly again were second. Others in the order of their popularity are Radio Theater, Bing Crosby, Walter Winchell, Joan Davis and Jack Haley, Screen Guild Players, Charlie McCarthy, Abbott and Costello, Mr. District Attorney, Jack Benny, Aldrich Family, Kay Kyser, Truth or Consequences and Eddie Cantor.

Anthony Show Tryout For Carter Products

Sale of the John J. Anthony program designed to inform listeners of marital and premarital problems to Carter Products, Inc., for a 10-city test, was announced by Mutual. Stations who will carry the program are WOR, WGN, WIP, WNAC, KWK, WOL, WHK, WEBR, KHJ and KFRC. Ted Bates, Inc., is the agency for Carter Products.

Send Birthday Greetings To—

March 19

Frank Chapman G. A. Richards
Wayne Cody John Shepard III
Sally Warren Eleanor Kilgallen

Exclusive!

CUBS '45 BASEBALL W-I-N-D CHICAGO

560 Kc. 5000 WATTS

Provincial-Web Bill Adopted By Quebec

(Continued from Page 1)

tem, Premier Duplessis told the House last Friday, it was not directed against Ottawa or any other province, but to procure to the province medium of communication through which to make known to all the views and mentality of the French Canadian people. The government had no intention to interfere with other people's rights, he said, but it did insist on the right of Quebec to defend its own views and rights.

Criticizes "Monopoly"

Also, the sponsor of the new web told Quebec legislature he wishes "the present monopoly of newspaper chains over radio networks to disappear from the Province of Quebec." The provincial prime minister made the statement during discussion of the bill he introduced creating a provincial radio system. Debate then followed. Leon Casgrain, liberal member for Riviere Du Loup, described the bill as "dangerous, dictatorial and anti-democratic" and said it should be called not "Radio-Quebec" but "Radio Duplessis." The Premier replied that if the legislature thought the powers given him were excessive he had no objection to them being exercised by the Lieutenant-Governor-in-Council.



"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 GEORGE H. ROEDER
President General Manager

FREE & PETERS, Inc., Natl. Rep.



**HOME TOWN BOY
MAKES GOOD**



. . . Year-Round Success Story

Eckels*—a Baltimore ice cream of quality—wants to sell ice cream all the year round. But nature sells more Eckels from May thru October. So Eckels sponsored a *full hour* on WFBR, Baltimore's home town station, Sunday afternoon—May thru October.

WFBR got behind the program; Eckels got behind the program; the public got behind the program and

Eckels ice cream. Result—one hour on WFBR all the year round.

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: Katherine Mahool Advertising

MEMBER — MUTUAL BROADCASTING SYSTEM • NATIONAL REPRESENTATIVE — JOHN BLAIR & CO.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 30, NO. 54

NEW YORK, N. Y., TUESDAY, MARCH 20, 1945

TEN CENTS

NAB Advises On S. S. Act

Col. Paley To Control Entertainment In Reich

Col. William S. Paley, formerly head of CBS and now chief of radio for the Psychological Warfare Division of SHAEF, has been named as head of entertainment control for the Allied nations during the first phase of the United Nations military occupation of Germany, according to reports received from London. The scope of Colonel Paley's duties, it is understood, will extend beyond radio and will include motion pictures and other types of entertainment. The news of Paley's appointment comes

(Continued on Page 5)

Advertising Women Plan Annual Birthday Party

When 800 women advertising executives gather at the Biltmore Hotel next Friday evening for their 33rd birthday dinner of the Advertising Women of New York they will be presented with a four-foot birthday cake laden with \$2,500 in gift certificates. The cake and gift certificates will come from Tom Tinsley, president of WITH, Baltimore, who be-

(Continued on Page 2)

Summer Radio Institute Set With UCLA In July

Hollywood—Third annual Radio Institute sponsored by NBC and the University of California at Los Angeles will open on July 2. Similar courses have been established by NBC at Stanford, Northwestern and Columbia universities.

Birthday

Arturo Toscanini will observe his 78th birthday at his favorite spot . . . on the podium directing the "NBC-General Motors Symphony of the Air," Sunday, March 25 5:00-6:00 p.m., EWT. He will share his birthday with Haydn's Symphony No. 98 in B Flat, whose playing he will conduct on the 154th anniversary of its first performance.

ICC Committee To Act On Denny For FCC

Washington Bureau, RADIO DAILY

Washington—Meeting of the Senate Interstate Commerce Committee to consider the nomination of FCC General Counsel Charles R. Denny to serve on the Commission has not yet been definitely set, although it is expected that the nomination will be approved this week. No opposition has arisen, but the committee has been extremely busy launching its hearings on international wire communications.

Meantime, Clarence F. Lea, chair-

(Continued on Page 5)

Underwood Resigns From Needham, Louis & Brorby

Los Angeles—Cecil P. Underwood, vice-president of Needham, Louis & Brorby, Inc., of Chicago and Hollywood, has just tendered his resignation to take effect on or before June

(Continued on Page 2)

Georgia-Alabama Likes BMB With 77 Per Cent Signing Up

Atlanta — The Georgia-Alabama division of the 5th District, NAB, opened in Atlanta yesterday with John Bell, WRBC, presiding as district director. NAB headquarters was represented by Harold Ryan, president; Lew Avery and Helen Cornelius, department of broadcast advertising. Hugh Feltis, president of BMB,

Weigh the value of WLAW by its coverage map of Northern New England. Send for it to-day. Adv.

"Selective Service Handbook" Suggests That Stations' Operations Conform With New Policy On Deferments

WAC Begins Campaign On World Peace Plans

Cornerstone for a national information campaign has been laid for the purpose of conveying to the public the necessity for the U. S. to participate with other nations in a program to guarantee future peace, it was announced yesterday by the War Advertising Council.

The campaign will be devoted to messages dealing with the facts about

(Continued on Page 6)

Lea Announces Plans Re: Petrillo Hearings

Washington Bureau, RADIO DAILY

Washington—House Interstate Commerce Committee Chairman Clarence Lea said yesterday he expects to resume hearings on the activities of AFM President James C. Petrillo

(Continued on Page 2)

Bill Proposes Fund In Ohio For State FM Radio Survey

Columbus—Under a proposed bill a portion of funds derived from film censorship fees in Ohio would be used to conduct a survey for FM

(Continued on Page 5)

Selective Service Handbook of the National Association of Broadcasters, released yesterday, advises broadcasters to adjust their operation "to a changed policy in the administration of the Selective Service Act." The NAB brochure points out, according to the Selective Service Headquarters, the new deferment policy was designed to protect war production from sudden loss of vitally needed skilled workers while meeting the increasing requirement of the Armed Forces.

The NAB Handbook further points

(Continued on Page 7)

NAB Program Heads To Aid 7th Bond Drive

Washington Bureau, RADIO DAILY

Washington—The 17 NAB district program chairmen were named last Friday as a special radio field committee for the Seventh War Loan. Designation of the committee came during a luncheon meeting at the Hotel Statler, with Ted R. Gamble, War Bond national sales head, and

(Continued on Page 6)

New FM Applications Filed In Wash. Yesterday

Washington—Application for a new FM station in Washington, D. C., was filed with FCC yesterday by the Mid-Coastal Broadcasting Company, part-

(Continued on Page 5)

Staff of WLIB, New York, has exceeded all former re-

records of employee contribution to the Red Cross, with gifts averaging \$7 per person. Station has enlisted one hundred per cent participation in the drive, with ninety per cent of the staff donating a full day's pay. Total: \$238.

WOL, Washington, has arranged to air an exclu-

sive series of interviews with Washington boys recorded in Europe by the AFRS in co-operation with Red Cross and rushed to the States for the R. C. drive. The programs are scheduled Monday, Wednesday and Friday during March.

Profits for WLAW advertisers march steadily on—get your share. Adv.



Vol. 30, No. 54 Tues., Mar. 20, 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

CLARENCE L. MENSER, vice-president of NBC in charge of programs, who visited briefly in Washington, D. C., last week, will go down to the Capital again this week to attend Thursday's dinner of the White House correspondents.

WILLIAM A. SCHUDT, JR., eastern division manager of the CBS station relations department, is on a business trip to Atlanta, Ga., and Jacksonville, Fla.

TOM SLATER, the Mutual network's director of special features and sports, is back from Cherry Point, N. C., where he handled a USO show for the entertainment of the Marines.

MERRITT R. SCHOENFELD, network sales manager for the central division of the Blue, has returned to his Chicago headquarters following a short trip to New York.

JOHN J. KEEL, of Woodward & Keel, consulting radio engineers of Washington, D. C., is in town on a short visit.

BERNADINE FLYNN was in Gotham over the week-end and broadcast her CBS news program last night from the local studios, after which she returned to Chicago.

RICHARD H. ROFFMAN, entertainment news and promotion editor of the magazine "This Month," off for a vacation of four days at Laurel-in-the-Pines, Lakewood, N. J.

TED HUSING and JIMMY DOLAN have returned from Chicago, where last Saturday they broadcast over the CBS network the Chicago Relays.

S. BERNARD BERK, president and station manager of WAKR, Akron, is back at the station after visiting briefly at the headquarters of the Blue Network.

ARTHUR WHITE, New York account executive of N. W. Ayer & Son, Inc., is in Hollywood for the cutting of the "Rexall Hollywood Review," 15-minute platters.

J. BURRYL LOTTRIDGE, general manager of WOC, Davenport, Iowa, a visitor late last week at the headquarters of the Blue Network.

GORDON GRAY, general manager of KOIL-KFOR, Omaha, is spending this week in town on station business.



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

FINANCIAL

(Monday, March 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.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include WCAO (Baltimore), WJR (Detroit).

"T. Or C." Five Years Old

Ralph Edwards "Truth or Consequences," heard over NBC, entered its fifth year with the broadcast of last Saturday.

20 YEARS AGO TODAY

(March 20, 1925)

Last night's Liederkrantz Society broadcast was cut short in order that Al Smith could speak from WGY on the topic "Spending the Peoples' Money"...

KGW one of the GREAT STATIONS of the NATION NBC AFFILIATE PORTLAND ORE Represented by Edward Petry & Co.

Advertising Women Plan Annual Birthday Party

(Continued from Page 1)

believes in women advertising executives and the part they are playing in the war effort.

Friday's dinner is being called an "Auld Lang Syne Party" and the proceeds will go to the telephone fund to pay for free telephone calls home for wounded soldiers on their arrival from overseas.

Underwood Resigns From Needham, Louis & Brorby

(Continued from Page 1)

1st of this year. His experience in radio has been extensive.

For the past eight years producer and director of the Fibber McGee and Molly and Great Gildersleeve programs, Mr. Underwood is establishing his own company to produce, direct and package radio programs.

Headquarters for the new Cecil P. Underwood Company will be established in Hollywood, with a sales and service office in New York City.

Decca Shows Profit

Decca Records, Inc.'s net sales for the year ending Dec. 31, 1944, amounted to \$13,416,933, according to the annual report released yesterday.

Lea Announces Plans Re: Petrillo Hearings

(Continued from Page 1)

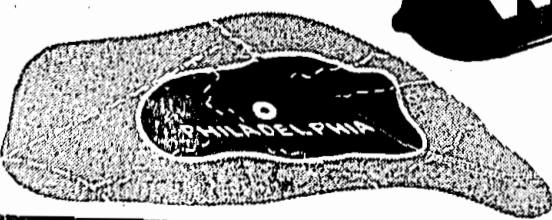
within a short time. Replies to his letter of last month asking industry leaders to outline their grievances and to suggest measures to curb Petrillo have come in, in great quantity, he said, but he has refused to make them public thus far.

Two Networks! Three City Market!!

CBS WENT MUTUAL Groversville Johnstown Amsterdam SPOT SALES, INC., Nat. Rep.

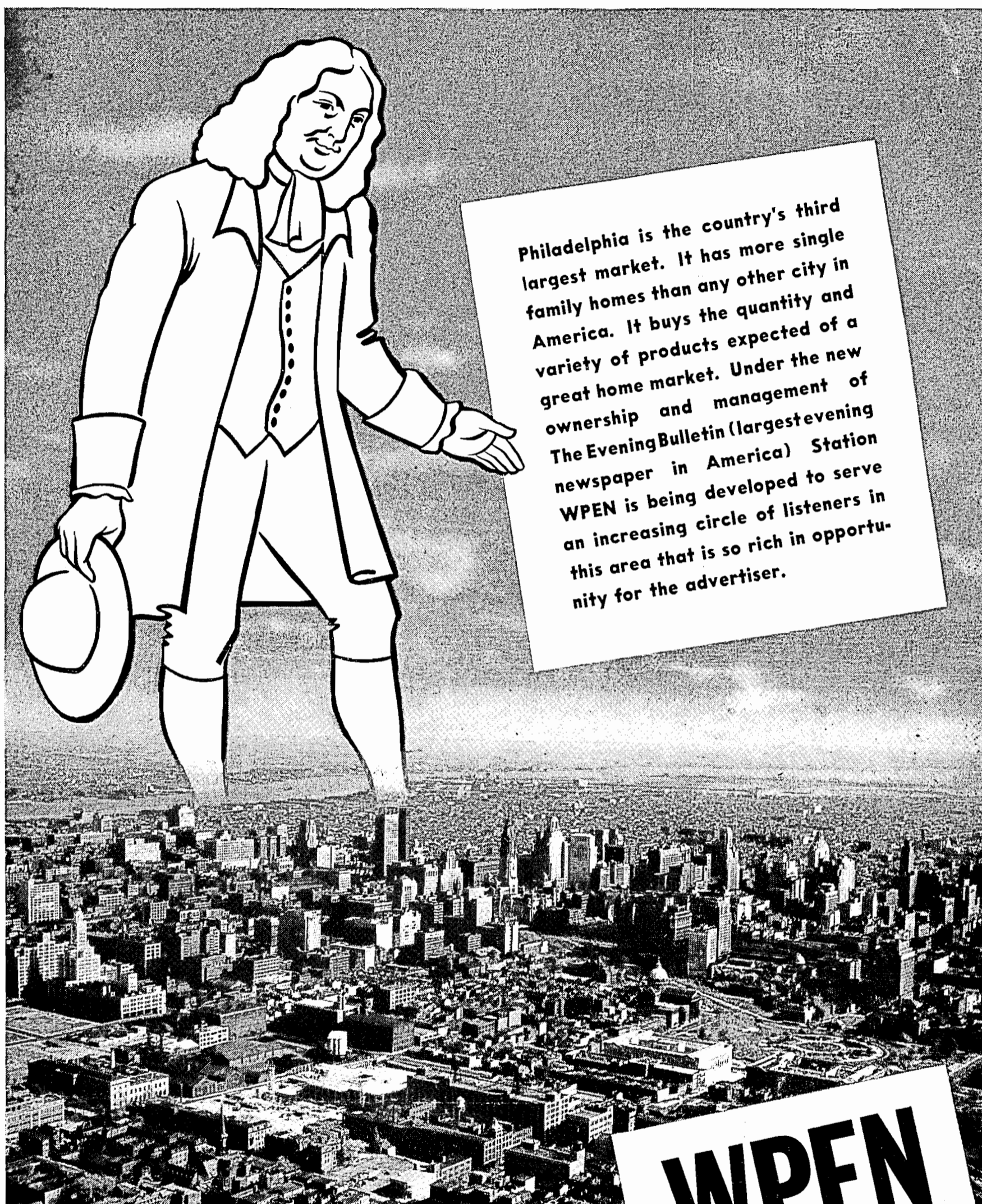
ON TARGET!

"PATTERN BROADCASTING" OVER STATION WDAS COVERS PHILADELPHIA



Cover your market with a package of spots that cover the day.

To assure intensive coverage, ask Philadelphia's Outstanding Full-Time Independent Station about "Pattern Broadcasting."



Philadelphia is the country's third largest market. It has more single family homes than any other city in America. It buys the quantity and variety of products expected of a great home market. Under the new ownership and management of The Evening Bulletin (largest evening newspaper in America) Station WPEN is being developed to serve an increasing circle of listeners in this area that is so rich in opportunity for the advertiser.

In Philadelphia—it's

WPEN

AGENCIES

DOUGLAS J. MURPHEY has resigned as supervisor of Advertising for The Metropolitan Life Insurance Company to join Warwick & Legler, Inc. as account executive.

BOB WHITE, Chicago sales consultants for the food field, has appointed The Russel M. Seeds Company, Chicago, to handle an advertising campaign. Account executive for "Seeds" is Norman E. Kraff, director of the New Products Division.

DOHERTY, CLIFFORD & SHENFIELD have added Dwane Stewart to their publicity department. He will handle the publicity on the Alan Young show. Prior to his joining the agency he was associated with World Broadcasting and NBC. He is ex-sergeant of the Army, honorably discharged.

CHARLES B. DRISCOLL, whose daily syndicated column "New York, Day by Day" is read by over five million families, was the guest speaker at the Publicity Club luncheon yesterday at the Belmont Plaza. Edna Skinner, "Oklahoma" songstress, provided the "entertainment during desert."

Special WNYC Show

WNYC will feature on today's round-table discussion broadcast the co-producers of the Broadway hit, "The Hasty Heart," and the play's author, Capt. Patrick Hamilton. The producers are Messrs. Lindsay and Crouse. The program will be heard at 1:15 p.m. from Town Hall.

Pre-Passover Program

Vice-President Truman, from Washington, and Passover ritual and music from the Army's Halloran General Hospital, Staten Island, will be featured in a pre-Passover program over CBS Monday, March 26. The eight-day Passover, commemorating flight of Jews from Egypt, begins this year at sundown March 28.



"WORCESTER and the WORLD" is making HISTORY

United Nations dignitaries are bringing new and better understanding of their 26 countries to the Worcester audience. OWI reuses these broadcasts the world over. The press hails this entire WTAG created venture, plus its Clark U. Forums and exchange short wave broadcasts.

WTAG
WORCESTER



California Commentary!

● ● ● Bill Goodwin, featured comedian on the Frank Sinatra show, is forming a "Missouri Meercham Club" to circumvent the cigarette shortage. He is lining up a number of radio personalities to join him in his organization of corncob pipe smokers. . . ● Wally Maher,

Los Angeles

regular member of the "Suspense" cast, who usually portrays tough characters in the thriller-chiller series, has just finished a flicker job that is a far cry from his radio characterizations. He doubled as the "voice" of a timid rodent in a couple of M-G-M "Screwy Squirrel" cartoons. . . ● Allen Wood, writer on the Durante-Moore program, goes East with the troupe, while his partner, Leo Solomon will go to Palm Springs for a rest. Woods was recently given an honorable discharge from the Army after being in only one month. A midwestern millinery manufacturing company wants to use window displays of Hedda Hopper's most unusual hats in stores throughout the nation, along with pictures of the CBS gossip wearing the creations. "Oh, how I'd like to go out and cut 18 holes of lawn," sighed Arch Morton, CBS executive and golf bug, 'other morning when he saw a clear and sunny sky. Radio Actress Katherine Card, regular member of Al Pearce's "Here Comes Elmer," this week finished her first movie role in Columbia's "Kiss And Tell," playing the part she created in the stage play of the same name.

★ ★ ★

● ● ● P. M. Thomas, secretary-treasurer of WJR and WGAR and financial adviser for KMPC, is visiting in Los Angeles with G. A. Richards, president of the three stations. Mr. Thomas, who has been associated with Mr. Richards for 33 years, came here on business and to be with Mr. Richards on his birthday, which was March 19th. . . ● The Los Angeles "Times" paid an editorial tribute to John S. Daggett, who was known to Coast radio audiences as "Uncle John." The "Times" launched the earlier KHJ station and at the outlet's start Daggett was its manager and announcer, in addition to serving as a writer and producer. He died last week at the age of 65.

★ ★ ★

● ● ● Klaus Landsberg, director of W6XYZ, will be married on April 2 to Evelyn Ashlin of Rio de Janeiro, at the Church of the Blessed Sacrament. Miss Ashlin is teaching at the University of Washington, but her beauty resulted in her being offered acting contracts by three major studios, including Paramount, which is the home of W6XYZ. However, she has rejected the proffers, preferring a domestic career, rather than one of acting. . . ● Garry Moore, who is under contract to David O. Selznick, has purchased an original screen story by James Brewer entitled "That's My Boy" and plans to do it as an outside picture. The story has a college background and its title is taken from Jimmy Durante's famous radio saying, "That's my boy who said that." . . ● Joe E. Brown has received the Jimmie Fidler award for meritorious war effort, a Gruen watch. The honor was bestowed because of the comedian's many entertainment tours at home and abroad on behalf of our fighting men. With his fourth overseas trip to be undertaken shortly, Joe E. will have traveled more than 160,000 entertainment miles. . . ● Pretty Sharon Douglas, who is a regular member of the cast of "The Life Of Riley," has won a featured flicker role in Paramount's "Our Hearts Were Growing Up." Dinah Shore, who has been doing a weekly quarter-hour song program for Armed Forces Radio Service for over a year (which the general public never heard) has increased it to a half-hour show. Called "Show Time" it goes to overseas fighters and is being lengthened at their request. . . ● Music Director Frank Devol last week cut his first series of recordings with his radio partner, Rudy Vallee, batoning four sides with the star.

★ ★ ★

— Remember Pearl Harbor —

SOUTHWEST

HALTOM Jewelry Co. has renewed its yearly contract of spot announcements over KGKO through Advertising Business Agency. Outlet is also airing the "Sunday Morning Headlines" for Byer-Rolnick Company, hat manufacturers, and Raymond Gram Swing, quarter-hours nightly, for Linz Brothers, jewelers.

KTSA programming includes "Remember When," quarter-hour musical show each Sunday; the latest news Monday, Wednesday and Friday, quarter-hourly at 8:30 a.m.; "Kid Reporter," children's show Saturday mornings at 8:45; and late news summary from CBS, Monday, Wednesday and Friday nights at 11 p.m.

On KONO, newscasts are heard Monday through Saturday, quarter-hourly, at 7:45 a.m. and Monday, Wednesday and Friday at 3 p.m., quarter-hour periods.

Role For Mrs. Doolittle

Mrs. James Doolittle, wife of General Doolittle, will have the role of a war mother in a sketch to be broadcast at 8:30 p.m., today on "This Is Pawling," weekly feature of WNYC.

NEWS

MARCH 19

Marks renewal of news on the hour, every hour on our first anniversary on Radio-Row-Hollywood

KMPC

LOS ANGELES
710 Kc.-10,000 WATTS

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



Edward Petry & Co., National Representative

CC Committee To Act On Denny For FCC

(Continued from Page 1)

man of the House Interstate Commerce Committee, said he feels Denny's nomination is "an excellent selection. I don't see how anyone could improve on that one," Lea said. "Denny knows what's going on, he's always backed himself up with facts before saying anything to members of Congress. I can't see any reason why he shouldn't be one of the best commissioners they've got."

KCRA Joining NBC

KCRA, Sacramento, will become an affiliate of NBC as a supplementary station on the Pacific coast network on April 15, William S. Hedges, vice-president in charge of stations, announced yesterday. Station is owned by the Central Valley Broadcasting Company and is 250 watts and 1,340 kilocycles in power.

Auditioning

Two Hollywood names will be auditioned for Mildred Fenton Production, Inc.'s new half-hour slick mystery radio series, "Once Upon a Crime." Writer for the series is Arthur Lawrence, of "Assignment Home," and "Mr. District Attorney."

Bill Proposes Fund In Ohio For State FM Radio Survey

(Continued from Page 1)

radio. A portion of the Ohio censorship fees now goes toward the purchase of educational pictures for schools.

House Bill 64, recently offered, would divert money from license fees to a fund that could be used for broad educational purposes and not restricted to visual education. According to reports here, the bill was sponsored by radio and text book interests. In some quarters it has been said that funds from the censorship fees are being sought to set up 30 FM stations in Ohio.

CBC Official Reports On Shortwave Reception

Montreal—Gordon W. Olive, chief engineer of Canadian Broadcasting Corporation who returned to Canada recently from Great Britain where he attended the Commonwealth Radio conference, said yesterday one of the chief topics of conversation at the meetings was the "phenomenal" strength of the new CBC shortwave station at Sackville, N. B. He said the Canadian station could be heard in London with strength "comparable to local British stations" and the South African delegates reported a regular reception of the broadcasts from Canada.

New FM Applications Filed In Wash. Yesterday

(Continued from Page 1)

ner in which is Lt. James V. Cosman, part owner of WPAT, Paterson, N. J. Lt. Cosman, now in the Navy, owns 49 per cent of the stock, as does Washington jeweler, Joel Kaufman, also in the Navy. Mrs. Cosman and Mrs. Kaufman each own one per cent of the stock.

Other FM applications were filed by Scripps-Howard, for Pittsburgh, with the same company also asking a tele license for that city, by KJR, Seattle, WSOM, Henderson, Ky., and WHCK, Hopkinsville, Ky.

Blue Tele Films

Arrangements have been completed with RKO Pictures for the filming of activities in the Blue web newsroom on V-E Day, Paul B. Mowrey, manager of the television department of the network announced yesterday. It was previously announced that films made by the Blue would be televised on WABD.

Col. Paley To Control Entertainment In Reich

(Continued from Page 1)

as confirmation of the report published exclusively in RADIO DAILY, issue of Feb. 15, 1945.

The former head of CBS was promoted to the rank of colonel last week. He now is in Paris.

Cornell Physics Head Gets RCA Research Post

Dr. Lloyd Preston Smith, professor of physics at Cornell University and an authority in electronics, has been appointed associate Research Director of RCA Laboratories, Princeton, N. J., E. W. Engstrom, research director, has announced. Dr. Smith's appointment fills a vacancy caused by the death of B. J. Thompson who was killed last July during a flight in an army airplane in the Mediterranean area.

KNOW-HOW shows how in Western North Carolina

The first exhaustive survey of radio listening in Western North Carolina was made by Industrial Surveys Company. WWNC is the first station of its size and the first outside of a metropolitan market to subscribe to a listener diary study. This study represents reports covering a greater percentage of radio homes than in any other market so measured. It includes those in all 12 counties in the WWNC daytime primary (and roughly the night-time primary and secondary) area.

ON TOP WITH 136

Throughout the week WWNC has 136 quarter hour periods with ratings higher than the top rating produced by any other station with any fraction of the Western North Carolina listening audience.

More Western North Carolina listeners are yours at less cost per thousand on WWNC.

WCKY

DELIVERS MORE TUNED-
IN HOMES FOR THE
ADVERTISER'S DOLLAR
IN METROPOLITAN
CINCINNATI THAN ANY
OTHER STATION.

L. B. Wilson

C B S

FIFTY GRAND IN POWER

WWNC



570 KC

Serving Western North Carolina from ASHEVILLE

Don S. Elias, Executive Director

Represented by the Katz Agency

BMB Signs Up 77% For Georgia-Alabama

(Continued from Page 1)

BMB presentation and discussion of the plan.

The BMB signed up 77 per cent at first day's meeting. Led by District Director John Bell of WBRC, Birmingham, Ala., the northern half of District 5 got away to a good start in the first day of its two-day session with 31 stations in attendance and 24 signed contracts. WBRC, Birmingham, and WJHO, Opelika, in Alabama, had signed in advance, as had WMAZ, Macon, and WPAX, Thomasville, in Georgia.

The meeting was addressed by Miss Nelson on advertising industry relations and by Feltis, who was introduced by Ryan. Senator Jack Williams, owner of WAYX, Waycross, Ga., told of his experience as a member of the NAB research committee which developed the plan, "Red" Cross, commercial manager of WMAZ, Macon, spoke, representing the sales managers committee of District 5.

Cy Langlois of Langworth Transcription Co., related his space-buying experience in a Detroit agency before the advent of the Audit Bureau of Circulations, and John Outler, manager of WSB, Atlanta, told of the original co-operation between the sales managers and the research committee starting a year ago.

Although it is felt that BMB has scored a very good record for the first day, there are several contracts promised for today.

Stations now signed are as follows: Alabama—Bessemer, WJLD; Birmingham, WAPI, WBRC, WSGN; Mobile, WALA; Montgomery, WCOV; Opelika, WJHO.

Georgia—Albany, WALB; Atlanta, WAGA, WGST, WSB; Augusta, WRDW; Cedartown, WGAA; Columbus, WDAK; Dalton, WBLJ; Gainesville, WGGA; Macon, WBML; WMAZ, WMEX; Rome, WRGA; Thomasville, WPAX; Toccoa, WRLC; Waycross, WAYX; West Point, WRLD.

General Electric Orders Show Increase of 18%

An 18 per cent increase in orders during 1944 over the same period a year ago reported by General Electric yesterday. Past year's orders totalled \$1,609,600,000 as compared with \$1,360,600,000 during the previous year. Net sales billed increased five per cent totalling \$1,353,000,000 in 1944, in comparison to \$1,288,400,000 during 1943.

The net income of the company for the year was \$50,800,000. Of this sum, \$40,300,000 was paid in dividends to the 234,732 stockholders. The surplus at the end of year rose to \$171,946,146.

General Electric's estimate of federal income and excess profits taxes for the year amounted to \$137,500,000, compared with \$131,328,000 a year earlier, an increase of five per cent. The aggregate amount of all taxes for 1944 was \$176,000,000, an increase of eight per cent over 1943, and the highest tax bill in the company's history.

Barney, Elmer Sponsored By Seven-Up Over Mutual

Comedians Barney Grant and Arthur Elmer will be sponsored by the Seven-Up Company in a new Mutual network music-comedy series beginning Wed., April 4, 8:30-9 p.m., EWT, it has been announced. "The Human Adventure," currently heard at this time, will be switched to a new time, to be disclosed in the near future. J. Walter Thompson is the agency of the new series. A vocalist and orchestra are yet to be added to the format.

Cherne To Participate

Leo M. Cherne, a former Mutualite, and author of "The Rest Of Your Life," will be one of the participants on "Let's Face the Issue," Sun., March 25, over Mutual. The subject to be discussed will be, "Should We Accept the Bretton Woods World Finance Agreement Without Change?"

WAC Begins Campaign On World Peace Plans

(Continued from Page 1)

international co-operation, and will be carried out through the recruitment of the advertising medium. The blueprints have been designed, following consultations with experts in the field of foreign relations including officials of the State Department, non-government organizations devoted to the study of international problems, journalists, economists and business leaders.

The following advertising men have volunteered to prepare copy for the campaign. Ted Patrick, Compton Advertising, Inc.; Edward Dexter, Compton; Walter Nield, Young & Rubicam; Howard Newton, J. M. Mathes, Inc.; and Silas Spitzer, Weber & Heilbroner.

Young's Statement

"In undertaking this program as part of our wartime public service we are proceeding on the premise that international co-operation is a non-partisan issue, supported in principle by both major political parties, by both Houses of Congress and, according to recent public opinion polls, by more than 90 per cent of the American people," said James W. Young, chairman of the War Advertising Council.

"We do not intend to assume the role of advocate for the Dumbarton Oaks proposals or for any other specific world organization plan. Our sole objective is to get before the people the fact that no durable international plan to wipe out wars can hold together unless it is backed by strong and continuing public opinion.

"The directors of the Council feel that through advertising the basic concept of international co-operation can be reduced to its essentials, effectively dramatized, and made more understandable to the American people."

Peter Donald To 'Umpire'

Mort Green's new package show, "Kill the Umpire," has been transcribed for audition purposes with Peter Donald featured in the lead. The program runs a half-hour with a quiz-comedy format. Donald, who plays the "umpire" role on the E.T., resigned from his WOR "Guess Who?" chores to devote full time to "Kill the Umpire," which is in the hands of several agencies.

NAB Program Heads To Aid 7th Bond Drive

(Continued from Page 1)

John R. Fetzer, radio director of the office of censorship, addressing the NAB program managers committee at its wound up its three-day session. The meeting opened Wednesday, with discussion of difficulties in personnel supply and other wartime troubles led by OWI radio chief George Ludlam.

Thursday was given over to a discussion of the Seventh Loan plans.

Following is a list of committee members who attended: Harold Fairbank, WHO, Des Moines, Iowa; Irvin G. Abeloff, WRVA, Richmond, Va.; Henry W. Slavick, WMC, Memphis, Tenn.; Eugene Carr, Treasury Dept., Washington, D. C.; Ray Shannon, WHAS, Louisville, Ky.; Clarence I. Menser, NBC, New York, N. Y.; Douglas Coulter, CBS, New York, N. Y.; William J. Adams, WHEC, Rochester, N. Y.; Robert Evans, WSPI, Toledo, Ohio; George Sutherland, WOL, Washington, D. C.; Wayne Henry Latham, WSPR, Springfield, Mass.; Elliott Stewart, WIBX, Utica, N. Y.; Robert L. Fidler, WIOD, Miami, Fla.; Robert Atherton, WMC, Memphis, Tenn.; Howard Chamberlain, WLW, Cincinnati, Ohio; Carl Vandagriff, WOWO, Ft. Wayne, Ind.; Maurice P. Owens, WROK, Rockford, Ill.; Richard Day, WDGY, Minneapolis, Minn.; Bill Bryan, KOMA, Oklahoma City, Okla.; Ed Lally, WBAP, Ft. Worth, Texas; Ralph W. Hardy, KSI, Salt Lake City, Utah; Robert H. Weston, KGO, San Francisco, Calif.; W. L. Gleason, KPRO, Riverside, Calif.; Homer Welch, KGW, Portland, Oregon; Willard D. Egolf, NAB, Washington, D. C. (Secretary).

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.

Your SALES DOLLARS TRAVEL FAR • •

Ben Ludy, GEN'L. MGR. . . when you use them on

WIBW
The Voice of Kansas
TOPEKA

THE MAN IN THE MOON IS SURE HAPPY!

YES, HE CAN HEAR WHKC, COLUMBUS, SINCE IT WENT FULL TIME, DAY AND NIGHT

NEW WAVE LENGTH 610 ON YOUR DIAL

DOUBLE POWER AND NEWS EVERY HOUR!

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.

PROMOTION

Masterwork Bulletin

(Due to the paper shortage, there may be a shortage of the number of bi-monthly brochures put out by WNYC and WNYC-FM, New York City's municipal station; however, this promotion piece, "The Masterwork Bulletin," is just as complete and as lucid as its predecessors have been. In addition to the program listings, from March 1 to April 30th, the brochure highlights all the live concerts that are carried by the station: Witkowski, Ballet Russe, Carnegie Hall, Frick, Ballet Theater, City Center Opera, etc. And near the end of the book there's a chapter of scenes "Behind the Mike," a particularly interesting department.

Marfree Expands

A new feature of Marfree Advertising Corporation publicizing various shows on the stations, gives individual copy for each on the pictures supplied by Marfree. New stations which have taken advantage of Marfree service include: KWKH, Shreveport; WTHS, Hot Springs; WHBL, Sheboygan; WPAY, Portsmouth, and WENT, Gloversville.

Women Commandos

Latest WKY promotion is on Julie Benell's program, "Women Commandos," and is in connection with the radio clinic conducted on "The Returned Serviceman." Exclusive interviews by Miss Benell with military and civilian authorities on rehabilitation problems as broadcast from January 29 through February 9 have been printed, together with suggestions for using the messages by Oklahoma Natural Gas Company sponsors. Promotion is pointed particularly at groups and clubs.

**NAB Issues Bulletin
On Selective Service Cases**

(Continued from Page 1)

out that the revised policy anticipates increasing necessity for the induction of physically fit registrants in the age bracket 18 through 33. This is made necessary because of the failure of the 18 through 26 bracket to supply the requirements of the Armed Forces. A distinction is made with respect to registrants in the age bracket 30 through 33 and those 34 through 37. A registrant 30 through 33, to be deferred, must be "necessary to" as well as "regularly engaged in" an activity in war production or in support of the national health, safety or interest, while a registrant 34 through 37 need only be "regularly engaged in" such an activity.

The War Production Board has been designated as the "certifying agency" for men engaged in broadcasting in the 18 through 29 age group. However, while WPB is the agency for domestic and international broadcasters, employers failing to secure certification by WPB may still pursue their request for deferment, as heretofore, before the local board.

The NAB Handbook quotes a portion of the WPB fact sheet: "The WPB program for certification of deferment requests will enable WPB to certify as to the irreplaceability and indispensability of a limited number of essential employees under 30 years of age who are engaged in

war work and essential civilian activities. The WPB certifications will guide local draft boards in passing on requests for deferments by employers whose activities fall under the jurisdiction of the WPB. (Note: This includes domestic and international broadcasting). The procedures will cover all men who were classified as 2A or 2B on Jan. 1, 1945.

"The prospective draft calls for the next six months will make it possible to provide protection for only a vital 'hard core' of workers under 30 who are engaged in war production and war supporting activities. (Note: This includes domestic and international broadcasting). Certification as to essentiality by WPB will assist local draft boards in making decisions which will have the most favorable effect on the war effort. Such certification will ordinarily be required on employers' requests for deferment. While local draft boards retain their discretionary powers, it should be fully understood by each employer that he should not generally expect requests for deferment on Form 42A (Special-Revised) to be honored by local draft boards unless certified by an authorized certifying agency."

EQUIPMENT

Favors FM Allocations

During the recent hearings on the FCC proposed FM allocations, Cyrus T. Read, sales engineering director of The Hallicrafters Company, went on record for his organization as among those favoring the proposals of moving FM to 84 and 102 megacycles.

4th "E" Award

Stressing the urgency for continued support of all war workers to back up America's fighting forces, Admiral C. C. Bloch, USN (Ret.), Chairman of the Navy Board for Production Awards, congratulated employees of the Radiomarine Corporation of America for their "splendid production record" and notified Charles J. Pannill, President of Radiomarine, of the award of a fourth star for the company's Army-Navy "E" Flag.

OFF THE AIR
**REFERENCE RECORDINGS
IN CHICAGO**
L. S. TOOGOOD RECORDING CO.
221 N. LA SALLE ST. CHICAGO 1, CENTRAL 5275

Stations Cooperate

WOV's new 15-minute weekly series, "Hats Off To Our Eagles!", heard Mondays, 10:15 p.m., is a program collaboration with WSUN, St. Petersburg, Fla. The format provides for interviews with members of the Army Air Forces from the New York area who are now at the AAF Convalescent Hospital in St. Petersburg, Fla. The program is a transcribed series produced by J. A. Frohock of WSUN, under the direction of the

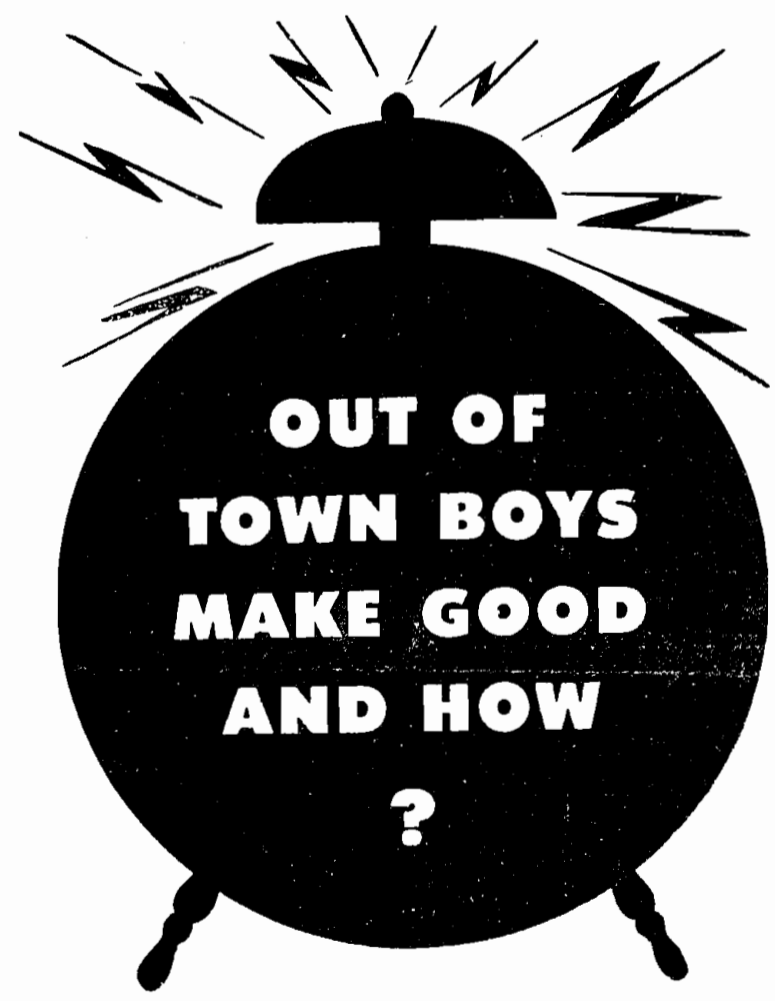
Send Birthday Greetings To-

March 20

- | | |
|------------------|-----------------|
| Adelbert Burdick | Stuart Metz |
| Ozzie Nelson | Bill Wigginton |
| Lawson Zerbe | Lowell Smith |
| Judith Evelyn | Leonore Hershey |

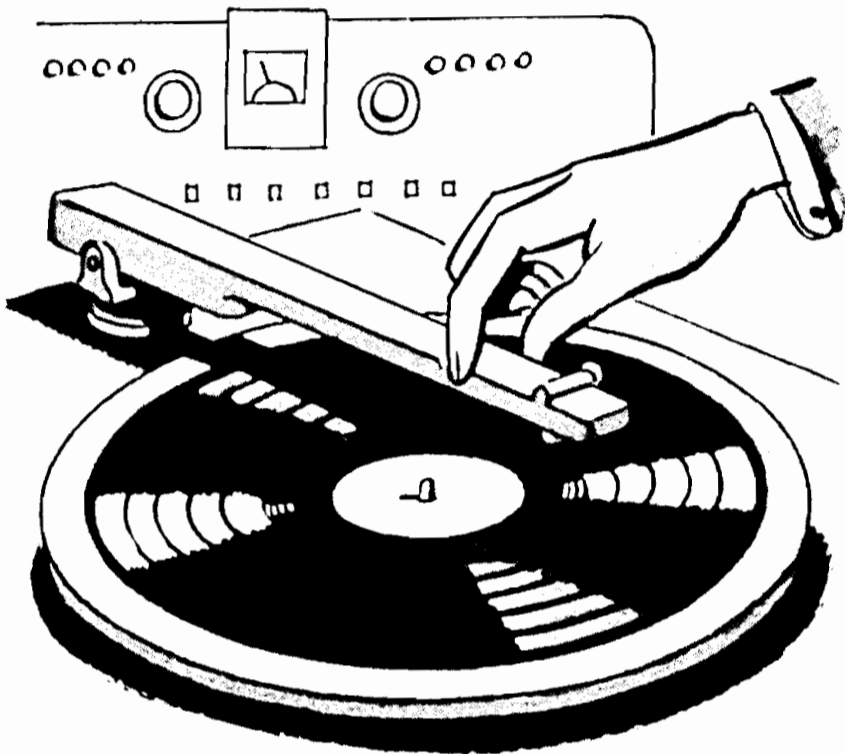
1st CHOICE IN CHATTANOOGA IS

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

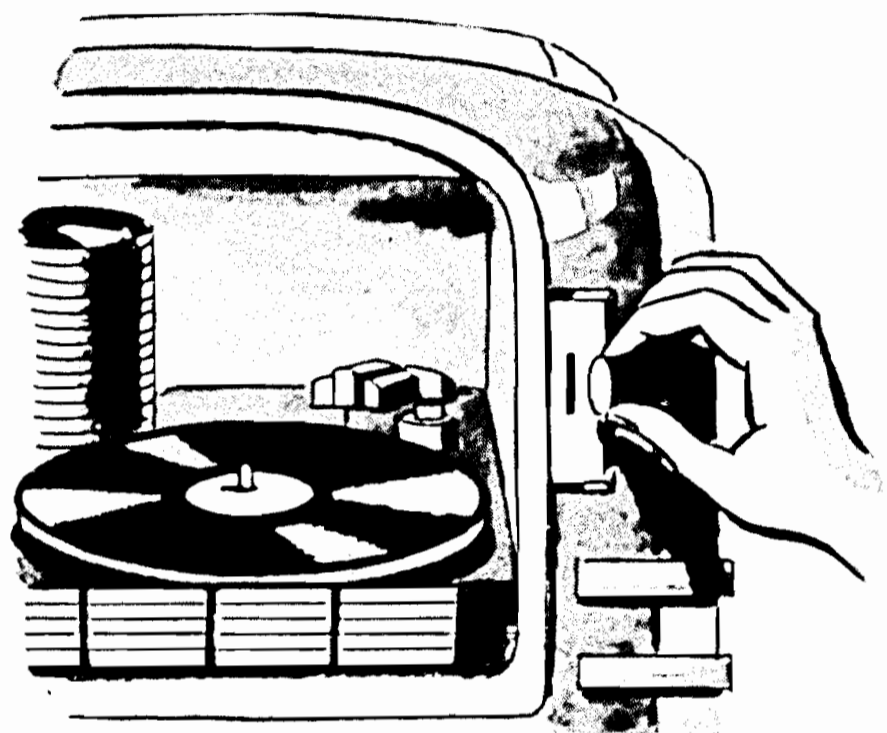


KW
CBS - 560 KC.
PURPOSEFUL SERVICE TO FARMERS
DENVER
REPRESENTED BY THE KATZ AGENCY

Why pay
for this,



...and only
get this?



IT TAKES RADIO music to build radio audiences. That's what you want when you buy a library service. And that's why there's *no better buy* than ASSOCIATED!

For ASSOCIATED is the library that has always offered exclusively *radio-grooved* entertainment. Glamorous *production* music—elaborate units—truly network-calibre program material. For instance:

RAY BLOCH ORCHESTRA AND CHORUS — 33 musicians, 14-voice chorus, 3 top soloists • ROY SHIELD AND ORCHESTRA — 34 musicians • ALFRED WALLENSTEIN AND CONCERT ORCHESTRA — 33 musicians • ASSOCIATED GRAND OPERA COMPANY

— 32-voice chorus, 8 soloists, 60-piece orchestra under Cesare Sodero • D'ARTEGA AND ORCHESTRA — 26 musicians • ANDRE KOSTELANETZ — 40 musicians, mixed chorus of 14 voices • AL GOODMAN AND ORCHESTRA — 33 musicians • FREDDIE RICH AND ORCHESTRA — 20 musicians, mixed vocal group of 7.

It's this distinctive *bigness*, so sharply contrasted to other forms of musical entertainment, that *makes* radio. And that makes the *right* library pay off!

There's further proof in the ASSOCIATED LIBRARY booklet — yours for the writing. Associated Program Service, 25 West 45th Street, New York 19.

Associated Program Service

MOST Hours of the Best **RADIO** Music

Noted by *Time* presented by Loren Watson . . . 400 Madison Avenue, New York City

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 30, NO. 55

NEW YORK, N. Y., WEDNESDAY, MARCH 21, 1945

TEN CENTS

AT&T Asks Radio Relays

Cowles Addresses Boston Advertisers

Boston—Speaking before the Advertising Club of Boston at a luncheon yesterday Gardner Cowles, Jr., Des Moines publisher and radio station operator, declared that "the retail advertiser is learning how to use radio effectively and will put more of his advertising dollars in that medium in the future."

"I think that radio is still in its infancy although it has become an amazingly lusty infant," Cowles said. "Of national advertising appropriations spent with magazines, news-

(Continued on Page 13)

High School Students Cast For Tele Discussion Show

Fifteen New York high school students will participate in a television discussion program, "There Ought to be a Law," over WCBW, CBS video station in New York, on Wednesday, March 21, 8:15 to 8:45 p.m. The discussion, patterned after Congress, will be produced by Ben Feiner and professional actors will impersonate the "Speaker" and "Clerk of the

(Continued on Page 14)

New Capitol Radio Gallery Will Open With Reception

Washington Bureau, RADIO DAILY
Washington—A reception is being planned now for the opening of the new, enlarged radio gallery quarters on the Senate side of the Capitol. Members of both houses will be invited to participate in the celebration of the conclusion of a struggle

(Continued on Page 2)

Anniversary Contest

Los Angeles—West Coast radio stations, writers and producers have been invited to participate in a contest sponsored by Packard-Bell Company, peacetime makers of radios, in celebration of radio's twenty-fifth anniversary. Company is offering cash awards of \$600 to be paid for the radio program which best dramatizes the theme, "25 Years of Radio Broadcasting." Awards will be made for programs produced between May 1 and June 1.

Ohio Cities Prepare For Summer Time Sked

Columbus, O.—Majority of Ohio cities will switch their clocks this Spring between April 1 and May 1, causing the resulting confusion to program directors and radio listeners. The change will move clocks ahead an hour from Central War Time to Eastern War Time.

Cities which will make that switch on April 1 are: Bellefontaine, Cam-

(Continued on Page 14)

Women Engineers Given Full Time Roles At NBC

Two of three women studio engineers who have been serving apprenticeships with the NBC Engineering Department will take over full time duties on various network and local programs soon, it was announced yesterday.

(Continued on Page 2)

Survey Shows Tele Market With Big Post-War Prospects

Following a recent survey of more than four months of all economic groups in large cities, small cities, country towns and farms—from Maine to the West Coast—the Stewart, Brown and Associates have concluded that approximately 50 per cent of American families interviewed want television and are willing to pay ex-

tra for it. This survey was conducted for the Sylvania Electric Products, Inc., who seek to determine a basis for their post-war sales and employment planning.

From the aforesaid figures, Sylvania concludes that approximately 30 per cent (or 29.3 per cent) of the per-

(Continued on Page 15)

Grab a front seat in the Northern New England market by selling over station WLAW. Send for coverage map.

Judge for yourself! Try WLAW and see how it brings response. Coverage map on request. Advt.

Seven Stations Between N. Y. C.—Boston To Be Used In Microwave Testing And Experimentation In Tele

BMI-Marks-Ascaph Suit Under Way In N. Y.

Washington Bureau, RADIO DAILY
Washington—Authority to build seven radio relay stations between New York and Boston was requested of the FCC yesterday by the American Telephone & Telegraph Company. While the AT&T move is a part of its program to test the use of microwave radio transmission, experiments also would be made over the system with sound television.

(Continued on Page 14)

Mueller Re-Assigned To South Pacific Post

Merrill Mueller, NBC war correspondent who recently returned from the European theater, is en route to the Philippines where he will act as field director of Pacific operations of the network, William F. Brooks, di-

(Continued on Page 2)

Experimental Tele Program For Children

A full-hour weekly experimental program series designed for children consumption will be telecast over NBC's tele station WNBT, beginning

(Continued on Page 2)

Eight channel assignments are requested in the application. Each channel would be 20 megacycles wide, and

(Continued on Page 14)

Freon Supply Ample For Radio Needs

Indications are that broadcasters will be able to obtain just about all the Freon they actually need for studio cooling this Spring and Summer. New Freon plants brought in last year have increased the supply to such an extent that a large quantity has been put aside for comfort cooling;

(Continued on Page 15)

Nick Carter Show To Add 95 More Mutual Stations

Currently being broadcast over 15 stations, the Nick Carter series will add 95 more stations on the Mutual network, beginning April 22, it has been announced. Acme White Lead

(Continued on Page 2)

WORLD, Boston, just after having just finished blood donors drive in which the station took its place among outstanding organizations of Boston in that worthy cause, now is putting shoulder to wheel for Red Cross. Station's personnel has scored 100% in drive for membership.

As a feature of participation by WNYC in the campaign of the R. C., four dramatizations by the all-city workshop are being aired. They are 'High Water,' 'Volunteer Nurses Aide,' 'Within the Minute' and 'Number 751.' All were listed for broadcast each week this month.

RADIO DAILY



Vol. 30, No. 55 Wed., Mar. 21, 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, March 20)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel & Tel.	162½	162½	162½	+ ¼
CBS A	34	34	34	—
CBS B	34	34	34	—
Farnsworth T. & R.	14¼	13¾	13¾	— 3/8
Gen. Electric	40¾	40¾	40½	— 1/8
Philco	34¼	34	34	— 5/8
RCA Common	11¾	11¼	11¼	— 1/2
RCA First Pfd.	82¾	82¾	82¾	— 1/8
Stewart-Warner	17¼	16¾	16¾	— 3/8
Westinghouse	127½	126½	126½	— 1/2
Zenith Radio	38¾	38¾	38¾	— 1/8
NEW YORK CURB EXCHANGE				
Nat. Union Radio	5½	5¼	5¼	— 1/8
OVER THE COUNTER				
Du Mont Lab.		Bid 75/8	Asked 83/8	
Stromberg-Carlson		Bid 18¾	Asked 19¾	
WCAO (Baltimore)		Bid 25	Asked 25	
WJR (Detroit)		Bid 41	Asked 43	

20 YEARS AGO TODAY

(March 21, 1925)

The Lit Brothers' station in Philadelphia formerly known as *WDAR*, has had its call letters changed to *WLIT*, according to notice in *The Radio Service Bulletin*, published monthly by the bureau of navigation of the Department of Commerce.

New Capitol Radio Gallery Will Open With Reception

(Continued from Page 1)

stretching over several years to obtain larger quarters for the gallery.

The new room, approximately 30 feet by 30, directly adjoins the present radio gallery and will be ready for occupancy shortly after Easter. Present quarters had become inadequate since the association had grown to more than 80 radio news correspondents representing 21 networks, stations and radio news agencies.

Special broadcasting booths will be constructed in the new gallery quarters for on-the-spot broadcasts of Senate developments. The room overlooks the Capitol Plaza making it ideal for broadcasting of future inaugurations, parades and other special events. The room will provide comfortable working space. It has a large wood-burning fireplace and overstuffed leather furniture.

The new gallery formerly was occupied by Leslie L. Biffle when he was secretary to the Senate majority. With Biffle's promotion to secretary to the Senate he "willed" the room to the correspondents. Sen. Harry Byrd (D.) of Virginia and the Senate Rules Committee approved.

Experimental Tele Program For Children

(Continued from Page 1)

Saturday, April 7, 7-8 p.m., it has been announced by John F. Royal, vice-president in charge of television for NBC.

With tentative plans to start a survey the latter part of April, Royal will send questionnaires to the television-set-possessing homes to determine the children's evaluation of these programs which will feature live talent, motion pictures, puppet shows, etc. The program has not been restricted to any particular number of week, but is expected to run on "indefinitely."

Women Engineers Given Full Time Roles At NBC

(Continued from Page 1)

terday. They are Kathleen Reynolds, formerly of WBAP, Forth Worth and Ruth Thomas who studied radio at New York University and was formerly a studio engineer for OWI. Marjorie Allen, still serving her apprenticeship, will be assigned to a full time job later.

Mueller Re-Assigned To South Pacific Post

(Continued from Page 1)

rector of news and special events, announced yesterday. Mueller will relieve George Thomas Folster who is returning to the United States for rest and re-assignment.

Stork News

Son was born yesterday to Mr. and Mrs. John Hooley, in New York. Father, who was formerly with WNEW, and the BBC is currently the combined American network representative working out of Guam and other bases. He received notification of the new five-pound 12 ounce arrival through the courtesy of one of the network news rooms, whose news director cabled him.

Joins CBC Board

Montreal—Premier Mackenzie King announced this afternoon the appointment of Albert Wentworth Trueman, superintendent of schools Saint John, New Brunswick, as a member of the board of governors of Canadian Broadcasting Corporation.

Nick Carter Show To Add 95 More Mutual Stations

(Continued from Page 1)

and Color Works sponsors the program heard Sunday, 3:30-4 p.m., EWT. However, the new time for the 110 stations will be changed to 5:30-6 p.m., EWT. The "Shadow" series, currently heard on Sunday, 5:30-6 p.m., EWT, will terminate its run April 15, for a hiatus of approximately four months, and will resume broadcast in September. Henri, Hurst & McDonald, Inc., of Chicago is the agency.

Bread Co. Buys Time

Ward's Tip-Top Bread will be commercialized on seven stations scattered through the country, in a new 15-minute dramatic series featuring Tennessee Jed. Initial broadcast of the 13-week series will be made April 2, and will be heard Mondays through Fridays. Stations to carry the program are: WBRC, Birmingham, Ala.; WNAC, Boston, Mass.; WEAN, Providence, R. I.; WHK, Cleveland, O.; KWK, St. Louis, Mo.; WFBR, Baltimore, Md.; WGN, Chicago, Ill. J. Walter Thompson is the agency.



Hook them . . . then boat them

A fish that hasn't come to gaff is still a long way from being in the boat. And a radio audience that doesn't produce sales at low cost, misses the boat too.

Advertisers and buyers of radio time are taking a new look at the figures all over the country. And when they look at Baltimore . . . W-I-T-H gets the okay oftener and oftener these days.

The shrewd radio advertiser has found a common denominator for smarter time buying . . . he's using *coverage, popularity, and cost*. Using that sane 3-way yardstick in Baltimore, they're finding that W-I-T-H produces the greatest results per dollar spent.

If you have something to sell in this 6th largest market . . . W-I-T-H is your best bet.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

Chicago's
BEST NEWS SERVICE
AP-UP-INS
W-I-N-D
560 KENNEDY BOULEVARD

WDAS AUDIENCES HAVE BEEN *Loyal* FOR OVER TWENTY YEARS

PHILADELPHIA knows that this loyalty makes WDAS the best dollar buy in this area. That's why 78% of its sponsors renew regularly.



FOR THE FIRST TIME...

Labor, Agriculture, Business

**talk war and the waging of peace on the
new NBC program "AMERICA UNITED"**

• For the first time in history, the facilities of a national radio network have been made available at a regular period each week to major labor, agricultural and business organizations for co-operative programs—discussions of important objectives under the war and post-war economy.

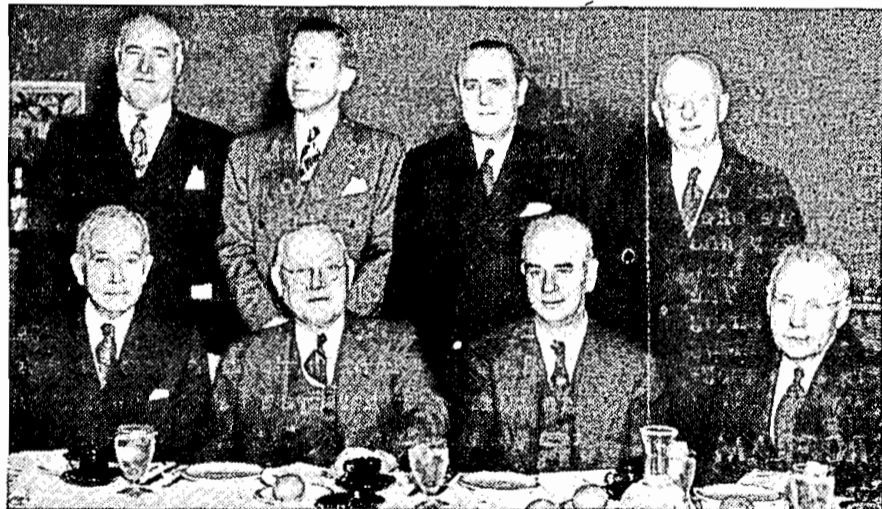
Result: throughout 1945, leaders representing the Big Three of the home-front participate in a significant NBC public service program, *America United*.

Leaders of the American Federation of Labor, the Congress of Industrial Organizations, the American Farm Bureau Federation, the National Grange and the United States Chamber of Commerce choose subjects and programs broadcast every week.

Each of these groups carries tremendous responsibility for supplying the war effort. Each sponsors vital economic plans and

philosophies. Once again NBC pioneers in service to its listeners.

America United is a distinguished addition to the long list of outstanding public service programs which help to make NBC *The Network Most People Listen to Most*.



SUPERVISORS AND ADVISORY COMMITTEE OF "AMERICA UNITED"

Seated, left to right: Edward A. O'Neal, President, American Farm Bureau Federation; William Green, President, A. F. of L.; Phillip Murray, President, C. I. O.; Albert S. Goss, Master of National Grange. Standing: Frank E. Mullen, Vice President and General Manager, NBC; Eric Johnston, President, U. S. Chamber of Commerce; Niles Trammell, President, NBC; Dr. James Rowland Angell, Public Service Counsellor, NBC.

National Broadcasting Company

America's Number 1 Network

1945—Radio's 25th Anniversary—Pledged to Victory!



A Service of Radio Corporation of America

BOSTON SYMPHONY REVIEWS

by Leading Radio Editors

March 17th Concert

Gluck's Overture to
"Iphigenia in Aulis"
Beethoven's Symphony No. 7
In A Major Op. 92

SOPHIA KONDOS

Moline Daily Dispatch,
Moline, Illinois

Like an artist painting a canvas of incredible beauty with a dash of warm passionate red and a sweep of cool blues and greens, Serge Koussevitzky created a musical tapestry for his radio audience Saturday night, and attained the enviable faculty of projecting the Boston Symphony of the air from a vast auditorium in the East to countless homes throughout the country and bringing to them a rare musical treat.



It would be difficult to discriminate, knowing well the story behind Gluck's Overture to "Iphigenia in Aulis." We were thrilled by its musical interpretation. However, since Beethoven ranks first on our list of favorite composers, we offer deep bows to Dr. Koussevitzky and his orchestra for a musical bon mot, Symphony No. 7 in A Major. The soft, wistful playing of the string section embraced and swept along by the strong bass were truly magnificent.

MARCH 24th PROGRAM

Richard Burgin Conducting
Mahler's Symphony No. 4 in G Major
Soloist, Mona Paulee

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—
furthering American Good Living"



Radio Is My Beat . . . !

• • • What is probably Jerry Devine's most ambitious undertaking to date in his long and varied career as a topflight writer-director, will be a new series tagged "This Is Your FBI," to debut on the Blue on Friday, April 6th, at 8:30 p.m. The new ainer will be an authentic dramatization of cases direct from the files based upon actual sabotage, espionage, kidnaping and other Federal offenses investigated by the FBI, and will be presented as a public service by the Equitable Life Assurance Society. G-Man Chief J. Edgar Hoover has already given the show his official blessing and said, among other things, that the FBI was glad to lend its co-operation to Jerry Devine in this series, stressing the fact that the bureau was created to protect the people of the United States from its enemies within and that they are entitled to know of its work. In effect, he concluded, the new show will constitute a report on the part of the FBI to the radio audience. Thomas I. Parkinson, president of Equitable, also expressed deep gratification and pride in being associated with the FBI ainer. Devine, who already writes and directs radio's top thriller, "Mr. D. A.," will direct as well as produce the new series. Warwick & Legler is the agency handling it.

☆ ☆ ☆

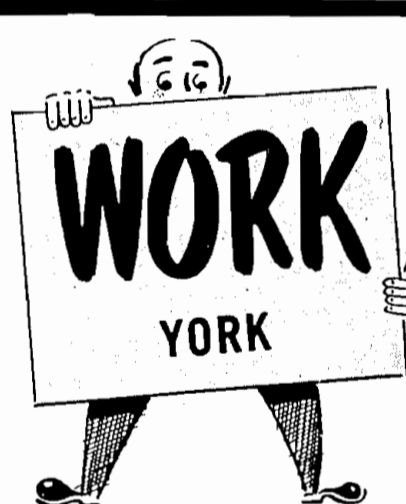
• • • Fooling around with the dials: Milton Berle, as usual, was dynamite Sunday nite on somebody else's program—this time it being Kate Smith's. Another heavy laff-getter on the same stanza was good old reliable Lulu McConnell. . . . A. L. Alexander and his Mediation Board handle some mighty delicate problems in an adult manner—proving once again that radio can drop its swaddling clothes. . . . Coincidentally enuf, John J. Anthony's opener brought out a problem similar to the one Alexander faced, but the humor surely wasn't intended when he asked a woman (who said she had just been married a month and was going to have a child) if it was her first! . . . You have to trot out the superlatives whenever you talk about Ralph Edwards. His pinch-hitting for Phil Baker the other nite was jet-propelled stuff. . . . Sid Shalit, batting for his boss, Ben Gross, radio ed of the News, on WHOM Sunday afternoon, showed plenty of pace and savvy. Irv Marsh, assistant sports ed of the Herald-Trib, on the same session, rates a spot of his own, his color yarns being that solid. . . . Chico Marx paraded out something new and something old on "Hall of Fame"—but old or new, it's all the same to us so long as it's Chico who's handling the delivery.

☆ ☆ ☆

• • • Small talk: Slight hitch in Billie Burke show may keep Henny Youngman on the air a week or so longer. Agency can't make up its mind whether to originate show from here or coast. Meanwhile three clients are bidding for her ayem show. The one who gets it will be the one who can get CBS time. . . . Dick Kollmar landed the title role in "Boston Blackie." . . . Ted Lloyd up for an important promotion at 20th-Century Fox. . . . Rumor around that Camels may possibly cut out their radio advertising during the shortage or for the duration. Are they kiddin'? Haven't they heard of what happened to Sweet Caporals, Meccas, Murads, Fatimas—or even the Gold Dust Twins! . . . Personal nomination for busiest (and prettiest) director in radio: Jeanne Harrison, who handles over 18 transcribed shows a week for Ziv. . . . Aside to Earl Wilson: Howcome you and Nick Kenny are the only columnists in town not to be sandwiched at Reuben's? . . . Diane Courtney off for Florida in a week to break in new vaude routine. . . . Frank Cooper & Bea Wain have come to an amicable parting. . . . Ray Bloch's pint-sized drummer drew plenty of laffs by passing out cigars when his wife had adopted a baby girl. . . . Larry Menkin taking army physical next week. . . . Frankie Carle is the first sweet band to play Tunetown Ballroom in St. Louis and broke every existing record there. . . . Artie Dunn, of the Three Suns, who oughta know, tags Hank Sylvern as the best organist in the country.

—Remember Pearl Harbor—

IN PENNSYLVANIA THE TRI-PENN MARKET



produces sales
for you

• The Tri-Penn primary area is a rich region in the heart of Pennsylvania — which is not covered by any other station.

Write main office — 8 West King St., Lancaster, Penna., or

Sales Representative

RAYMER

NBC — **MUTUAL**

TELEVISION DAILY

Copyright, 1945, by Radio Daily Corp.

★ ★ ★ SECTION OF THE RADIO DAILY • MAR. 21, 1945 ★ ★ ★

Tele Progress Indicated

Tele Industry Plans For 1945 Video Development

Anticipating that the Federal Communications Commission will announce the final settlement of allocations as it relates to television next month the industry is making plans to be ready for production of television sets and broadcasting equipment as soon as the war ends.

It is the consensus of opinion in New York that the FCC will stick to the first recommendations for video in announcing the final allocations. In January they proposed that com-

(Continued on Page 8)

New Staff Changes Announced By WABD

George Lowther, radio writer and producer, has been appointed executive producer of WABD, Du Mont television station, New York, Samuel H. Cuff, general manager, announced Friday, in making public staff changes in the program department.

Louis Sposa has been named manager of the program service department and Bob Bright has been engaged as the new art director of the station. A motion picture department under the supervision of Eleanor Balz has also been installed.

(Continued on Page 9)

Tele Programming Reviewed By WRGB

Schenectady—A hint for post-war television stations that much good talent may be found in their own backyard is suggested by the program activities of WRGB, G.E.'s television

(Continued on Page 8)

French Tele Plans

Sponsorship of television in France during its experimental stage, expected to be resumed at once, will be maintained exclusively by the French government, according to a statement made by Pierre Schaeffer, French radio executive who is now in the United States.

Tele Topics of Today

Nine commercial television stations are now operating in the United States: three in New York City; two in Chicago; one in Schenectady, one in Philadelphia; two in Hollywood.

112 applications for television stations were pending before the Federal Communications Commission in Washington as of March 5, 1945.

27 stations licensed to conduct experimental television broadcasting are now operating in the United States.

Cost of post-war television receivers will range from \$150 for the smaller projected image models to \$750 for de luxe receivers which will include AM and FM radio in their cabinets.

First television network was established the past year linking stations in Philadelphia, New York and Schenectady.

Estimated cost of television station equipment (pre-war cost basis) range from \$250,000 to \$300,000 and includes studio, equipment, field pickup equipment, installation, sound, lighting, etc.

Paramount problem of television at the moment appears to be production with two schools of thought on "live" and film video shows.

Television Broadcasters Association with a membership of 38 companies associated with the industry is leading trade organization.

Experts forecast use of relay or booster stations in development of tele networks.

Several eastern seaboard organizations are experimenting with networks. These include General Electric, International Business Machine, Raytheon, American Telephone and Telegraph Company and Radio Corporation of America.

Leading advertising agencies have established television departments but regard video programming at this time as having only experimental value.

Industry is awaiting final allocations of FCC and end of war for immediate commercial development of video.

Advance Showing RCA Receivers Trade Event

Technical advances of the RCA-Victor television receiver shown in New York last week were discussed in the trade this week as indicating that the postwar line of receivers will feature combinations which include video, FM and AM radio.

It is probable, according to manufacturers, that RCA will be only one company producing a popular priced television receiver, using the reflected image. Several other experimental models, ranging in price from \$100 to \$400 are said to be in the process of development. Some manufacturers

(Continued on Page 7)

Sees Color Television Development To Come

Washington—Television with full natural color within two years after the end of World War II was offered as a possibility by Clyde M. Hunt, Chief Engineer of WTOP, in a recent talk before the Washington Chapter of the DAR.

"One or two years will be required for engineers to prove by field tests

(Continued on Page 9)

Will Dramatize OPA Story On WNEW-WABD Show

"Soldiers With Coupons," the WNEW-OPA dramatic story of the government's fight to hold the line on prices and to help fight inflation, will be presented over WABD, Du Mont television station, Sunday, March 25, 9 to 9:30 p.m. The exact time will be announced shortly.

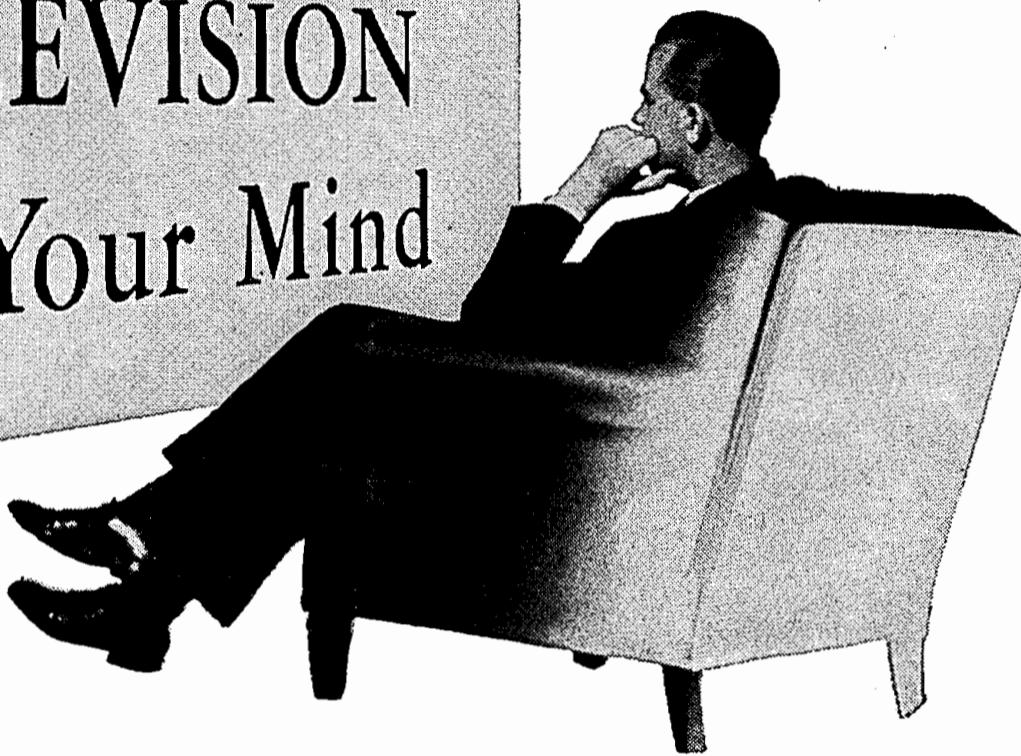
Featured on the television version

(Continued on Page 8)

Preview Of Tomorrow

Macy's, New York department store, is reported planning a special store exposition titled, "Preview of Tomorrow" which will feature, among other things, a complete line of television receivers. The exhibit, according to reports, will cover the entire 5th floor, and will be ready in September.

If You Have TELEVISION On Your Mind



MANY enterprising individuals will make fortunes in the operation of television stations—and have a barrel of fun doing it. Right now, some of these people are asking if there's enough cost data available to discuss economics and television potentials in the same breath.

We think we have most of the answers—gained through DuMont's: 1—design and construction of 3 of the nation's 9 television stations (more than any other company); 2—experimental operation of our own pioneer television station, WABD New York, for more than 4 years, and 3—development of commercial program-

ming techniques in collaboration with leading advertisers and advertising agencies. DuMont's television economics are strongly weighted by the low operating cost, extreme flexibility and rugged dependability of DuMont station equipment.

It is important that prospective station operators arrange *now* for early postwar delivery of station equipment...and anticipate needs in trained operating personnel. Both are assured through the DuMont Equipment Reservation Plan. Our aid, too, will be given gladly in preparing applications to the Federal Communications Commission. Call, write or telegraph today.

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DUMONT



Precision Electronics and Television

ALLEN B. DUMONT LABORATORIES, INC., GENERAL OFFICES, 2 MAIN AVE., PASSAIC, N. J.
TELEVISION STUDIOS AND STATION WABD, 515 MADISON AVENUE, NEW YORK 22, N. Y.

Tele Trade Discuss New RCA Receivers

(Continued from Page 5)

will specialize in small portable receivers priced to sell under \$100, it is reported.

The features of the new RCA receiver which produces a 16 by 21 1/3 inches image are enumerated by engineers as follows:

1. A reflective optical system which collects from the image on the receiving tube and projects onto the viewing screen about six times as much light as could be delivered from tube to screen by a conventional F:2 movie projection lens, without loss in image quality.
2. A built-in translucent plastic viewing screen with molded surfaces designed for even distribution of light over the area of the screen and distribution of transmitted light within the normal viewing angle.
3. An automatic frequency control system which virtually eliminates picture distortion caused by interference from automobile ignition and other noise impulses.
4. A new high-voltage type of cathode ray tube which produces a brilliant initial image on the face of the cathode-ray receiving tube.

Pre-War Optical Development

The optical system, which was developed by RCA Laboratories engineers before the war, consists primarily of a spherical front surface mirror and an aspherical correcting lens. The mirror may be visualized as a shallow bowl, with its reflective coating on the concave surface facing the light source. The lens is flat on one side, with the opposite surface rising slightly at the center and at the edges, but depressed in the intermediate area.

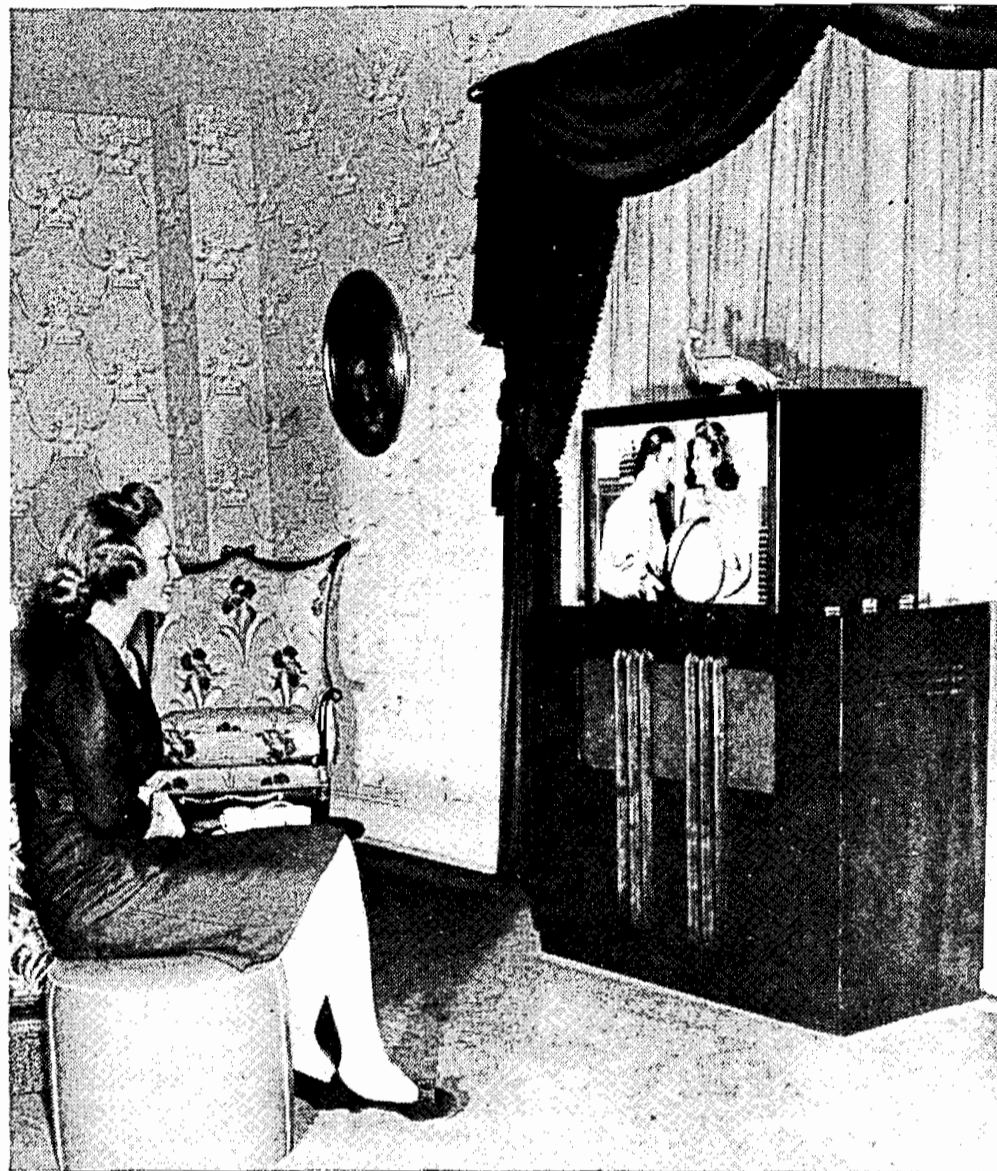
The system is mounted with the image end of the receiving tube facing downward through an opening in the center of the lens and facing the center of the mirror. Images appearing on the face of the tube are picked up by the mirror and reflected through the aspherical lens to the back of the viewing screen.

The Viewing Screen

The great light-gathering power of this optical system makes it possible to transfer to the viewing screen a large percentage of the light produced on the face of the tube, whereas the efficiency of a conventional projection lens in such an application is extremely low. The function of the aspherical lens is to bring the light reflected by the mirror to a sharp focus on the screen. A major obstacle to the development of the system was the time and cost involved in making aspherical lenses from glass. RCA engineers solved the problem by devising methods and equipment for molding the lenses from a transparent plastic material.

Two different optical problems have

New RCA Tele Receiver



Here's a view of the new RCA Victor television receiver which projects an image 16 by 21 1/3 inches, using an optical system. This receiver was viewed by the press at the RCA building in New York last Thursday.

been overcome by special features of the new translucent viewing screen developed by RCA. One problem faced by the designers was a tendency which the screen would normally have to develop a "hot spot," resulting in a glare in the center and insufficient light in other parts of the image. Solutions were found in a combination of principles which have been incorporated in the molded design of the screen assuring both even distribution of light over the image and a proper distribution of transmitted light within the normal viewing angle.

Automatic Frequency Control

The automatic frequency control discriminates between the transmitted synchronizing impulse and any stray noise impulse, which otherwise might trigger the sawtooth wave voltage prematurely, by fixing a time interval for the former and shutting out impulses which do not arrive on schedule.

Without some such control, noise interference could throw the scanning beam in the receiver out of synchronization with the one in the transmitter, causing the former to "black

out" and return on some lines of the picture before they were completed. "Tear outs" and ragged edge effects would result. Preventing this form of distortion, the RCA system regulates reception in somewhat the same way that a fly-wheel regulates machinery.

New Cathode Tube

The high voltage cathode ray tube used in the RCA television receiver is substantially smaller and lighter in weight than the pre-war direct-viewing picture tube. This means smaller, lighter, and less costly home receivers, and may mean lower tube replacement costs.

Designed to operate at a rated voltage of 27,000 volts—nearly four times the voltage used in pre-war picture tubes—the new tubes produce a much brighter initial image. This high initial brilliance, in conjunction with the efficiency of the optical system makes it possible to obtain from a tube with a face diameter of only five inches a bright, clear image on the screen that is more than five times as large as could be produced on a pre-war direct-viewing tube with a face diameter of 12 inches.

Kobak, Blue Net Head, To Talk Tele Mar. 22

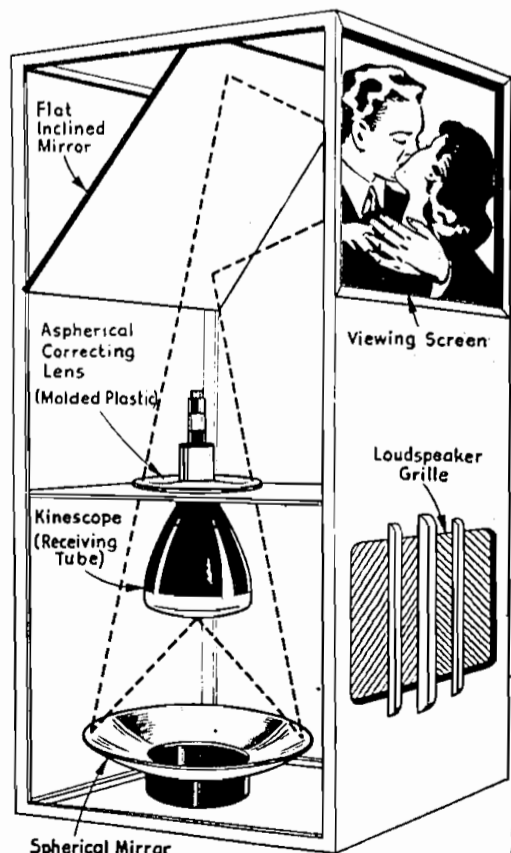
Preceding the luncheon to be given Edgar Kobak, president of Mutual, Thursday, March 22, in the Warwick Hotel, Philadelphia, by Benedict Gimbel, Jr. of WIP, Mr. Kobak will hold a press conference in Mr. Gimbel's suite. Mr. Kobak will discuss fully, among other things, post-war developments of television. Mr. Gimbel will be presented with the Showmanagement Award by the editor of Variety at the luncheon.

Protean Artist Set For Television Show

Los Angeles—Richard Kean, vaudeville, radio and motion picture actor of many years standing, will give a series of dramatic readings of characters from Dickens, Shakespeare, and Kipling on the Thomas S. Lee television program on W6XAO, Monday, January 22, 8:30 p.m., PWT. A quick-change artists, Kean will offer a novel performance by changing his make-up right in front of the audience, meanwhile ad libbing about techniques of transforming one's appearance with simple tricks of the stage.

How Set Works

The new RCA Receiver provides bright, high-definition pictures on a built-in screen 21 1/3 x 16 inches, is made practicable by this ingenious optical system, developed prior to the war by the RCA Laboratories. Broken lines indicate the path of light beams from a single picture element on the face of the cathode ray receiving tube to a corresponding point on the screen. A plastic lens is used to bring these light beams to a sharp focus on the screen. The combination of spherical mirror and correcting lens delivers to the screen about six times as much light as could be obtained if a conventional F:2 movie projection lens were used.



Industry Makes Plans For 1945 Video Sales

(Continued from Page 5)

mercial television stay below 300 mc with the 480-920 band allocated for experimentation. These recommendations were generally accepted by the television industry and plans are being made to proceed on that basis.

First indication of the renewed interest in video came with the RCA-Victor showing of post-war receivers last week; the Raytheon Manufacturing Company's application for licenses with the FCC for a television network and a trade meeting of the Sylvania Company in New York City. Then too many manufacturers including General Electric, Westinghouse, Philco, Bendix and Zenith have been doing a great deal of organizational planning in the production and sales departments.

Will Dramatize OPA Story On WNEW-WABD Show

(Continued from Page 5)

of the WNEW program will be Daniel P. Woolley, Regional Administrator of the Office of Price Administration. In addition, the audio-visual presentation will consist of special film and live sketches giving television fans a clearer understanding of how the OPA keeps prices down and assures equal distribution to all.

William B. McGrath, television director of WNEW, will supervise the production. The radio version of "Soldiers With Coupons" is heard over WNEW each Monday from 10:00 to 10:15 p.m. and is scripted by Tex Weiner, director of radio activities for Region 2, OPA.

Tele Programming Reviewed By WRGB

(Continued from Page 5)

station at Schenectady, winner of the first American Television Society award for outstanding programming and who shared with WABD, DuMont's station, the second ATS award and also one presented by the Television Broadcasters Association. During its five years of regular scheduled programs, the station has found that dramatic departments of schools and colleges, local little theater and amateur dramatic groups, activities of local organizations and other civic events provide good sources of television program material.

The Colonial Players, formed originally to prepare radio plays, have appeared frequently doing one-act plays, two of which were "The Colonel's Lady" and "Alias the Doctor." The Amsterdam Art Players, a little theater group from near-by Amsterdam, recently presented the "Dickey Bird" and the Charles Wilde Troupe, a group of actors and actresses in Schenectady to work up shows especially for WRGB, have appeared frequently, their most recent offering was "The Wedding," a one-act playlet.

Australian Movie-Radio Executive Writes Views on the Postwar Prospects of Video

An Australian radio-theater man's opinion on the post-war possibilities of television is featured in recent issue of "The Australasian Exhibitor." The writer Stuart Doye is permanent chairman of several broadcasting companies, including 2UW, Sydney, and ABC, Brisbane. His article follows:

"I hate to be a pessimist, but I believe television will tend to become a most serious rival to the motion picture.

"I first formed that view when in England I had an opportunity not only of scanning television reception regularly in my temporary home in London for several months with my own set, but of close association with and representation of the Scophony Broadcasting group and others, and the investigation of same on behalf of the Baillieu interests. I have closely pursued this interest ever since in England and the U. S. A.

"The result of my investigation satisfied me that television would ultimately rival the picture industry, and was one of the prime reasons why I voluntarily resigned as managing director of Greater Union Theaters' group to become personally largely financially interested in broadcasting in this country, and reduced my picture interests accordingly.

"The simple facts of the case are as follows:—

"Since the BBC in London offered 'Scanners' a permanent service from Alexandria Palace for 10/- per year and its subsequent closure owing to the outbreak of war, over five years ago, enormous strides have been made in U. S. A., which from lagging behind now leads the world in preparation being made to harness this huge new power.

Not Experimental

"Television is not experimental, but a well developed and organized new entertainment force of unlimited capacity, just awaiting the word 'go' at the conclusion of the war. The financial interests ranged up behind television in the U. S. A. alone may make the motion picture industry pale into comparative insignificance. The motion picture industry has tried unsuccessfully to get a real grip of this new power, but it has failed and will continue to fail for several basic reasons.

"Primarily Washington appears not to favor television being a motion picture instrument: on the contrary, Washington appears determined television will be purely a radio instrument and controlled by the U. S. Government and the radio industry there, and definitely NOT the motion picture industry in any shape or form. One must realize that Hollywood is 'suspect' in Washington, the monopolistic activities of some large sections of the motion picture industry in U. S. A. having created the impression over the years. This is, of course, common knowledge.

"You can be quite sure that the motion picture industry will never have any really vital say in television in U. S. A. or England.

"Consider the rival appeals of pictures and television calmly and without prejudice, and what do we find?

"Talkies seem to have reached the saturation point—there is nothing more producers or theater proprietors can ever offer, it seems. Third dimension? Color? Television already has it. Prices of admission have skyrocketed—the war has created a false boom. Everybody is a good showman today—but what of tomorrow? Just when pictures throughout the world will want a tonic—some magical reviver—television will crash the entertainment world with such a thunderous roar that the picture industry may be literally temporarily engulfed. The motion picture industry seem to think that in some magical way they are going to get the benefit of the television boom, and that all they have to do is 'recognize' it.

"There is nothing so sure than that the motion picture industry will have little if any benefit from television.

Envisions Future

"Understand television and you will realize that the motion picture industry is not in the race, really. Television is designed as an instrument of interest, entertainment, culture and pleasure for the home, not for the screen.

"It is an industry that will be controlled by three great forces—the vast radio interests, the world's largest advertisers who sponsor programmes, with untold millions to spend, and the television set manufacturers who will sell millions upon millions of sets to television audiences for the home. Their joint interests are diametrically opposed to picture interests. They all want millions of 'scanners' in the home—NOT in the theater. Revenue depends on mass usage, not on a limited motion picture audience.

"True, the picture theater may temporarily show current events in their theaters as a novelty, but in U. S. A. at least there is no way in which television will become an ally to the screen permanently—the two forces just won't mix and they are and will be highly competitive.

"Television sets showing a perfect picture—clean—clear—sharp and probably in color—12 in. by 8 in.—will be on the market at £20 or less, and already plans are in train to hire out television sets for 2/- weekly, just as radio sets are hired today. The local theater will have its problems in standing up to that. Imagine an average audience of four persons per home being able to see and hear a different programme with popular personalities every night seven days a week for 2/- a week; It seems fantastic but it is true!

"The motion picture industry somehow thinks that television producers will need to turn to Hollywood for their talent and production—don't you believe it. Already great production organizations are in the making. Television will have technique, stars, production, propaganda entirely its own.

"This does not mean that a good motion picture won't get big money—it will—but the routine idea of going to the pictures automatically because there is no equal rival entertainment will be challenged.

Cites Figures

"Figures at my disposal proved to me long ago that the average picture theaters in any community catered on the average to less than 25 per cent of the population. It is estimated that television will ultimately cater for 75 per cent because it will be so easy and so cheap and right there in the home.

"The world has an estimated population of two thousand million. The Motion Picture Year Book estimates that under peace conditions the weekly world picture audience is one hundred and twenty-five million. Think these figures over—they give good food for thought.

"Can you imagine what television will do when it really gets going on those untold millions who are now hardly visually catered for at all?

"Maybe the picture industry will find something new and revolutionary—I hope so, but it has to be faced.

"Pictures will receive a sudden jar in the launching of television in a big way, unless something new is provided by Hollywood to counter the blow. If this is not done I believe from then on over a twenty-year period pictures will go into a slow decline, until ultimately they may suffer the partial eclipse similar to the legitimate stage on the advent of talkies.

"My advice to exhibitors is to look to themselves two years after the peace—expect rivalry within three years later, with gradually declining world picture audiences."

Education In Television

"All things considered, I think it may be said with entire confidence that, within a relatively brief space of time, granted freedom to proceed, television will be able to make a very real contribution to almost every level of our educational process," is the opinion of Dr. James Rowland Angell, public service counselor for NBC. Dr. Angell made the statement during a recent telecast over WNBC, New York.

Navy Recruiting

United States Navy recruiting programs are being conducted weekly over WBKB, Chicago.

Sees Color Television Development To Come

(Continued from Page 5)

"The results of their laboratory work," the veteran radio engineer declared, "and for the television industry to convert manpower and materials from war work to the peace-time pleasure of turning out your television receiver."

Television transmissions in full color were pioneered by the CBS in 1940, Mr. Hunt said, and only the advent of the war, which threw the nation's radio research and manufacturing facilities into military channels has delayed its normal expansion. Mr. Hunt traced the development of radio from the earliest of the crystal sets to today's "elaborate, all-electric, automatic broadcast receivers."

"Any radio program on the air tonight can be received, heard and understood by any radio set built since the early days of modern radio," he explained, pointing out the necessity for employing an entirely new principle in the construction of television equipment, and the search for a satisfactory standard of reception has delayed the release of television to the general public.

Well-known among local radio circles, Mr. Hunt is secretary of the Committee on Allocation (Panel Broadcasting) of the Radio Technical Planning Board, and is a Member of the Institute of Radio Engineers. He has been Chief Engineer of WTOP, local CBS 50,000-watt outlet, since 1936, and active in Washington radio-technical affairs for the past 17 years.

Caldwell's Open House On Television Nights

Dr. Orestes H. Caldwell of Catrock Road, Cos Cob, Connecticut, is a television enthusiast. So is Mildred Caldwell, his wife and Mary H. Norris, his mother-in-law. Beside being television fans, these three believe in making friends and sharing pleasures with them.

So every evening at eight Dr. Caldwell and family hold open house at the "Walden Woods Television Theater," address above, to which neighbors and friends are invited to view television programs, and a "Season Pass" has been distributed to let them know of the doctor's idea which he says was "shaped up to interest our neighbors in television and also to let their reaction to current video programs."

CBS Plans Video Clinic

Howard Lané, CBS director of station relations, and William B. Lodge, CBS director of general engineering, have left New York on a trip to CBS affiliates. Lodge will give television and FM clinics as he did on a similar trip last year.

WHO'S WHO In TELEVISION

PAUL B. MOWREY

PAUL B. MOWREY, manager of the television division of the Blue Network, came to the Blue in November, 1944, after six years service in the television department at CBS. A Montclair, N. J., product, Mowrey decided at an early age to make stage lighting his career, and he took all the courses offered in this and allied arts at Ithaca College, his alma mater.

After graduation, Mowrey spent three years orienting himself in practical stage lighting by work of this kind in the dramatic field. Then he went to CBS, but remained there only a short time when he was called to Washington to act as stage consultant for the War Production Board. He then returned to Columbia's television department, serving first as lighting consultant for television, then as manager of studio operations. As a sideline, he promoted a film for 20th Century Fox, he brought the first quiz program to television—"The Missus Goes A-Shopping," and he also did some war-plant promotion for the quiz show, "Double or Nothing."

Mowrey is the Blue's first television manager and as such has supervised the network's first participation in this new medium. He completed plans for the Blue's co-operation with the Du Mont studios in New York City and with the General Electric television station, WRGB, in Schenectady.

By an odd twist of fate, Mowrey launched the Blue on its schedule of regular television broadcasts on his 30th birthday, Feb. 25, 1945. On that date he staged the television broadcast of the popular variety and audience-participation program, "Ladies, Be Seated," from WRGB. Two days later he supervised the Blue's premiere of "On Stage, Everybody" from the Du Mont studios.

Mowrey has been instrumental not only in planning and actually presenting regular Blue Network television entertainment, but he has also set the groundwork for the Blue's televising of spot news. His plans call for full Blue exploitation of activities on V-E Day, as well as adequate video coverage of post-war developments.



Video Veteran

New Staff Appointments Announced By Tele Station

(Continued from Page 5)

Lowther is writing and producing a series of original television dramas for "The Du Mont Players." The first of the series of sustainers was "Submarine" which was produced Sunday. Second of the series will be "Cathedral" which will be presented on Easter Sunday.

FCC Applications

Among recent applications filed with the Federal Communications Commission to erect commercial television stations were the following: Philadelphia Daily News, Inc., seeks permission to build a transmitter and operate on channel No. 9 in Philadelphia. Iowa State College of Ames, Iowa, has applied for channel No. 3 and the Crosley Corporation seeks channel No. 4 in Dayton, Ohio.

Du Mont Gets 2nd "E"

A Second Army-Navy Production Award for meritorious service has been awarded to the Allen B. Du Mont Laboratories, Inc. of Passaic, N. J.

Motion Pictures Use Tele To Launch Red Cross Week

Ralph B. Austrian, executive vice-president of the RKO Television Corporation and television chairman of the industry campaign, appeared on WCBW, CBS station, in an appeal for response to 1945 Red Cross War Fund Week, then beginning. A ten-minute short, "Seeing Them Through," made by March of Time, was telecast following Mr. Austrian's address. WNBT, NBC station, was the source of a Red Cross Newsreel, showing activities of the organization on the battlefronts.

Gets Appointment

Los Angeles—D. D. Spence has been appointed public relations manager of the Hoffman Radio Corp. He has just completed twenty years of service with Firestone Tire and Rubber Co., the major portion of the time manager for various phases of western operations, including merchandising, sales promotion and personnel. He will edit a new edition of the employees' handbook for Hoffman Radio as his first task there.

Microwaves To Aid Postwar Television

Forecasting the microwave radiation will enjoy considerable growth after the war, Dr. W. W. Hansen, research engineer for the Sperry Gyroscope Company, in a recent address before the IRE, thinks the transmission and reception of microwaves is on the threshold of a new era of communications.

Gives Three Reasons

Doctor Hansen is convinced the application to communication of these very short waves that can be formed into beams like searchlight beams and can penetrate darkness, fog, dust, snow, and rain will be an entirely new field for development once the war has been won. He gives three reasons for his conviction.

First, a very large number of wave bands will be available. Theoretically, at least, these could number two or three million. That is, two or three million stations could operate simultaneously and in the same neighborhood without interference. From an economic standpoint how many it will be practical to permit the use of will, the Sperry engineer says, be a problem to be settled by the Federal Communications Commission within the borders of the United States and a similar regulative body for international communications.

Attenuation Lessened

Another of his reasons for believing that the use of microwave radiation will enjoy considerable growth after the war is that the passage of signals between transmitter and receiver can often be accomplished with less attenuation, or lessening, than is possible when longer wave lengths are used. According to Doctor Hansen, the allowable and the attainable attenuation should be separately evaluated in each instance where broadcasting is to be used. When this is done, it is often found that microwaves give less attenuation than longer waves.

Private Use a Possibility

A third factor which the Sperry engineer thinks will have a considerable bearing on the popularity of microwaves in methods of postwar communication is the fact that it is possible to build apparatus that is a number of wave lengths in size. This is not practical in the transmission and reception of longer wave lengths. The fact that microwaves do make possible the building of single instruments of a size to send and receive wave lengths offers, for one thing, chances for new methods of private communication. It also offers a practical solution to one of the most perplexing problems in television, that of relaying. Since the waves which transmit the impulses of television travel only in straight lines, it is not possible to project them along the earth's surface beyond the horizon. A system of receiving and re-broadcasting or relaying is therefore necessary. These relays receivers and transmitters become practical only when apparatus a number of wave lengths in size is used, hence the need for microwaves.

TBA STATION ALLOCATION PLAN

Details of Survey Presented At FCC Tele Hearing

A television station allocation plan whereby as many as 398 stations could be assigned to the first 140 markets of the nation on 12 channels, six-megacycle wide, using present 525-line transmission standards, was recommended to the Federal Communications Commission by the Television Broadcasters Association, Inc., at the recent FCC hearing on frequency allocations in Washington (Mar. 2, 1945).

TBA recommended that the 102-108 megacycle channel, unassigned under the frequency allocation plan proposed by the FCC on January 16, 1945, be given to television. With this additional channel, the number of television stations could be increased to 464, it was said.

Text of Report

"The RTPB has suggested an allocation plan envisioning television stations, with radiation equivalent to 50 kw of power and 1000 feet antennas, (an ESR of 7070) located in the northeastern section of the country. These stations would be placed in the major markets. As it was shown in the RTPB plan, these stations can have a minimum separation of about 170 miles on a co-channel basis and some 85 miles on an adjacent channel basis. If these separations are increased the possible number of stations will be greatly decreased. With the limited number of channels, it is not desirable to increase these spacings even though their use may result in some interference. Because of transmission irregularities, within the service area, it is undesirable to reduce the potential radiation from these stations in the major markets below an ESR of 7070 as mentioned above.

"While protecting the service areas of these major markets, it is possible to provide service to many smaller markets by lower ESR stations separated some 120 miles or more from the larger stations.

In other sections of the country, the populous centers are neither so large nor so close to each other. The needs of one city do not generally conflict greatly with those of another city. The necessity of limiting coverage of stations in these areas is not so great.

Station Classification

"A system may be set up which will take these various factors into consideration by establishing three classes of stations, called classes A, B and C.

"Class A stations would have a potential ESR in the order of 7070. They would be protected to the 500 uv/m contour by all other classes of stations until such time as their limitation by other Class A stations can be ascertained. It develops from a study of these markets that the location and number of Class A stations might logically be as follows:

"New York City 7, Chicago 7, Los

(Continued in Column 4)

TBA Plan for 140 Cities

Metropolitan Districts	Sales Rank	Population Rank	Service Radius (Miles)	Number Stations
New York City	1	1	55	7
Chicago	2	2	55	7
Los Angeles	3	3	55	7*
Philadelphia	4	4	55	4
Boston	5	5	55	5
Detroit	6	6	55	5
San Francisco-Oakland	7	8	55	6
Pittsburgh	8	7	55	5
Cleveland	9	10	55	4
St. Louis	10	9	55	5*
Minneapolis-St. Paul	11	12	55	5*
Washington	12	13	55	4*
Baltimore	13	11	55	3
Buffalo-Niagara Falls	14	14	55	5
Milwaukee	15	15	55	5
Cincinnati	16	16	55	4
Kansas City	17	18	55	5
Providence	18	17	55	1
Seattle	19	24	55	4
Hartford-New Britain	20	22	55	3
Houston	21	21	55	4*
Portland, Oregon	22	30	55	5*
Albany-Schenectady-Troy	23	27	55	5
Indianapolis	24	23	55	5
Atlanta	25	25	40	4
Denver	26	32	40	5*
Dallas	27	33	40	4
Rochester	28	28	55	3*
Columbus, Ohio	29	35	55	4
Seranton-Wilkes-Barre	30	19	55	1
New Orleans	31	20	40	5*
Springfield-Holyoke	32	31	20	0
Louisville	33	26	40	4
Toledo	34	37	55	1*
Akron	35	36	55	1
Youngstown	36	34	55	1
Memphis	37	39	40	5*
Miami	38	50	40	5*
New Haven	39	43	20	0
Omaha-Council Bluffs	40	45	40	4
Worcester	41	44	..	0*
Birmingham	42	29	40	4
Allentown-Bethlehem-Easton	43	41	..	0
Dayton	44	47	20	2
Lowell-Lawrence-Haverhill	45	38	40	1
Syracuse	46	48	40	4
Norfolk-Portsmouth-Newport News	47	40	40	3*
Richmond	48	51	40	4
San Diego	49	49	40	4*
San Antonio	50	42	40	4
Fort Worth	51	57	40	3*
Oklahoma City	52	53	40	4
Bridgeport	53	54	..	0*
Sacramento	54	74	40	4
Fall River-New Bedford	55	46	..	0
Nashville	56	52	40	4*
Grand Rapids	57	55	40	4
Salt Lake City	58	58	40	4*
Des Moines	59	68	40	4
Trenton	60	60	..	0*
Tampa-St. Petersburg	61	56	40	4*
Wilmington	62	65	..	0
Canton	63	59	..	0*
Flint	64	67	..	0*
Tulsa	65	66	40	4*
Jacksonville	66	63	40	4*
Davenport-Rock Island-Moline	67	70	40	4
Utica-Rome	68	61	40	2
Peoria	69	73	40	3
Harrisburg	70	71	20	0*
Spokane	71	84	40	4*
Duluth-Superior	72	75	40	4*
Reading	73	69	..	0
Tacoma	74	76	40	3*
Binghamton	75	81	20	2*
Chattanooga	76	64	40	4*
Saginaw-Bay City	77	77	40	4
San Jose	78	91	40	1*
Fresno	79	110	40	4*
South Bend	80	60	20	0*
Fort Wayne	81	88	20	4
Wheeling	82	62	20	0
Atlantic City	83	108	40	1
Phoenix	84	94	40	4*
Waterbury	85	82	..	0
Wichita	86	92	40	4*
Knoxville	87	78	40	4*
Charleston, W. Va.	88	80	40	4
Portland, Maine	89	105	40	3*
Beaumont-Port Arthur	90	85	40	4
Lancaster	91	90	..	0
Huntington-Ashland	92	72	..	0*
Evansville	93	83	40	2
Lansing	94	103	20	0
Erie	95	89	20	0*
Shreveport	96	101	40	4

(Continued on Page 11)

Three Cities Rated Seven Stations Each By TBA

Angeles 7, Philadelphia 4, Boston 1, Detroit 5, Pittsburgh 5, San Francisco 6, St. Louis 5, Cleveland 4, Baltimore 3, Washington 4, Buffalo 5, Milwaukee 5, Cincinnati 5, Providence 1, Albany Schenectady-Troy 3, Rochester 1, Youngstown 1, Columbus 4, Akron 1, Toledo 1.

Applications Numerous

"The number of applicants for stations in many of these markets far exceeds the possible number of stations. It seems unwise to withhold stations from these large markets in favor of the smaller adjacent markets in which it may not be desired to locate television transmitters until long after the stations in the large markets have established a public service. It also seems unwise to unduly limit the service area of the station in the larger market in the anticipation that a small market some hundred or so miles away may some day in the far future apply for this facility. The use of directional transmitting may be so advanced and the knowledge of propagation such that, at that future time, the small market may be able to establish the desired service without degrading the service areas of existing stations.

"Class B stations will be located in areas adjacent to those in which Class A stations are located. Their radiation will be so limited that they do not reduce the service area of the Class A stations. Their service area may be reduced by interference from the Class A stations. By the use of Class B stations many small areas will receive a television service, which could not otherwise be given to them without depriving the very large population centers of a station or stations.

"Class C stations will be those stations located beyond the interference range of the Class A stations. The applicants may designate the areas they will serve and the only limitation will be that the needs of adjacent cities for service shall be adequately protected. Thus in some cases a class C station may have an ESR exceeding that of a class A station.

112 Markets Favored

"This study shows that 112 of the first 140 markets may have one or more television stations. This represents a potential service to approximately 98 million people. It further shows that 101 of the first 140 markets may have two or more stations, serving a population of approximately 9 million people; 89 markets may have 3 or more stations serving approximately 85 million people. Finally 7 markets may have four or more stations serving a population of approximately 75 million people. Thus with 12 channels it is possible to give one or more television services to a large percentage of the population of the U. S. A. This would permit a total of at least 398 stations.

Equipment

Tele View of the Month

Promotion

Westinghouse Promotions

Six major district personnel changes have been announced by the Westinghouse Electric Supply Company, in preparation for expected increases in post-war business. L. G. Hardy becomes southeastern district appliance manager in Atlanta. C. W. Spengler of Miami, Fla., has been named acting manager of the Jacksonville branch. E. L. Houston has been appointed acting manager of the Tampa branch, S. R. Clark, formerly acting manager at Charlotte and Columbia, will be branch manager at Charlotte, N. C. O. C. Rhodes of Tampa becomes acting manager at Columbia, S. C. R. E. Hallman of Charlotte was made acting manager of the Greenville, S. C. branch.

New Corporation

Articles of incorporation for the Magnavox Foundation, Inc., have been filed by the Magnavox Company of Fort Wayne, Indiana. The Foundation is listed as charitable, scientific and educational, with no capital stock outstanding. Principals are Richard A. O'Connor, E. S. Pridham and John W. Sturgeon, all executives of the Magnavox Company.

Manufacturer Gives Views On Post-War Tele Outlook

Declaring that Philco will be ready to produce television receiving sets for the general public within a few months after the end of the war, John Ballantyne, president recently directed a letter to stockholders accompanying the March 12th dividend checks.

"We believe that television has now progressed to the point where it is ready to proceed commercially at the end of the war and provide a satisfactory service for the general public," Ballantyne wrote. "For some time past, the FCC has been studying the whole question of frequency allocations for television and other radio services. In its recommendations of January 15, hearings on which have just been held, the Commission agreed that commercial television should go ahead immediately after the war and set aside 12 channels in the spectrum for commercial television service to the public.

"Philco believes that these channels will permit several hundred stations to go on the air in the next few years and give a large part of the public regular television program service. Many sections of the country will have the benefit of programs from several stations. The Commission's action can therefore be the basis for a large post-war industry and provide employment and job opportunities for a great many people."

Ballantyne, as president of Philco Radio and Television Corp., is today considered one of the outstanding authorities on video and its possibilities for the future.



Evolution of the bathing suit as seen on the sands of Coney Island, furnished the theme for the WNEW "Society for the Prevention of Disparaging Remarks About Brooklyn" during a recent television program on WABD, New York. The bathing beauties, all WNEW employees, are (left to right) June Winter, Vicki Russell, Peggy Ege, Eleanor Reinhold and Dorris Hoyle.

Du Mont Brochure

Allen B. Du Mont Laboratories, Inc., has produced perhaps its most ambitious brochure to date on the subject of communications, beginning with the prehistoric era and running right on through to the present accomplishments of the Du Mont organization.

The copy throughout remains pertinent to the communications theme, starting with the discovery of amber about 600 B.C., continuing with exposition on "static electricity" during 1600 A.D. A two-page spread in green projects thumb-nail histories of the great scientists who were responsible for the various contributions that eventually led to the success of the Cathode-ray Tube.

In 1931, Allen B. Du Mont was responsible for commercializing the Cathode-ray Tube and exploiting to the fullest the many possibilities of this device.

Other pages throughout the 48-page brochure are devoted to photographs of the many persons who work at the Du Mont lab. The last chapter shows the various improvements, step by step, made in the clarity and enlargement of the tele picture.

To Be Booklet

A new 16-page illustrated booklet on "How & Why Cathode Ray Tubes Work" including a discussion of complete television set-ups, has been announced by North American Philips Company, Inc., New York. The text material was written by J. R. Beers, Development Engineer, and is divided into four sections.

Early history, mathematical concepts, present-day problems, are treated in Section 1. Schematic diagrams help to convey the idea of how the tube functions. The subject of screens and their characteristics is treated at some length.

Section 2 takes up C-R tube manufacturing problems. Curves and pictorial illustrations are used to describe materials, assembly and visual inspection.

Testing of C-R tubes is the subject matter of Section 3. Many photos of screen patterns help to identify the wide variety of defects that are enumerated.

Section 4 goes into special C-R tube designs. Here complete television set-ups are shown and discussed along with lens systems, color filters and three-color screens.

Canned Commercial

A three - and - one - half minute canned television commercial will be aired over WBKB, Chicago, this week as a new venture in television experimentation. The commercial is designed to fill the air time between studio programs and embodies slides, films, music and commentary.

TBA Plan for 140 Cities

(Continued from Page 10)

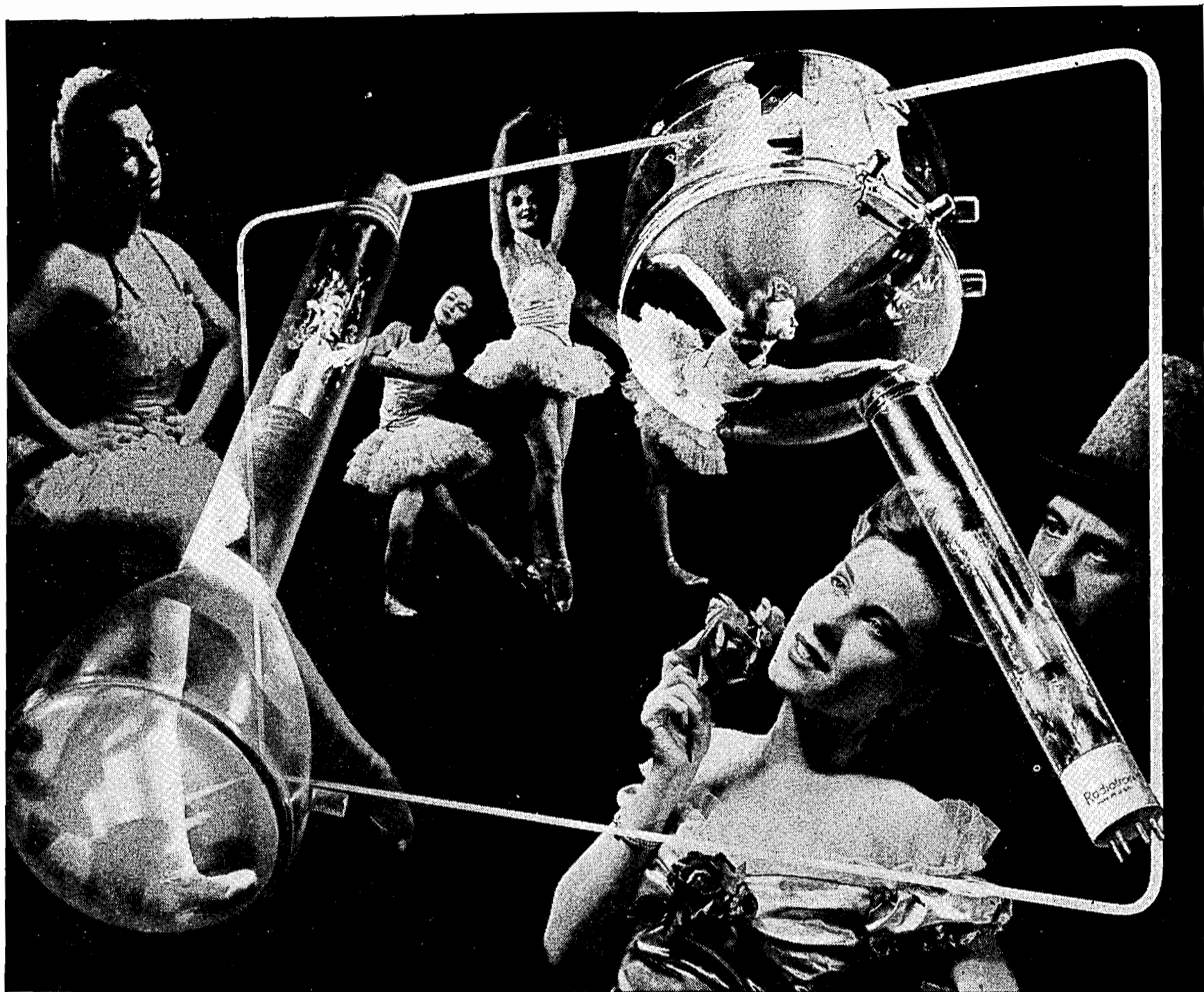
Metropolitan Districts	Sales Rank	Population Rank	Service Radius (Miles)	Number Stations
Racine-Kenosha	97	87	..	0*
Little Rock	98	93	40	4*
Charlotte	99	99	40	4
Johnstown	100	79	20	0*
Madison	101	124	20	0*
Rockford	102	107	..	0
Springfield, Illinois	103	115	40	3
Roanoke	104	102	40	3*
El Paso	105	96	40	4*
Austin	106	106	40	3*
Sioux City	107	119	40	3*
Stockton	108	123	40	1
Lincoln	109	116	40	2*
Hamilton-Middletown	110	100	40	0*
Altoona	111	98	20	1
Kalamazoo	112	127	20	3
York	113	112	..	0
Savannah	114	95	40	4
Cedar Rapids	115	130	20	4*
Terre Haute	116	121	20	0*
Columbia	117	114	40	3
Manchester	118	122	20	0
Mobile	119	97	40	4*
Waterloo	120	137	40	4
Corpus Christi	121	134	40	4*
Decatur	122	138	20-40	2*
Topeka	123	125	40	2
Winston-Salem	124	104	40	2*
Springfield	125	126	..	0
Montgomery	126	111	40	2*
Charleston, S. C.	127	109	40	3*
Jackson, Mississippi	128	117	40	4*
St. Joseph	129	120	20-40	1*
Greensboro	130	131	40	2
Galveston	131	132	40	3
Asheville	132	128	40	3
Columbus, Georgia	133	113	40	2*
Springfield, Missouri	134	135	40	4*
Augusta	135	118	40	2*
Amarillo	136	140	40	4*
Macon	137	129	40	3
Waco	138	133	40	4
Durham	139	136	40	3
Pueblo	140	139	40	4*

* Possible location of an additional station in the band 102-108 mc.

TOTAL STATIONS WITH 12 CHANNELS.....

TOTAL STATIONS IF 102-108 mc CHANNEL IS ADDED.....

398
464



How Television Got Its Electronic "Eyes"

As revolutionary as airplanes without propellers—that's how much electronic television differs from the earlier mechanical television!

Whirling discs and motors required for mechanical television were not desirable for home receivers. Pictures blurred and flickered.

But now, thanks to RCA research, you will enjoy all-electronic television, free from mechanical restrictions—"movie-clear" television with the same simplicity of operation as your radio receiver.

Such "let's make it better" research goes into everything produced by RCA.

At RCA Laboratories, world-famous scientists and engineers are constantly seeking new and better ways of harnessing the un-

believable forces of nature... for mankind's greater benefit.

Electronic television is but one example of the great forward strides made possible by RCA research—opening the way for who knows what new miracles?

When you buy an RCA radio or phonograph or television set or any RCA product, you get a great satisfaction... enjoy a unique pride of ownership in knowing that you possess the finest instrument of its kind that science has yet achieved.



Dr. V. K. Zworykin, Associate Research Director and E. W. Engstrom, Director of Research at RCA Laboratories, examining the Iconoscope or television "eye"—developed in RCA Laboratories for the all-electronic television system you'll enjoy tomorrow.

RADIO CORPORATION of AMERICA

PIONEERS IN PROGRESS



Retailer Learning To Utilize Radio, Cowles Informs Boston Advertisers

AGENCIES

(Continued from Page 1)

papers, and radio, radio is currently receiving more than 35 cents out of each dollar. Fifteen years ago radio received only two per cent. National radio advertising has grown 300 per cent in the last decade. The growth is continuing unabated."

Turning to the prospects of FM radio, Cowles ventured an opinion that eventually there will be 3,000 broadcasting stations in the United States instead of the present 900 stations. "But broadcasters are beginning to wonder if there will be adequate advertising support for all these 3,000 stations," he added.

Better Programming Needed

Declaring that "tomorrow, better programming will be all important," Cowles added "the public and government are not going to stand for too much commercialism in radio. As Chairman Porter of the FCC wisely warned last week, the public and the government are going to expect every licensee to justify his grant by delivering real public service and quality programs."

Forecast Tele Development

Characterizing television as "another immediate headache" for broadcasting, Cowles predicted "it is coming in the larger markets, and coming fast, but the answer to the question who foots the bill is obscure indeed. The public wants television; yet, before it will buy expensive sets in quantity, good television programs must be on the air on regular schedule. But advertisers cannot afford to sponsor such programs until enough television sets are in use to make the sponsorship pay out of the sales of merchandise.

"I fear an expensive birth-pain period lies ahead of broadcasters as they step into television," Cowles continued.

Comments On Facsimile

"Some broadcasters, of which I am NOT one, are excited about another possible post-war radio development—facsimile broadcasting. It is possible today to transmit by radio a letter-sized page of illustrated news each minute. It will be feasible tech-

nically to print and deliver by radio into the home or office a small-sized newspaper having illustrations in color. I think the cost of such a miniature newspaper, however, will remain

Cowles N. Y. Party

The Cowles Broadcasting Company will play host to the press, agency executives and time buyers at a WHOM cocktail party and WNAX luncheon today at the Starlight roof of the Waldorf-Astoria Hotel at 12:15 p.m. Among Cowles executives attending will be Gardner Cowles, Jr., John Cowles and A. Armstrong, Jr., of the Cowles stations, Des Moines; Don Inman, general manager WNAX, Sioux Falls; Phil Hoffman, manager KRNT, Des Moines; Craig Lawrence, general manager, WHOM-WCOP; Ted Anns, national sales manager Cowles stations; Orville Lawson, promotion manager KRNT; James A. Allen promotion manager, WNAX and Jack Paige, promotion manager WHOM.

so great as to prevent it from becoming a real competitor of the conventional newspaper.

Discuss WCOP's Futures

"Your good Boston newspaper, for example, delivers so much value so conveniently and so inexpensively that I don't think Bostonians would be eager for a tiny facsimile newspaper costing at least a dollar or two a week, even if it could be delivered by radio into the home some minutes, or even an hour or two, faster than it takes today to deliver your regular newspaper. But maybe, as an old newspaper man, my imagination runs into a blind spot in visualizing facsimile broadcasting.

"After June 15, WCOP will carry

the programs of The Blue Network of the American Broadcasting Company. We are proud of this affiliation. We think the new management of the Blue has great plans for much improved network programs, and we believe the people of greater Boston will show their appreciations of this service.

Boston Rich in Stations

"We realize Boston already has several fine radio stations, and without in any way injuring them, we think the future possibilities of further radio growth in this market are so great, WCOP can become a top station in listening audience, tops in public service programming, tops in number of desirable sponsors, tops as a news station, tops in entertainment programs, in fact tops all around. You

TED PATRICK, of Compton Advertising, Inc., is chairman of a volunteer group which will prepare copy for the new program of the War Advertising Council which has for its purpose the focusing of public attention on the importance of America's co-operation with other nations in a policy to insure peace for the future. Patrick is assisted by Walter Nield, Young & Rubicam; Howard Newton, J. M. Mathes; Silas Spitzer, Weber & Heilbroner, and Edward Dexter, also of Compton.

see, we aren't modest. We're shooting for the moon. Like the man who said: 'My wants are few, we want only the best.' We think we will have the kind of success in Boston we deserve to have. If WCOP becomes a better and better station, we know its business will grow."

KNOW-HOW shows how in Western North Carolina

The first exhaustive survey of radio listening in Western North Carolina was made by Industrial Surveys Company. WWNC is the first station of its size and the first outside of a metropolitan market to subscribe to a listener diary study. This study represents reports covering a greater percentage of radio homes than in any other market so measured. It includes those in all 12 counties in the WWNC daytime primary (and roughly the night-time primary and secondary) area.

And this adds up to LEADERSHIP

7 day average of sets tuned to each station—not share of audience

Time	WWNC	Station 2	Station 3
6:30 a.m.* to 12 noon	10.3	2.2	2.3
12 noon to 6 p.m.	11.9	4.5	2.1
6 p.m. to Midnight	14.2	5.6	1.9

*From 8 a.m. Sunday

WKY Covers
The Biggest Part
of Oklahoma's DRUG SALES

WKY
OKLAHOMA CITY
The Katz Agency
Representative

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

WWNC 570 KC Serving Western North Carolina from ASHEVILLE
Don S. Elias, Executive Director Represented by the Katz Agency

AT&T Asks 7 Stations In Application To FCC

(Continued from Page 1)

would be placed in each of three portions of the spectrum. Operations would be on 2,000, 4,000 and 12,000-megacycle frequencies. A highly directive antenna at each station would pick up and amplify the waves, beaming them to the next station.

Stations would be located in the vicinity of Stony Point and Pawling, N. Y.; Bristol, Glastonbury and Staffordville, Conn.; Worcester and Bear Hill, Mass.

High School Students Cast For Tele Discussion Show

(Continued from Page 1)

House." Program marks the first video appearance of the High School Division Class in Radio Broadcasting, a group which now has reached a total of 30 students.

Envisions British Tele Using Cable Coverage

MontrealJ—A system of television covering the British Empire by cable was visualized in London by Sir Allan Powell, BBC chairman, according to the London Daily Mail. "Perhaps we shall have a cable as simple as the present submarine cable," he told the Commonwealth Broadcasting Conference in London, "and with some device to boost up its strength we will send the picture as easily as we now send a telegram.

"If we can have the Derby from Epsom we might as well have the Test March from Sydney, and when we have combined vision with sound, as the cinema people have done the reverse way, we might even hear the pointed observations of the spectators on the Mound at Sydney. It is for the Government to say what is to be done in this country, and from my point of view they cannot say it too soon."

The Deputy Prime Minister Clement Attlee, said: "I expect in 10 years or so we shall have to close many places of entertainment because we can get it in our homes."

BMI-Marks-Ascap Suit Under Way In New York

(Continued from Page 1)

sessions took place in Room 212 in the New York Supreme Court, and counsels for both sides estimated that the hearings would last approximately a month. Judge Ferdinand Pecora presided.

Godfrey Goldmark, counsel for BMI, declared before the court that he wanted to know whether the songs listed in the Marks catalog had the "Ascap cloud" hanging overhead, or whether broadcasters were in the clear to use them in accordance with their contracts with BMI.

The only person to get on the witness stand was John G. Paine, general manager of Ascap, who reiterated the warning he made to broadcasters in December, 1940, that all the works in the Marks catalog written by writer-members of Ascap are still under Ascap's jurisdiction and that such may not be performed over the air without an Ascap license.

The suit is based on three songs which are involved in the BMI-Marks suit, which form the basis of a test case involving several other songs in the Marks catalog which come under the same classification. However, the majority of Marks' catalog is not involved, because those songs were written by tunesmiths who were not Ascap members at the time they turned out the tunes. A portion of songs now in the catalogs of Ascap publishers are in similar straits with those of the BMI-Marks test tunes, and may be affected by the final decision of the case. The three BMI-Marks songs involved in the test case are: "You Fit Into the Picture," by Jesse Greer and Bud Green; "Mississippi River," by J. Rosamond Johnson and Frank Abbott; and "Bluer Than Blue," by Lew Pollock and Tot Seymour.

Counsel spokesman for the opening session of the trial for Ascap was Louis D. Frohlich.

Action was started by BMI and Marks as a clarification of rights assigned to a performing rights society and was started shortly after the Marks firm jumped to BMI from Ascap a few years ago.

CBS Technical Staff Appointments Announced

Four new appointments have been announced for the CBS departments of technical operations and the sound effects division by Henry Grossman, director, and Walter R. Pierson, manager, respectively. Paul Wittlig has been appointed studio supervisor of the technical operations department and Albert R. Moore has been named assistant studio supervisor. Wittlig succeeds Davidson Vorhes, who has been appointed assistant manager of the sound effects division. Miss LaVerne Owens has been named assistant to the manager of the sound effects division. Vorhes replaces Max Uglig who has accepted the post of supervisor of sound effects and production of the Transcription Division at Columbia Recording Corporation.

Ohio Cities Prepare For Summer Time Sked

(Continued from Page 1)

bridge, Columbus, Defiance, Delaware, Dennison, Galion, Greenville, Kenton, London, Marietta, Mt. Vernon, Newark, New Philadelphia, Portsmouth, Toledo, Urbana, and Zanesville. City of East Palestine changes over on April 7, and Caldwell on April 15.

Another wholesale switch to EWT comes on April 29, for residents of the following cities: Alliance, Canton, Chardon, Cincinnati, Cleveland, Dayton, Elyria, Lakewood, Norwalk, Oberlin, Painesville, Salem, Sandusky, Van Wert, Warren, and Youngstown. City of Dover changes to EWT on May 1.

Cities of Ashtabula, Bellaire, Conneaut, East Liverpool, Gallipolis, Ironton, Jefferson, Steubenville, and Willard will remain on Eastern War Time, having been that way during the winter, and Bryan, Celina, Hamilton, and Paulding will continue to stay on Central War Time.

Cities of Circleville, Kent, Troy, Wooster and Akron have not made any definite decision, but preliminary action of Akron City Council indicates that Akron will remain on Eastern standard time (CWT).

WNEX, Of Macon, Ga., Joining Mutual April 15

When WNEX, Macon, Ga., becomes a Mutual network affiliate on April 15, 1945, the total number of stations for this web will be 254. The new station, still under construction, will operate at 250 watts, on 1,400 k.c., and will be under the management of Al Lowe, former business manager of WBML of Macon.

Contest Winners

WKBN, Youngstown, and WTHT, Hartford, have been chosen winners in a contest for the promotion of "Happy The Humbug" and "The Magic Christmas Window." Contest was sponsored by NBC-Radio Recording Division.

Fred Allen To Emcee

Fred Allen will emcee next Sunday's "Hall of Fame" broadcast over the Blue Network with Lawrence Tibbett, Martha Tilton, Portland Hoffa and others featured with Paul Whiteman's orchestra.

Chicago's ONLY 24 HOUR STATION W-I-N-D 560 Kc. 5000 WATTS

In War!



first *In Peace!*



first

in Audience Influence!

A lady, stumped by her income tax, gets help from Internal Revenue expert. A 1925 audience judges the first western debate ever broadcast. Case after case can be cited of KGW's leadership year in and year out for 23 years. KGW is ever alert to the needs of its vast listening audience throughout the Pacific Northwest. This consistent policy has established unusual listener loyalty. In KGW the timebuyer selects the Portland station selected by the people.

ONE OF THE GREAT STATIONS OF THE NATION

KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

Heavy Tele Demand Revealed In Survey

(Continued from Page 1)

ons questioned do not want television, Frank Mansfield, sales research director of Sylvania, declared. And 1.2 per cent are "undecided," he further discloses.

Regarding the cost of television receivers and how much American families will pay for the new communicating service, Mansfield said approximately 50 per cent (or 49.5 per cent) will pay \$75 more over the usual cost of a radio set; he asserts the figure to be a 15,000,000. He substantiates this figure by adding "provided that telecasting stations are within range and program quality is acceptable."

Approximately 20 per cent (or 20.4 per cent) will pay \$125 over the usual cost of a radio set to own a television set, putting the number of people who will purchase a television set at a figure of 6,100,000, the survey figures point out.

Sees 2,000,000 Purchasers

At a cost of \$200 over the "usual cost of a radio set," Mansfield concludes that 2,200,000 people will purchase tele receivers—or 7.2 per cent of the people interviewed. And approximately 1,000,000 sets "can be sold" at \$300 over the usual radio set cost—or 3.2 per cent willing to pay that much extra for a teletset.

Mansfield pointed out that the 15,000,000 group may be disappointed because "it looks as if good television reception will cost anywhere from \$125 to \$200 over the usual cost of a radio set. "But it is entirely possible, that within a few years after introduction on a large scale, television will be low enough to meet majority acceptance."

RCA-NBC demonstrated its new receiver last week, and approximate selling price after the war at \$395. "Remember though," Mansfield warned, "this is only a reflection of what people THINK they want."

COAST-TO-COAST

—INDIANA—

KOKOMO—WKMO News: "Hoosier Hi-Lites" newscast of Ward Glenn is now sponsored by Eaton & Cripe Motor Sales. Evelyn Tyner, pianist, has returned home via "Five Minutes With Evelyn Tyner," platter show sponsored by Herb Beitz Insurance Agency. . . **EVANSVILLE**—"Listen," Evansville-on-the-Air house organ, has doubled in size to eight pages, to allow for FM and network schedules as well as more detailed information about programs, personalities and television tips. . . **FORT WAYNE**—Newcomers to the news staff of WOWO are Allen Jeffries and Gil Saunders, formerly of WASK and WKZO.

—IOWA—

DES MOINES—Program schedules for the Cowles group are now carrying special art work. KRNT features the state capitol and tall corn; WNAX has the Rushmore Memorial; WCOP, Boston, features a local church; WHOM, New York, the Manhattan skyline, and the Washington station pictures local scenes. Colors are gray and dubonnet. . . United States Rubber Company is producing a series of five quiz shows titled "Put And Take" over KRNT which originate in the Fort Des Moines Hotel with war workers as special guests.

—KENTUCKY—

LOUISVILLE—Cpl. J. R. Marlette, a Hoosier stationed at Bowman Field, is doing part-time duty in the engineering department of WINN. . . Bess Lyman, continuity head, is now a member of the Advertising Club. . . New business at WINN includes: 100 participations for Furnace Street Mission; 24 participations for Parker House Coffee in "Bess Lyman, Lady

Lookout"; 65 participations for All-Nu Floor Wax in "Home-Makers' Treasure Chest."

—LOUISIANA—

NEW ORLEANS—Home town gal who made good, June Preisser, movie actress, was interviewed over WWL by Jill Jackson recently on Jackson Brewing's program "Jax and Jill in Hollywood." Jill Jackson is also WWL's woman sports commentator. . . American Brewing Company has started a new series over WWL in the 10 p.m. spot Monday through Friday. . . Virginia Freret is writing, Ben Hanley narrating, Deane S. Long producing and Don Lewis announcing a new series for White Brothers Jewelry Store titled "Gems of Romance." Program featuring dramatized stories is heard Monday, Wednesday and Friday.

—MISSOURI—

ST. LOUIS—Ed Wilson, conductor of KWK's "MJB" show, now has his zero-350 horsepower rating and constantly invites staffers to take a ride. . . KWK observed its 18th birthday March 17. . . Through KMOX promotion efforts, Bowlers Victory Legion topped all other cities in a drive to raise funds for sports and recreational equipment for soldiers overseas. . . **KANSAS CITY**—WHB president Don Davis has written a three-page statement on the post-war station-rep situation.

Freon Supply Ample For Radio Needs

(Continued from Page 1)

if this supply should become limited, it is likely broadcasters will be given some preference over other establishment where soundproofing is not a necessity.

Hundreds of appeals pending to the Freon control order, M-28, are now being scrutinized, with every indication being that before the week is up they will be granted. Whether they will be granted in full or whether only a major percentage of the quantity of the gas sought will be permitted is not yet certain.

Equal Footing at Present

All service establishments will be on an equal footing for the present, although in the event of a developing shortage of the gas for military or war-supporting purposes the comfort-cooling users may be graded. Broadcasters, for instance, might be given a preference over some other users because of the soundproofing requirements for their studios. Just how theaters would figure in on such a deal is uncertain although it is pointed here that theater doors must be kept tightly closed in order for the sound to be heard perfectly and the projection to be completely effective.

KOA FIRST IN DENVER
50,000 WATTS 850 KC

FEW STATIONS IN THE
MOUNTAIN CAN EQUAL KOA'S DOMINANCE

50,000 WATTS
TOP NBC PROGRAMS
7 STATE COVERAGE
DEALER PREFERENCE (68.8%)*

LISTENER LOYALTY (69%)**
SALES RESULTS
*Ross-Federal Survey
**"Tale of 412 Cities"

WINNING THE MOUNTAIN AND PLAINS STATES REC

Send Birthday Greetings To—

March 21

J. V. McConnell Edna Stillwell
Gil Jones James Wilkinson
A. S. "Tony" Bessan

Every 24 Hours

51

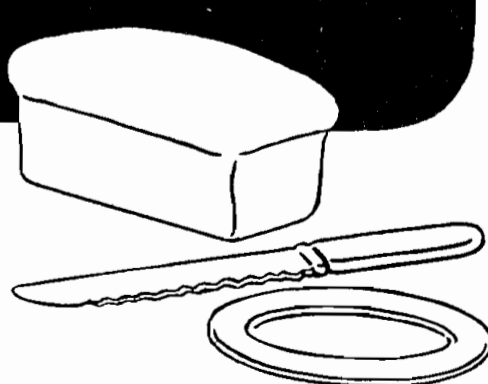
SPONSORED
NEWSCASTS
UP-AP-INS

W-I-N-D
CHICAGO

560 Kc. 5000 WATTS

OUT OF TOWN BOYS MAKE GOOD AND HOW

?





On time with the right time—in the offices of time buyers from coast-to-coast—that's one reason Weed & Company keeps a steady flow of signed contracts in the mail of Weed-represented stations.

With time as its full-time business, Weed & Company loses no time in keeping "Nationally Represented by Weed & Company" a letterhead that means "time will sell"—when handled through Weed.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

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



Large Stations Sales Up

Ten Symphony Groups Sign Ascap Contracts

Ten of the 17 nationally-recognized Symphonic Orchestras throughout the United States, have taken out performance licenses with the American Society of Composers, Authors and Publishers including the Symphonic and Philharmonic aggregations of New York, Boston, Philadelphia, Cleveland, Chicago, Pittsburgh, Cincinnati, Indianapolis, San Francisco and Rochester. Frederic C. Erdman, of the Society's Classical and Symphonic Works Department, is current-

(Continued on Page 10)

Network Personalities To Attend Boston Meeting

Boston—Network personalities will be among the featured speakers at the second annual Spring conference of the Radio Council of Greater Boston, scheduled to be held Monday, April 9, at the Charles Hayden Memorial, Boston University.

To speak are: Robert St. John, NBC commentator, war correspondent and author; Paul Hollister, CBS vice-president; Judith Waller, NBC

(Continued on Page 5)

Four Lever Bros. Programs Renewed On CBS Network

Four Lever Brothers sponsored shows have been renewed on CBS, it was announced yesterday. They are "Inner Sanctum" for the Thomas J. Lipton divisional; "Bright Horizon" for Swan soap effective April 2; "Aunt Jenny" for Spry and "Big Sister" for Rinso soap.

'Pops' Birthday

Paul Whiteman, Blue web musical director, will be a guest speaker on a WLIB, New York, program honoring him on his birthday, March 28. Whiteman will be interviewed by Eddy Brown, WLIB musical director.

Sen. Overton Testifies In Suit Against WDSU

Washington Bureau, RADIO DAILY
Washington—Commissioner Norman T. Case, yesterday heard the argument in the case of WDSU, New Orleans, accused by Sen. John Overton of Louisiana of discriminating against him in the sale of political time during the Louisiana primary election last summer. Senator Overton was himself on the stand during the morning, undergoing a grilling by Attorney William J. Koplowitz, representing WDSU.

Overton had complained that he

(Continued on Page 10)

New FM Program Policy Announced By WGNB, Chi.

Chicago — Frequency Modulation station WGNB, sister station of WGN, has introduced a new program policy emphasizing the best in music and "live" broadcasts. The station is under the direction of Marion Claire. The policy was inaugurated Sunday, March 18, with a special broadcast from 5 to 6 p.m. of the Chicago Thea-

(Continued on Page 2)

FCC Figures Reveal 28% Jump In 1944 Over Volume Of Business For 1933; Outlets From 5-20 Kw. Reported

Radio Manufacturer Contracts Tele Time

Chicago—WBKB, the only television station in this city currently telecasting on a regular schedule, has signed a broad contract with the Admiral Corporation, electronics and appliance manufacturer, to step up television's progress in Chicago, it was announced yesterday by Elmer C. Upton, manager director of WBKB, and by Richard A. Graver, vice-president in charge of the radio division

(Continued on Page 10)

Plan Four French Stations In W. Canada Province

Winnepeg — Preservation of the French language from extinction in Western Canada is the motive given for plans to build four 1,000-watt broadcasting stations, according to

(Continued on Page 8)

CAB Board Meeting Elects Duffy Chairman

At its annual meeting yesterday, the board of governors of the Co-Operative Analysis of Broadcasting, Inc., elected for the first time an

(Continued on Page 5)

Washington Bureau, RADIO DAILY
Washington—A 28 per cent rise in net time sales by stations with from five to 20 kilowatts power was reported for 1944 over 1943 by the FCC in a special accounting released yesterday. Reports from 191 of the 225 stations with that power—209 commercial and 16 non-commercial—showed a total of \$71,268,000—an increase of \$15,581,000.

Every station showed an increase, with the highest rise reported at

(Continued on Page 10)

WOV Musicians Stay, Get Raise—RWLB

WOV's request to the Regional War Labor Board for an order reducing the number of musicians to be hired in accordance with its Local 802, AFM contract, was turned down yesterday by the RWLB. The station was ordered to continue its present policy governing the hiring

(Continued on Page 9)

Mayor's Curfew Ruling Subject Over Blue, CBS

Mayor La Guardia will be heard over WJZ and the Blue Network tonight from 7 to 7:15 p.m., EWT, in a discussion of "Why One Hour Tolerance for New York City." The Mayor's

(Continued on Page 10)

Cowles Stations Stage Party For New York Agency Crowd

As a prologue to the elaborate promotion plans WNAX has in store for the ensuing year to further exploit the listening area in Yankton, S. D., the Cowles aggregation projected for several hundred agency and press representatives its film, "Why A Radio Station in Yankton?" which will be presented at agricultural meetings,

service clubs and high schools to stimulate greater interest in WNAX programming, designed to perform a public service to the middle-west farmers. The film was screened in conjunction with a luncheon given at the Waldorf - Astoria yesterday. WHOM of New York City collabor-

(Continued on Page 10)

All sunshine and profits for you when you reach the Northern New England market thru WLAW.

Successful campaigns in Northern New England include WLAW. Send for coverage map. Advt.

The Cowles outlets in the East arranged 24 interviews with service men and women in the European theater of war as Cowles' contribution to Red Cross campaign. All branches of the services will be represented on the program, which will be aired over stations WCOP, WOL and WHOM.

WBBM, Chicago, broadcast special program for the Red Cross in which former donors of blood were asked "Have you wondered since what happened to it?" The program then went on to tell the story of blood plasma from day of receipt until it saves a GI's life on battlefield.



Vol. 30, No. 56 Thurs., Mar. 22, 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

E. B. CANEL, director of Latin-American programs for the International Division of NBC, has returned from Mexico City, where he covered the Inter-American Conference in a series of broadcasts in Spanish for the Latin-American audience.

JAMES G. BENNETT, of the Blue Network's promotion department, back from Chicago, where he conferred with clients and web executives.

GENE O'FALLON, president of WFEL, Denver, and **FRANK BISHOP**, director of the station, are in town on a short business trip.

JOE DU MOND, president and general manager of KXEL, Waterloo, Iowa, is back at the station following conferences at the New York offices of the Blue Network.

CHARLTON COWLING, of the Detroit office of Headley-Reed Company, national station reps, is visiting at the New York headquarters.

KINGSLEY HORTON, assistant manager-director of programs and sales at WEEL, CBS-owned station in Boston, conferring this week at the headquarters of the web.

JANE TIFFANY WAGNER, NBC director of home economics and supervisor of the home-making course for the NBC "University of the Air," spent yesterday in Scarsdale, where she addressed the Scarsdale Women's Club.

FRED LORD, of the Gannett Newspapers and WGAN, Columbia outlet in Portland, Me., has arrived in Gotham.

MORTON DOWNEY and **DICK MOONEY** have returned from Detroit, where the Coca-Cola program originated last Friday evening.

HOWARD LANE, CBS director of station relations, and **WILLIAM B. LODGE**, director of general engineering for the network, off to Boston and a television clinic for the web's New England stations.

ALFRED H. MORTON, president of National Concert and Artists Corp., left Tuesday for the West Coast, where he plans to remain until May 1.

G. I. BERRY, national spot and local sales manager for the central division of the Blue Network, has returned to his Chicago offices following a few days in New York.

BEATRICE KAYE, **JIM AMECHE** and the "Here's to Romance" ensemble, back from Camp Lejeune, N. C., where they put on a show for the Marines.

DUNNINGER has left on a tour of the South. He'll return around the middle of April.

ALEX GRIFFIN, Mutual commentator, is visiting in New York.

BILL SLOCUM, JR., Columbia network correspondent, has arrived in Paris. His "Morning News Roundup" was heard from the French Capital for the first time on Tuesday of this week.

MAURICE LEFTON, conductor heard on WPAT, Paterson, to New Haven, where he will appear as assistant concert master on the forthcoming musical, "Carousel."

COL. EDWARD A. DAVIES, commercial manager of WIP, Philadelphia, and **EDWARD WALLIS**, program director of the station, were callers this week at the offices of the Mutual network.



Shout your head off!

There's one advantage that ship's officer has that some radio advertisers don't have . . . he knows his audience is listening!

Down here in Baltimore we've got a way to fix that for advertisers. It is suggested that they check into the W-I-T-H radio audience.

This is the independent station that delivers more results per dollar spent than any other station in town. It has the audience and the audience has the money to buy.

There is a pile of cold-as-steel facts that proves that if you want coverage that pans out on a low cost per sale basis, your best bet in Baltimore is W-I-T-H.



W-I-T-H

IN BALTIMORE

TOM TINSLEY, President
 REPRESENTED BY HEADLEY-REED

FINANCIAL

(Wednesday, March 21)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	162 3/4	162	162 1/8	- 3/8
CBS A	33 3/4	33 3/4	33 3/4	- 1/4
Crosley Corp.	33	32	32 1/8	- 1 3/4
Farnsworth T. & R.	13 7/8	13 1/8	13 1/2	- 3/8
Gen. Electric	40 5/8	40	40 3/8	- 1/8
Philco	33 3/4	32	32 5/8	- 1 3/8
RCA Common	11 1/4	11	11 1/8	- 1/8
RCA First Pfd.	82 3/4	82 3/4	82 3/4	- 1/8
Stewart-Warner	16 3/4	16 1/4	16 1/2	- 3/8
Westinghouse	125 3/4	123 1/4	125 1/4	- 1 1/4
Zenith Radio	38 1/8	38	38	- 3/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	31 3/4	31 3/4	31 3/4	- 1/4
Nat. Union Radio	5 1/4	5 1/4	5 1/4

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	7 1/2	8 1/4
Stromberg-Carlson	18	19
WCAO (Baltimore)	27
WJR (Detroit)	41 1/2	43

20 YEARS AGO TODAY

(March 22, 1925)

"The Dean of American Music," **Walter Damrosch**, received congratulations yesterday from people in radio, music and the theater, on the occasion of his fortieth anniversary as conductor of the New York Symphony Orchestra . . . It has been estimated that the Democratic convention had a listening audience close to 80,000,000.



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

2 Special Passover Shows Scheduled for NBC Sunday

Two special Passover dramas will be produced for "The Eternal Light" program on NBC. The first will be presented next Sunday, 11-11:30 a.m., and the second during Passover on April 1.

"The Eternal Light" feature is a public service program presented by NBC in co-operation with the Jewish Theological Seminary of America. Ira Avery directs and original music composed by Henry Brant is presented by an orchestra under Milton Katims.

Suggestion

Lou Brott of WOL, Washington, who sends back copies of RADIO DAILY and other radio trade publications, to friends overseas in the armed forces, urges all subscribers to make their back copies available for servicemen.

New FM Program Policy Announced By WGNB, Chi.

(Continued from Page 1)

ter of the Air from WGNB's new studio on the 11th floor of Tribune Tower. Col. Robert R. McCormick, publisher of the Chicago "Tribune," spoke on the program recalling WGN's first broadcast 21 years ago and praising the new FM plans of WGNB. The station in the future will broadcast on Sundays from 2 to 10 p.m. and on week nights from 5 to 11 p.m.

Lt. Col. A. A. Schechter Home From So. Pacific

Lieut. Col. A. A. Schechter, radio and communications aide to General MacArthur in the South Pacific, is expected in New York today. He will leave shortly thereafter for Washington, D. C.

Only Philadelphia Station Featuring 3 HOURS of Classical Music EVERY DAY



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


AS CLEVELAND GOES...

SO GOES Tom Manning

"IT'S a knockout... it's a touch-down..." Cleveland fans thrill and chill to the exciting voice of Tom (Red) Manning, Cleveland's *first* and only winner of the coveted Sporting News Golden Trophy. Tom Manning is *first* in sports in Cleveland, just as WTAM is Cleveland's *first* station in listening audience... day and night. *First* in Program Popularity polls too. 34 of the top 50 Programs are on WTAM. Are you?



Joe Louis and Tom Manning
at XMAS FUND Boxing Show, Cleveland Arena

FIRST in CLEVELAND
WTAM 
50,000 watts
Represented by NBC SPOT SALES



TOM MANNING
and the Cleveland Boxing Commission



HENRY ARMSTRONG and TOM MANNING
at the end of a tough session



TOM MANNING with Lou Trudel and Les
Cunningham of the Cleveland Barons



THE *Haunting Hour* went on the market this week. We sent a proof of our ad appearing in this week's "Broadcasting" to 935 stations and 1045 advertising agencies throughout the country. And already we've felt the beginning of an avalanche of audition-record requests.

The show has a double purpose. Although it's an independent series of original mystery programs by top writers, it is partly designed for the many satisfied sponsors of *The Weird Circle*, who are approaching the last episodes of that NBC-Recorded show . . . and want to continue with a quality radio mystery series.

The debut of *The Haunting Hour* has also caught the alert eyes and ears of prospective advertisers who have been searching for "Mystery at its Best."

This morning we listened to "Date With Destiny" . . . program No. 1 of *The Haunting Hour* and were frozen in our seats. When a show brings praises from a bunch of hypercritical radio people such as were assembled in the NBC-RRD audition room . . . it must really have *merti*.

An almost irresistible urge comes over Bill Seth, Promotion Director of NBC-RRD, every time he routes correspondence to his secretary, whose initials are LS. Some day, with a devilish smile, he's going to add the inevitable . . . MFT.

NBC RADIO-RECORDING DIVISION

America's No. 1 Source of Recorded Programs

RCA Bldg., Radio City, N. Y.
Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D. C.
Sunset and Vine, Hollywood, Cal.
Taylor and O'Farrell Streets,
San Francisco, Cal.



A SERVICE OF RADIO CORP. OF AMERICA



Michigan Avenue Memorandum!

• • • When WMAQ recently lured Borden's Musical Milkwagon away from WGN, WMAQ salesman Rudi Neubauer came up with a promotional idea for advertising the station switch. Neubauer's plan was to have Borden's furnish a horse-drawn milkwagon which would arrive in front of the WGN studios every morning at 9 a.m. The wagon would bear large signs announcing the change to WMAQ. The Milkwagon cast, as Neubauer planned it, would come out of the WGN studios, climb into the milkwagon and clop-clop over to the WMAQ studios in the Merchandise Mart. This little routine would continue for at least a week or until WGN took drastic measures to stop it. It might have been a swell idea, but no one will ever know because WMAQ never tried it. . . . Speaking of ideas, Bill Ray, NBC Central Division news and special events chief, dreamed up one when the movies of the Yalta conference were released. Bill reasoned that a good many interesting and probably off-the-record remarks passed between Roosevelt, Churchill and Stalin during the filming of the pictures. What little jest or pleasantry was FDR, Winston and Joe getting off when they were shown speaking in the movies? There was only one possible way to find out and that was to hire a trained lip reader to view the pictures, and that is what Ray did. The lip reader, accompanied by a stenographer, attended a special showing of the film. The result, however, was nil. The lip reader was unable to decipher any of the lip movements of the principals because the scenes were too brief. And so posterity will never know whether Joe Stalin ever inquired about Fala or whether FDR asked Joe how soon he expected to get to Berlin.

Chicago

☆ ☆ ☆
• • • Wick Crider, J. Walter Thompson radio publicist, in town over the week-end en route to Hollywood. Crider was beaming over the newspaper pictures of Bing Crosby after receiving his movie "Oscar" in Hollywood last Thursday. In the pictures Bing had a pipe in his mouth, the very same pipe (a Dunhill, no less) which Crider had presented to The Groaner last fall. . . . Radio Row was saddened by the death of Mrs. Ann Koelker, wife of Tony, former Central Division manager of Blue publicity and now a naval lieutenant. Lt. Koelker was said to be in Paris where Blue Network representatives were trying to contact him and arrange for him to come home. . . . Commenting on the announcement by Niles Trammell, president of NBC, that the network was eliminating commercial announcements from the middle of news broadcasts, the Chicago "Times," in an editorial, "Radio Takes a Tonic," quoted Herbert Hoover, who, in 1922 as secretary of commerce, said: "Advertising in the intrusive sense will dull the interest of the listener and will thus defeat the industry. Furthermore, it can bring disaster to the very purpose of advertising if it creates resentment to the advertisers." The "Times," which recently called attention in another editorial to radio's "bad manners," commented: "These words are as true today as they were 22 years ago. . . . It is gratifying to note that radio is taking the 1923 advice as a 1945 tonic."

☆ ☆ ☆
• • • Former Chicago mikeman Quin Ryan is on the waiting list for resident membership at the Chicago Athletic Club. . . . Breakfast Club songstress Nancy Martin, who was married Tuesday in New Wheeling, W. Va., to Sam McEldowney, FBI man, has been receiving innumerable gifts from listeners ever since the announcement that she was to be married. While Nancy was recently entertaining convalescent servicemen at Fletcher General Hospital, Akron, Ohio, fellow entertainers in the troupe held a shower for her. Among the presents was a large bottle of imported perfume—a gift from one of the appreciative GIs, just back from the battlefield.

☆ ☆ ☆
—Remember Pearl Harbor—

LOS ANGELES

By RALPH WILK

ALFRED HITCHCOCK was so pleased with the performance of Bill Goodwin in the Ingrid Bergman picture "Spellbound," that he's dicker-ing with the featured comedian of the Frank Sinatra show for another picture.

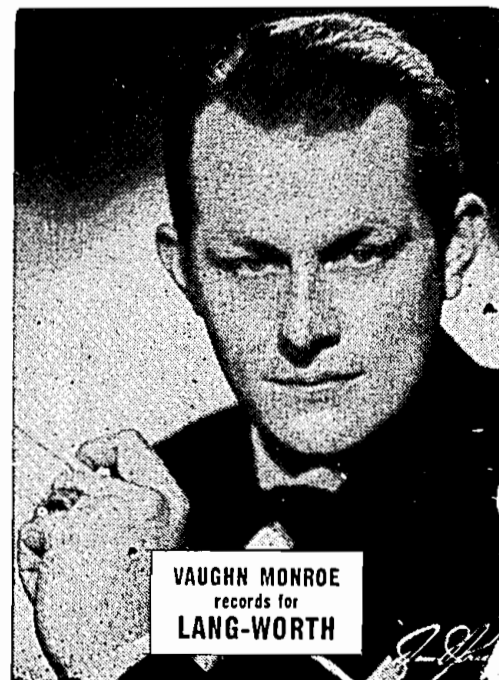
Walter Lantz has postponed recording of his "Apple Andy" Cartune, an "Andy Panda" subject, because of the illness of Walter Tetley, who is heard as "Leroy" on the "Great Gilder-sleeve" program on Sundays.

Jack Haley, fast-quipping "Manager" of Joan Davis' Sealtest Village Store on NBC, is flirting with a new outlet for his comedy talents. The popular comedian of stage, screen and radio has now teamed up with Mike G. Brandon, former cartoonist recently discharged from the Army. The pair will collaborate on cartoons for national magazines, using Haley's wealth of gags as comedy material.

Dave Titus, producer of the CBS "This Is My Best" program, has been inducted into the armed services. It has not yet been settled as to which branch of the service Titus will be finally assigned. However, Radio Row is betting that he'll be taken by the Marines to produce the official Marine Corps airer, "The Halls of Montezuma"—a program which he launched as a civilian several years ago.

Initiating what may be a new trend in the recording business C. P. MacGregor recently stated that on all phonograph recordings made by the MacGregor Studios in the future he shall be paid a royalty of one cent per side in addition to the mechanical cost of the original master.

Alex Robb has been appointed assistant to the Western Division Program Manager of NBC, in addition to his duties as Manager of Package Sales, it was announced by Lewis S. Frost, program manager.



VAUGHN MONROE records for LANG-WORTH

★ **AGENCY NEWSCAST** ★

JOSEPH HERSHEY McGILLVRA, INC., announces the addition of James S. Keenan to the sales staff of their Chicago office. Keenan has had a wide sales experience in the drug field throughout the middlewest and was also on the sales staff of WBBM, Chicago, and more recently on the sales staff of WIBC, Indianapolis.

JULIUS KAYSER & CO., makers of hosiery, lingerie and gloves, and their subsidiary, The Nazareth Waist Co., makers of infants' and children's underwear, will place its advertising through Cecil & Presbrey, Inc., as of July 1st.

WILLIAM MORRIS AGENCY has engaged Alma E. Marks for its literary department to handle writers, material and vehicles of all types for radio broadcasting and television. Miss Marks recently returned from England where she was sent by OWI to supervise all radio programs.

HOWARD T. WORDEN, manager of the motion picture division, Foote, Cone & Belding, New York, has been elected a vice-president of the agency. Accounts served by this division are: RKO Radio Pictures, RKO Theaters (metropolitan area, New York), Selznick Studio (Vanguard Films), Walt Disney Productions, and Pathe News.

EDWARD B. BEDFORD, with Geyer, Cornell & Newell since June, 1944, on leave of absence from Oneida Ltd., Oneida, New York, has returned to that company to be co-ordinator of advertising and marketing research.

PAUL FIELD has been enlisted in the radio copy department of the Compton Advertising agency. Field was formerly with AP as a Washington correspondent and feature writer, and prior to that with the Lord & Thomas agency.

Network Personalities To Attend Boston Meeting

(Continued from Page 1)

educational director of Midwestern Division; Paul White, CBS vice-president and director of news; William F. Brooks, NBC director of news and special events.

Others are: John O. Rennie, head of the radio section of British Information Service; Captain Frank King of the Armed Forces Radio Service.

Edward Weeks, editor of Atlantic Monthly and president of the Council, announced that the conference will be open to all persons interested in radio. Sessions are scheduled to open at 2:30 p.m., followed by dinner at 6:30 p.m. Reservations should be made through Mrs. Charles W. Taylor, 181 Bay State Road, Boston.

CAB Board Meeting Elects Duffy Chairman

(Continued from Page 1)

agency man to the chairmanship. The first agency to fill this post is Bernard C. Duffy, vice-president and general manager of BBD&O. Robert B. Brown, of the Bristol-Myers Company, was made treasurer.

Duffy succeeds Dr. D. P. Smelser of the Procter & Gamble Company, who has held the CAB chairmanship since its inception. Brown, succeeds George H. Gallup of Young & Rubicam, Inc., as treasurer. In addition to these duties, Brown has also been elected vice-chairman, a newly created position which will play an important role in the expansion policy.

Board Augmented

The board of governors was recently increased to include four network members, and the number of agency and advertiser members was increased from three to four each, making the new total membership 12.

Other members of the board are: John L. Bogert, Standard Brands; L. D. H. Weld, McCann-Erickson; Edgar Kobak, MBS; Chester J. LaRoche, Blue Network; Frank E. Mullen, NBC; Frank Stanton, CBS; A. W. Lehman, president; George H. Allen, secretary and manager.

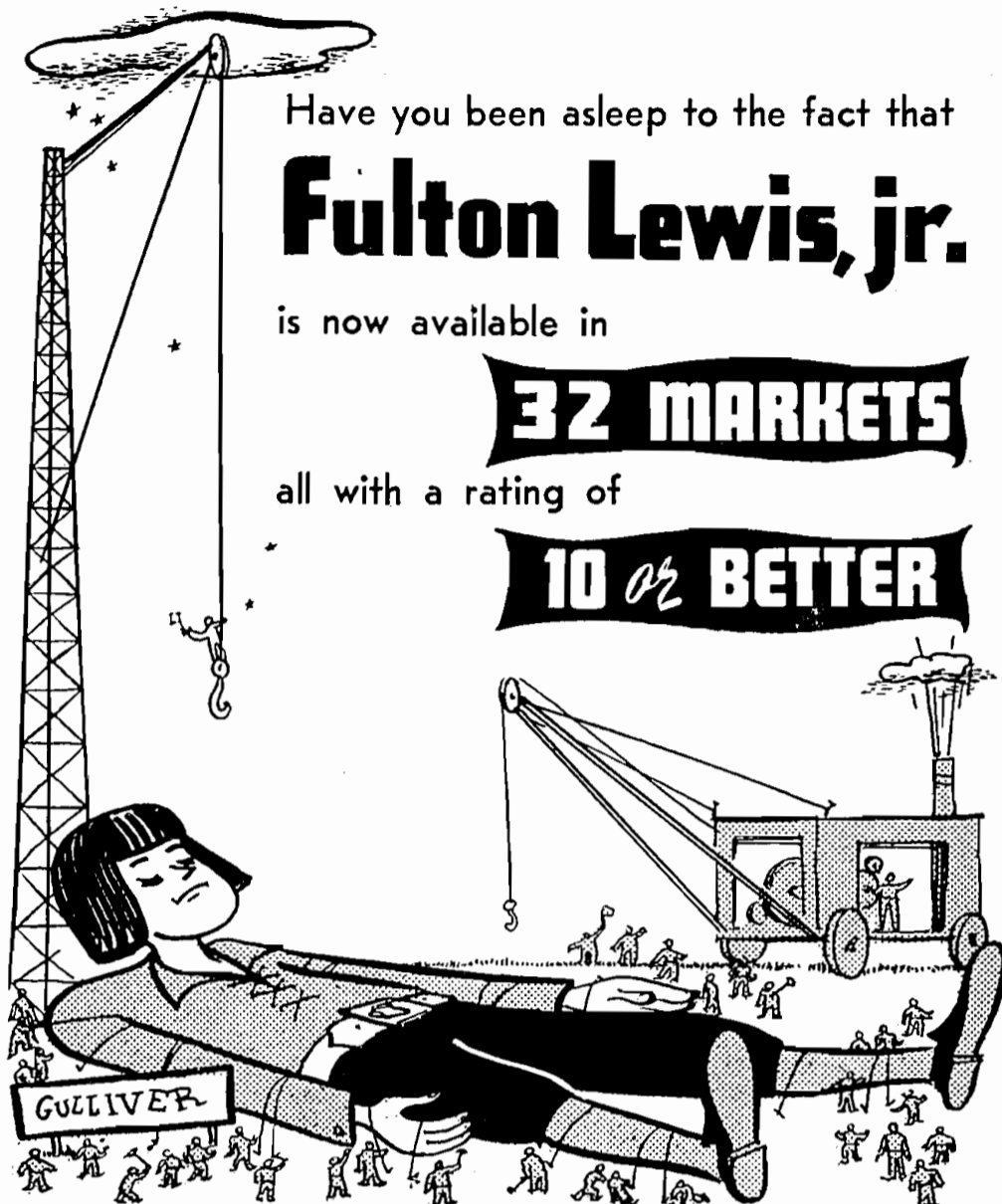
At the next CAB meeting, another advertiser representative and agency representative will be elected to the board of governors.

Opening Chicago Studios

Chicago studios of the School of Radio Technique will open on March 26, it was announced yesterday by John F. Gilbert and Franklin Hauser. Instructor staff will come from WBBM, Chicago station. The School of Radio Technique has studios in Radio City, New York City.

"M-C" WANTED

Experienced writer - "M-C" with jovial, infectious personality to handle daily variety show on small network—steady connection with responsible manufacturing concern. Position will pay around \$5,000 a year according to ability. Give full particulars as to experience and past or present connections when writing. Send photo and advise if transcription of voice and style available. Address Box 135, Radio Daily, 1501 Broadway, New York 18, N. Y.



Have you been asleep to the fact that

Fulton Lewis, jr.

is now available in

32 MARKETS

all with a rating of

10 or BETTER

Fulton Lewis, jr. — "America's Most Listened To" News Reporter — is currently heard on 240 stations from coast-to-coast with more than 130 sponsors. His program formula is proved . . . boasting an audience that rates him 10 or better in each of the 50 markets available at this time.

In these days with good programs at good times hard to find . . . **DON'T OVERLOOK THIS BUY!** . . . Remember, Fulton Lewis, jr., is heard on more stations by more people with more sponsors than any other News Reporter.

For Further Details — Phone, Wire or Write **WILLIAM B. DOLPH**, Barr Building, Washington, D. C.



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



We New

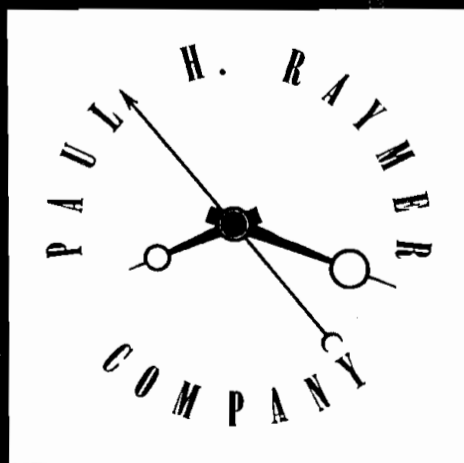


Give A Young Man A Chance

Sometimes it would be much easier to help a young man along and give him an opportunity to try his hand, but there is no place here for beginners. There is no chance for a young man to "make good." He must be *already good*.

We have always considered this representative business "post graduate." It is an advanced responsibility for the skilled and experienced only.

When a man comes here for a job it has been our consistent practice to require a minimum of ten years' previous successful experience in advertising and selling, and in most cases all of this experience has been in the market where he is to be employed. This policy may seem pretty stiff but it has resulted not only in more business but in better business for the stations we represent. Their welfare and the orders we get for them are far too important to be left in youthful hands—however ambitious.



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

PROMOTION

6-7 On WFBL

WFBL's new mailing piece is a folded brochure which describes 6 to 7 p.m. as "A Great Hour on WFBL" and goes on to tell why. News, music, variety, comedy programs are described as well as public events, educational and commentators. Personalities connected with the programs are shown in photograph and time of each is given.

Republic Uses Radio

Republic Pictures advertising campaign, reportedly to top \$15,000.00, to herald the first de luxe showing of the elaborate Roy Rogers' outdoor musical, "Utah," will include a wide-spread radio coverage. Spot announcements have been placed on the following stations: WJZ, WOR, WOV, WHOM, WNEW, WINS, WHN and WLIB.

Television In "Listen"

"Listen," house organ of WGBF and WEOA, Evansville, Indiana, has been increased from four to eight pages and will carry complete television news of the Evansville station. With "Listen" doubling in size, printing and paper costs thereby increased, subscription price will be \$2 after April 14.

Annual Peabody Awards Announced By Committee

Annual George Foster Peabody Radio Awards announced on Tuesday are as follows:

Outstanding News Commentary—Raymond Gram Swing (Blue Network—American Broadcasting Co.).

Outstanding Reporting of News—WLW, Cincinnati, Ohio.

Outstanding Entertainment in Drama—A double award: "Cavalcade of America," (Nation Broadcasting Company), and Fred Allen, Columbia Broadcasting System for comedy unexcelled over a period of 12 years.

Outstanding Entertainment in Music—"Telephone Hour," (National Broadcasting Co.).

Outstanding Educational Program—"Human Adventure," (Mutual Broadcasting System).

Outstanding Program for Youth—"Philharmonic Young Artists Series," KFI, Los Angeles, Calif. for outstanding development of young musicians.

Special Award to Col. Edward M. Kirby, Chief, Radio Branch, War Department, Washington, D. C. for his brilliant adaptation of radio to the requirements of the armed forces and the home front—American ingenuity on a global scale.

Public Service By a Regional Station (more than 1,000 watts): "Worcester and the World," WTAG, Worcester, Mass.

Public Service By a Local Station (1,000 watts or less): a double award—Best to station WNYC, N. Y. C., and Mayor Fiorello LaGuardia; secondly, to station WIBX, Uchen, N. Y. for its program, "Cross Roads," dedicated to the returned veterans.

Special citations were voted to the following regional programs: "Song of the Columbia," KGS, Portland, Oregon; "Syracuse On Trial," WFBL, Syracuse, N. Y.; "Southwest Program," KVOO, Tulsa, Okla. home; "St. Louis Good," KMOX, St. Louis, Mo.

Medals will be awarded the winners at a dinner in New York on April 10.

★ WORDS AND MUSIC ★

by HERMAN PINCOE

THERE is a strong, personal motivating force behind the stirring music presented each week on the "Army Hour," NBC conducted by the fiery little successor to the late John Philip Sousa's title, "The March King," namely Leo Kempinski . . . the Kempinski domicile is well represented in the war effort with two sons, Staff Sergeant Leo, Jr. (currently home on furlough after three years in the South Pacific) and Corporal Theodore with more than a year of service with the Army Air Corps, two sons-in-law, Corporal Larry Sullivan, at present stationed in India and Henry Le Royer, with the American Red Cross Field Service, a daughter, Madalene Kempinski Le Royer also serving with the American Red Cross and Mrs. Leo Kempinski (Momma, herself) is now rounding out her fourth year as a Red Cross Nurse's Aid . . . the Maestro, in collaboration with Sergeant Harry S. Miller (currently stationed in India) has composed about forty songs and marches dedicated to various branches of the armed forces, most of them recorded and sent to fighting fronts all over the globe . . . so this week's TWENTY-FOUR-BAR-SALUTE is sounded in honor of the FIGHTING KEMPINSKIS.

☆ ☆ ☆

We received quite a bang out of the item sent up by a praise agent named Hare . . . the fact that a Hare could be the instigator of anything that even resembles a BANG, is in itself, an item for Ripley, but since the hero of the item is the screw-ball comic Russell Swann, we'll place this verbal interruption in the dispenser (Spencer Hare, the P.A. himself, get it?) and continue . . . it wasn't the fact that Swann, after serving for 18 months overseas as Captain in the U. S. Army, sustained nary a scratch only to accidentally wound himself in the hand with a prop gun during the performance of his act at the Hotel Cotillion Room, that gave us the aforementioned Bang . . . nor was it the fact that true to the tradition of the thitter, the comedian, with but a brief pause for (police) station identification (gun permit, etc.) and the application of sulphur drugs, adhered to the hallowed tradition "the show must go on" . . . nay and for-soothe, kind readers . . . the part of the Exclusive Yarn??? which caught our eye, tickled our fancy and impelled us to drape ourselves around our faithful Underwood and chronicle the event in today's pillar, was the caption, to wit: quote:—Russell Swann Shot . . . but not by a member of the audience . . . unquote.

☆ ☆ ☆

TIN PAN ALLEY-OOPS: a great little trouper, courageous Gypsy Markoff, undaunted by injuries sustained in the crash of the ill-fated Lisbon Clipper, developed a new "fingering technique" for accordion-playing and will make her concert debut, Sunday at the Town Hall in Gotham. . . .

● Sesac now offers radio stations a new service . . . a transcription library of recorded music, ranging from light opera to hill-billies. . . ● The Korn Kobbler will feature Morrey Davidson's new novelty, "The Tooter Song" on their next Ziv transcription . . . could be another "Music Goes Round and Round". . . ● Manor Music Co. is starting on a novelty tune titled, "I'd Like To Kiss Susie Again," a "gang song" on the type of "Don't Sit Under the Apple Tree" . . . the juke boxes should coin a mint with this one. . . ● Mills Music will publish the score of the Charles Rogers film, "Delightfully Dangerous," written by Morton Gould. . . ● Mel Torme has just recorded Richard Howard's new ballad, "You Laughed at Me for the Last Time," for Decca . . . published by Sun Music.

☆ ☆ ☆

RADIOLOGY: Arthur Henley, scripter for the Sammy Kaye-Paul Winchell show, will find an offer from a top advertising agency for his package show, "Melody, U. S. A." on his return from a tour of southern camps and hospitals. . . ● The NCAC brochure on Dunninger is a honey. . . ● Eddie Pola, writer, producer, actor and songwriter, is the new director of the "Alan Young Show" . . . ● Lt. Robert Crawford, husband of Radiolite Charita (Right to Happiness) Bauer, has been awarded the Silver Star for gallantry in action during the Normandy invasion. . . ● The Jim Waldrops (NBC staff announcer) are awaiting the third visit of Sir Stork, due about the middle of April.

EQUIPMENT

Name Distributors

Appointment of seven new distributors to handle the forthcoming line of Bendix AM and FM radios and radio-phonograph combinations was announced by Leonard C. Truesdell, general sales manager for home radio, Bendix Radio division of Bendix Aviation Corporation.

Texas Wholesalers, Dallas, received the distributor appointment for the northern Texas territory, excluding the Panhandle, while the appointment for the south central Texas territory went to the Thiele-Winslow Company, San Antonio, according to Truesdell. The Electric Household Distributing Company, Portland, was named distributor for Oregon, southwest Washington and two northern California counties. The Stratton-Warren Hardware Company, Memphis, was appointed distributor for the northern Mississippi, western Tennessee, and northeastern Arkansas territory. McDaid's Electrical Supply, Charleston, was named for the Charleston, South Carolina territory. The Lighting Fixture and Electric Supply Company, Inc., New Orleans, was appointed distributor for the southern Louisiana and southern Mississippi territory, and the K. K. Company, Inc., Omaha, was named for the southern Nebraska and southwestern Iowa territory.

Plan Four French Stations In W. Canada Province

(Continued from Page 1)

the Winnipeg "Free Press" in a recently published article.

The first station will be operated from St. Boniface, Man., and it is planned to aid stations at Gravelbourg and Prince Albert in Saskatchewan and at Edmonton.

Aims of the western French radio movement are to be found in a "catechism" sponsored by an organization called Radio-Guest Francaise (Western French Radio).

The claim is made in the "catechism" that Canadians of French origin are dissatisfied with the limited amount of programs in their own language provided by the CBC in the West.

The "catechism" added "the English radio is rapidly tending to anglicize us. It is an enemy we must fight with the same weapons." It also said a French radio system is necessary on religious grounds, adding "English programs are for the most part pagan and dangerous programs."

The cost of the four stations is placed at \$250,000 and the "Free Press" says a campaign to raise funds is under way in the prairie provinces.

It was announced last January 26 that a French radio station will be operated in St. Boniface by the St. Boniface Radio Limited. Dr. Henri Guyot of St. Boniface is president of the company and shareholders will represent all French settlements in the province.

PROGRAM REVIEWS

"INFORMATION PLEASE"

PAST—PRESENT PERFECT.

It would certainly be ridiculous for this department to do a review of "Information Please" per se, inasmuch as the American Press recently voted it the All-American Radio Program of 1944, in a certified poll conducted by RADIO DAILY. However, a review of a sort is warranted for one reason—the transplanting of the program from the Maxon agency to the Compton organization, which gives announcer Ben Grauer an opportunity to discuss the merits of the Socony products instead of the 57 Heinz Varieties. Incidentally, the new commercial gives the sound effects man an extra chore: the sound of the Flying Red Horse hoofbeating across the NBC network.

Because the program appears to be above criticism, what with everything down to pat perfection, we can only reminisce to the first time "Information Please" was broadcast—May 17, 1938, when Clifton Fadiman, the dean of quizzers, and Franklin P. Adams, program's expert of longest standing, made their first appearance.

We listened to a playback of the initial broadcast and these are the things we noticed producer Dan Golenpaul dispenses with on his current programs. He doesn't permit the announcer to cry out effusively, "We present Mr. Fadiman! The Toscanini of Quiz—the Simon Legree!" and so forth. Mr. Golenpaul doesn't have audience participation any longer, which happens to be a very good thing, if you remember some of the New York City borough accents and dialects which made the program just a little too diverting. For a while there he permitted the questions to be read by their owners. And after each had read his question rather incoherently, Mr. Fadiman, who has since outgrown precocity, would have to repeat the questions, which he accomplished with dramatized graciousness.

As for the experts, Adams' current confrere, John Kieran, made his first appearance on this program in June

Technicians From China Visit At CBS, New York

Four engineers from the Central and International Broadcasting Stations in Chungking, China are visiting this week at CBS headquarters in New York. The engineers, recently arrived in this country from some months in England, inspected the Columbia studios, master control and other technical aspects of the network. Their itinerary also includes a trip to the network's shortwave transmitters at Brentwood, L. I. and a visit to CBS' television studios and technical facilities.

The Chinese engineers include: Yu-Hsin Tung, electrical engineer, head of technical section, International Broadcasting Station, Chungking; Ming-Hsin Liu, electrical engineer, Central Broadcasting Administration, Chungking; S. W. Wank and S. H. Yao. In charge of their CBS trips is R. G. Thompson, manager of technical operations, CBS eastern division.

On Radie Harris Program

Elsa Maxwell, newspaper columnist and international celebrity, will be heard in an exclusive radio interview as the guest of Radie Harris, Saturday, March 24th, from 12:15-12:30 p.m., via WJZ and the Blue Network. Miss Maxwell will discuss her "most intimate friends" including Winston Churchill, George Bernard Shaw, Fritz Kreisler, Greta Garbo, Cole Porter and Van Johnson.

Mary Boland Hildegard Guest

Mary Boland and Willie Shore will guest on Hildegard's "Raleigh Room" to be aired from Chicago next Tuesday on NBC at 10:30 p.m., EWT.

of 1938. Oscar Levant, their musical expert, came much later—he was missed on the first of the Socony-sponsored segment. As for the cash register, it reverberates the same now as it did then. Perhaps Dan Golenpaul's affluence can be estimated by the fact that on the first program he paid out \$5 instead of the current \$100 War Bond prize to persons whose questions were fumbled by the experts. However, the contributor who stumps the experts is still the recipient of only one set of the Encyclopedia Britannica.

Grayson Named Director For 'One Foot In Heaven'

Mitchell Grayson, director of WMCA's "New World A Coming" series which has taken six national awards for "encouraging mutual good will and understanding among the races," has been signed by the Blue Network to direct its new dramatic series "One Foot In Heaven," heard Sundays, 10:30-11 p.m., EWT. Philip Merivale and Muriel Kirkland are featured in the Blue series.

Grayson, who formerly headed the production department of WNYC, and was producer-director of transcriptions at WOR, will continue as director of the WMCA public service series heard Sundays, 3-3:30 p.m., EWT.

Radio Aids Deafened GI's By Use Of Transcriptions

Chicago—Three thousand men of the armed forces, rendered deaf through war service and now being treated at the Borden General Hospital, Chichasha, Oklahoma, will be aided through the use of records of the radio series, "So The Story Goes," produced and originated from the WBBM studios in Chicago by Johnnie Neblett, of Neblett radio productions. A request for the transcriptions was received by Neblett from Capt. Grant Fairbanks, chief of the inductual division and Ferne E. Haggin, curricular trainer of the hospital's hearing clinic. Neblett donated 265 ETs.

WOV Musicians Stay, Get Raise—RWLB

(Continued from Page 1)

of its musicians.

Additionally, the board ordered a 15 per cent increase in wages for the 12 musicians, who, it was said, had had no increase since Jan. 1, 1941. Opinion of the board was unanimous in this move, which was made in accordance with the Little Steel Formula.

Yesterday's decision of the board represents a rejection of its own hearing officer's recommendation that the musicians be reduced from 12 to five as an avoidance of "featherbedding" of labor.

Gets Music Post

Sidney Goldstein has been named to succeed Sidney Kornheiser at Paramount Music Corporation and Famous Music Corporation. For the last year and one half he has been with the same company on the West Coast.

Cleveland Engineer Honored

Robert Morris Pierce, formerly chief engineer of WGAR, Cleveland, was one of six civilians of the Psychological Warfare Branch of the 12th Army group, who received military commendations for his work with the Army since D-Day. Pierce is with the overseas branch of the OWI.

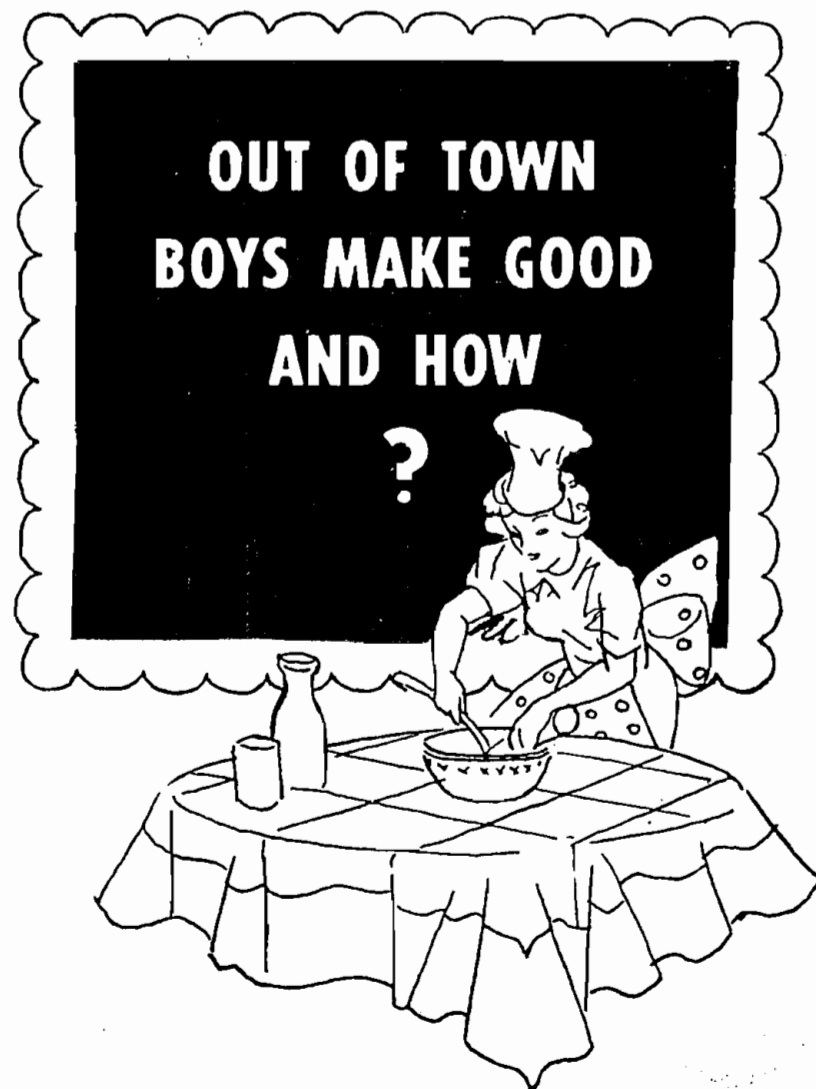
KORN KOBBLERS

RADIO'S LONGEST LIST OF SATISFIED SPONSORS:

Nolde's Bread... WGH	Arkansas Radio Co. KARK
Hudepohl Beer... WSOC	Chevrolet WEEU
Frankel Clothes... WHIO	Rubel's Bread... WCPO

(TO BE CONTINUED)

FROM THE HOUSE OF HITS
FREDERIC W. ZIV COMPANY
 2436 READING RD. CINCINNATI, OHIO
 NEW YORK HOLLYWOOD



Sen. Overton Testifies In Suit Against WDSU

(Continued from Page 1)

was not permitted evening time from Monday through Friday on WDSU, although his principal opponent in the primary, E. A. Stephens—a part-owner of WDSU, was able to broadcast over the station on Thursday nights. When his agent, J. A. Oswald, sought time for Overton on WDSU, Overton said, he was told that no evening time between Monday and Friday was available and offered time on Saturday night or during the day.

Overton said he would not go on the air on Sunday and didn't want the Saturday spot, which he felt was not as good as a weekday night spot.

Oliver, who is also commercial manager for KWKH, Shreveport, said he had asked WDSU Program Manager Fred Weber, former MBS manager, for time on any night but Saturday.

Weber Quotes Hooper

Weber, on the other hand, said Oliver had asked for time on Tuesday nights, in a period already contracted for a commercial broadcaster. He added that Hooper ratings in New Orleans showed Saturday to be a better radio night than Thursday—the night Stephens was on.

H. Wall, of WDSU, third part-owner, said when the partnership was formed there was a clear understanding that regardless of possible political activity by Stephens, the station would not favor him in regard to time for political broadcast. Stephens himself declared that he had tried to get Monday evening time on the station, but had failed.

Koplowitz questioned Oliver briefly on his connection with the Shreveport publisher, James Ewing. It was not brought out fully in the testimony, but it is in the record that Overton's complaint to the FCC was received about a week after WDSU had filed an application to increase its power to 50,000 watts. Ewing, strong political supporter of Overton, also has an application for a New Orleans station pending.

Senate ICC Meet Friday On Appointment Of Denny

Washington Bureau, RADIO DAILY
Washington—The Senate Interstate Commerce Committee will meet tomorrow morning to consider the nomination of Charles R. Denny, FCC general counsel, as the seventh Commissioner. The meeting will be closed.

New Berlin Song On CBS

The radio premiere of Irving Berlin's new song, "Heaven Watch the Philippines," will be heard over the Columbia network on "Report to the Nation," Saturday, March 24. Berlin, now in the Philippines, was inspired to write the song after hearing Filipinos sing their own version of his "God Bless America. Proceeds of the new song will go to the Philippine Boy Scouts.

Cowles Stations Stage Party For New York Agency Crowd

(Continued from Page 1)

ated with WNAX in hosting the affair. Seated at the head table were: Gardner Cowles, Jr., and Hon. John Cowles of the Cowles Group; Harold Logan and James Milloy of Look Magazine; Parks Johnson, Roger Brackett and Dave Grant, of Vox Pop program; Craig Lawrence, of WHOM and WCOP; A. N. Armstrong, Jr., of WCOP; Don Inman, of WNAX; Phil Hoffman, of KRNT, Des Moines; James H. Allen, of WNAX; William Quaratan, of WMT; H. T. Enns, Jr., of Cowles; Jack Paige, of WHOM; G. G. Katz and Eugene Katz, of Katz Agency.

Agencies Represented

Among the agencies represented were: William T. Tieman, Atherton & Currier; E. F. Moeller, Buchanan & Co.; Robert McNell, Dancer-Fitzgerald-Sample; Nat Wildman, Joseph Katz Co.; John F. Hagen, Lloyd, Chester & Dillingham; George Carhart, C. L. Miller Co.; D. H. Parker, Needham & Grohmann; N. F. McEvoy, Newell-Emmett; Miss H. A. Thomas, Spot Broadcasting; Paul Kizenberger, N. W. Ayer & Son; Robert Parman, Ted Bates; G. C. Castleman, Birmingham, Castleman & Pierce; Herbert Gresgan, Marschalk & Pratt; W. S. King, J. M. Mathes, Inc.; Frank Silvernail, BBD&O; Thomas Young, Calkins & Holden; Paul Hedrick, Craven & Hedrick; W. E. Steers, Doherty, Clifford & Shenfield; C. H. Cottingham, Erwin Wasey; J. S. Davidson, Federal; H. E.

Mayor's Curfew Ruling Subject Over Blue, CBS

(Continued from Page 1)

Blue web appearance will be his first statement on the extension of the curfew hour in New York city since he took that action a week ago.

The effect of the midnight curfew on civilian and serviceman morale and its connection with the war effort will be discussed on the Columbia network's "People's Platform" Saturday, March 24 from 6:15-6:45 p.m., EWT. Participants in the round-table, entitled "Morale, the Curfew and the War," are Rep. Earl Wilson of Indiana; Charles G. Bolte, Chairman of the American Veterans Committee who lost a leg in the Tunisian campaign; Arthur Garfield Hays, noted lawyer and counsel for the Allied Food and Entertainment Industries of Greater New York, and Dorothy Kilgallen, Broadway columnist for the New York "Journal-American."

The Mutual network last night announced that, in compliance with the Government's curfew request, the web is discontinuing all dance band remotes after midnight. These include airings of orchestras from New York hotels and night clubs. It was further stated that the "Mutual Dance Parade" would feature after midnight pickups from Chicago, Denver and San Francisco, cities still observing the midnight closing.

Lehman, Ferry-Hanly; Miss Anabelle Whiteson, Lawrence Fertig; Joe Dawson, Geyer, Cornell & Nevell; Paul Gumbinner, Lawrence C. Gumbinner; L. B. Van Doren, Hixson O'Donnell; Cecil Hoge, Huber Hoge & Sons; Gordon Mills, Arthur Kudner; A. C. De Pierro, Paris & Peart; Miss Catherine Wohlpart, Sheldon, Quick & McElroy; Miss Joya Krakauer, Small & Seiffer; Lester Mallets, Weiss & Geller; H. H. Wright, Campbell-Ewald; Miss R. D. Folster, Caples; E. S. Pratt, Sherman K. Ellis; A. C. Graff, Ivey & Ellington; Carl Mark, Al Paul Lefton; Samuel Rubenstein, Arthur Rosenberg; Ray Vir Den, Lennen & Mitchell; R. E. Nelson, Charles M. Storm; Lester Malitz, Warwick & Legler; Richard Ash, Blaine-Thompson; F. C. Barton, Biow; M. Kleinfeld, Franklin Bruck; Miss Ethel Weider, Foote, Cone & Belding; Arthur A. Kron, Gotham; Miss Vera Brennen, Duane Jones; Frank Palmer, Kenyon & Eckhardt; L. O. Coulter, McCann-Erickson; Wm. E. Larcombe, J. D. Tarcher; F. Ott, D'Arcy; Richard Nicholls, Donahue & Coe; E. Thomas, Grey; Norman Clemence, L. H. Hartman; Robert Wilhelm, Maxon; Harry Trenner, Wm. H. Weintraub; R. B. Hersey, Badger, Browning & Hersey; Walter Craig, Benton & Bowles; Frank B. Kemp, Compton; Carlos Franco, Young & Rubicam.

The trade press and CBS were well represented.

Ten Symphony Groups Sign Ascap Contracts

(Continued from Page 1)

ly negotiating with the remaining seven orchestras.

Despite contrary opinions held by several individuals with collateral interests in this field, Ascip officials claim that 87 per cent of all the copyrighted and protected music used in this field, is controlled by Ascip writers and publishers. Definite steps to license the users of this type of music was undertaken after the election two years ago, of Deems Taylor, composer of "serious works," as president of Ascip.

Can. Copyright Authorization

Montreal—The copyright appeal board in schedule filed with state secretary McLarity and published in an extra edition of the Canada Gazette has authorized the Canadian Performing Right Society to collect \$141,672 from Canadian Radio stations this year for the use of copyright music.

'Confidentially Yours' On WNEW

"Confidentially Yours," formerly a Mutual news program which starred Arthur Hale, is now a WNEW daily series, Monday through Saturday, 7:35-7:45 p.m., with George Brooks narrating. Brooks formerly did the WNEW "War Diary" programs.

Big Stations' '44 Sales Show Increase Of 28%

(Continued from Page 1)

\$374,700 and 19 others reporting a boost of \$150,000 or over. Lowest increase was \$5,711 with 26 stations showing increases between \$100,000 and \$150,000; 39 more above \$75,000, 55 more above \$50,000 and 40 more above \$25,000.

Of the 209 commercial stations, 181 are outlets for the four major networks, compared to 152 stations for the year 1943, an increase of 16 per cent, as follows: Blue, 37; CBS, 61; Mutual, 24; NBC, 51; Blue and Columbia, 1; Blue and Mutual 5, and Columbia and Mutual, 2.

The licenses of 155 of these 225 stations, or the companies owning or controlling are engaged in other businesses as follows: publishing, 66 stations; manufacturing, 12; stores, etc., 13; educational, 19; insurance, 4; religious, 2; theaters, 3; labor organizations, 1, and other businesses, 35.

Two hundred and seventeen of these stations are located in 44 states (Nevada, New Mexico, Vermont and Wyoming excepted), one each in Alaska and Hawaii; two in the District of Columbia, 4 in Puerto Rico.

Radio Manufacturer Contracts Tele Time

(Continued from Page 1)

of Admiral. Balaban & Katz owned and operated WBKB.

WBKB currently produces programs regularly on Tuesday, Thursday and Friday evenings, in addition to Wednesday afternoons. Under the new arrangement, Admiral Corporation will supervise two evening telecasts each week for the purpose of experimenting with variety programs. These will be used, not only for audience and reception checks on the present number of viewers in this station's area, but also for actual instruction for radio dealers in television fundamentals.

PHILADELPHIA'S
LARGEST
Sports
AUDIENCE!

WIBG

10,000 WATTS
DAY & NIGHT

PHILA.'S MOST POWERFUL INDEPENDENT

REPRESENTED BY JOSEPH LANG SPOT SALES INC.

★ ★ ★ COAST - TO - COAST ★ ★ ★

— NEW YORK —

NEW YORK—WNYC and its principal broadcaster, Mayor La Guardia of New York, came in for a "special citation" from Variety for the Mayor's Sunday talks to the people of New York. Listener surveys made recently reportedly show the Mayor's broadcasts have the largest audience of any program during that time. . . . Dr. Frank Kingdon's recent indictment of "education in the public schools," heard on WMCA last February, will be published by the Grolier Society for distribution across the country. . . . "Hats Off to Our Eagles" is the title of WOV's new series honoring war veterans. . . . WHN's "Author Meets the Critics" is now a coast to coast feature. More than 200 stations will receive recordings.

— MINNESOTA —

MINNEAPOLIS—Helen Hayes appeared in person from the WLOL studios in her regular weekly broadcast over Mutual. Announcer on the show is Hal Lansing, formerly of Minneapolis. . . . During the rest of the state legislative session, KSTP is devoting its 9:45-10 p.m. period each Friday to a program featuring leading legislative personalities and a discussion of activities. Program takes the form of round-table discussion.

— MASSACHUSETTS —

BOSTON—New traffic manager of WORL is Mary Wood who replaced Constance Reynolds, now retired into matrimony. . . . Studios of WBZ-WBZA have undergone extensive redecorating in pastels, new furnishings and indirect lighting. . . . WEEI agricultural director Jesse H. Buffum has been named State Coordinator of Emergency Farm Labor by Governor Tobin. . . . Mildred Bailey, new home economist at WCOP, is heard daily at 1:30 p.m. Miss Bailey came to WCOP from WTAG, Worcester. . . . WNAC engineer "Spuddy" Stone has begun his 21st year of continuous service in radio.

— UTAH —

SALT LAKE CITY—Believing that they too have an institutional job to do, the city's bowling alley operators have banded together to sponsor "It's A Strike" on KDYL each Saturday at 10:15 p.m. . . . A War Department commendation has been awarded "Twenty-eight Candles for Captain Alley," OTASC production on KSL, according to "The Hillfielder," OTASC publication. . . . OGDEN—Arthur Gaeth, Mutual news analyst, whose broadcasts emanate from KLO, is currently on a tour to the East Coast. During the San Francisco conference, his broadcasts will originate from there.

— PENNSYLVANIA —

PHILADELPHIA — Employees of WFIL are benefiting from a special "incentive fund," established for the purpose of "buying" program ideas from staff members. Originators may co-operate with the sales department in selling the show. . . . KYW's "Valley Forge Caravan" will have completed its 1,071st broadcast at the expiration of new contract which became effective March 15. Donn Bennett, original producer and emcee, is retained. . . . PITTSBURGH—New radio series for children has been designed by Marie Wilk of WTNT titled "The Adventures of the Little Tin Soldier." WTNT is WWSW's FM station.

— WEST VIRGINIA —

WHEELING—Wyn Sheldon, WWVA announcer and newscaster has been named program director of the outlet, replacing Lew Clawson who is leaving for military duty. Sheldon, with WWVA since 1933, gained previous radio experience at WLBZ, Bangor. . . . In addition to her "Holiday for Housewives" and "Women in the News" programs, Joanna Green, WWVA staff announcer, will assume the duties of continuity editor. . . . WWVA chief engineer, Maj. G. G. Boundy, has been presented with the Legion of Merit for outstanding radio engineering in Teheran.

— NEW JERSEY —

NEWARK—WAAT is airing Red Cross entertainment from Victory Theater, Military Park, several times each week. . . . Walt Frammer has been appointed director of publicity to head increased publicity activities with an eye to television and the post-war period. . . . PATERSON—WPAT's Helen Taylor has begun a series of lectures to women's groups throughout the metropolitan area. . . . Irv Diamond, WPAT engineer, and Mickey, his wife, have just been initiated into parenthood. Michele Paula is baby's name. . . . Maurice Lefton, conductor of the WPAT String Ensemble, has left for New Haven to assist with the opening of "Carousel," there.

— NEBRASKA —

OMAHA—Members of the KOIL staff recently were flown in a B-29 in consideration of their excellent work on the Martin "B-29" program, currently being copied in various other B-29 production centers. . . . WOW was chosen by Excelsis Beauty Products Co. for an extensive 52-week campaign. . . . Ray Clark, WOW announcer, and Foster May, former announcer, are slated to go overseas; Clark to the Pacific; May to the European. . . . KGFV and the Kearney public schools,

have inaugurated a new series titled "We Learn to Live," inspired by "We March with Faith," now going on its second year over KOWH.

— VIRGINIA —

RICHMOND—C. T. Lucy, general manager of WRVA since the station's inauguration in 1925, and an officer of Larus & Brother Company, owners and operators of WRVA, has been re-elected to a third term on the CBS Affiliates Advisory Board. Election was by a majority vote of CBS affiliated stations in Pennsylvania, New Jersey, Maryland, West Virginia and Virginia.

— ALABAMA —

BIRMINGHAM — Henry J. Johnston, WSGN general manager and vice-president of the Birmingham News Company has been elected executive vice-president of that company. Birmingham News owns and operates WSGN. . . . WJLD at Bessemer will join the Mutual System as soon as lines can be established, Bill Terry, general manager, has announced. Dorothy Alexander, well known in Alabama dramatic circles, has joined WJLD continuity and Rosaline Jackson is a new account executive on the staff. Bob Umbach, recently of the USAAF, has returned to his interrupted announcing job.

Send Birthday Greetings To—

March 22

- | | |
|-----------------|-------------------|
| Clarence Clark | Don Dowd |
| Parks Johnson | Chico Marx |
| Earl Palmer | William H. Pitkin |
| Muriel Zinneman | Emily Holt |
| Bertha Hunter | Joan Bradford |

AVAILABLE

Experienced copywriter, personable young woman, for station in New York area. Write Box 137, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

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 WATTS DAY AND NIGHT

NATIONAL SPOT BUSINESS from soup to nuts

During 1944 a regular "Who's who" of national accounts—every product field in the book—selected KQV for their Pittsburgh coverage.



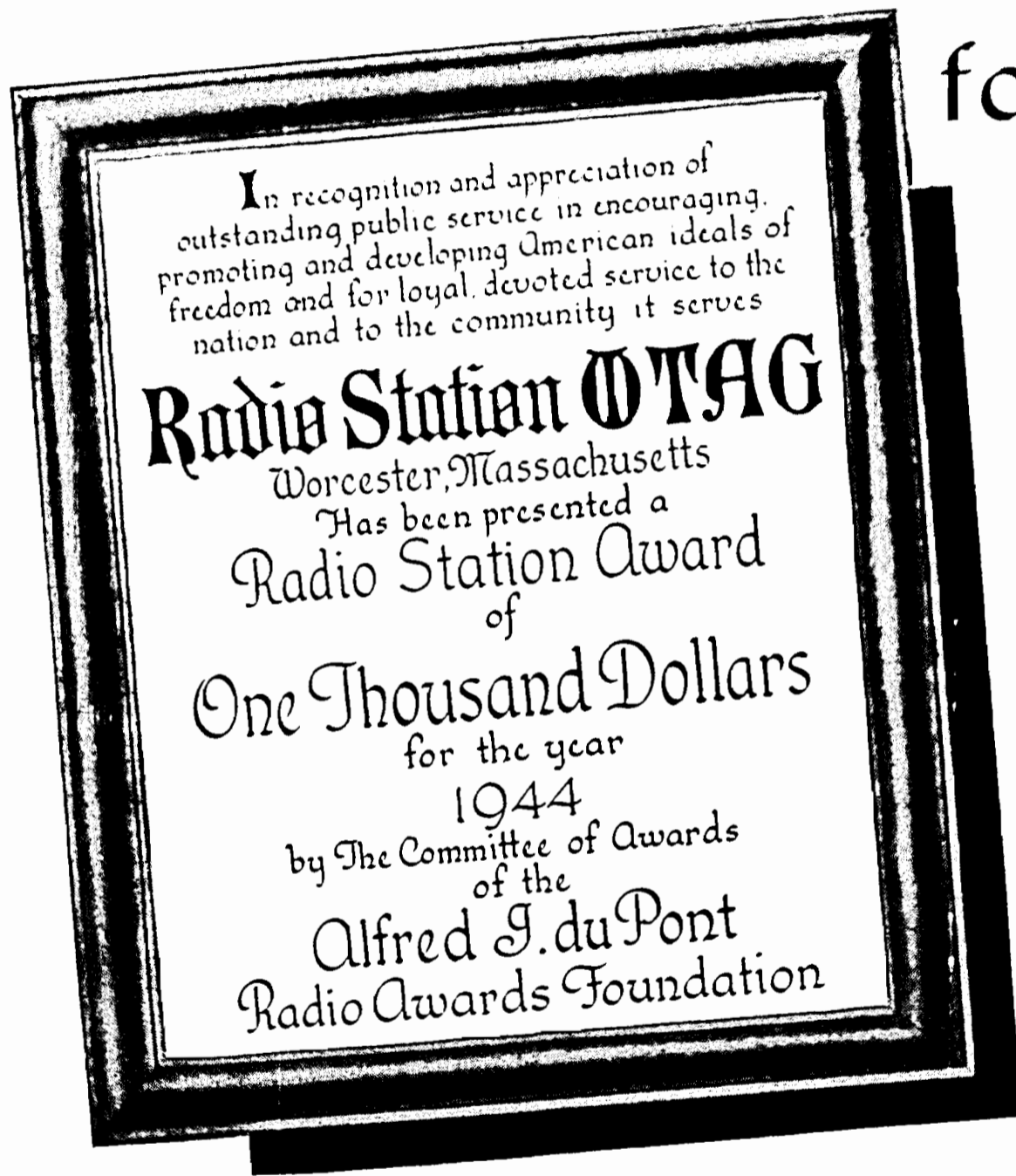
ALLEGHENY BROADCASTING CORP.

National Representatives: SPOT SALES, INC.

We

are proud to receive
the duPont Award

for 1944

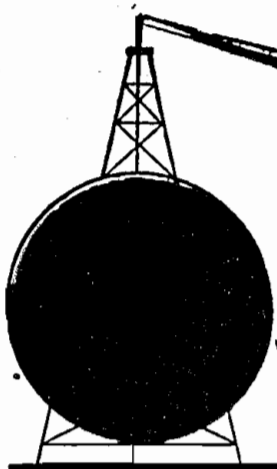


for... "outstanding public service in encouraging, promoting
and developing American ideals of freedom and for loyal
devoted service to the nation and to the community..."

WTAG WORCESTER, MASS.

BASIC CBS

Represented by RAYMER



RADIO DAILY



The National Daily Newspaper of Commercial Radio and Television

VOL. 30, NO. 57

NEW YORK, N. Y., FRIDAY, MARCH 23, 1945

TEN CENTS

Porter Gives Testimony

Correspondent Dinner Has FDR As Guest

Washington Bureau, RADIO DAILY

Washington — President Roosevelt and high government officials and leaders of the armed services, assembled at the 22nd Annual Dinner of the White House Correspondents Association last night. Through the courtesy of the Columbia Broadcasting System, an impressive array of radio, theatrical and motion picture talent provided professional entertainment following the dinner.

For the CBS entertainment program following the dinner, the mas-

(Continued on Page 2)

NAB Code Committee Holds Two Day Meeting

The code committee of the NAB met in New York City on Wednesday and Thursday of this week. It was an executive session to give further study to what if any suggested revisions may be necessary in the industries standards of practice. The conclusions of the committee will be submitted to the NAB board at its next meeting.

New Du Mont Tele Tube Shown TBA Directors

Private showing of a new 20-inch cathode ray tube which has a flat surface and produces a direct view television image 18 by 13½ inches highlighted Allen B. Du Mont's entertainment of the Television Broadcasters Association board of directors at the WABD studios in New York

(Continued on Page 6)

Discovered!

Philadelphia — Benedict Gimbel, Jr., who emceed his own luncheon on behalf of Edgar Kobak, Mutual prexy, held here yesterday at the Warwick Hotel, did a fine job of reaching into the Joe Miller Foundation. Kobak later said, "We have various good things on the web but probably need a comedian. Today, I think I have found him in none other than—Ben Gimbel."

Red Cross Radio Aid Will Be Intensified

Urgent need for an all-out personalized campaign of Red Cross solicitation next week in which radio personalities use their programs to enlist subscribers in the final week of the New York area campaign, was stressed by Walter "Red" Barber, greater New York Red Cross chairman, at a radio luncheon yesterday at the Yale Club, New York.

In discussing the success of the

(Continued on Page 8)

Special Treasury Programs Set For 7th War Bond Drive

Washington Bureau, RADIO DAILY

Washington—The nation's top tuners, operating on behalf of the 7th War Loan, have completed a 14½-minute platter for local sponsorship, Thomas H. Lane, director of War Finance advertising, press and radio revealed yesterday. The discs are

(Continued on Page 8)

Kobak Tells Philadelphians Of MBS' Policy-Procedure

Philadelphia—Taking the position that Mutual Broadcasting System to all intents and purposes was starting from scratch, Edgar Kobak, president of MBS, yesterday delineated to some 300 local business men the problems of operating a network from the financial angle and the responsibility to the many listeners of 240 affiliates.

Occasion was a luncheon in Kobak's

WLaw serves New England's 3rd largest concentrated radio audience—and how! Advt.

FCC Head Heard Before ICC Committee Probing Plans For The Merger Of Intern'l Communications

Washington Bureau, RADIO DAILY

Washington—Confusion regarding the extent of the merger of international communications systems now under discussion before the Senate Interstate Commerce committee was cleared up yesterday during an exchange between Chairman Burton K. Wheeler and FCC Chairman Paul A. Porter. Only

(Continued on Page 7)

REC Reported Ready To Consider Clubhouse

Proposition that the Radio Executives Club have its own clubhouse was projected at yesterday's board of directors meeting by John Hymes of WNEW and past-president of the REC, held at the Roosevelt Hotel. President Warren Jennings said he was frankly amazed to hear Hymes'

(Continued on Page 7)

Lawyers Request Delay Of Clear-Channel Hearing

Washington Bureau, RADIO DAILY

Washington—The FCC was asked yesterday to delay its hearings on the clear channel situation during a pre-hearing meeting of lawyers who will participate. The Commission was asked to hold off with the hearings,

(Continued on Page 6)

Blue In Chicago Leases Civic Opera Bldg. Space

Chicago—E. R. Borroff, vice-pres. of Blue Network central division, signed a lease Wednesday with the Wacker Corporation for 4,200 square feet of floor space on the 23rd floor

(Continued on Page 2)

New Web Business And Renewals In Chi.

Chicago—The Ford Motor Company, through J. Walter Thompson Company will launch the Stars of the Future, weekly half-hour musical program, in a new series on the full NBC network Sunday, April 8, from 1:00 to 1:30 p.m., CWT, it has been announced by Paul McCluer, sales manager of the NBC central division,

(Continued on Page 7)

Can. Educators To Attend CBS Educational Meeting

Toronto—Canadian educators will meet with the CBC education departments and other organizations interested in school broadcasting at the

(Continued on Page 7)

A special variety program will be aired over WEA

and NBC Monday as a contribution to the Red Cross campaign. It will be titled 'Broadway Salutes the Red Cross' and will star Beatrice Lillie, George Paxton band, "Red" Barber and Frederic March, listed as the master of ceremonies.

"The Quiz of Two Cities," program on Mutual web,

will devote its Sunday stanza to the Red Cross drive. Executives of the R. C. will comprise competing teams of contestants. Scheduled to be heard on the show are Mrs. L. Douglas, "Red" Barber and Jarvis Cromwell.

Next to war bonds—WLaw IS YOUR BEST BUY. Send for coverage map. Advt.



Vol. 30, No. 57 Fri., Mar. 23, 1945 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : Business Manager

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Olsen To Sell Laughs To N. Y. Advertising Club

Ole Olsen, of the team Olsen & Johnson, will be the guest speaker at the Celebrity Forum luncheon of the Advertising Club of New York, Wednesday, March 28, 12:30 p.m. His subject will be "Selling A Laugh."

20 YEARS AGO TODAY

(March 23, 1925)

There seemed to be some trouble with the electrons at the close of a talk recently and the announcer was heard to say: "It has been brought to our attention that another station is heterodyning us. In order to ascertain what station it is, we shall have to stand by for four minutes."

CKLW

BEST RADIO BUY in the DETROIT AREA

5,000 WATTS DAY AND NIGHT

800 Kcs.

MUTUAL SYSTEM

Coming and Going

ROBERT MAGIDOFF, NBC war correspondent in Moscow, has arrived in Bucharest, Roumania, to cover the political situation in the Balkans. Daniel DeLuca will continue to broadcast from the Soviet capital.

JAY JOSTYN—"Mr. District Attorney"—is in Providence, R. I., for an engagement at the Metropolitan Theater.

Y. H. TUNG and **LIU MING-HSIN**, engineers from the Central Broadcasting Administration, Chungking, China, who are visiting in New York, went out to Lodi, N. J., yesterday to inspect the WJZ transmitter. Their guide was **A. A. MILNE**, Blue Network director of technical operations.

DOUGLAS EDWARDS, CBS correspondent, has arrived in London. He was heard from the British capital for the first time on yesterday's stanza of the network's "Morning News Round-up."

JAMES MELTON will leave following Sunday's broadcast of "Texaco Star Theater" for the West Coast, from which point the program will originate April 1 and 8.

WILLIAM T. LANE, manager of WAGE, Syracuse outlet of the Blue Network, is back at the station following a few days in Gotham.

TED HUSING and **JIMMY DOLAN** are in Cleveland for the broadcasting over CBS of tonight's K. of C. track met.

Blue In Chicago Leases Civic Opera Bldg. Space

(Continued from Page 1)

of the Chicago Civic Opera Building, 20 N. Wacker. The new quarters will house network sales, local sales, co-op sales, sales service and promotion department. The network will take occupancy May 1.

The move will make available in the network's headquarters in the Merchandise Mart a special planning and development office for the "Breakfast Club," an office for James Connelly, central division station relations director; quarters for an expanded music library and an engineering workshop. The network's business, news and publicity departments and studios will remain in the present Merchandise Mart quarters.

Correspondent Dinner Has FDR As Guest

(Continued from Page 1)

ter of ceremonies was Bob Trout, veteran news and special events broadcaster and former CBS overseas correspondent in London. Music for the entertainment program was supplied by Mark Warnow and the "Lucky Strike Hit Parade" program orchestra.

The stars who contributed the entertainment features—in the order of their appearances—were Ray and Geraldine Hudson, acrobatic dancers; Georgia Gibbs, vocalist; Danny Thomas "straight man" for Fannie Brice, and an expert dialectician recently returned from a USO tour of Africa, Sicily and Italy with Marlene Dietrich, Fannie Brice, Garry Moore, and the DeMarcos, noted dancing team; Danny Kaye, Frank Sinatra and Jimmy Durante.

FINANCIAL

(Thursday, March 22)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	162 ³ / ₈	162	162	— 1/8
CBS A	33 ⁵ / ₈	33 ⁵ / ₈	33 ⁵ / ₈	— 1/8
CBS B	32 ¹ / ₂	32 ¹ / ₂	32 ¹ / ₂	— 1/2
Crosley Corp.	32 ¹ / ₈	32	32	— 1/8
Farnsworth T. & R.	13 ¹ / ₂	13 ¹ / ₄	13 ³ / ₈	— 1/8
Gen. Electric	40 ⁵ / ₈	40 ¹ / ₈	40 ¹ / ₂	+ 1/8
Philco	33	32	33	+ 3/8
RCA Common	11 ¹ / ₈	11	11	— 1/8
RCA First Pfd.	82 ¹ / ₂	82 ¹ / ₂	82 ¹ / ₂	— 1/4
Stewart-Warner	16 ⁷ / ₈	16 ¹ / ₂	16 ⁵ / ₈	+ 1/8
Westinghouse	125 ³ / ₄	124 ¹ / ₈	124 ¹ / ₈	— 1/8
Zenith Radio	38	37 ³ / ₄	37 ³ / ₄	— 1/4

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	7 ¹ / ₄	8
Stromberg-Carlson	17 ⁷ / ₈	18 ⁷ / ₈
WCAO (Baltimore)	27	—
WJR (Detroit)	41 ¹ / ₂	42 ¹ / ₂

Chicago's

ONLY 24 HOUR STATION

W-I-N-D

560 Kc. 5000 WATTS

"NEWS ON THE HOUR EVERY HOUR"

That's why... **ALL PHILADELPHIA** has formed the habit of dialing 1400 regularly.

THAT'S WHY SPONSORS BUY TIME ON **WDAS**



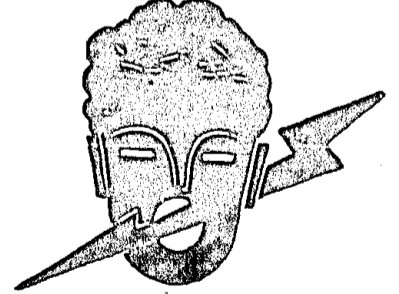
Somewhere in Tennessee

That picture was taken on pre-war maneuvers. It looks just about as much like the real thing we've seen in the South Pacific as . . . well . . .

Let's say wartime advertising and post-war selling. One is a breeze . . . the other is hard work.

When the hard work period comes . . . and you've got a sales problem in Baltimore . . . think of radio station W-I-T-H.

That's the successful independent station that produces greater results at the lowest cost of any other station in town. We have the facts on that . . . and we didn't put them together! An outside, impartial outfit put the figures together. They mean good news when maneuvers are over . . . and the battle for sales starts!



W-I-T-H

IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

VARIETY

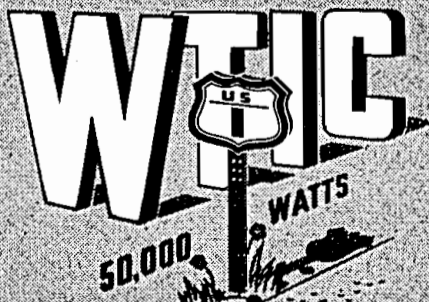
PLAQUE AWARD FOR 1944

...**"Beyond the Call of Duty"**

WTIC, Hartford

Whereas WBT had a scourge at its doorsteps and acted, Hartford's WTIC used its facilities in anticipation of one. WTIC learned that alcoholism was health problem number four and particularly aggravating in war time. Not a moral depravity but a disease, WTIC decided to awaken and educate its listeners to its causes and cures.

In cooperation with Alcoholics Anonymous, WTIC's Paul Morency and Leonard Patricelli arranged for a series of broadcasts, presenting case histories faithfully dramatized and narrated by actual ex-alcoholics. WTIC didn't want too many Lost Weekends in Connecticut. Not a pretty subject but an important one, brought out into the airwaves by a front line radio operation.



DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation

Member of NBC and New England Regional Network

Represented by WEED & COMPANY, New York, Boston,
Chicago, Detroit, San Francisco and Hollywood

WOR *proudly presents*

"BREAKFAST WITH DOROTHY & DICK"

*A delightful new morning show that's as homey as a front porch rocker,
smart as a new Spring bonnet, and starring . . .*

DOROTHY KILGALLEN

nationally-known columnist, radio personality and newspaper correspondent

& DICK KOLLMAR *radio and stage actor,*

producer of various Broadway hits, including: "Early To Bed," "By Jupiter," etc.

(officially Mr. and Mrs. Kollmar)



Two people who make news
on an intimate, ad-libbed-
from-home program
that makes sales

8:15-8:55 A.M.

Mondays through Saturdays

11:30-12:00, NOON

Sundays

Why WOR's "Breakfast with Dorothy & Dick"

is one of the greatest

morning radio buys in New York . . .

1. Because it's deliberately slotted at 8:15 A.M. to inherit the audience of New York's most popular early morning local programming. Namely: John Gambling, for 20 years a WOR standout, entertainer of millions, and WOR's 8:00 A.M. news, New York's most popular daytime news strip that's heard in more than 300,000 homes every morning.

2. Because "Breakfast With Dorothy and Dick" occupies a time during which WOR is heard in 303,600 homes with radios as a result of "the WOR breakfast program habit" it has developed during almost 3 years of consistent, ever-mounting listening.

3. Because 7-day-a-week exposure of "Breakfast With Dorothy and Dick" builds greater listener loyalty, captures a varied weekend audience as well as everyday's thousands.

4. Because approximately 1,000,000 employed women who have no opportunity to listen between 9:00 A.M. and 5:00 P.M., are exposed to the bantering, laugh-provoking, informative and saleswise chatter of Dorothy and Dick on WOR at 8:15 A.M.

5. Because Dorothy and Dick Kollmar are a natural, gracious, young and charming couple. Because they bring to the WOR listeners the glamour of Hollywood and Broadway; the warmth, interest and varied experiences of young married life. Because they are wise in the audience-attracting gimmicks of the theatre, radio and newspaper worlds. Because they know BIG names, do BIG things, yet reflect the usual assortment of family circle interests and problems.

6. Because they *use* your product in their own home. Thousands of listeners can hear *your* coffee gurgle as Dorothy or Dick pours it. *Your* wall paint, or clothing, or soap, or whatnot, is used in Dorothy and Dick's apartment. This, naturally, makes for commercials that are smooth and natural, and, for that very reason, are packed with a purse-provoking wallop difficult to duplicate anywhere.

Ask WOR to tell you more about "Breakfast With Dorothy and Dick."
Do it *now*. Here's a show that's going to be filled fast. It's in gilded time; it's priced right; it's a proven, sales-tested, audience-attracting formula.

WOR

—that power-full station,

at 1440 Broadway, in New York

member—**MUTUAL**

LOS ANGELES

By RALPH WILE

DONNY MANSFIELD killed 3 fat birds with one territory-covering stone on St. Patrick's Day, March 17th. The other morning on his program, Ronny told his listeners how he was looking forward to seeing all the beauty-spots of California when the war is over and traveling permissible. A listener at Big Bear Lake heard him and called immediately following the broadcast to invite him up to the lake for a St. Patrick's Day party as guest of the Chamber of Commerce. It just happens that on that date Ronny will sing at the Naval Hospital at Lake Arrowhead for the Red Cross, so he and his wife can accept the invitation with no pangs of conscience. Oh yes, bird number three is that this date happens to be Ronny's wedding anniversary. Mansfield is heard Monday through Saturday over KFI.

Leigh Matteson has been added to the staff of the NBC Hollywood Newsroom under Joe Alvin. Matteson, previously with I.N.S. in New York and Washington, succeeds Vincent Elliott, resigned.

Mrs. Lee Hogan, formerly of KARK, Little Rock, Ark., has joined the sales promotion department of NBC's Western division as assistant to Frank Ford. She succeeds Peggy Wood, who goes to the Hollywood office of C. E. Hooper.

Lawyers Request Delay Of Clear-Channel Hearing

(Continued from Page 1)

scheduled for May 9, pending the adoption of new engineering standards, which are being studied at this time by engineers who met with the Commission last week in a pre-hearing session for engineers.

Attorneys Paul Pearman, of the Regional group, and Louis Caldwell, for the clear channel broadcasters, both agreed on this request.

The Commission, however, as represented by Attorneys Rosel Hyde, Harry Plotkin and Leonard Marks, and Chief Engineer George P. Adair, indicated that the May 9 date still stands even though it may be necessary to recess the hearings for several months until the completion of the new standards study. There is a new Commission since the last clear channel hearing (1938), they pointed out, and it is advisable that the financial data concerning these operations be put in the record for study. Coverage and programming will also be set for discussion in May.

Ave Maria Hour
WMCA — Sunday — 6:30
For 10 years the number one Religious drama of the Americas.
IT'S A DONALD PETERSON PRODUCTION



Notes From A Ringside Seat . . . !

● ● ● Watch for the fireworks now that Al Holler has been given the nod by Gillette to air the Yanks & Giants home games assisted by Bill Slater. The ball clubs haven't okayed the choice yet and insiders predict a storm in the wind. Meanwhile, there'd been a lot of speculation around about Don Dunphy again doing baseball this year, but with his schedule of two fites a week for Gillette, Don had to bow out of the picture. . . . When Walter Winchell takes his annual vacation in August, Dr. Frank Kingdon will probably pinch-hit for him on the air. Or Ernie Pyle, if he's back in the States by that time. . . . One of the screen's most successful detective-mystery thrillers will take to the air with the original star. . . . Dorothy Kilgallen quits her Thursday nite Mutual airer in two weeks. Her current sponsor will continue as co-sponsor on her new ayem stanzas. . . . AP's Jack O'Brien in loy! . . . FBI pulled in the trumpeter with band currently playing a B'way house on draft charges. . . . Mary Windsor, one of radio's purtiest lassies, won out over 75 maids for the menace role in "Follow the Girls." She's the Lauren Bacall type, as who isn't these days. . . . Leo Durocher and Sinatra will be Danny Kaye's guests on his two shows here. . . . Mildred Murray signed for understudy role to Alma Kaye in Theater Guild's "Sing Out, Sweet Land" and leaves with the show when it goes out on brief tour. . . . Here's a switch: Adler Elevator Shoes turned down a singing jingle because it wasn't corny enuff. . . . Question of the day: Was it dissention within the ranks which caused "Stage Door Canteen" to bow off the air?

★ ★ ★

● ● ● Composer, conductor and instrumentalist, Morton Gould is one child prodigy whose talents matured with him. Playing by ear at the age of four, Gould published his first composition at the age of six and two years later won a scholarship to Dr. Frank Damosch's Institute of Musical Art. Today at 31 he has had his works performed by every major symphony orchestra in the nation. Gould is as American as his music and is the only recognized composer of symphonic music in this country who has never travelled abroad to learn from the old school. His latest, "Concerto for Orchestra," has just been introduced by the Cleveland Symphony Orchestra under the direction of Vladimir Golschman, who commissioned him to do the composition. Gould has also completed his first motion picture, "Delightfully Dangerous," for which he wrote an original musical score.

★ ★ ★

● ● ● Fooling around with the dials: "Assignment Home," which deals with the readjustment problems of GI's, is the sturdiest of the army shows. Not pretty stuff—but plenty grim. . . . "Two on a Clue" is a wonderful departure from the usual soapy daytime radio with laffs, mystery and, above all, intelligent scripting. . . . Claudia Morgan (Mrs. Thin Man) would be much more appealing in the role if she didn't try so hard to be so very, very sexy. . . . Add easy listening: "Prudential Hour," so well-programmed. Patrice Munsell's warbling is young, fresh and lovely. Pat can sing anything from Jerome Kern to the "Bell-Song" from Lakme with complete ease. . . . John Thomas did a boffo job as the neurotic war worker on National Theater contest via WJZ. . . . The air doesn't seem the same without the "Easy Aces" . . . We'll also miss "The Goldbergs," which we always thought went with radio lease. . . . Outstanding program improvement of the year (among indie stations): WNEW . . . Regular listeners to radio deserve a better fate than to have the same cast thrown up at them time and time again such as you find in "FBI in Peace & War" on CBS Sat. nite and "Crime Doctor" on the same station the following nite. Both shows, out of the same agency, use the same cast week after week, never introducing a new voice. In sum, each show has the same stamp; they merely change the names of the characters.

★ ★ ★

—Remember Pearl Harbor—

AGENCIES

WILL C. GRANT, president Grant Advertising, Inc., has announced that Everett Bradley is joining Grant Advertising as vice-president in charge of the Chicago office effective March 31st. Bradley has been with Compton Advertising of New York City as account executive the Ivory Soap account for Procter & Gamble. Previously, he was vice president of Pedlar & Ryan in New York City. . . . Gallaher Drug Company, Dayton, Ohio announces the appointment of Grant Advertising, Inc., to handle radio and institutional advertising effective immediately. William R. Tierney will be account executive.

D. L. CLARK COMPANY, maker of candy bars, has appointed Battle Barton, Durstine & Osborn, Inc., to handle its advertising. The appointment is effective immediately.

MCCANN-ERICKSON, INC., has appointed David Youngman to head its transportation department. Youngman, was formerly city passenger agent for the Seaboard Railway.

New Du Mont Tele Tube Shown TBA Directors

(Continued from Page 1)

on Wednesday, it was learned yesterday.

The new tube, produced at the Du Mont laboratories at Passaic, N. J., is reported to be a revolutionary improvement over the pre-war tube and television sets. The image, shown to the TBA directors, revealed a sharp black and white picture, according to reports.

During the TBA board meeting, a cablegram was read from Paul A. Jordan, director of Rediffusion, Ltd., sent in behalf of the British Institution of Radio Engineers. The cable invited TBA to send a representative to London next month for a discussion of international television standards. It was referred to the TBA public relations committee.

The next meeting of the board directors will be held in Philadelphia on April 27 at which time Philco will play host to the board members.

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

Paul Porter Testifies Before ICC Of Senate

(Continued from Page 1)

ossible broadcaster involvement appeared to be the possible merger of international short-wave facilities, in reply to Wheeler's question as to whether Porter included these facilities in his discussion supporting the merger, Porter made it plain that he did not contemplate disturbing the international broadcasting competition. This would also leave free the short-wave pickups now individually handled by the nets.

During his testimony on Wednesday, Porter said he was in complete agreement with the basic principles of the Navy plans for consolidation. "However," he said, "the Navy plan, as I understand it, envisages an anomalous pattern of a privately owned corporation, sponsored by the Government, co-managed by private owners and the Government, but yet reportedly subject to existing measures of regulatory control."

"I feel strongly that this limited marriage between Government and private business will not practice result in the advantages claimed for it but to the contrary will have many disadvantages."

Such an organization, Mr. Porter argued, would tend to divide Government regulatory authority, thus creating confusion and the usual consequences of divided responsibility, and, because of inclusion of Government officials on its board of directors, might tend to mislead the public in buying securities of the new carrier. "The relationship of a regulatory agency to a private monopoly even in the international field should be of arms length, and the limited participation by government directors in the affairs of the company would destroy that relationship," he said. "It is my own view that the public's interest will be better protected by an arm's length relationship than intimate participation in the affairs of the proposed company," he said. "Other procedures can be devised to make certain that considerations of importance to the military are amply protected, and in the field of foreign policy the State Department can and should be in a position to assist the company without being required to participate on its board."



PAUL A. PORTER

AVAILABLE

Experienced copywriter, personable young woman, for station in New York area. Write Box 137, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

Kobak Tells Philadelphians Of MBS' Policy-Procedure

(Continued from Page 1)

newspapermen prior to the luncheon and answered pertinent questions relating to the local scene. In this respect, the MBS president reiterated that he and his executives were studying the situations confronting Mutual, some of them common to other networks as well. Kobak said that in regard to religious programs he was looking into it carefully and was seeking to give all denominations a fair break. He pointed out that he could not arbitrarily say this and that was wrong in some cases, and in other instances, he had "inherited" situations which might take time to remedy.

This angle is of interest to local listeners because WPEN, recently acquired by the "Bulletin," found the outlet loaded on Sundays, and other times as well, with commercial religious programs of a certain denomination and, all requesting money to be sent in. The new owners of WPEN recently notified its sponsors that effective April 1, there would be a new deal and a "reallocation" of time to religious groups, whether commercial or sustaining. Thus one faction which hogged time would have to relinquish some to other sects. Mutual, Kobak said, was also studying the question of good-taste commercials on news periods.

Frisco Confab Coverage

Kobak said that Mutual was earmarking the 9:15-9:30 p.m., EWT time for coverage and summary of the United Nations Conference in San Francisco and Monday through Friday at least, would be set aside for this purpose regardless of any commercial time committed. He stated that Royal Arch Gunnison, Upton Close, and others would cover for Mutual.

MBS' prexy gave a typically good

Kobak speech, frank and pertinent. It was well received by the guests who listened attentively. Ben Gimbel, Jr. acted as emcee, introducing those on the dais, and otherwise gagged the proceedings nicely. The Honorable Bernard Samuel, Mayor of Philadelphia, paid a tribute to radio as a whole and Alexander Griffin, commentator on WIP, gave an excellent resume of what confronts the participants in the forthcoming San Francisco conference. Gimbel said later that WIP was sending Griffin to the confab.

Those on the dais were: Brother Emilian James, president of LaSalle College; Edward A. Davies, vice-president in charge of WIP sales; Arthur Miller, secretary of the WIP board of directors; Theodore Streibert, president and general manager of WOR and member of MBS board; the Right Rev. Monsignor John J. Bonner; Louis Broido, executive vice-president of Gimbel Bros. (New York) and member of the WIP board; Robert Swezey, vice-president and general manager of Mutual; Hon. Bernard Samuel, Mayor of Philadelphia; Edgar Kobak; Dr. Ellis A. Gimble, chairman of the board of Gimbel Bros. and holding similar office on WIP board; Dr. Robert L. Johnson, president of Temple University; James J. O'Brien, general counsel for WIP and board member; Dr. R. C. Diskay, acting president of Drexel Institute of Technology; Alexander Griffin and Raymond Filske, treasurer and WIP board member.

Additional radio men present included officials of WPEN; Isaac Levy of WCAU and CBS official; Roger Clipp, of WFIL; Leslie Joy, KYW; Charles Brown, RCA-Victor advertising and promotion director, and many others.

New Web Business And Renewals In Chi.

(Continued from Page 1)

the series will be the first Ford sponsored program on the NBC network since the company sponsored Universal Rhythm with Rex Chandler in 1937. The program, now heard on the Blue on Friday nights, will retain its present format and will originate in the NBC, New York studios. Talent lineup will be announced later. Contract is for 52 weeks.

Simultaneously it was announced by McCluer that the Brown and Williamson Tobacco Corp. through Russell M. Seeds Company, has renewed Raleigh Room with Hildegard for Raleigh Cigarettes and Sir Walter Raleigh pipe tobacco, and "People Are Funny" for 52 weeks each. Hildegard renewal is effective April 24, and "People Are Funny" April 27. Full network facilities are used by the two programs.

Placement of new orders for 181 station breaks and two one-minute

Can. Educators To Attend CBS Educational Meeting

(Continued from Page 1)

second annual meeting of the National Advisory Council on School Broadcasting, March 22 and 23. Dr. R. C. Wallace, principal and vice-cancellor of Queen's University, is council chairman.

Reports on CBC national and regional network school broadcasts and on Radio-College, the CBC French network educational series will be made to the delegates.

announcements and an expansion order for the Cloyd Head news show paced the business week at WMAQ (Chicago), it was announced by Oliver Morton, manager of the NBC central division local and spot sales department. The expansion order came from the Chicago, Milwaukee, St. Paul and Pacific Railroad Company, through Roche, Williams and Cleary, Inc., (Chicago) for the extension of the weekly news commentary by Cloyd Head.

REC Reported Ready To Consider Clubhouse

(Continued from Page 1)

recommendation, because he said he knew that such a plan was being considered. Jennings declined to discuss it further with club members at yesterday's session, because he felt that "the situation" was too nebulous to be brought out in the open for discussion.

However, from another source, it has been reliably learned that two well known radio men have agreed to finance the venture. It has also been learned that "the two radio men" are already considering the site for the clubhouse, and as soon as various and sundry details are worked out, the facts will be presented to the board of directors for further study and investigation. The whole matter may come to a head at another board of directors meeting sometime next week.

Name Nominating Committee

The nominating committee for next year's officers for the REC was announced by Jennings: Ralph Weil, general manager of WOV, as chairman; Elizabeth Black, media director of the Joseph Katz Company; John Hymes, of WNEW; Fred Kenkle of C. E. Hooper Co.; Pierce Romeyn of Paul Raymer Company.

Warren Jennings, whose office expires May 17, has been unofficially commended for an "outstanding job." Jennings announced that he "doesn't want to run" because the past year has been quite a strain for him. The nominating committee will come up with its slate on April 5, when all REC members are urged to attend. And on April 19, any seven people may get together to make additional nominations. After April 19, no more nominations will be accepted, because ballots will be mailed out the following day to REC members. Officers elected will be announced on May 3, and installed on May 17.

Golden Gloves Broadcast

Jack Brickhouse and Harry Creighton will announce the Inter-City Golden Glove Bouts between New York and Chicago, Wed., April 4, over the Mutual network, 11:30 p.m., EWT, to conclusion. The fights, scheduled to take place in Chicago, will emanate from WGN.

Exclusive!

CUBS '45

BASEBALL

W-I-N-D

CHICAGO

560 Kc. 5000 WATTS

Special Treas. Shows Set For 7th Bond Drive

(Continued from Page 1)

titled "Music for Millions," with 21 separate programs in production for three-a-week scheduling through the seven-week period beginning May 14. Radio Chief Eugene Carr and consultant Lt. David Levy, j.g., have also completed arrangements for continuance of the Treasury Salutes and a new series entitled "I Know The Enemy," also for local sponsorship. These three series, Lane said, represent the greatest mobilization of talent in the history of war loan transcriptions.

Talent for "Music for Millions" includes Mark Warnow, musical director, Alfred Coughlin and Richard Dana of Foote, Cone & Belding as directors and writers. Among the singers will be Lawrence Tibbett, Barry Wood, Joan Edwards and Hildegard. Included among the tunesmiths will be Frank Loesser, chairman of the composer committee, Irving Caesar, Bob "Hillbilly" Miller, Hy Zaret, Jerry Livingston, Richard Rogers, Oscar Hammerstein, Kurt Weil, Milton Brake, Al Hoffman, Dorothy Fields, Joan Whitney, Alex Kramer, Lew Brown, J. Rosamond Johnson, Andy Razaf, Joe Meyer, Herman Hupfield, Sgt. Harold Rome, and Robert Sour. Howard Dietz of M-G-M has given permission for use of the title.

Concerns the Japanese

"I Know the Enemy," comprising 21 four-minute platters, is built around interviews with people who have had contact with the Japanese.

Handling the interview are Milo Boulton, host of "We The People," Quentin Reynolds, and Westbrook Van Voorhis, voice of the "March Of Time." Production will be handled by Joseph Hill, story editor of Young & Rubicam, Lindsay McHarrie, director of "We The People" and Lester Vail, producer of "March Of Time." Scripts by Paul Milton of "March Of Time," Ruth Barath, Vivian Skinner, and Ted Adams of "We The People."

The Treasury Salutes are being produced by Mark Goodson, and written by Hector Chevigny, G. Worthington Post, John Coburn Turner, Allen Sloane and Peter Lyon. Stations not now receiving the salutes may order them from the radio section, War Finance Division.

COAST-TO-COAST

— DISTRICT OF COLUMBIA —

WASHINGTON — Lester "Great" Scott, whose "reverse English" humor entertains WWDC's early morning audiences, is now presenting a half-hour feature, 2-2:30 a.m. Sundays titled "The Hate Parade." Throughout the preceding six days, he polls listeners for four "unpopular" tunes, to which he adds a finishing blow during his specialty. . . . Appointment of Maurice B. Mitchell as sales promotion-publicity manager of WTOP has been announced. Mitchell will also handle CBS publicity in Washington. . . . WINX chief announcer, Richard MacNamara, has been promoted to program director and Isabel Tuomey Lee is acting as assistant.

— WASHINGTON —

SEATTLE—In a general reorganization of personnel at KIRO, Norman Runions has become program director, and Homer Ray, Jr., assistant chief engineer. Ray comes from WHBC, Canton. Additional changes include Bill Tucker, national sales manager; Bob Spence, program special events director; Evelyn Marble, continuity director; Bruce Calhoun, production manager; Frances Braid, operations manager. . . . **YAKIMA**—Kathryn Ann is the name of newscaster Al Plachta's new daughter, second of a series in a prescribed program. Upon recovery, pappy will get back to his newscasts and writing special programs.

— ARIZONA —

PHOENIX—J. Howard Pyle, program director of KTAR, is making plans for the annual broadcast of the sunrise Easter service April 1, from the Grand Canyon. Pyle broadcast the first Easter service from the Canyon 11 years ago. . . . Pierson Bancroft who has played 11 seasons at the Arizona-Biltmore Hotel, has been named musical director of KTAR.

— ALABAMA —

BESSEMER—First of a group of outdoor billboards contracted by WJLD have been erected in the downtown district of Birmingham. WJLD also maintains movie trailer advertising in 16 Birmingham thea-

Send Birthday Greetings To—

- | | |
|----------------|--------------------|
| March 23 | |
| Luise Barclay | Al Bernard |
| Ken Griffin | Arnold Johnson |
| Jay Johnson | James Wicks |
| Hy Cooper | Frank Heffer |
| A-Mike Vogel | |
| March 24 | |
| Arthur Boran | Maurice Coleman |
| K. A. Harron | Ted Webbe |
| Rudolph Field | Henry Sylvern |
| March 25 | |
| Louise Klubnik | Bessie Mack |
| Jean Rogers | Raymond Gram Swing |
| Jerry Sears | Arturo Toscanini |
| Frankie Carle | |

ters and suburbs which announces it as the Mutual outlet for Jefferson County.

— WISCONSIN —

MILWAUKEE—Four WTMJ staff members and two local programs won recognition in the annual radio popularity poll of the Milwaukee "Journal." "The Grenadiers," 13-year-old variety show came in first in the daytime show classification and "Play 'Em or Pay 'Em" placed fifth. Chief announcer Bob Heiss was first as studio announcer; Paul Skinner and Gordon Thomas, seventh and eighth. Skinner also placed high as a news commentator and third as most popular male singer. . . . Nine WISN entries in the CBS complete-the-drawing contest won 10 of the 63 prizes offered. They were students of Milwaukee's Layton Art School. WISN's list was second only to WTOP, Washington.

— NORTH CAROLINA —

CHARLOTTE—This month marks a third anniversary on the air for WAYS which points with pride to an average of more than 12 commercial hours daily and over 70 daily commercial announcements. . . . **GREENSBORO**—Major Edney Ridge, WBIG director, has been asked to attend a radio executives gathering for the Carolinas, Georgia and Florida, to be held in Charleston, April 8-10. Public relations office of the Navy Yard will play host.

Red Cross Radio Aid Will Be Intensified

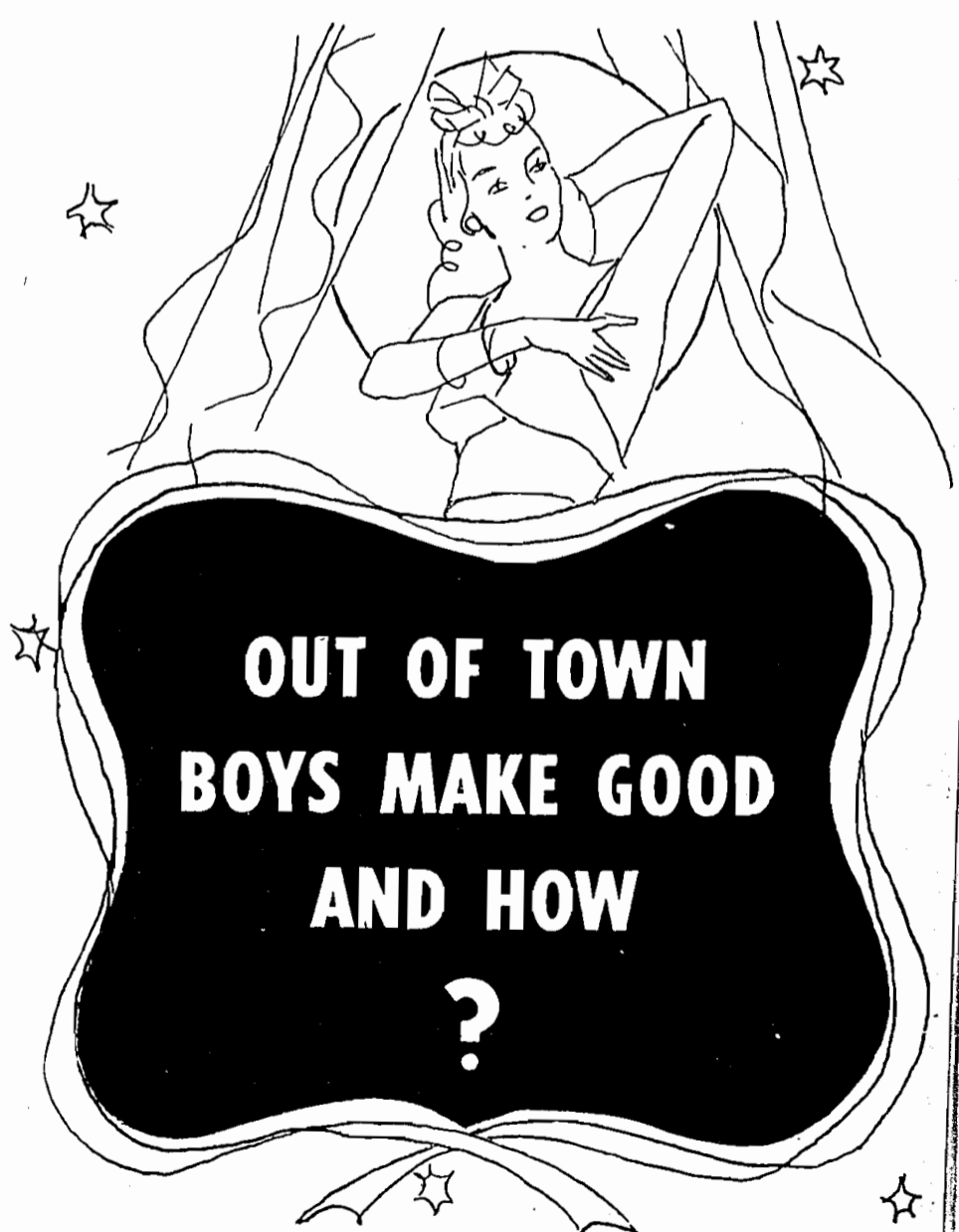
(Continued from Page 1)

campaign Barber said that the Red Cross was appreciative of the unprecedented co-operation of radio. He added that there was still \$5,500,000 to be raised in the New York area and asked that radio artists intensify efforts in getting the contributions countless people who have not been reached personally by Red Cross solicitors.

The suggestion that personalities on the air such as Mary Margaret McBride, Margaret Arlen and others asked to enlarge upon their personalized appeals for contributions, came from John Hade, commercial manager of WJZ-Blue Network. Hade urged that all radio personalities be commissioned next week to appeal directly to their own audiences for contributions for the drive.

Red Cross Ruling

Late yesterday the Red Cross ruled that further donations to the campaign through the assistance of radio or the press should be directed to the American Red Cross, New York City or to the local chapter of the person making the contribution. This ruling it was said, applies both to radio personalities and the press who contemplate further campaign appeals at the present time.



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

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 30, NO. 58

NEW YORK, N. Y., MONDAY, MARCH 26, 1945

TEN CENTS

ICC Okays C. R. Denny

Jolliffe Gives Views On Television Future

Indianapolis—Envisaging television as a five to ten billion dollar enterprise, Dr. C. B. Jolliffe, head of the RCA Laboratories, addressed a joint meeting of the American Institute of Electrical Engineers and the Institute of Radio Engineers, here Friday night.

"Sound broadcasting revolutionized our ideas of entertainment and altered our way of living," Dr. Jolliffe declared. "Television can provide a second revolution of entertainment and affect our mode of living to an even greater degree."

Revolutionary Development

"With frequency allocations definitely set, with program sources organized, and with networks in operation—in other words, with a system

(Continued on Page 8)

Musicians Union-Subject Of Proposed Mo. Laws

Jefferson City, Mo.—The Missouri Senate's Committee on Criminal Jurisprudence recommended for passage two bills aimed at the Petrillo method of operating the Musicians Union. Recommendations were made March 19, following a public hearing at which Reuben T. Wood, president of the

(Continued on Page 8)

Seventeen Fla. Stations Signed For BMB Survey

Florida—Seventeen of the 25 Florida stations represented at the Jacksonville meeting of the NAB Fourth District (lower half) signed up as BMB members. NAB reported Friday.

(Continued on Page 2)

Decorated

Lieut. Jerry Danzig, U.S.N.R. formerly publicity director of WOR, has been awarded the Bronze Star, for meritorious service as administrative assistant to the officer in charge during the invasion of France on June 6, 1944. Prior to this service Lt. Danzig had been on active duty in the Mediterranean theater on LST and other vessels.

Home Tele Theater

Austin C. Lescarboua, radio author and advertising man, has encountered problems in operating a neighborhood television theater in the basement playroom of his home in the Harmon section of Croton-on-Hudson, N. Y. Growing interest in video have increased neighborhood audiences to turn-away proportions.

WRC Makes Changes In Top Personnel

Washington Bureau, RADIO DAILY

Washington—Appointment of a new program manager, George Wheeler, and creation of a new public service division to be headed by Eugene Juster, were announced Friday by Carleton D. Smith, WRC general manager. Wheeler, former NBC war correspondent and assistant to Smith, succeeds Fred Shawn who goes to New York as assistant to Clarence

(Continued on Page 11)

Fri. Night Fire Damages 25th Floor In MBS Bldg.

Practically the entire 25th floor of 1440 Broadway, Mutual's network offices, was severely damaged by fire last Friday evening. Investigators were unable to determine the origin of the blaze, when this went to press. It was reported that the fire, which was discovered by a Mutual guard at about 8 p.m., lasted approximately

(Continued on Page 2)

Full Senate Sanction Of Appointment Of Charles R. Denny Jr., To FCC Post Expected Today

Washington Bureau, RADIO DAILY

Washington — With no opposition developing in the brief Interstate Commerce Committee session of Friday, the nomination of Charles R. Denny, present general counsel of the FCC, to be the seventh commissioner is expected to come before the full Senate today. Swift passage without objection

(Continued on Page 10)

Mississippi Valley Net To Make Debut Apr. 15

Combining 79 stations located in predominantly rural sections into the Mississippi Valley Network, the North Central Broadcasting System will go on the air April 15 with the new hookup, offering a streamlined farm show scheduled for six days weekly at 6:00 a.m., CWT.

Program format will include latest

(Continued on Page 8)

McDonald Of Zenith Corp. Objects To FM Proposals

Washington Bureau, RADIO DAILY

Washington, D. C.—E. F. McDonald, Jr., president of the Zenith Radio Corporation, revealed Friday that he has protested the proposal of the FCC to move FM Broadcasting to the 84-102 meg. stand. McDonald has wired

(Continued on Page 2)

Geo. Grim Going To Italy For Cowles Station Groups

George Grim, who recently returned from China where he was radio advisor to the Chiang Kai-Shek government, has been assigned by the Cowles stations for special overseas

(Continued on Page 10)

Sign Sumner Welles For Blue Web Series

Confirming RADIO DAILY's report of March 19 that Sumner Welles, former Under Secretary of State, might cover the San Francisco Conference for the Blue web, Chester J. La Roche, vice-chairman of the Blue board, yesterday announced the engagement of Mr. Welles.

Following preliminary consultation, and in advance of the San Francisco

(Continued on Page 9)

United Nations Conference Discussion On CBS Today

Preparations in Washington and San Francisco for the forthcoming United Nations Conference and plans being formulated by Philadelphia to get that city designated as the per-

(Continued on Page 2)

★ THE WEEK IN RADIO ★

FCC Chairman Porter Gives Testimony

By CHARLES MANN

A CLEARLY defined stand was taken last week by FCC Chairman Paul A. Porter in his testimony before the Senate Interstate Commerce Committee on the subject of international communications as it concerns the securities-purchasing public. The Navy would like to see Government officials as members of a supposedly privately owned corpo-

ration, a situation which would provoke many disadvantages, Chairman Porter insists. This type of organization would create a conflict as to the Government regulatory authority, publicity of which would confuse the public, Porter maintains, adding that "the relationship of a regulatory agency to a private mono-

(Continued on Page 9)

WLaw is today's best bet. It always pays off! Send for coverage map. Advt.

WLaw-WLaw-WLaw—brings repeated sales increases for you from Industrial New England. Advt.

Red Cross Appeal

Walter "Red" Barber, general chairman of the Red Cross drive in greater New York, appealed to his radio friends the past week-end to give the drive some "extra personality plugs" this week. He said that many thousands have yet to subscribe to the 1945 Red Cross campaign. Subscriptions can be sent to Red Cross, New York, or to local chapters.



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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.

Named Promotion Mgr. Of NBC Television Station

Charlotte F. Stern of the NBC advertising and promotion staff has been named promotion manager for NBC television, it was announced Friday by Charles P. Hammond, advertising and promotion director. Miss Stern joined the network September, 1943.

20 YEARS AGO TODAY

(March 26, 1925)

Financial structure of the British Broadcasting Company originally was \$50,000.00, contributed by radio manufacturers who cared to subscribe. It was arranged at the start that company should earn no more than five per cent dividend on this capital, surplus revenue to be devoted to program improvement.

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 TARBHEEL BROADCASTING SYSTEM, INC. WASHINGTON, NORTH CAROLINA National Network of Full-Time Stations New York Philadelphia

Coming and Going

GEORGE CALLOS, advertising director of the Allis-Chalmers organization, and his assistant, CHARLES GRAINGER, are visiting Compton Advertising executives in New York.

DAVE ALBER, publicist, leaves for Richmond, Va., to discuss the Chelsea cigarette account with sponsors of Guy Lombardo's orchestra on the Blue.

MERRITT E. TOMPKINS, general manager of Broadcast Music, Inc., stopped off in Chicago past week-end while en route to the West Coast.

DICK DORRANCE, director of promotion service for CBS owned stations, leaves for the network's West Coast offices today for business conferences.

DANNY O'NEIL, CBS singer, will entertain at the Mason General Hospital in Brentwood, Long Island tonight under the auspices of United Theatrical War Activities.

JACK MELVIN of the Melvin-Rackin publicity office, Hollywood, arrives in New York today to line up radio guest spots for Republic Pictures Tenth anniversary campaign.

GUY CUNNINGHAM, promotion director for WEEL, Boston, returned home past week-end after spending a week at CBS headquarters in New York.

TED HUSING and JIMMY DOLAN, CBS sportscasters, returned from Cleveland over the week-end from where they broadcast the K of C track meet over the network Friday night.

HARRY R. LUBCKE, director of television for Don Lee Mutual Television is back in Los Angeles.

ROBERT I. GARVER, WJZ sales manager is back from a business trip to Minneapolis, Chicago, Cleveland and Pittsburgh.

United Nations Conference Discussion On CBS Today

(Continued from Page 1)

manent home of the United Nations council will be reported on CBS' "Feature Story," today from 4:30 to 4:45 p.m. Program will open at WCOP, Washington, then to KQW in San Francisco and will close with a pickup from WCAU, Philadelphia.

Seventeen Fla. Stations Signed For BMB Survey

(Continued from Page 1)

In addition to this 68 per cent figure it was reported several others at the meeting said that although they were not authorized to sign for their stations they were certain their stations will sign.

McDonald Of Zenith Corp. Objects To FM Proposals

(Continued from Page 1)

the Commission with copies of his wire sent to the Senate and House Interstate Commerce Committee and the House Merchant Marine & Fisheries Committee.

McDonald said that in hearings before the FCC, seven of the eight propagation experts who testified opposed the move, and that RTPB voted 27 to one against moving FM up.

He also urged the Congressional committees to get transcripts of the closed hearings held by FCC two weeks ago, saying proposal for salvaging, or converting FM, receivers were "frivolous."

Fri. Night Fire Damages 25th Floor In MBS Bldg.

(Continued from Page 1)

a little over a half hour, having been extinguished at 8:30 p.m. by two fire companies. There are no studios located on the 25th floor, nor did the fire interrupt any programs in progress at that time.

Zucker Signs Noah Beery

Noah Beery, screen star, currently seen in the role as "Boss Tweed," in the current Broadway hit, "Up In Central Park," has signed a contract to be represented exclusively for radio by the Stan Zucker office.

FINANCIAL

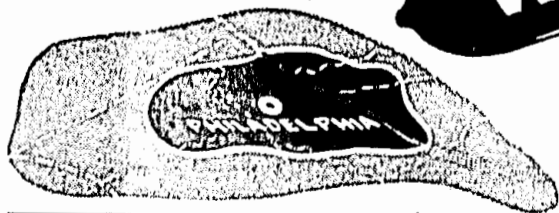
(March 23)

NEW YORK STOCK EXCHANGE

Table with columns: Stock Name, High, Low, Close, Net Chg. Includes Am. Tel. & Tel., CBS A, Crosley Corp., Farnsworth T. & R., Gen. Electric, Philco, RCA Common, RCA First Pfd., Stewart-Warner, Westinghouse, Zenith Radio.

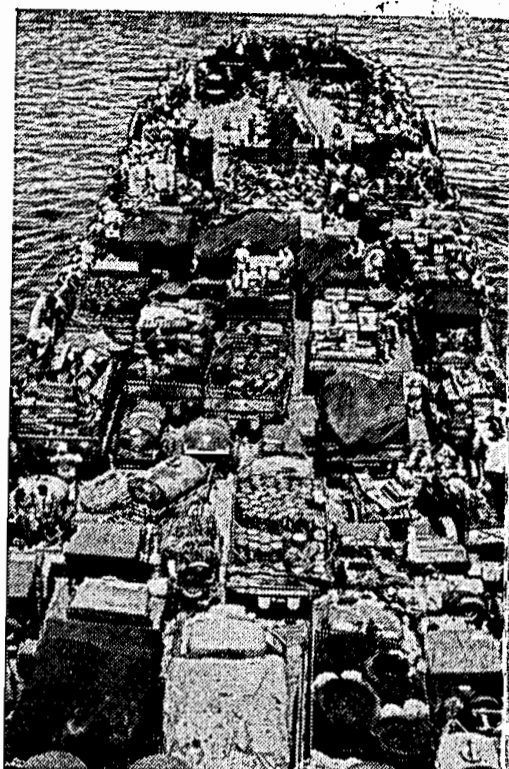
ON TARGET!

"PATTERN BROADCASTING" OVER STATION. WDAS COVERS PHILADELPHIA



Cover your market with a package of spots that cover the day.

To assure intensive coverage, ask Philadelphia's Outstanding Full-Time Independent Station about "Pattern Broadcasting."



U. S. Coast Guard Photo

"It's got to be delivered!"

War supplies can be produced and loaded on board ships... but they might as well not be made if they aren't delivered.

It's the same thing in radio.

You and your clients can load the soundest sales argument into a package... put it on the air...

But it's got to be delivered to do you any good.

We know the sure way you can get your sales appeal across in the country's 6th largest market... use W-I-T-H when you come into Baltimore.

This is the successful independent station that delivers more listeners per dollar spent than any other station in this 5-station town. Facts to prove this are available for you to see.



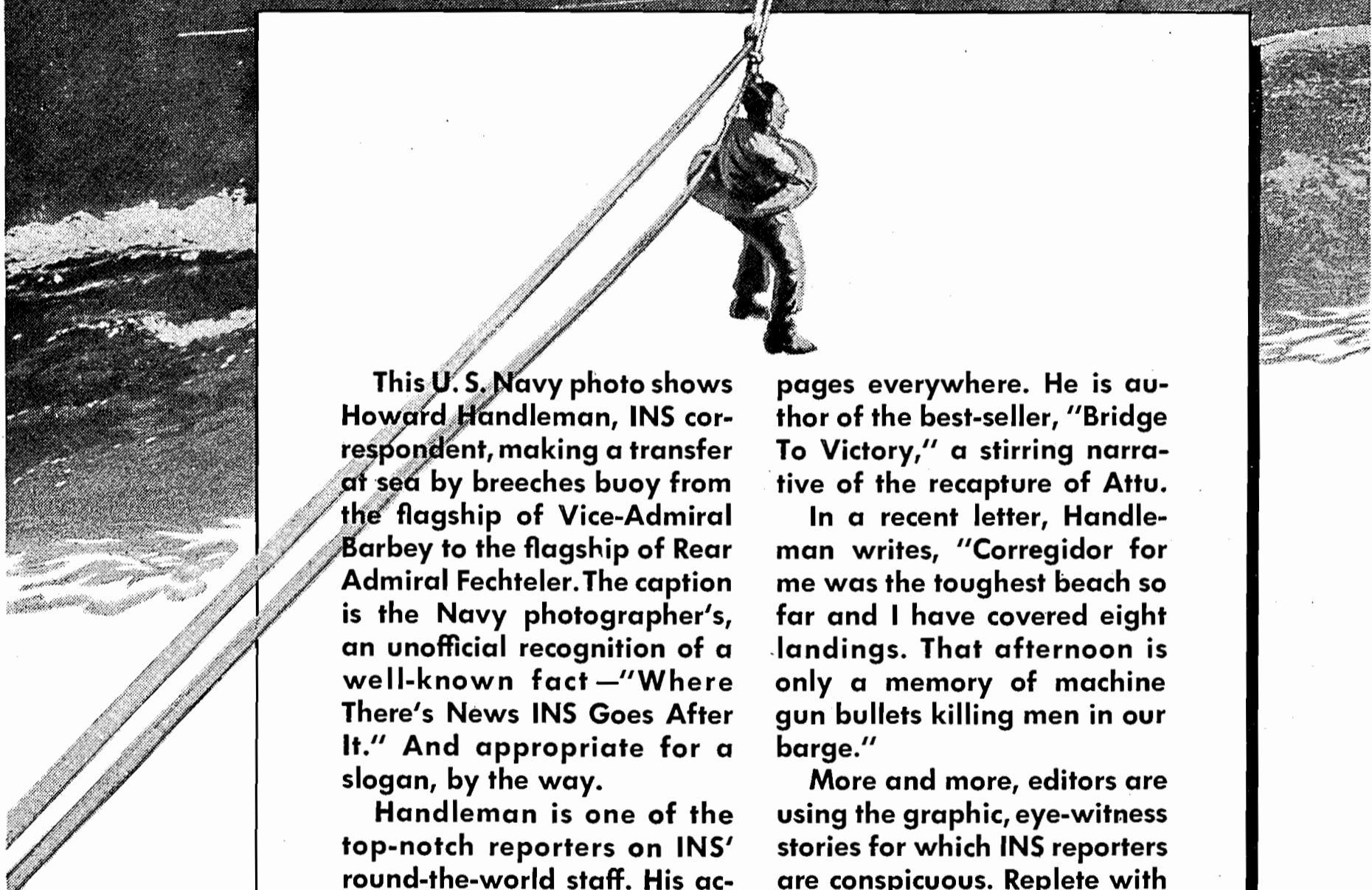
W-I-T-H IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED



where there's news
INS goes after it



This U. S. Navy photo shows Howard Handleman, INS correspondent, making a transfer at sea by breeches buoy from the flagship of Vice-Admiral Barbey to the flagship of Rear Admiral Fechteler. The caption is the Navy photographer's, an unofficial recognition of a well-known fact—"Where There's News INS Goes After It." And appropriate for a slogan, by the way.

Handleman is one of the top-notch reporters on INS' round-the-world staff. His accounts of the recapture of Attu, of the Marshall Islands operations, of the landing in Leyte, of the campaign on Luzon and the storming of Corregidor made front

pages everywhere. He is author of the best-seller, "Bridge To Victory," a stirring narrative of the recapture of Attu.

In a recent letter, Handleman writes, "Corregidor for me was the toughest beach so far and I have covered eight landings. That afternoon is only a memory of machine gun bullets killing men in our barge."

More and more, editors are using the graphic, eye-witness stories for which INS reporters are conspicuous. Replete with human interest, they bring the war home to us with all its drama. In national and local interest news, too, INS gives thorough and accurate coverage.



INTERNATIONAL NEWS SERVICE

235 EAST 45th STREET, NEW YORK 17, N. Y.

LOS ANGELES

By RALPH WILK

BERT RENCH, M-G-M cutter, has become affiliated with Patrick Michael Cuning Television Productions as head of its editing department. Rench's initial assignment is on "New Horizons," 16 mm. film which Cuning has made to acquaint motion picture and radio studios and advertising agencies with the various production techniques he has developed.

Walter Tetley, "Leroy" on "The Great Gildersleeve" show, has gone to Palm Springs to recuperate from an attack of pneumonia.

John Golden is negotiating with Bill Goodwin to star in a comedy, "A Walk in the Park," by George Starr, after the Frank Sinatra show goes off the air for the summer layoff.

Producer Eddie Sherman has announced that songstress Connie Haines will go on with her own show as a summer replacement, probably for the Abbott and Costello show on which she has been featured singer for the last three years. Despite the protests of Andy Russell, Sherman has removed Connie Haines from the Russell show because of reluctance of the agency to give her better billing.

Latest shuffling of writers by Lou Levy for the Andrews Sisters' show establishes Cottonseed Clark, who also pens "Hollywood Barn Dance," as headwriter with a staff of three under him. Levy has re-hired Johnny Murray for special gag writing.

Starting March 19 KMPC put into effect a new policy governing commercials on newscasts. After that date only live commercials will be accepted, and the opening commercial will be limited to 15 words maximum. This is being done for the purpose of improving programming and for better handling of the newscast commercials.

Ernest Gil, West Coast Blue Network musical director, will compose the background music and conduct the orchestra on the Blue's forthcoming new program, "Evening Star," starring the lyric soprano Teddy Lynch. Show will have its initial airing latter part of this month.

Buys WOL Time

Washington, D. C.—Mazor Furniture Company and the Stuart Motors Company, sponsors of the Monday-through-Friday Fulton Lewis, Jr., newscasts at 7-7:15 p.m., on WOL, have contracted for sponsorship of the newscaster's repeat broadcast heard at 11:15-11:30 p.m., daily.

Nat Burton

Nat Burton, 43, died suddenly last Wednesday of a heart attack in Hollywood. Burton a brother of Bill Burton manager of Dick Haymes, Jimmy Dorsey and Helen Forrest, was a member of Ascaph and was the co-writer of "White Cliffs of Dover," and many other songs.



Reporter At Large . . . !

● ● ● Henry Ford very much interested in a radio show by Dick Rodgers and Oscar Hammerstein, writers of "Oklahoma." Thirteen half-hour shows will be written in advance. . . . Raleigh show moving to coast after April 11th, with Billie Burke and Arthur Treacher in new set-up. If Red Skelton gets out of the Army, as reported, there's talk of his joining the show. . . . Will Osborne starts on Abbott & Costello April 5th. . . . Understand there's a package deal being set with Shirley Temple. . . . Janet Blair may succeed Eugenie Bird on the Bing Crosby ailer. . . . Peg LaCentra, formerly one of the best-known singers around here, is acting on coast shows minus billing. . . . Ham Fisher, creator of "Joe Palooka," and a small syndicate, have bought the Condado Beach Hotel in San Juan, Porto Rico, for \$650,000. Place was built 19 years ago at a cost of two million. . . . Paul Small's "Fun Time" not expected to hit New York as Martha Raye refuses to leave California and her baby daughter, Melody. Another star in the show, Dean Murphy, quit due to salary differences. . . . Col. Jimmy Stewart is now nearly completely gray at the temples, his fans might like to know. . . . Question of the Day: Is it true that word has been passed around to all unions (strictly by word of mouth) that under no circumstances should any production bearing the name of Cecil B. De Mille be patronized?

★ ★ ★

● ● ● Paul Allen, Frankie Carle's tenor find, may land the Jack Benny vocal spot. . . . Marty Ragaway, comedy scripiter, is writing a bio of a gagwriter tagged "The Pressure is All Mine" . . . The Murtah Sisters are titling their book, "Murtah Will Out" . . . Frank Richards currently doubling between the theater, radio and television, is a junior edition of Louis Wolheim. . . . A Detroit manufacturer has a wrist watch size radio all set for production as soon as WPB will release his plants. . . . Frank Parker is coaching the new Ft. Dix Glee Club. . . . Larry Shubert Lawrence and Ted Nathan have shelved plans on "A Bed Called Murphy" until the fall and are interested in "No Time for Love," scripted by Elizabeth Ritchey, radio writer. . . . Understand Lifebuoy is interested in signing up the three losers on "Blind Date" each week. . . . Staats Cotsworth cast as the lead on new Blue sustainer, "The Man from G-2," which debuts April 12th. . . . Gene Wang, who used to script the "Thin Man" now hypoing "Mr. and Mrs. North" . . . Radio's Winfield Honey drawing nice notices in Shubert's "Dark of the Moon." . . . Stan Keler has switched his band from the Stork to the Essex House and will air over Mutual.

★ ★ ★

● ● ● Running into Tom Harrington the other nite at Toots Shor's recalled to mind the days when he was just a producer at BBD&O. Today he's one of the top execs at Ted Bates and it couldn't happen to a nicer guy. . . . NBC plotting a "glamour" campaign for announcers, with mag layouts, etc. . . . On the comeback trail is Rubinoff and his famous fiddle. His theme song alone is enuf reason to hire him. . . . Will Morrissey, one of show business' most colorful gents, enters radio as co-writer with Fritz Blocki on "The Calahans." Story, which deals with theatrical boarding house life, should be right down Will's alley. . . . Baseball clubs have okayed Gillette's choice of Al Helfer and Bill Slater to air the games. . . . With the low salaries being paid on sustainers, Van Cleave says that a lot of radio people are working for the love of mike. . . . Tip to disc jockeys: Keep that new Cab Calloway platter of "Let's Take the Long Way Home" handy. . . . Jackson Bock says that the new quiz show in Tokyo must be "Rubble or Nothing" . . . Chuck Goldstein, of Four Chicks and Chuck, doubling into a lumber mill which makes things for the war effort. . . . Phil Brito is another war worker, putting in 48 hours per week at a lathe in a Newark machine shop—plus his two commercial shows on Mutual.

★ ★ ★

—Remember Pearl Harbor—

CHICAGO

By BILL IRVIN

"THE HUMAN ADVENTURE," heard on WGN-Mutual from 7:30 to 8:00 p.m. Wednesdays, will soon have an Egyptian listening audience. The Office of War Information has requested copies of the script for broadcasting in Arabic and English from the Domestic Radio Station Inc. in Cairo, Egypt.

Radio station WLS and Prairie Farmer has released to the Prairie Farmer-WLS Christmas Neighbors Club contributors a 48-page illustrated financial report on the \$85,-318.89 donated to the club since it's founding in 1935. More than 13,000 copies of the booklet, containing 29 black and white photographs and two maps showing the distribution of the club's gifts, have been mailed to listeners and readers.

Premiere of the new musical milk-wagon series, sponsored by Bowman Dairy Company, will result in a shuffling of the noontime listening schedule of WMAQ effective March 19, according to Jules Herbuveaux, NBC Central Division program manager. Effective on that date the revised lineup will be as follows: news, 12 noon to 12:15 Mondays through Fridays; Reveille Roundup, 12:15 to 12:30 Mondays, Wednesday and Friday; Ranch House Jim, 12:15 to 12:30 Tuesdays and Thursdays; Elizabeth Hart Presents, 12:30 to 12:45 Mondays through Fridays, and Morgan Beatty, news commentator, 12:45 to 1:00 Mondays through Fridays.

In a ceremony last week, Harry C. Kopf, vice-president and general manager of the NBC Central Division, and Howard Lutgens, chief engineer of the division, accepted on behalf of station WMAQ's transmitter, the United States Office of Civilian Defense National Security Award, the first to be presented to a Chicago radio station from Mayor Edward J. Kelly.

Participation in the Tuesday and Thursday broadcasts of Beulah Kearney over WENR, Mondays through Fridays, 3:30 to 3:45 p.m., CWT, has been ordered by Miller Protecto Products of Kalamazoo, Michigan, effective March 20 and continuing for 13 weeks.



"I've changed my mind—I'm staying home to hear the Lone Ranger on WFDF, Flint."

HOSIERY



**50% OF THE SALES ARE
MADE OUTSIDE***
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**

If you think nylons are hard to get, try getting complete radio coverage on the Pacific Coast without Don Lee. It can't be done—for while all 4 networks cover the "inside market," only Don Lee completely covers the "outside market" (where half the retail sales are made).

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 38 local stations, broadcasts from within each of these mountain-surrounded markets.

A special Hooper coincidental telephone survey of 276,019 calls (largest ever made on the Pacific Coast) showed 60 to 100% of "outside" listeners tuned to Don Lee stations.

How about "inside coverage?" According to regular Hooper reports, 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!

You'll have to wait for nylons—but you don't have to wait for complete Pacific Coast radio coverage. 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.

"... FOR OUTSTANDING PUBLIC SERVICE IN ENCOURAGING, PROMOTING AND DEVELOPING AMERICAN

BOTH Alfred I. duPont



Detroit

Worcester

DEALS OF FREEDOM... LOYAL DEVOTED SERVICE TO THE NATION AND TO THE COMMUNITY..."

Radio Awards for 1944

(\$1,000 each, with citation on a plaque)

go to CBS Affiliates

THERE are some 900 radio stations in our country. A great many of them are doing wonderful jobs in serving their nation by serving their communities. Most stations on the CBS Network are doing unusual, exemplary, and ingenious jobs. They share with CBS a peculiarly sensitive feeling of which way the wind of progress or emergency blows, how to make it drive windmills, how to face it when it makes a gale, how to help steer their communities forward into it. *For as go its component stations, so must go a network.*

So it's natural that the jury of the Alfred I. duPont Radio Awards Foundation, in combing the 900 stations of the nation for their conspicuous service to their communities in 1944, picked the two "outstandings" from the roster of the Columbia Network. And that the two took the only major awards offered. (The records indicate that of five such awards made over 3 years, stations on CBS have won three.)

WJR, 50,000 watts (winner in the over-5,000-watt class) qualified by its 308 originated sustaining war programs, among them its notable *Victory F.O.B.* (the story of Detroit's war contribution), for *In Our Opinion* (its round table on war problems), its on-the-spot service to nearby camps, and for its persistent and unre-

lenting effort to do everything possible to further victory without regard to cost.

WTAG, 5,000 watts (winner in the 5,000-watts-or-less class) qualified for its current program series called *Worcester and The World*, which in 5 months has made direct contact with 21 different countries of the United Nations, and has brought their peoples into a relationship of intimate understanding with the people of Central New England. The city government, Clark University, the libraries, museums, schools and civic organizations have all collaborated in one of the most significant projects pointing towards the postwar world.

To the winners, our hearty congratulations.

To the jury—Bishop Tucker, President Gaines, our old colleague "Deac" Aylesworth of NBC, Mrs. duPont, Dr. McHale and Mr. Goodman, our discreet acknowledgment, and a considerable feeling of pride that 'them was our boys that done that'.

A station can be only as great as its community, and its service thereto; a network is only as great as the sum of them all.

E pluribus unum, a respected motto, is ours, too.



This is CBS... the Columbia Broadcasting System

Senate Recommends Two Musicians Bills

(Continued from Page 1)

Missouri Federal of Labor, and O. E. J. Shick, representative of the Musicians Union in St. Louis, and several other representatives of the Musicians Union unsuccessfully tried to have the proposals die in committee, or be reported unfavorably.

The bills are designed to prevent the union from interfering with the broadcasting and/or presentation of educational, religious and other non-profit programs and festivities especially by bands of school children, Boy Scouts, American Legion, members of the Army, Navy, Marine Corps, Coast Guards, etc.

At the proceedings before the committee Senator F. M. Frisby of Bethany, chairman, developed in his questioning of Shick that the Musicians Union requires a clearance by that organization for Boy Scouts, public school, church or other amateur bands to participate in various festivities. The union went so far to establish rules governing the use of such bands in their own affairs. For example, a public school band is not permitted to participate in a picnic parade of the school unless the union sanctions it, and then only if and when a union band is employed to march at the head of the parade. Amateur bands are not permitted to appear in the \$6,000,000 Kiel Auditorium in St. Louis, unless the union okays it.

Shick informed the committee that the union has always granted permission for school and church bands to perform for patriotic, cultural and non-profit program functions. The bills would make it a misdemeanor for any person or organization to interfere with the presentation or broadcasting of non-profit festivities. Senator H. R. William, Barry County, author of the bills, declared to the committee that he is trying to protect the rights of amateur organizations to participate in certain specified activities.

These bills are en route to the Senate for perfection and will then be brought up for a vote on passage.

CBC Grants License To French Language Station

Montreal—A Canadian Broadcasting Corporation official said today a license has been granted a French language radio station at St. Boniface, Man., but applications for licenses for French language stations at Gravelbourg and Prince Albert, Sask., and at Edmonton still were pending and no action has yet been taken on them.

It was not anticipated that the applications pending would be dealt with for some time. They come before the CBC Board of Governors, which passes its recommendations on to Hon. C. D. Howe, Minister of

Jolliffe Asks Vital Questions Of Television Manufacturers

(Continued from Page 1)

organized—this one industry can completely revolutionize our way of life," he continued. "It does not take much imagination to see this industry as a possible five or even ten billion dollar enterprise, employing thousands of men either directly or indirectly."

Expressing a desire to avoid controversy as to the merits of whether television should be below 300 megacycles or above 500 megacycles, Dr. Jolliffe remarked that the question which needs to be answered is "whether we want television or not." He said that if the public wants it, technically it can be produced below 300 megacycles. He added that, on the other hand, if the belief prevails that the public does not want television "then let us honestly postpone its inauguration and not hide behind the probability of possible new developments."

Satisfactory Performance

Extensive field tests in several large metropolitan areas have established the fact that "very satisfactory entertainment" can be provided by television broadcasting service using six megacycle channels and carrier frequencies below 300 megacycles.

"Having obtained a television system with this degree of performance," Dr. Jolliffe continued, "the television engineer is faced with the problem of determining the extent to which television images must be improved before the public will be conscious of the improvement and be willing to

BBC's Mission In Canada Explained By Harding

Montreal—"Despite commercialism Canadian broadcasting has gone forward amazingly" said Gilbert Harding assistant to the Canadian representative of the BBC in Canada. "Our main purpose in Canada is to exchange radio programs with Great Britain. We want to know if we are giving Canadians the right stuff. On the other hand we try to give Britons the right slant on Canada—remove that old-time impression of Canada as a country of icebergs, red Indians and scarlet coated mounties and show it as a modern nation."

Connected with the monitoring service of the BBC which intercepted translated recorded and digested enemy propaganda. Mr. Harding also served on the program "The Voice of Britain."

In the field of radio exchange we send typical Canadian programs to Great Britain. Programs that show the real Canadian aspects of this nation to their British cousins, he said. Mr. Harding described some of the programs broadcast by Andrew Allen creator of "Stage 45" and the features directed by Frank Willis as among the finest radio presentations in Canada: the "equal of anything we do in England."

pay a higher price for television.

"What is the nature of the improvement which will be most acceptable to the television audience?" Dr. Jolliffe asked. "Should some new broadcast service be added, for example, the transmission of odors, good and bad? All of these additions may be desired by the public, but each improvement represents an increase in the cost of the receiving instrument and also requires an additional cost in terms of valuable space in the frequency spectrum."

Dr. Jolliffe emphasized that as the television industry develops, engineers have the obligation to see that the public gets better and better service and that the new developments which would be brought about by the stimulation of use are integrated into an over-all system.

"Engineers should not be satisfied that their television job is done," Dr. Jolliffe asserted, "until they have made it possible to project in the home pictures of adequate size in color, and also for anyone to attend—by television—all major happenings wherever they occur, in the United States or in any other part of the world. These objectives may be accomplished in a few years, or many years may be required."

Mississippi Valley Net To Make Debut Apr. 15

(Continued from Page 1)

war news as it affects agriculture, overnight Washington farm bulletins, complete market information, and musical entertainment. A feature of the program will be a simultaneous cut-in by each station with local temperature, weather forecast and road report. Flexibility of circuits will permit stations of the MVN to operate like a round robin, with any station enabled to originate all or part of any network broadcast.

John W. Boler is president of NCBS and the new MVN.

Musical Tribute

Paul LaValle will pay posthumous tribute to Joseph Schillinger famed musical theorist and teacher of George Gershwin, when WNEW's Art Ford presents a salute to Schillinger on an all night broadcast beginning Friday night at midnight and ending at 6:00 a.m. Saturday.

Austrian To Speak

Ralph B. Austrian, executive vice-president of the RKO Radio Television Corporation will be the principal speaker at the next regular meeting of the Television Producers Association, to be held Monday evening, March 26th, at the Hotel Pennsylvania.

**PLACE YOUR ORDER NOW AND
BE ONE OF THE FIRST TO
RECEIVE A**

douglas

**TRANSCRIPTION PLAY BACK
MACHINE**

Designed and custom-built to meet the specific needs of those who require the very finest reproduction from high quality electrical transcriptions and phonograph records.

Check the following important features . . . standard equipment in every DOUGLAS PLAYBACK:

- Heavy 16 inch machined turntable with dual speed and 1/20 H.P. Motor
- 20 Watt 6L6 Amplifier
- Equalizer circuit for Orthacoustic or NAB Standard, shellac and flat response
- High fidelity 12" Jensen Speaker
- Input circuit for attaching FM or high fidelity tuner
- Three cabinet finishes to choose from . . . dark brown lacquer, walnut or bleached birch . . . or your choice at slightly higher prices.

Write Radio Daily, Box No. 136, 1501 Broadway, New York 18, N. Y.

Tele Producers Group Names Committees

Appointment of committees to study all branches of television production with the view of perfecting a standardization plan was announced the past week-end by R. B. "Bud" Gamble, president of the Television Producers Association.

The committees appointed follow:
Scripts—Ralph Rockefeller, Helen Smith, Charles Curran, Edwin T. Woodruff.

Budget and talent—George Richardson, Harvey Marlowe, Jay Strong, Kenneth MacGregor, R. B. Gamble, Robert Emery.

Film—Charles A. Alicoate, John Flory, Charles Curran, Thomas Valentino, Kenneth MacGregor.

Art Direction—James Lannon, Edna Gamble, Milton Hayman, Mimi Glazer, Grace Hayman.

Studio technical—Edwin T. Woodruff, Arthur Thamsen, Thomas Valentino, William Wallace, Robert Anthony, John Flory.

Television commercial — Ralph Rockefeller, C. N. Van Auken, Robert Anthony, R. B. Gamble.

Public relations—Charles A. Alicoate, Robert Anthony, Patricia Murray, Grace Hayman, Kathleen Green.

Membership — Harvey Marlowe, Charles Curran, Robert Loewi, Mimi Glazer, Antone Ferreira, Frank Brunetta, William Lloyd.

Direction committee — Antone Ferreira, Jay Strong, Harvey Marlowe, Kathleen Green, R. B. Gamble, Helen Smith.

Executive committee—R. B. Gamble, Edwin T. Woodruff, Robert Emery, Jay Strong, Douglas Allen and Olga Vasilenko.

Committee reports will be given at meetings of the TBA which will be held on the fourth Monday of each month at the Hotel Pennsylvania. The first meeting is scheduled for tonight at which time television scripts and cue sheets will be discussed. A standardized cue sheet will be presented for adoption at that time.

THE WEEK IN RADIO

FCC Chairman Porter Gives Testimony

(Continued from Page 1)

poly even in the international field should be one of arms length, and the limited participation by government directors in the affairs of the company would destroy that relationship."

Highlights: The Raytheon Mfg. Co., subsidiary of the Raytheon Products Corporation of Boston, has made application to the FCC for licenses to construct and operate a national network of television and broadcasting stations to be linked via micro-wave. . . . And the American Telephone & Telegraph Company has also applied to the FCC to build seven radio relay stations between New York and Boston for experimental purposes.

Spotshots: Radio Executives Club is considering a full-time clubhouse, along the lines of the Advertising Club of N. Y. . . . Ten of the 17 nationally known symphonic orchestras have signed with Ascaph. . . . Bernard C. Duffy, vice-president and general manager of BBD&O, is the new chairman of CAB. . . . The Admiral Corporation will produce tele programs over Chicago's tele station WBKB. . . . Wells Church, radio director for the Republican National Committee, is CBS' assistant director of public affairs and newscasts. . . . Prexy Mark Woods of the Blue has sent out new instructions to affiliates re handling of commercials on newscasts. . . . Prexy Edgar Kobak of MBS wants more time before he announces Mutual's news policy. . . . NBC, as you know, has dispensed with the middle commercial in newscasts. . . . Gardner Cowles, Jr. station operator and publisher, warns against too much commercialism in radio. . . . Test case of BMI-Marks versus Ascaph has begun in the New York Supreme Court. Spring and summer may find broadcasters plentifully supplied with Freon for their cooling system. . . . NBC now has two women serving as full-time engineers. . . . NBC's tele station WNBT has inaugurated a full-

hour weekly experimental program series for children. . . . A survey recently conducted by the Sylvania Electric Products Company shows that 50 per cent of American families wants tele sets after the war is over, of course. . . . Col. William S. Paley, former head of CBS, currently chief of radio for the Psychological Warfare Division of SHAEF, has been named head of entertainment control for the Allied nations during the first phase of the United Nations military occupation of Germany. . . . National information campaign is being planned by the War Advertising Council to guarantee future peace.

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

Sign Sumner Welles For Blue Web Series

(Continued from Page 1)

Conference, Mr. Welles will broadcast over the Blue Network on April 2, 9, 16, and 23 from 10:30 to 11:00 p.m., EWT. These broadcasts, will present Mr. Welles as the central figure in the presentation of varied views by some of America's leading statesmen, historians and experts in the field of foreign affairs.

During the weeks of the Conference, Mr. Welles will appear regularly in his own series of fifteen minute programs, discussing the events of the Conference and the "behind the scenes" significance of these events.

McNutt Plugs 'Manpower For V'

Paul V. McNutt, chairman of the War Manpower Commission, will speak on the vital subject of "Manpower for Victory" Friday, April 6 at 10:45-11 p.m., EWT over NBC.



Sidney Andorn's

COLUMN . . .

Ten years in the life of man is only a drop in the bucket against his life expectancy. But, in radio, ten years for the same sponsor is practically unheard of. Yet, Sidney Andorn has done the unheard of, and has been on the air six evenings a week at the same time and over the same station for the past ten years for his sponsor, The Standard Brewing Company of Cleveland.

Featured each evening at 6:00, Sidney Andorn brings to WGAR's listeners intimate chatter about their town, its entertainment and other activities. Not satisfied with a full schedule as Special Events Director of WGAR, he is constantly on the go as Master of Ceremonies at War Bond rallies and Red Cross drives, and serving as a committee member on these and other events closely allied with Cleveland's war effort.

It's because of a staff of sincere, civic-minded people such as Sidney Andorn that WGAR does a better job in serving its community . . . and its advertisers, too!



WGAR

CLEVELAND'S FRIENDLY STATION

AVAILABLE

Qualified Manager for station. Experience over a period of 15 years includes: Music-Copyright Expert, Program Director, Continuity-selection of talent, assistant General Manager in complete charge of Station operations, personnel, inter-department organization and set-up. Completely conversant with every phase of the industry from the Executive demands. Have a broad knowledge of Publicity-Promotional demands. Write RADIO DAILY, Box 138, 1501 Broadway, New York 18, N. Y.

Claude Barrere Advanced On WEAf Promotion Staff

Claude Barrere, formerly manager of Syndicated Sales for the NBC-Radio Recording Division, has been named by Charles P. Hammond Director of Advertising and Promotion for NBC, to succeed Roy C. Porteous, as assistant to Charles B. H. Vaill, promotion manager of WEAf. Porteous having been upped to assistant manager of the Package Sales Division of the program department.

Helen Bernard, formerly assistant to Barrere, has been named commercial sales representative, by Robert W. Friedheim, sales manager of NBC-Radio Recording. Daniel Denny, Jr., recently honorably discharged from the Army Air Corps, where he attained the rank of captain, was named to the sales staff of Syndicated Programs while Addison C. Amor, songwriter and producer, joins the NBC Theasaurus Division as salesman.

AGENCIES

WQXR, New York Times station, has appointed Adam J. Young, Jr., Inc., as exclusive representative in the Chicago area effective April 1.

DOHERTY, CLIFFORD & SHENFIELD announce the appointment of Edward Pola as director of the "Alan Young Show" on NBC. Pola was associated with BBC in London for eight years and worked in the production department of J. Walter Thompson and Lord and Thomas.

EUGENE N. AXTELL, assistant to Freeman Keyes, president of Russel M. Seeds Advertising Agency, Chicago, attached to the 358th Infantry of the 3rd Army in Germany, has been promoted from first lieutenant to captain. Monte Randall, former traffic manager of the agency, now in the Marianas, has been promoted from sergeant to staff sergeant.

LYON VAN & STORAGE CO. has purchased through BBD&O "The Korn Koblbers," transcribed novelty band program in the following markets of the Don Lee network; San Diego, Los Angeles, Santa Barbara, Fresno, San Francisco, Portland, Tacoma, Seattle. The transcriptions are produced by Frederic W. Ziv Company, Cincinnati and New York.

ROBERT (PAT) O'BRIEN, recently discharged cadet of the Air Corps because of a traing accident at Randolph Field, re-enters the radio business via Seidel Advertising Agency. For nine years prior to his entrance into the armed service, he was actively engaged in radio station operations throughout the Middle West. Sol Klapper joins this agency from station WQXR where he was concerned with the "Man About Town" program as script writer and program consultant.

Women Writers Added To Blue Promotion Staff

Betty Platt and Beatrice Singer, have been added to the Blue Network promotion department and assigned as sales promotion writers to the Co-Operative department according to announcement yesterday by Fred Smith, vice-president. They will work under Stanley Florsheim, director of the department and Hal Day, promotion manager.

Miss Platt formerly worked with the OPA Regional Office of New York as radio, publicity and promotion writer, and prior to that served with Cramer Tobias Meyer, Inc., of New York, an advertising agency.

Miss Singer wrote advertising copy for the Chicago Mail Order Co., New York branch, for one year prior to joining Blue Co-operative. She worked for the National Foundation of Infantile Paralysis for several years. She is a graduate of the Maryland College for Women, of Baltimore, Md.

No Opposition To Denny Shown; Senate Confirmation Expected

(Continued from Page 1)

tion is looked for. Although no announcement has been made, it is known that Rosel H. Hyde, who has been assistant general counsel in charge of the broadcast division, will take over Denny's post as head of the FCC legal division. Who will succeed Hyde has not been definitely learned. Attorney Leonard Marks is expected to be named to the Hyde job.

Denny Born in Baltimore

Charles R. Denny, Jr., general counsel of the Federal Communications Commission, who was nominated as a Commissioner by President Roosevelt, March 14, was born in Baltimore, April 11, 1912.

He lived in Washington for several years and attended public schools there. He was graduated from Amherst College in 1933 and from Harvard Law School in 1936. From 1936 until 1938 he was associated with the Washington law firm of Covington, Burling, Acheson & Shorb. From 1938 until February 1942, he was in the Lands Division of the Department of Justice, first as attorney in the Appellate Section, then as assistant chief and finally as chief.

In February 1942, Mr. Denny was appointed assistant general counsel of the FCC in charge of Administration and Litigation. When Telford Taylor, then general counsel, resigned to accept a Commission as major in the Army, he was succeeded by Mr. Denny.

During Mr. Denny's FCC career, he has passed from one big problem to another. His inordinate capacity for hard, grueling work, his hair-trigger mind and winning personality soon became a by-word in communications circles.

One of his first tasks was in connection with a brief submitted by the Commission in the Supreme Court case challenging the jurisdiction of the Commission to promulgate the chain broadcasting regulations. He argued and won the case when it was remanded to the District of Columbia Court by the Supreme Court. When the case appeared the second time before the Supreme Court it was argued by the Solicitor General.

Next came the exhaustive presentation of the Commission testimony in the hearings on the Sanders bill to revise the Communications Act.

Handled FCC Rebuttal

By the time Congressman Eugene L. Cox of Georgia was successful in inducing Congress to order an investigation of the FCC, Mr. Denny had become General Counsel and on his shoulders fell the principal burden of preparing and presenting the Commission's rebuttal which later led to complete exoneration of the FCC.

All the time the Commission was being harassed by this investigation, Mr. Denny was responsible for the legal work on many important decisions which arose out of the Commission's day-by-day work. A new bur-

den was added to all this in the Fall of 1943 when the Senate Interstate Commerce Committee held month-long hearings on the Wheeler-White bill to revise the Communications Act. As general counsel, Mr. Denny was in charge of the preparations of the Commission's testimony in this far-reaching hearing.

So effective was the Commission's testimony in these hearings that the elaborate plans made by some powerful segments of the radio industry to destroy the network regulations and to hamstring the Commission generally were frustrated. After lengthy Committee consideration of the testimony, Chairman Burton K. Wheeler finally announced that the bill was dead.

Handled Allocations

Crowning achievement of Mr. Denny's career as general counsel came last Fall when he assumed charge of preparations for the historic frequency allocation hearings held by the Commission to determine the course of post-war radio. These hearings dealt with some of the knottiest technical, social and economic problems ever faced by the Commission. The witnesses included some of the outstanding radio scientists of the day including Lee De Forest, Major Edwin Armstrong, John V. L. Hogan, and other celebrities such as Harlow Shapley, and Mayor Fiorello La Guardia. The Commission heard 4,559 pages of testimony, received 543 exhibits and heard 231 witnesses. Night after night during these hearings, Mr. Denny burned the midnight oil in his office going over material for the next day's testimony. The result of his intensive study of the technical aspects of the problems under consideration was that he won universal admiration of witnesses and observers alike.

Has Technical Knowledge

The ability to master the technical complexities of radio, to handle witnesses in all subjects with tact and fairness and to keep the proceedings moving without delay which he exhibited in the Allocation Hearing is believed to have been the final determining factor in President Roosevelt's nomination of Mr. Denny to the Commission.

Faces FCC Assignments

If confirmed by the Senate, Mr. Denny, as a Commissioner will have a vote in the Commission's final decision on the frequency allocations for the post-war period.

Upcoming activities of the Commission include the disposition of frequencies below 25,000 kilocycles; the presentation of Commission testimony in the forthcoming Senate Hearings on international communications and the Inter-American Radio Conference at Rio de Janeiro in June.

Mr. Denny is married to the former Elizabeth Woolsey of New York, a graduate of Smith College. They have

PROMOTION

Bare Facts

In connection with the increase of WHKC wattage from 500 to 1,000, United Broadcasting Company, operating WHKC, WHK and WCLE, is sending to all agencies a new coverage map and promotion. The latter, done in cartoon-story form is called "a stirring sequel to the bare facts about radio coverage in central-Ohio," and shows how Best-Buy Bear finally gets a big break.

An Invitation

WCAU's presentation on a CBS coast-to-coast hookup of the Frank Sinatra show from the Academy of Music in New York City will be a momentous occasion if the engraved invitations being sent out are any indication of the grandeur of the event.

"485" Anniversary

The front page of "485," Columbia Broadcasting's newsy, non-pictorial house organ for May 15 announces, "we are 2 years old." It seems that "485" went to press for the first time on March 23, 1943, which makes this the second anniversary issue.

WTAR Report

Henry Cowles Whitehead, program director of WTAR, Norfolk, Virginia, has compiled a statistical report on WTAR's public service and war effort for 1944. Report gives breakdown of 7,726 announcements, 1,741 programs and 653 hours of broadcast time for the year.

CJCA Survey

CJCA, Edmonton, Canada, has made a survey of the rural audience through the facilities of Alberta Government Telephones, results of which are now in attractive booklet form under a December 1944 date. Survey included 1325 rural homes in the 8:30 to 9 p.m. period.

Geo. Grim Going To Italy For Cowles Station Groups

(Continued from Page 1)

duties for WHOM, WCOP, WOL, KRNT and WNAX.

Grim leaves soon for the Italian area where he will contact boys from Brooklyn, New York, Boston and Washington and from midwest cities for interviews for the Cowles stations. Transcriptions will be flown back for broadcasting on the stations.

two daughters, Allison and Christine. They live at 2825 49th St. NW. Washington, D. C.

Mr. Denny is a man of wide interests, has a great zest for life. When time permits, he is an ardent though somewhat frustrated gardener and a cyclist who has conquered some of nearby Maryland's meaner hills. His favorite flower is the red carnation and his favorite book is James Thurber's "My Life and Hard Times."

RC Radio Drive Reaches Final Week

The final week of the 1945 Red Cross War Fund of Greater New York campaign will be highlighted by several special radio programs, to be participated in by radio, stage and screen personalities, in addition to leading public figures.

"Broadway Salutes Red Cross" is the theme to be broadcast over WEAJ tonight at 6:15 p.m. Fredric March will be the master of ceremonies for the following guests: Beatrice Lillie, Henny Youngman, George Paxton and his orchestra. Red Barber will be on hand with a campaign report.

Also tonight, Robert Weede, Metropolitan Opera baritone, recently returned from an extensive overseas entertainment tour, will be heard in an appeal over WQXR at 9:30 p.m.

Wednesday, at 1:15-1:45 p.m., WOR will radio-tour behind the scenes at Halloran General Hospital.

Yesterday, Red Cross leaders of New York City and Chicago competed against each other on the "Quiz of Two Cities," 3-3:30 p.m., with program originating from WOR, New York, and WGN, Chicago.

Will Broadcast Dinner

WNEW will carry the Council House Presentation Dinner which will feature Mrs. Franklin D. Roosevelt as the principal speaker, Tues., March 27, 10-10:15 p.m. Proceedings will originate from the Hotel Commodore.

Romulo On "We, The People"

Resident Commissioner of the Philippines, Brig. General Carlos P. Romulo, who arrived from Manila last week to make a personal report of Japanese atrocities in his homeland to Congress, will be heard on "We, The People," Sunday over CBS. His 19-year old son, Carlos, Jr., credited with killing seven Japs while a member of a Philippine Guerilla Band, will also be heard on the program, both talks to be piped in from Washington, D. C.

WRITER WANTED

Pleasantly located, prosperous independent regional station in Western Pennsylvania needs man or woman to take full charge of continuity department. You don't need to be a Shelley or a Shakespeare . . . what we want is good, substantial commercial copy that SELLS.

Good salary, opportunity for advancement. Expanding station facilities offer you recreation room with ping-pong table, open fireplace; fully equipped modern kitchen. So sorry, no maid service till after the war!

Send particulars, sample copy, starting salary expected to

WPIC

SHARON PENNSYLVANIA

COAST-TO-COAST

- PENNSYLVANIA -

PHILADELPHIA—March 17 marked the 22nd year in radio for Leslie W. Joy, KYW chief. . . . Since the start of Junto, city's adult education movement, a member of WFIL's staff has served as radio instructor. First it was Don Martin, then Ted Oberfelder, now it's John Scheuer, writer-producer-announcer. . . . On April 9 WIBG will welcome back Lieut. Fred Wieting, first WIBG staffer to return to his old position. . . . WCAU has added two more newscasts, commencing next month, sponsored by Best Foods and National Biscuit Company.

- COLORADO -

DENVER—KOA is carrying the national A.A.U. basketball tournament in this city for the city for the 4th consecutive year with Mark Schreiber doing play-by-play for the 4th time. Dr. Forest Allen, world-famous basketball coach, is Schreiber's guest commentator during the tournament. . . . KOA has signed the Denver Dry Goods Company for three quarter-hour programs weekly for 52 weeks, in the period 4:15-4:30 p.m. . . . KOA will air an early Easter service from Lawry Field, 7-7:30 a.m., in accordance with arrangements with Major Louis K. Block.

- SOUTH CAROLINA -

COLUMBIA—WCOS now has the exclusive services of Brim Rykard, former city editor of the "Columbia Record." Rykard does a 15-minute "Journal of the Air" six times weekly, 7 p.m., for Checker Cab Company. . . . New continuity staffer at WCOS is Carey Smith, just out of the university. Harry Snook and Ann Davis, both of Columbia, are also recent additions. . . . **SPARTANBURG**—Sterling Wright, WSPA special events director, reported for duty in the merchant marine last March 5.

- CALIFORNIA -

SAN FRANCISCO—George Fenneman, KGO-Blue announcer, won the audition for "Hawthorne House" which originates in KGO studios every Monday at 8:30 p.m. . . . Robert O'Brien, whose "San Francisco" column in the Chronicle is a rater, brought his collection of stories to the air via KPO, March 18, sponsored by O'Rourke, makers of Castle Hats. . . . Robert F. Laws, promotion head at KGO, and Mrs. Laws, have named their infant son Dean Robert; Herb Haley, KGO senior announcer, has entered the Maritime Service.

- MISSOURI -

ST. LOUIS—"Tiny" Renier of KMOX has traveled extensively in the last two months contacting and auditioning talent in various cities. Besides finding talent for KMOX, Renier records talent needs of other CBS outlets as a helpful gesture to them. . . . Home games of the Cards and Browns for 1945 season will be aired by WIL under sponsorship of Griesedieck Bros. Brewery. Harry Caray and veteran Gabby Street will describe both day and night games for a special network comprising KFRU, KHMO, KDRO, KFVS, WJPF and KWRO. . . . John J. Finan of St. Louis has joined KWK's staff as assistant news editor.

- MASSACHUSETTS -

BOSTON—WCOP's Girl About Town, Trudy Richmond, has inaugurated a new entertainment for servicemen, with the co-operation of hotel and club managers. Each week a wounded soldier and sailor is squired by Trudy to dinner, the theater and a club. . . . Red Cole, Yankee's romantic baritone, was chosen by the Gloomchasers Club of Denison House, Roxbury, as the outstanding entertainer in Boston during March. . . . When George Lasker, WORL general manager, got to his desk St. Patrick's Day, he found four shamrock plants from Mayor Kerrigan.

- NEW YORK -

BUFFALO—Arthur Goldberg, recently honored by the Chamber of Commerce for "outstanding service," will become moderator of the University of Buffalo round table April 1. . . . Kay Dunn edits the WBEN service paper, "Everything for our Boys" . . . New WEBR 45-minute musical, "Armed Forces Mail Call," fast gaining popularity. . . . Gene Barry and George Thorn, returned servicemen, have become WEBR staffers. . . . Former sports editor Robert F. Kliment has been promoted to program director. Sturgis Hedrick, newspaperman, took over Kliment's duties.

- GEORGIA -

ATLANTA—WGST chalked up a first when manager John Fulton and engineer Ivan Miles went aboard a new Liberty ship at Brunswick for its maiden voyage. While at sea, between Brunswick and Savannah, Fulton interviewed members of the crew. Recordings were made and aired playback that same night was sponsored by Rich's Department Store. . . . Millicent Thomas, WGST's "Charlene," won first prize in a Columbia Pictures' talent contest in Atlanta recently.

- INDIANA -

FORT WAYNE—Engagement of Evelyn Hockemeyer, WOWO promotion secretary and Don Ross, former announcer now Army chemical warfare instructor, was announced this month. . . . WOWO secretary, Peggy Whitley, was a cover girl on the Baer Field Beacon, official AAC paper. . . . **KOKOMO**—Chet Behrman, formerly with Intermountain station KLO, Ogden, has returned to WKMO as director of continuity. . . . Ruth, accompanist and wife of Charlie Flagler, is fast becoming a radio widow due to demands upon his time by civic organizations.

WRC Makes Changes In Top Personnel

(Continued from Page 1)

Menser, NBC vice-president in charge of programs.

Juster, WRC continuity editor, becomes Wheeler's assistant in charge of public service. Smith said creation of the public service division is the result of WRC's increasing emphasis on programming slanted to promote civic and educational activities for both war and peacetime Washington.

Wheeler has served for three years as assistant to Smith. Last year, shortly before the invasion, he was sent to the NBC London Bureau as a special war correspondent. Attached to Lt. Gen. Omar Bradley's headquarters, 12th Army Group, Wheeler went ashore with the invasion forces D-Day Plus One and was the first person to wade ashore at Cherbourg.

Wheeler, after extensive study and travel in Europe and South America, joined WRC as an announcer in 1937. After two years on the air he became production manager for the station.

Shawn, who will report to New York, April 9th, is considered one of Washington's radio pioneers. He has been in charge of programming for WRC for the past 12 years and is credited with originating the "Mile Of Dimes" campaign.

Without this



No touchdown

Unless the ball lands in the hands of the end, it's an **incompleted pass**. In radio, unless an audience "catches" your sales story, it's another "incomplete pass."

Score a touchdown with your program. Use WCBM, Baltimore's listening habit.

The Blue Network Station

WCBM

BALTIMORE

JOHN ELMER GEORGE H. ROEDER
President General Manager
FREE & PETERS, Inc., Nat'l. Rep.

Send Birthday Greetings To -

March 26

- | | |
|---------------------|-----------------|
| Charles Balthrope | George Carhart |
| Phillip Rapp | Jean Sablon |
| Howard L. Schreiber | Val Clare |
| Jack Jacobson | Arnold Van Leer |
| Frank Merrified | Fulton Dent |
| William Kahrs | |



TOM TERRISS
"The Vagabond
Adventurer"

Never Before

IN THE HISTORY OF RADIO HAS
THERE BEEN SUCH A TRANSCRIBED SERIES
LIKE "The VAGABOND
ADVENTURER"



PRESENTING ONE OF THE WORLD'S MOST DISTINGUISHED PERSONALITIES

Tom Terriss is the last survivor of the party of 20 who were present at the opening of the Tomb of King Tutun-khamen. He has travelled in more than 100 countries, making motion picture travelogues which have played all over the world. He has directed feature motion pictures in the United States, Cuba, Mexico, Spain, Portugal, England, France and Russia. He was featured in the coast-to-coast programs "LETTERS FROM ABROAD", "THIS AMAZING AMERICA", "WE AMERICANS", and "OUR YANKS ABROAD".

In "THE VAGABOND ADVENTURER", he takes you to Mandalay, Singapore, Paris, Egypt, Morocco, The Carpathians, Italy, Peking, and dozens of other far-off places in a colorful pageant of ADVENTURE. Mr. Terriss is ably assisted by a distinguished cast.

39 1/4-hour transcribed programs are now ready for immediate delivery.

WRITE OR WIRE FOR AUDITION SAMPLES

SOME OF THE PROGRAMS IN THIS FEAST OF ADVENTURE!



"THE CURSE OF TUTUNKAHMEN"

Dramatizing the opening of the Tomb - the Curse - and the fate which befell those present.



"THE RED MARK"

Mysterious deaths in the wild Carpathian Mountains of Hungary.



"THE LAND OF SATAN"

A true adventure among the devil-worshippers of Kurdistan on the borders of Tibet.



"THE TUAREG"

A story of the French Foreign Legion, and a narrow escape from a horrible death.

And "THE THREE ACCIDENTS", "THE TWO VOICES", "THE MYSTERIOUS MUMMY CASE", "THE TEMPLE OF THE LIVING DEAD", "THE CAT GODDESS", "THE MAN WITH THE GREEN EYES", and others!

JOIN "THE VAGABOND ADVENTURER" ON THE ROAD TO THRILLS!

OTHER SUCCESSFUL KASPER- GORDON TRANSCRIBED PROGRAMS



"REAL ROMANCES"

52 1/4-hour shows. Each episode a complete story. Excellent for any product in feminine field.



"SONGS OF CHEER AND COMFORT"

52 1/4-hour shows, starring the incomparable Richard Maxwell.



"FUN WITH MUSIC"

26 1/4-hour shows, starring the famous Tune Detective, Dr. Sigmund Spaeth.



"STAND BY AMERICA"

225 5-minute programs, showing how America met similar problems of today in other years.



"TWILIGHT TALES"

100 1/4-hour shows starring Elinor Gene. Fairy tales for kiddies.



"ONE I'LL NEVER FORGET"

138 5-minute shows starring Jack Stevens in unusual sports stories.

AND OTHERS!

Kasper-Gordon, Inc.

140 Boylston Street, Boston 16, Massachusetts

One of the Largest Producers and Distributors
of Transcribed Programs

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 30, NO. 59

NEW YORK, N. Y., TUESDAY, MARCH 27, 1945

TEN CENTS

Radio's 1944 War Record

Television Prospects Viewed In CBS Report

Stressing the value of secret electronic work and research for the government during the war as factors that will result in improved post-war television, Paul W. Kesten, executive vice-president of Columbia Broadcasting System, gave stockholders an accounting on the CBS' television stand in the company's annual report issued yesterday.

"Post-war television, simply by following in the footsteps of military electronics, could emerge at a much higher level than its pre-war 'freeze' with pictures twice as clear, twice as sharp and perhaps twice as large," Kesten stated.

Referring to the CBS contributions in electronics during the 1944, out-

(Continued on Page 6)

Jean Goldkette On Mutual With New 60-Piece Orch

Jean Goldkette, pioneer symphonic jazz maestro, returns to radio with a 60-piece orchestra over the Mutual network on Saturday, April 14. Programs will originate in Detroit and will be heard from 9 to 9:30 p.m., EWT.

Advertising Women Meet; Get WITH Station Awards

Close to 1,000 advertising women executives and their guests attended the 33rd anniversary dinner of the Advertising Women of New York (which was held Friday night in the Biltmore Hotel. Proceeds of the affair, called an "Auld Lang Syne

(Continued on Page 2)

Easter Program

A religious pageant titled, "The Story of Easter," will be televised by WNBT, NBC's New York television station, on Saturday at 8 p.m., EWT. The program will feature Robert Shaw's Collegiate Chorale performing against a backdrop of religious paintings and etchings. Program will be produced by Dr. Herbert Graf, NBC director of operatic productions.

Red Cross Benefit

"Information Please" will travel to Atlanta, Ga., next Monday to broadcast its regular program for the benefit of the American Red Cross from the Paramount theater in that city. Governor Ellis Gibbs Arnall of Georgia and Marjorie Kinnan Rawlings, author of "The Yearling," will be guest experts.

Blue Execs., Meeting With Broadcasters

Broadcasters, whose stations are slated to join the Blue Network on June 15, gathered in New York yesterday for a two-day conference with network executives for the purpose of discussing network programming, advertising, promotion and publicity.

The list of station officials and Blue web officials attending the meeting follow:

WLAW, Lawrence, Mass., Irving Rogers; Dave Kimmel, Dan Sullivan, Devy Edwards; WCAE, Pittsburgh, R. Clifton Daniel, Mitchell DeGroot; WFBR, Baltimore, Md., Hope Barroll,

(Continued on Page 7)

Theaters Use Radio In Iowa Press Strike

Des Moines—Newspaper strike here resulted in theaters turning to radio as an advertising medium. Business remaining normal over the week-end despite the fact that the Des Moines "Register and Tribune" did not pub-

(Continued on Page 2)

State Dept. Executive Arrives To Handle Frisco Setup

San Francisco—When Michael J. McDermott arrives in San Francisco tomorrow he will find atmosphere reminiscent of that "Waiting for Lefty" play of few years back. Web representatives here expect State Department longtime chief of public relations to pass one more miracle and straighten out the United Na-

Select a buying audience—Industrial New England. Select a leading station—WLAW! Advt.

U. S. Broadcasters Gave \$161,752,000 In Time And Talent During Past Year, NAB Report Reveals

Washington Bureau, RADIO DAILY

Washington—Air time and talent valued at \$161,752,000 was donated by U. S. broadcasters, nets and advertisers for the delivery of war messages during 1944, NAB announced yesterday.

Radio advertisers contributed \$64,000,000, stations and networks \$78,000,000, while

(Continued on Page 7)

Adjust Tube Schedule To Fill Army Demands

Washington Bureau, RADIO DAILY

Washington—Adjustment of radio receiving tube production schedules to meet military demands in the next six months was effected recently after recommendations made by the Receiving Tube Scheduling Industry Advisory Committee, the WPB said yesterday. Over-all Army and Navy re-

(Continued on Page 7)

Jones Named Radio Dir. Of Buchanan & Co., Inc.

Martin B. Jones, Jr., until recently chief of entertainment for the Red Cross in the European and African theaters of war, has been named radio director of Buchanan & Company, Inc., it was announced yesterday. Prior to his Red Cross activities he

(Continued on Page 2)

Olsen To Aid Treasury For 7th War Loan Drive

Washington Bureau, RADIO DAILY

Washington—Tom Olsen, KGY, Olympia, Washington, is joining the Treasury War Finance division about April 1 according to an announce-

(Continued on Page 4)

Denny FCC Member; Senate's Okay Voted

Washington Bureau, RADIO DAILY

Washington—The Senate late yesterday confirmed the nomination of Charles R. Denny, general counsel of the FCC for two and a half years, to succeed T. A. M. Craven as the seventh member of the Commission. Craven's term expired last June, and

(Continued on Page 6)

Agency Presents Survey To Network Executives

Following a series of McCann-Erickson-sponsored private luncheons to which only major network executives were invited, the McCann-Erickson agency's radio research department will shortly reveal its findings

(Continued on Page 7)

Passover Service

A portion of the Passover Seder service for men just returned from overseas combat will be broadcast by WOR-Mutual from the chapel of Fort Hamilton on Thursday from 10:15 to 10:30 p.m. Chaplain Edward T. Sandrow, veteran of the Aleutians campaign will conduct services. Passover music will be sung by a choir of overseas veterans.

tions conference radio coverage situation.

Confusion on studio space and microphone setups for United Nations meet in Veterans Building is natural considering enormity of meet but engineers and radio newsmen anxious to have it resolved. Pending arrival

(Continued on Page 6)

It's common sense . . . and dollars for you when WLAW is included on your schedule. Advt.

RADIO DAILY



Vol. 30, No. 59 Tues., Mar. 27, 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, March 26)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	161 5/8	160 1/8	160 1/4	- 1 1/2
CBS A	33 1/2	31	31	- 3
CBS B	32	31 1/8	31 7/8	- 1 5/8
Crosley Corp.	30 1/4	28 3/4	29 1/4	- 1 3/4
Farnsworth T. & R.	13 1/4	12 3/4	13	- 3/8
Gen. Electric	40	39 5/8	39 3/4	- 5/8
Philco	33	32 1/8	32 1/4	- 1 1/4
RCA Common	10 7/8	10 1/2	10 3/4	- 1/8
RCA First Pfd.	81 1/8	81 1/2	81 1/2	- 1/2
Stewart-Warner	16 1/2	16	16 1/8	- 3/8
Westinghouse	123	120	120 7/8	- 2 1/8
Zenith Radio	37	36 5/8	36 5/8	- 7/8
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	31 1/2	31 1/2	31 1/2	- 1/2
Nat. Union Radio	5 1/4	5 1/4	5 1/4	- 1/4
OVER THE COUNTER				
Du Mont Lab.		Bid 7 1/8	Asked 7 7/8	
Stromberg-Carlson		19 3/8	20 3/8	
WCAO (Baltimore)		23		
WJR (Detroit)		40 1/2	41 1/2	

Marx, Young Hildy's Guests

Chico Marx and Roland Young will guest April 3, on the Hildegard "Ra-leigh Room" show over NBC.

20 YEARS AGO TODAY

(March 27, 1925)
Completion of a direct wire link between WBZ, Springfield, Mass., and the studios of WJZ-WJY, New York, has been announced by the Radio Corporation of America. WBZ hereafter will participate simultaneously in broadcasting feature programs.

Two Networks!
Three City Market!!

• CBS • **WENT** • MUTUAL •

Gloversville • Johnstown • Amsterdam
SPOT SALES INC., Nat. Rep.

Coming and Going

ELMER DAVIS, head of the Office of War Information, has arrived in London.

MARTIN D. WICKETT, program director of WTOP, CBS-owned station in Washington, D. C., a visitor late last week at the headquarters of the network.

TED ARNOLD, national sales manager of WHBF, Rock Island, Ill., has arrived in Gotham for a tete-a-tete with the national representatives of the station.

LEON LEVY, president of WCAU, Philadelphia, and **ALEX ROSEMAN**, commercial manager of the station, are in Chicago looking over the WCAU offices in the Windy City.

BOB KELLER, eastern manager of the Burn-Smith Company, national station representatives, back in town following an extended business trip which took him to Pittsburgh, Baltimore, Harrisburg and Lewistown.

CHARLES P. HAMMOND, NBC's director of advertising and promotion, and **JAMES M. GAINES**, assistant director, leave today for Chicago, where they will conduct agency-client meetings on the "Parade of Stars," after which they will go on to San Francisco and Hollywood for P. of S. showings in the West Coast.

WILLIAM A. RIPLE, station manager of WTRY, Troy, N. Y., is back at the station following a few days in New York for conferences at the offices of the Blue Network.

DOWSLEY CLARK, head of the OWI's domestic news bureau, was in town yesterday from Washington, D. C.

MERWIN C. TRAVIS, executive of the Motion Picture Society of the Americas, and **JACK RUNYON**, head of the West Coast radio section of the CIAA, are in town to present to foreign managers a plan for a shortwave program from Hollywood to South America.

Advertising Women Meet; Get WITH Station Awards

(Continued from Page 1)
Party," went into the telephone fund which finances free telephone calls for returning wounded soldiers.

Tom Tinsley, president of station WITH in Baltimore presided over the awarding of \$2,500 in gift certificates contributed by WITH, redeemable at Hattie Carnegie, Bergdorf-Goodman, Bonwit Teller, Henri Bendel and Saks Fifth Avenue. The one and only prize of \$500 went to Helen Thomas of Spot Broadcasting. Hundred dollar winners, of which there were 20, included Eugenie Stamler, Lillian Jackman, Helen Holby, Loire Brophy, Sally Martin, Minna Hall Carothers, Otella Linn, Alice Drew, Virginia Bayliss and Caroline Hood. A four-foot birthday cake was a feature of the evening and later was sent by messenger to the battle-fatigued soldiers at Edgewood Annex General Hospital at Brentwood, Long Island, along with flowers which decorated the ballroom.

The affair which had the largest attendance in the history of the club was presided over by Caroline Hood, its president, Elsie Wilson, of Personal Associates, acted as chairman.

Wedding Bells

Jessyca Russell, New York editor of Magazine Digest, and C. H. Jack Gaver, newspaperman, were married in New York last Saturday.

Theaters Use Radio In Iowa Press Strike

(Continued from Page 1)
lish. Tri-States Theaters used a spot campaign on Sunday and additional spot announcements on Mon. telling listeners of the shows playing and suggesting further information could be obtained by calling the company.

Jones Named Radio Dir. Of Buchanan & Co., Inc.

(Continued from Page 1)
was radio producer of the public service division of NBC; also in television production and direction at NBC.

Chicago's
ONLY
24 HOUR
STATION
W-I-N-D
560 Kc. 5000 WATTS

WDAS AUDIENCES HAVE BEEN *Loyal* FOR OVER TWENTY YEARS

PHILADELPHIA knows that this loyalty makes WDAS the best dollar buy in this area. That's why 78% of its sponsors renew regularly.



Ian Ross MacFarlane

We'd like to have you meet a new kind of news analyst . . . Ian Ross MacFarlane. He's quite a guy. His analysis of the war news packs a clarion-like authority because he's been in the war up to the hilt.

He lived in North Africa with the British 8th Army. He went out on a landing barge when the Commandos raided Dieppe. He broadcast to the U. S. the first thousand English plane raid over Germany.

He said Turkey wouldn't join the Allies . . . three months before Churchill admitted failure in the House of Commons. He had Franco's number, too . . . before England made its decision to favor Spain.

During the past 20 years he has lived closer to the countries and the people of Europe, about whom he talks, than probably any other commentator on the air today.

Ian Ross MacFarlane broadcasts for W-I-T-H exclusively.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

in the country's BIGGEST community...

WMCA IS THE community station!

"Too many stations adopted the convenient ostrich technique . . . but from New York . . . came a strong and hopeful voice, and the voice belongs to WMCA."

So said Variety when it singled out WMCA as the *only* New York station to receive a 1944 Showmanagement Plaque Award. *Fourth* award in a three-month span.

Through such continued public recognition, WMCA occupies a unique place in New York radio. It has won authoritative *acceptance* for its community efforts.

Next step? More of the same . . .



Like WMCA's new program, "New Yorkers at War," heard Monday, Wednesday and Friday at 6:30-6:45 PM. This show has the same importance—for the *Metropolitan community*—as "Mail Call" for *servicemen*!

"New Yorkers at War" enables families and friends of New York, New Jersey and Connecticut men overseas to hear actual front-line interviews with those men. Plus last-minute news of their assignments . . . their deeds and medals . . . and in the case of the wounded, their *current* hospital records.

"New Yorkers at War" will enable an advertiser to win the unparalleled loyalty of the people in the Metropolitan area. An area in which WMCA is the *community-accepted* community station.

Representative:
Weed & Company

A large white oval containing the text "wmca" in a bold, lowercase, sans-serif font, with "NEW YORK" in a smaller, uppercase, sans-serif font below it. The oval is set against a background of a black and white photograph of several tall, multi-story apartment buildings in New York City, viewed from a low angle looking up. The buildings have many windows and a classic architectural style.

wmca
NEW YORK

CHICAGO

By BILL IRVIN

CHICAGO, Milwaukee, St. Paul and Pacific Railroad signed a 52-week contract with WBBM to sponsor a one-quarter hour news program weekly, started Sunday, March 25, 12:00 to 12:15 p.m., CWT. Newscaster Russ Davis will be featured. Contract was placed through Roche, Williams & Cleary, Inc., Chicago.

Mandel Brothers has renewed its contract with WIND for the fourth consecutive year for its "News Every Hour on the Hour." Products Company (farm seeds), Burlington, Wisconsin, has renewed for another year its sponsorship of the 9:00 to 9:15 period of the Saturday night WLS National Barn Dance. The show will continue to feature Pat Buttram, Maple City Four, Grace Wilson, Dixie Dandies, Red Foley and Octet and orchestra.

Olsen To Aid Treasury For 7th War Loan Drive

(Continued from Page 1)

ment by Radio Chief Eugene Carr. Olsen serving at a dollar a year, will have charge of co-ordination and reporting the work of local stations in the forthcoming Seventh War Loan Drive. Olsen, sole owner of KGY, is president of the Washington State Association of Broadcasters and secretary-treasurer of the Northwest Broadcasters Association.

Hollywood Hails Breneman At Opening Of Restaurant

Los Angeles—Hollywood's radio colony members turned out en masse to help launch Tom Breneman's Hollywood Restaurant, Monday, March 26. Sid Strotz, Lewis Allen Weiss, Don Thornburgh, Clyde Scott, Harry Maizlish, Harry Witt, Frank Conrad and Jack O'Mara were among the network and station representatives present at opening day luncheon, while agencies were also well represented. Sonja Henie and Irene Rich took bows, and N. T. G. (Nils T.) Granlund of Florentine Gardens, introduced Breneman, who thanked those who have been associated with him in his radio career.



California Commentary!

● ● ● Dick Aurandt put on his "Stumpus Club" for North Hollywood kids during an intermission of their bi-weekly youth movement dance March 24th. A musical participation show, Aurandt first introduced the idea at the

Los Angeles

San Francisco Fair. Prizes were given to the teen-agers who know their popular music. These youth movement dances have drawn such radio and movie names as Abbott and Costello, Rudy Vallee, Frank Sinatra, Jo Stafford, Dick Haymes and Johnny Mercer. . . ● Radio celebrities played a prominent part at the inauguration of Arthur Treacher as honorary mayor of Sherman Oaks. "I'm jealous of Treacher because he is a suave sophisticate," said Bob Burns, honorary mayor of Canoga Park, as he took out his bazooka for a solo. "On the other hand, Treacher wouldn't know which fork to use in my barn at Canoga Park." Andy Devine, honorary mayor of Van Nuys, handed out some political and fatherly advice, while Edward Everett Horton, honorary governor of San Fernando Valley, was among the speakers. Tom Breneman wired his comments from the Midwest, where he is on tour. Jack Carson and Mrs. Isabelle Horton, the Valley's "gracious lady," were among those introduced. Because of his new post, Treacher is being tabbed the "Jeeves of Ventura Boulevard."

★ ★ ★

● ● ● The dinner marking the finals of the second annual Philharmonic Young Artists competition, sponsored by KFI, the Los Angeles "Daily News" and the Southern California Symphony Association, was attended by William B. Ryan, Gil Paltridge, Don Gilman, Hedda Hopper, Jean Hersholt, Freeman F. Gosden, Charles J. Correll, Milt Samuel, H. Moxley and Hal Carlock. Rupert Hughes acted as master of ceremonies. . . ● "Hedda Hopper's Hollywood" has been given a contract renewal and shows a rating double the mark with which it opened. . . ● To satisfy demands of its subscriber stations for shorter numbers, Standard Radio waxed 12 tunes on a 16-inch disc. The numbers were recorded by the Emile Petti orchestra, which is playing at the Town House, Los Angeles.

★ ★ ★

● ● ● Al Pearce is literally a "man in a million" these days. Al has 300 packages of cigarettes. No, he is not a ciggie hoarder—at least not in the usual sense. For more than 20 years he's made a hobby of collecting cigarettes from all over the world and he has smokes from nearly a score of countries, including a 70-year old pack of "Cycles," one of the first tailor-made brands to hit the cigar stands in this country. . . ● The guys and gals are still talking of the splendid job done by the Blue in handling the broadcast of the Academy of M. P. Arts and Sciences awards presentation. . . ● Cass Daley, now running for Mayor of her home town, North Hollywood, made a campaign speech over the Pacific Blue stations March 25th as guest of Evelyn Bigsby, radio columnist and editor of Radio Life. . . ● Arrangements have been completed by Radio News Reel, KMTR's department of special events, to cover the World Peace conference in San Francisco, beginning April 25. Following his return from San Francisco, General Manager Kenneth O. Tinkham announced that he plans to assign four men to the job. These include K. Louis Flatau, news analyst, who is personally acquainted with many European delegates; Jim Strain, KMTR's program director; Lyman Smith, chief of the recording division, and Eddie Lipps, engineer. . . ● Ira Cook has been signed by Smith, Bull and McCroery to handle special announcing, public relations, promotional and merchandising work and market surveys for the agency. He will continue his Lucky Lager Dance Time program on KFAC. Spade Cooley is offering a \$500 war bond for a name for his newest untitled tune. Contest is being conducted at the Riverside Ranch and on his sustaining air show over WMPC.

★ ★ ★

—Remember Pearl Harbor—

AGENCIES

RICHARD STARK & COMPANY will represent exclusively the Neblett Radio Productions of Chicago in the Eastern area effective immediately, it is announced by Hazel Weihe, vice-president of the Stark production office. The recorded banded series on the Neblett list includes: "So The Story Goes," "Louise Massey and the Westerners," "Stay Tuned for Terror" and "The Distinguished Guest Hour."

J. GORDON LIPPINCOTT of Dohner & Lippincott, industrial designers, announce appointment of Grant Advertising Inc., New York, to handle all domestic and international advertising.

MARJORIE BURKE, formerly sales promotion and fashion copywriter for Amos Parrish & Co., Inc., has joined the copy staff of J. M. Mathes, Inc.

FRANK C. PETERSON and John M. Keavy, both formerly of Marschalk & Pratt, have joined the copy staff of Fuller & Smith & Ross, Inc.

KGW one of the GREAT STATIONS of the NATION
NBC AFFILIATE **PORTLAND, ORE.**
Represented by Edward Petry & Co.

OFF THE AIR
REFERENCE RECORDINGS IN CHICAGO
L. S. TOOGOOD RECORDING CO.
221 N. LA SALLE ST. CHICAGO 1, CENTRAL 5275

WBAL
means business
in Baltimore

Edward Petry & Co., National Representative

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

OUR THANKS TO—

29

local, national spot and Mutual advertisers—and their agencies, who in the past

24 WEEKS

have added, in new business,

87

commercial quarter hours* to the weekly schedule of

WOL

“THE VOICE OF WASHINGTON”

37

commercial quarter hours of this new business have been placed by local advertisers and their agencies, who know the real “Washington story.” These advertisers are joining the WOL “old timers,” 14 of which have the following renewal record:

8 have been on WOL 5 years or longer

6 have been on WOL 10 years or longer

There is a reason for this swing to the Washington, D. C., market and to WOL. Write us for your copy of “The Washington Story,” now in production. Meanwhile, earn while you learn, by sponsoring one of the programs listed below:

AVAILABLE!

“So the Story Goes”
with Johnny Neblett
Monday through Friday,
7:15 P.M.
following Fulton Lewis, Jr.

AVAILABLE!

“The Texas Rangers”
Monday through Friday
12:30 P. M.
following Morton Downey

AVAILABLE!

“Background for News”
with Walter Compton,
Mutual news commentator
Monday through Friday,
4:00 P.M.

* New business (not renewals) now on the regular weekly schedule, evenly distributed over morning, afternoon and night hours. Does not include participation periods for which Washington is so famous.

Represented nationally by The Katz Agency, Inc.

A COWLES' STATION — MUTUAL BROADCASTING SYSTEM

Television Prospects Viewed In CBS Report

(Continued from Page 1)

side the field of audio broadcasting, Kesten enumerated three examples. One was the design and construction by the web's television laboratories of special, electronic equipment for the Navy. Another was "the challenge constructively offered to the radio industry in the warning that better television on higher wave lengths and in full color, was inevitable" and third, was the audio broadcasting reports from battle fronts on D-Day and ensuing days.

Signs for Color Tele

Stockholders were also advised that CBS has contracted with Federal Telephone and Radio Corporation for the first experimental transmitter for use in color television. It will be installed on the Chrysler Tower in New York as soon as war priorities will permit, Kesten reported.

Financial statement for the company shows a net income for 1944 of \$4,678,361 after all charges, including provision of \$8,250,000 for Federal income and excess profit taxes, equivalent to \$2.72 a share. This compares with a network income of \$4,535,941, or \$2.64 a share for 1943 after taxes of \$7,575,000. The gross income for 1944 was \$84,905,830 as compared with \$75,166,440 in 1943.

Seek To Sell WTMV

Application was filed with the FCC Friday for the sale of WTMV, 250-watt station in East St. Louis, Ill., for \$150,000. Sole owner of the station is Carlin S. French, who will sell to Miles H. Penrose, and William S. Johns, Jr. and Sr.

Telephone Hour' Renewed

Renewal of the Bell system's "Telephone Hour" on the full NBC network for 52 weeks effective April 23, was announced yesterday by N. W. Ayer & Son, Inc.

WANTED

AT ONCE EXPERIENCED ANNOUNCER. SERVICE-MAN PREFERRED. SEND TRANSCRIPTION AND DETAILS. WDRG—HARTFORD, 4, CONN.

State Dept. Executive Arrives To Handle Frisco Setup

(Continued from Page 1)

here of George McElrath NBC operating engineer who has been asked to head up and co-ordinate nets technical activities George Greaves NBC KPO engineer in charge is representing him.

Greaves with John W. Elwood NBC KPO general manager and Francis McCall manager operations NBC news

Public Service

Akron — Advertising Club of Akron will sponsor a Washington correspondents forum over the Blue Network on Tuesday, April 3, 9 to 9:30 p.m., EWT, for the purpose of discussing the United Nations' San Francisco meeting and its significance.

and special events have been meeting with local net representatives and several tentative plans with Blue prints have been outlined. McCall is acting for William F. Brooks director news and special events NBC who is expected soon. Tentative plans call for studios on ground floor Vets Bldg. adjoining auditorium and hope is that individual studios for local web outlets and affiliates still may be possible despite scarcity of space. One conference headache for local station managers has been cured.

Seven Hotels Reserved

State department will house all accredited radio representatives coming here in seven big hotels reserved by Dept. from lobby to roofs for duration of conference. Several hundred radio men including technicians, commentators, executives, etc., are expected.

Here is lineup to date of commentators and analysts expected to originate regular programs from San Francisco.

Viewing meet for NBC, Alex Dreier, H. V. Kaltenborn, Robert St. John, Lowell Thomas, Fleetwood Lawton, Graeme Fletcher, Art Baker, Sam Hayes and local NBC commentators Elmer Peterson who is replacing Louis Lochner on Planters peanuts show during latter's absence abroad; Larry Smith, Far East analyst and Dwight Newton who does Fighting Front Facts. Latter also starts series

on Woman's Magazine of Air with Jane Lee next Tuesday giving layman's picture of Dumbarton Oaks and Mexican Conferences and proposals to be laid before UNCIO delegates.

NBC's our foreign policy prog moves to San Francisco and Sterling Fisher, co-ordinator, accompanies it. Blue net originates two America Town Meeting of the Air programs here April 26 and May 3; H. V. Kaltenborn and William Shirer speak on April 25.

Columbia commentators coming are Harry Flannery and Bill Henry with local CBS newsmen Don Mosley and Phil Woody covering under Paul White, CBS news head, expected here soon.

Trout Going West

Bob Trout will move his World Today to San Francisco and portions of "School of the Air" may originate here also. Plans for Canadian Broadcasting Co. and for BBC not yet announced. Gerald Cox, BBC representative here was taken ill yesterday and is in local hospital. Condition however not serious.

Blue commentators coming for meet are Raymond Gram Swing, Edward Tomlinson, Baukhage, Janes Abbe and David Mills, and Sumner Welles. Also coming are G. W. Johnstone, director of news and news features; Robert Kintner, vice-president American Broadcasting Co.; Bryson Rasch, manager Special Features; William and George Milne, director technical operations.

Mutual's Lineup

Mutual whose local outlets manager William D. Pabst of KFRC is co-ordinator radio committee is bringing Alexander Griffin, Arthur Gaeth, Leo Cherne, Charles Hodges, Frank Singiser, Royal Arch Gunnison, Gabriel Heatter, Fulton Lewis, Theodore Granick, Leland Robinson, Cecil Brown, Upton Close, Lawrence Wood and Rex Miller. Local analyst Darrell Donnell also will cover meet. Coming too are John B. Whitmore, manager Mutual's news division and Paul Jonas of special features division. "American Forum of the Air" and "Let's Face the Issue" will originate here.

Denny FCC Member; Senate's Okay Voted

(Continued from Page 1)

Denny's appointment is now good until 1951.

The new appointment is generally popular, with the only complaints being from those who thought a Republican should have had the job. There was no complaint about Denny's qualifications, but it was pointed out that the Commission has only two Republican members—Ray Wakefield and Norman Case. E. K. Jett is an independent, the other four members Democrats.

A native of Baltimore, 33-year-old Denny is a graduate of Harvard Law School. He came to the FCC in 1942 from the Department of Justice—first as assistant general counsel. He became general counsel the same year when Telford Taylor left to join the armed forces.

Circus Sleuth

F. Beverley "Bev" Kelley, who succeeded the late Dexter Fellowes as Press Chief for the Ringling Bros.-Barnum & Bailey Circus, will appear as guest arm-chair sleuth on the "Ellery Queen" program, Wednesday. Kelley is the author of numerous magazine articles and books dealing with circus life, his latest being, "Pink Lemonade." Co-incidentally enough, the "greatest show on Earth," will open its annual Spring visit at the Madison Square Garden that same day.

Celestials Luncheon

A program of special entertainment for the next monthly luncheon of the Celestials tomorrow on the Starlight Roof of the Waldorf-Astoria Hotel includes Danny Kaye, Jackie Gleason of "Follow the Girls," Earl Wrightson, leading man of the "Firebrand of Florence," the Ink Spots from the Paramount Theater and Cafe Zanzibar and the Gay Nineties Quartet. Radio's Paul Douglas will emcee the show.

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

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BACKGROUND FOR NEWS
add **KFXD** to his sponsor list

WATCH THIS LIST GROW

WSIX	WBTA
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WDOD
20th YEAR
CBS
for **CHATTANOOG**
5,000 WATTS DAY AND

first in Chattanooga in LISTENING AUDIENCE ADVERTISING VOLUME PUBLIC SERVICE

Adjust Tube Schedule To Fill Army Demands

(Continued from Page 1)

quirements, not including any overseas "must" or emergency orders, still exceed production by a small margin, the WPB reported. While the industry has done an excellent job in the war effort, WPB said, the present production of certain critical types is about 30 per cent below both the industry's own forecasts and military requirements. Representatives of seven tube companies were told that all plants must maintain production schedules based on military requirements.

Activity Renewed

Reports on recent conferences between Army, Navy and WPB officials, who met to speed up production of critical types of tubes, indicated renewed activities in branches of the Government interested in the problem. Plans for more frequent reports from tube plants, designed to keep WPB and the services better informed on tube production by types, were announced, and industry members agreed to furnish the necessary data and information regularly to the WPB.

As a means of speeding tube production to a maximum, the recent WPB plan of expanding plant facilities was discussed. The plan provides a means of shifting plant facilities to areas where more labor of the type necessary is available. This is expected to meet demands and provide more efficient operation in all plants. It is believed the transfer of some facilities and activities will enable the industry to keep all machines and production equipment in full operation, WPB said.

Scheduling Reviewed

After discussion of over-all problems, the committee reviewed the scheduling of all military orders among the seven manufacturing companies, recommending adjustments to assure that all orders for critical tubes be filled within the specified time limits, and leave some flexibility for the production of less critical tubes, even tubes for civilian use, after all military orders are filled, if materials are available. Until such demands are met, no production requirements of civilian tubes can be made, WPB declared.

Agency Presents Survey To Network Executives

(Continued from Page 1)

on "how to build shows for clients," how to design and aim programs for the various age categories, etc.

Among the agency spokesmen who discussed the outcome of the survey were Marion Harper, Jr., director of radio research; Lloyd O. Coulter, vice-president in charge of radio; Edward D. Madden, vice-president in charge of new business.

Among the network representatives were: CBS—John K. Churchill, Douglas Coulter, William F. Fagan, William C. Gittinger, Paul Hollister, John J. Karol, Charles E. Midgley, Frank Stanton; NBC—Charles P. Hammond, William S. Hedges, Clarence Menser, Frank Mullen, I. E. Showerman; Mutual—D. R. Buckham, Phillips Carlin, Carl Haverlin, Edgar Kobak, Robert Schmidt, T. C. Streibert, Robert Swezey; Blue—Charles C. Barry, John Hade, C. P. Jaeger, John McNeil, Charles E. Rynd, Mark Woods.

Morgan's New Sked

WOV's daily newscasting series featuring Thomas B. Morgan, who heads the station's Washington bureau, will be heard once a week, effective March 28, 10 p.m. The program has been heard Monday through Friday, same hour.

Buys ET Series

California Valencia Fruit Co. thru Simons-Michelson, Detroit, Michigan have recently inked a contract for 52 weeks for transcribed Parents Magazine on the Air produced and distributed by Frederic W. Ziv Company.

Blue Execs., Meeting With Broadcasters

(Continued from Page 1)

Jr., Bob Maslin, Bill Dothard, Bill Pirie; WCOP, Boston, Mass., A. N. Armstrong, Jr., Harry Goodwin, Frank Baldwin; WNAX, Yankton, S. D., Don Inman, Jim Allen; KRNT, Des Moines, Iowa, Phil Hoffman, Orville Lawson; Cowles Group, N. Y., Craig Lawrence, Ted Enns; WFTL, Miami, Fla., Bill Skidmore; WPDQ, Jacksonville, Fla., Bob Feagin, Frank Taylor; WEEU, Reading, Pa., Joe Nassau; from the Blue Network, Mark Woods, Keith Kiggins, Fred Smith, Mike Huber, Ted Oberfelder, Earl Mullin, Oscar Schloss, Archie Grinalds, Norman Ostby, Ivor Kenway, Thomas Lally, James Bennett.

George Gershwin Honored In Special Radio Shows

William "Porgy" Franklin, singing star of Gershwin's "Porgy & Bess," sang "I Got Plenty Of Nothin'," when he appeared as guest star on the Shaefer Revue, last night over WEA. Tonight, he'll appear at the Metropolitan Opera House in a special George Gershwin Memorial Concert.

Wednesday night, Allen Roth and the Shaefer Revue Orchestra, will devote the entire 15-minute program (7:30 p.m.) heard via WEA, to a special tribute to the late composer, with a symphonic rendition of "Rhapsody in Blue."

Radio War Messages Value Is \$161,752,000

(Continued from Page 1)

performers services for all three are estimated at \$20,000,000 during the course of the year.

Most to Treasury

The Treasury Department was the largest recipient of radio support, with a figure of \$43,352,000 largely for the sale of war bonds. War Food Administration and the Department of Agriculture came second, with \$15,657,000 in free service. The War Department, Navy Department, WPB, WMC and others were recipients of free broadcast service ranging from \$1,000,000 to \$12,000,000 each, the NAB announcement declared.

Send Birthday Greetings To -

March 27

George Field	Ferde Grote
John H. Henninger	John Holtman
Fred Keating	Claude Morris
Grace Faillace	Charles Ross

WORCESTER and the WORLD

"... the sort of thing that would just about banish wars"

WTAG
WORCESTER

Every 24 Hours

51

SPONSORED NEWCASTS UP-AP-INS

W-I-N-D CHICAGO

560 Kc. 5000 WATTS

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THEY RESPOND *quickly* TO WLS

On our Saturday morning program on gardening, 7:45 to 8 a. m., a manufacturer of rooting and other hormones offered *just once* a list of the best vegetable varieties for home gardeners.

One week later, without further mention, we had received *over 2200 requests!*

Because WLS speaks with "The Voice of a Friend in Midwest America"; because our programs are carefully planned to meet the needs of the people who live in our four-state market of cities, towns, and farms, our listeners *respond quickly to WLS*. See a John Blair man for other factual reports on direct and immediate response to WLS *at any time of day*.

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

REPRESENTED BY JOHN BLAIR & COMPANY

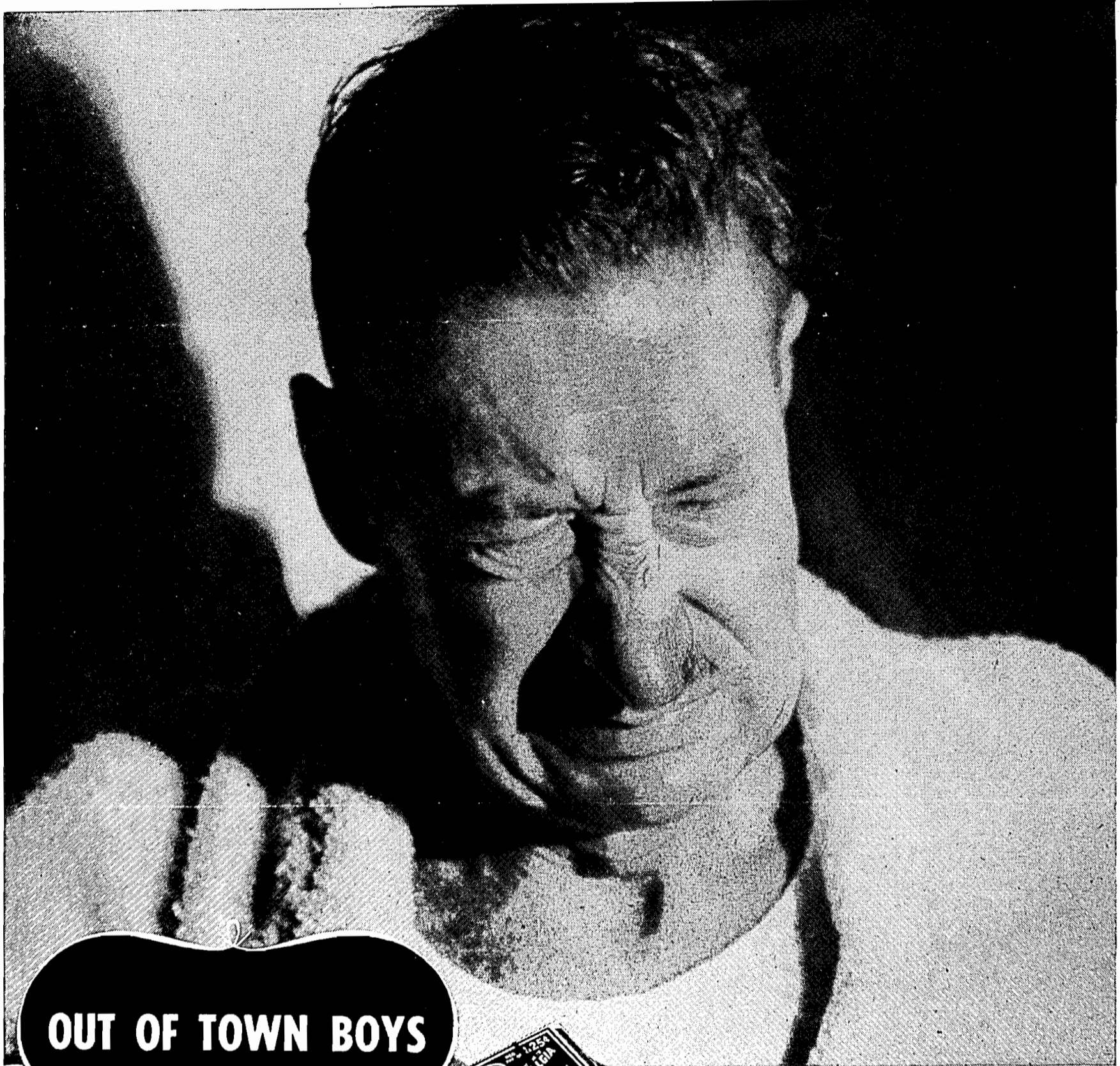
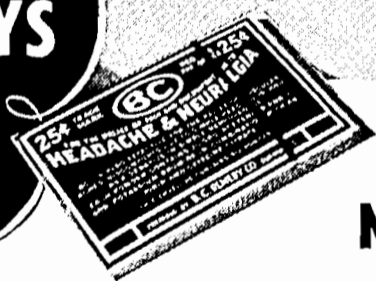


Photo by Leopold

**OUT OF TOWN BOYS
MAKE GOOD**



NO HEADACHES IN 10 YEARS

Ten years without a headache is the record of B.C. Remedy Company* on Baltimore's big Home Town Station—WFBR. Starting with one minute spots in 1935, this famous relief "B. C. for Headaches" has been continuously on WFBR since that time.

Long years of successful radio is typical of national

accounts on WFBR. 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 have always bought and are buying today . . . W . . . F . . . B . . . R . . .

*Agency: Harvey-Massengale Co., Inc.

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



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 30, NO. 60

NEW YORK, N. Y., WEDNESDAY, MARCH 28, 1945

TEN CENTS

False Peace Rumor Aired

FCC Revokes License Of WOKO, Albany

Washington Bureau, RADIO DAILY

Washington—Revocation of the license of WOKO, Albany, N. Y., was voted unanimously by the FCC yesterday. The permit was revoked because, for a period of 10 years, the ownership of a quarter interest in the station by Sam Pickard, former CBS vice-president, had been concealed.

The case was subject to lengthy hearings in the summer of 1943, with Marcus Cohn presenting the case against Pickard. Morris Ernst, prominent New York attorney, appeared before FCC earlier this month in a

(Continued on Page 6)

Watch Co. Buys Time On 16 College Stations

Purchase of all available time signals over 16 college stations by the Gruen Watch Company was announced yesterday by the Intercollegiate Broadcasting System. Contract is for 39 weeks. The collegiate network recently added three stations. They are Princeton, Wellesley and Bucknell.

TPA Adopt Standard On Television Scripts

Television Producers Association at a meeting held Monday night at the Hotel Pennsylvania, adopted a standard form of television script along with a standard cue sheet, the latter using a three-column method. R. B. "Bud" Gamble, president of TPA presided at the meeting, with Ralph B.

(Continued on Page 3)

Vet Seeks FM License

Washington—Former executive on "Yank" in both the European and the Pacific theaters, Donald W. Reynolds, discharged veteran now living in Fort Smith, Ark., has applied for an FM station in that city. Reynolds has an interest in newspapers in Fort Smith, Okmulgee, Okla., and in Greenville, Miss. FM applications were received also from KIRO, Seattle, and WRBL, Columbus, Ga.

'Headline Edition' Set As New Blue Co-op

In an effort to obtain greater listening efficacy for the Blue Network during the across-the-board time period between 7 and 7:30 p.m., EWT, the web's production department has designed a program entitled "Headline Edition" along the lines of "March of Time," to occupy the 7:15 p.m., EWT, it has been announced by Stanley C. Florsheim, co-operative programs director. A letter has al-

(Continued on Page 6)

Romberg Orch. Will Sub 13 Weeks For Hildegard

A program featuring Sigmund Romberg conducting a 45-piece orchestra will be the Summer replacement for the Hildegard "Raleigh Room" program beginning Tuesday, June 12 (NBC, 10:30 p.m., EWT). Hildegard's final Summer show will be Tuesday, June 5. The replacement

(Continued on Page 2)

BMB Scores Favorable 77% At Meet Of NAB 7th District

Cincinnati—A 77 per cent score was registered in favor of the Broadcast Measurement Bureau as the meeting of the 7th District, NAB, closed yesterday afternoon.

Director Nate Lord, WAVE, Louisville, presided over the session with a good acceptance of the BMB plan. Of 30 stations attending the meeting,

WLAW builds sales as well as an ever-increasing audience in Industrial New England. Advt.

Blue Web Commentator On West Coast Misinterprets News Dispatch From Nation's Capital

Misinterpretation of a statement made by White House Press Secretary Jonathan Daniels by a major news service and subsequent broadcast by a Blue Network commentator on the West Coast threw the Pacific coast area and most of the nation into a state of confusion on the subject of "Victory" yesterday.

Gil Martyn, Blue web commentator in Los Angeles, in interpreting a Washington news service dispatch told the web listeners that at 11:30 a.m., EWT "electrifying news" has come that the President and his cabinet "are preparing for word of victory." The Martyn statement, according to reports resulted

from a press service dispatch that President Roosevelt had "ordered his Cabinet and all diplomatic representatives to stand by on alert for possible immediate victory in Europe."

Later the Blue went on the air from New York that a routine announcement from the White House "was mis-

(Continued on Page 5)

McCormick Gets Post As GOP Radio Director

Appointment of John McCormick, formerly with NBC's Chicago sales office, to serve as radio director for the Republican National Committee was announced yesterday by Chairman Herbert Brownell, Jr.

McCormick, who has been in radio for 16 years is the first radio director appointed by the national committee on a year-around "between-campaigns" basis. His experience has been with NBC, CBS and the Blue.

Until his resignation to accept his new post, McCormick had been with the NBC sales staff in Chicago. Prior to that he was with CBS as assistant manager of WCCO, Minneapolis-St. Paul, and manager for four years of WKRC in Cincinnati. He began his radio career in 1929 as an announcer

(Continued on Page 5)

Cowles Asks Five CPs; FCC Grants But One

Washington Bureau, RADIO DAILY

Washington—The FCC yesterday approved the application of Cowles Broadcasting Co. for a new developmental station in Jersey City. At the same time the Commission turned down applications by the same company for developmental stations in Washington, Boston, Minneapolis and Des Moines.

The refusal to permit four of the five stations requested apparently stemmed from the Commission's feel-

(Continued on Page 3)

Right At Home

Marking his initial appearance before the microphone since his illness, Al Jolson will co-star with Dennis Morgan in the Lux Radio Theater's presentation of "Swanee River," via CBS, Monday. Story is a fictional biography, based on the life of Stephen Foster, composer of "Way Down Upon the Swanee River" and many other American folk songs.

Femme Viewpoint

The Women's National Radio Committee this week made an appeal to program directors and women broadcasters throughout the Nation to devote a maximum of time between now and April 25 for the discussion of issues of the United Nations Conference to be held in San Francisco. The resolution was drawn up by a sub-committee headed by Mrs. Emory Ross.

Night and day WLAW serves New England's Third Largest Concentrated Audience. Advt.



Vol. 30, No. 60 Wed., Mar. 28, 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, March 27)

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 Pd., Stewart-Warner, Westinghouse, Zenith Radio.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Nat. Union Radio, Du Mont Lab., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

Stork News

Mert Emmert, WEAf's agricultural expert, is the father of a third daughter, Shirley True Emmert, seven pounds, seven ounces, born Monday.

20 YEARS AGO TODAY

(March 28, 1925)

An innovation on WOR, the Bamberger Broadcasting Station in Newark, New Jersey, that has caught on with a bang is the announcement of listeners' birthdays by John B. Gambling on his daily "wake up" program.

COVER THE 3rd LARGEST MARKET IN THE COUNTRY'S GREATEST STATE OVER STATION



Coming and Going

BILL STERN, NBC director of sports, returned yesterday from Denver, where he had broadcast the 11th Annual National AAU Basketball Tournament.

JOHN MAYO, of Lang-Worth Feature Programs, Inc., has reached Florida in the course of a lengthy business trip.

LARRY FLYNN, general manager of WMEX, is in town from Boston. Was in conference yesterday with the national representatives of the station.

NORMAN SIEGAL, radio editor of the Cleveland "Press," is in New York on a news-gathering trip.

ELMORE B. LYFORD, of NBC's station relations department, has left on a swing through the South that will take him to Atlanta, Jacksonville, Miami, Tampa, Savannah and Charleston. He'll be back at the network around April 3.

RUSS RENNAKER, Federal Telephone and Radio Corp., is back in Gotham following two weeks of visits with midwestern stations.

BRUCE STARKEY, chief of the NAB's news bureau in Washington, in New York for two days this week.

HOWARD LANE, director of station relations for CBS, and WILLIAM B. LODGE, director of general engineering for the network, enroute for San Francisco tonight from the network's offices in Chicago, where Lodge has recently been holding an FM and television clinic for CBS stations within that area.

DR. JUDSON J. MCKIM, educational director of WKRC, Cincinnati, is at Daytona Beach for his winter vacation, during which he will speak over WMFJ in the Florida city.

BENEDICT GIMBEL, JR., president of WIP, Philadelphia, in town yesterday, and attended the luncheon meeting of The Celestials at the Waldorf-Astoria.

CARL HAVERLIN, vice-president of the Mutual network in charge of station relations, has left on a business trip to Chicago and Cincinnati. He's expected back next week.

GERALD HOLLAND, of the NBC script staff, went down to St. Louis last week to attend the 60th birthday party of his journalistic alma mater, the St. Louis "Post-Dispatch."

SAMMY KAYE has returned from a two-months tour of theaters and Army camps throughout the Southland. He opens at New York's Capitol Theater Thursday.

Romberg Orch. Will Sub 13 Weeks For Hildegard

(Continued from Page 1)

program will be for a period of 13 weeks. As yet no title has been given to the program. There will be a guest soloist each week with the names to be announced later.

Hildegard is sponsored by the Brown and Williamson Tobacco Company to advertise Raleigh cigarettes. The replacement program will originate in New York.

Special Corwin Show

CBS has completed plans to present a special full-hour program, written and produced by Norman Corwin, to be heard from San Francisco, over its entire network at 10 p.m., EWT, April 24th. The program will "jump the gun" on the historical United Nations Conference which will have its opening session the following day.

Joining Mutual

The South Side Broadcasting Company of Petersburg, Virginia, joins Mutual Broadcasting System April 7. Jonas Weiland is president, WFTC, Kinston, N. C.

BBC Producer Assigned To Produce Pacific Series

BBC's production manager, Roy Lockwood, recently returned from a brief visit to London, has been assigned to produce a series of three programs on the war in the Pacific. These will be broadcast on BBC's Home Service shortly after V-E Day.

Premise of this series will be to provide Britishers with information about the war against Japan in which Britain will play a full role. The documentary content will open with the events that took place prior to Pearl Harbor to the present time.

During Lockwood's London visit, he produced Norman Corwin's "The Odyssey of Runyon Jones," which underwent a few revisions for Britishers consumption. Lockwood points out that "the possibilities are that we shall be doing more of the Corwin type of show."

Grauer 'Fun & Fashion' m.c.

Ben Grauer, NBC announcer, has volunteered for another war-effort chore. He'll emcee the "Fun and Fashion" show which will be held Friday, April 6, at the Plaza Hotel by the Citizen's Committee for the Army and Navy.



MacFarlane was at Dieppe

Ian Ross MacFarlane was on board a British landing barge at the commando raid on Dieppe.

He lived through the German bombing, the machine gunning, and the heavy stuff from the shore batteries. Invasion to this newscaster has overtones, as a word, that are known to few men who are on the air analyzing the news. When invasion came . . . MacFarlane gave his newscasts an authenticity and understanding that will be shared by few other news analysts.

Exclusive programming like this has made W-I-T-H the station that's listened to in Baltimore. Helps it produce greatest results at lowest cost.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

Only Philadelphia Station Featuring 3 HOURS of Classical Music EVERY DAY



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

★ AGENCY NEWSCAST ★

R. E. LUSK of Benton & Bowles, Inc., has been elected chairman of the board of governors of the New York Council of the American Association of Advertising Agencies, it was announced yesterday. Other officers are Robert M. Ganger of Geyer, Cornell & Newell, Inc., vice-chairman, and Robert B. Grady of Robert B. Grady Company, secretary-treasurer. Lawrence L. Shenfield of Doherty, Clifford & Shenfield, Inc., and A. W. Lewin of the A. W. Lewin Company have been elected to the board of governors. The last named four succeed Sherman K. Ellis, H. B. LeQuatte, I. A. Vladimir and O. Kleppner, who are retiring from the board after two years' service for the organization.

FRANCES ROBINSON, actress of radio and screen, has joined the public relations staff of Richard Condon, Inc. Among the many radio programs on which Miss Robinson has starred are "Silver Theater," "Lux Radio Theater," "Woodbury Playhouse," "Philip Morris Playhouse," "Ceiling Unlimited" and "Lincoln Highway."

LT. COMDR. HOLMAN FAUST, vice-president of the Mitchell-Faust Advertising Company, Chicago, has returned to the agency after service in the Navy since 1941. Lt. Comdr. Faust volunteered his services to the Ninth Naval district to assist in organizing the Public Relations Radio section. Later he directed the recruiting campaign for the Ninth Naval district and his last tour of duty was in the South Pacific.

IRVING D. ROBBINS and **PHILIP W. BARBER**, executives of the Institute of Public Relations, have formed a partnership as Robbins and Barber, public relations counsel, and will open offices at 270 Madison Avenue, New York, on April 2.

DR. LEONARD LUDWIN has been appointed director of foreign research for McCann-Erickson's foreign department, it has been announced. Dr. Ludwin, who has been with this agency for the past two years, will direct the study of world markets and international merchandising trends for the agency and its clients.

TPA Adopt Standard On Television Scripts

(Continued from Page 1)

Austrian of RKO being the principal speaker.

Austrian spoke on "Television—Its Effect on Advertising and Public Relations." In course of his remarks, he advocated the use of films for tele, as a means of freeing the writers, producers and directors "from the shackles of the live stage." Theory of immediacy did not find a haven with Austrian who delineated his objections. Field of public relations, or straight advertising however, opened a new vista via television, said Austrian.

Sample copies of the new type of script adopted by TPA will be made available to those writing the association at the Metropolitan Opera Building, New York. Next meeting of the organization is scheduled for Monday, April 23, at which time the Television Commercial Committee, will present its findings.

Cowles Asks Five CPs; FCC Grants But One

(Continued from Page 1)

ing that these would not serve any purpose not already served by operating developmental stations, of which 19 are now on the air.

Will Expand Coverage

Mutual's "Treasure Hour of Song" series, sponsored by the Conti Products, will expand the current coverage of 32 stations to 113, beginning April 5, it has been announced. Birmingham, Castleman & Pierce is the agency. The program is heard 9:30-10 p.m., EWT, Thursdays.

The Swing is to WHB in Kansas City



Meet WHB's Lindsey Riddle—

Our Studio Supervisor . . . FM, Facsimile, Tele Enthusiast!

When we need an alert engineer to do a job that hasn't been done yet—and, especially, those jobs that apparently *can't* be done!—Riddle's our man! At 35, he's old enough to be a seasoned operator—yet young enough to tackle enthusiastically problems requiring vision and imagination.

Riddle designed and constructed WHB's high frequency transmitters; and his (and our) special pet is the "WHB Magic Carpet"—our short-wave truck for remote pick-ups beyond telephone lines. To inaugurate the last War Loan in Kansas City, Riddle and WHB's Dick Smith lashed the "Magic Carpet" to a landing barge about to be launched at the Darby shipyards—and rode down the ways into the Missouri River with it, while Dick Smith gave a "wave-by-wave" description. That's typical of WHB's ingenious "special events" broadcasts.

Riddle's hobby is to ride railroad engines. He's a "swing band" fan... a record collector... and cuts very

fine E.T.s from the Mutual Network line, for "playback" broadcasts on WHB. He's enthusiastic about three great new shows on WHB, too:

"SONG and DANCE PARADE"—with RUSH HUGHES. A full hour of popular recordings, broadcast Mondays through Saturdays at 2 p.m.—with popular Rush Hughes of KWK as Master of Ceremonies. This program took KWK from a 1.5 to a 4.9 Hooperating mornings in St. Louis—and it has already won a 4.2 in Kansas City! Quarter-hour participation sponsorships available, 3 to 6 days weekly.

"THE FIRST FIVE"—with RUSH HUGHES. Kansas City's "best seller" records, as reported daily by leading retailers—together with their "platter mates", some fascinating and rhythmic "extras"... and the voice of Rush Hughes! Forty-five minutes nightly, Mondays through Saturdays, at 6.15 p.m. Ask Don Davis for participation availabilities.

"KANSAS CITY HOT CLUB"—with JAMES GANTT. Nightly quarter-hour of rare "hot jazz" recordings, featuring the all-time great names in jazz music... with intelligent and interesting commentary by James Gantt. A sure-fire 7 p.m. feature available for sponsorship *now*.

If you want to sell the Kansas City market, WHB is your *happy medium!*

For WHB Availabilities, 'Phone DON DAVIS
at any of these "SPOT SALES" offices:



- KANSAS CITY Scarritt Building HArrison 1161
- NEW YORK CITY . . . 400 Madison Avenue . . . ELdorado 5-5040
- CHICAGO 360 North Michigan FRAnklin 8520
- HOLLYWOOD . . . Hollywood Blvd. at Cosma . . . HOLlywood 8318
- SAN FRANCISCO 5 Third Street EXBrook 3558

KEY STATION for the KANSAS STATE NETWORK
Kansas City • Wichita • Salina • Great Bend • Emporia
Missouri Kansas Kansas Kansas Kansas



On time with the right time — in the offices of time buyers from coast-to-coast — that's one reason Weed & Company keeps a steady flow of signed contracts in the mail of Weed-represented stations.

WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK • BOSTON • CHICAGO
TROT • SAN FRANCISCO • HOLLYWOOD

BOSTON SYMPHONY REVIEWS

by Leading Radio Editors

March 24th Concert

Richard Burgin, Guest Conductor
Mahler's Symphony No. 4
in G. major
Mona Paulee, Soloist

NICK KENNY

Daily Mirror
New York, N. Y.

Saturday night sparkled when the Boston Symphony, under the deft baton of guest-conductor Richard Burgin, presented Gustav Mahler's heart-warming Symphony No. 4 in G. Major. Mona Paulee was the featured soprano soloist. Her interpretation of the leisurely loveliness of this particular musical study of Mahler's symphonic style showed remarkable vocal understanding.



It was a nice blend of song, strings and natural direction that left the listener wishing there were more Saturday nights in a week.

The Boston Symphony is the reason this Old Sailor becomes a "Long Hair" once a week.

March 31st Program

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

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"



Radio Is My Beat . . . !

● ● ● The Jimmy Durante-Garry Moore deal with Campbell Soup has iced. The boys no like the whole deal. . . . One of the best comedy shows on the air (Burns & Allen) may be on the market within a week. Swan Soap, their sponsor, is buying the Joan Davis package. . . . Don't be surprised if next season finds Bob Hope going on ahead of Amos 'n Andy on Friday nites. . . . Talk around the street has it that Fred Allen will be back on the air in October with his own show. In fact, three sponsors are crowding him now with the lid off on the bidding. Those close to Fred insist, however, that he'll only consider an established spot. . . . Henny Youngman show being renewed from week to week until the Billie Burke situation is straightened out. Writer trouble, etc. . . . Van Cleave and his ork signed for the new Jerry Devine thriller, "This Is Your FBI," which hits the Blue on April 6th. Van will head an 18-piece orchestra and is reputed to be drawing down more dough than any band on a dramatic show in the East. . . . Joe Rines has resigned as V.P. with Gale Associates and has joined Famous Artists Agency (nee Feldman-Blum). He'll be in full charge of all radio activities as well as direct the Canova show. . . . Is CBS thinking of switching stations in Buffalo? . . . Danny Kaye tells intimates that he'd like to quit not only radio, but pictures as well for a long, long rest. . . . Placement Section of Army Service Forces with offices at 45 W. 45th Street N. Y. C., has appointed Major Andre Baruch as chief of their activities. Anyone wanting A.S.F. personnel for radio work should contact him there. . . . Roger Brown new general manager for Radio Feature Service and Earle Ferris Co. . . . Question of the Day: Is it true that Marshall Field is querying the stations regarding a fifth network?



● ● ● TEN YEARS AGO IN RADIO: Bing Crosby declined to follow the advice of well-wishers when they argued that unless he stopped making records, small stations would hurt his popularity by playing them too often. . . . "Minnie the Moocher" made history in the Met broadcast as sung by Helen Jepson, Lily Pons and Gladys Swarthout. . . . Kate Smith introduced her matinee program over CBS, featuring an interview with a pinochle shark. . . . Mary Pickford starred in the radio version of "Tess of the Storm Country" for NBC, re-enacting a role that made her a cinema idol in an earlier decade. . . . And 20 years ago, Jimmy Appell signed the first contract with Rudy Vallee for Herbert's Blue White Diamonds on WABC for three half-hours a week at the unheard of sum of \$375 per!



● ● ● Fooling around with the dials: Agatha Christie's fans would be disappointed in the radio adaptation of her famous Belgian detective, Hercule Poirot, and new listeners would scarcely be able to distinguish it from any one of a half a dozen other detective thrillers. Harold Huber hasn't succeeded in capturing either the charm or spirit of the fiction idol nor does the script give him any the better of it. . . . Personal nomination for most improved male singer on the air—Jerry Wayno, who has everything Sinatra has and more, and we don't mean blood. His using the "Song of Your Life" idea was a happy thought—but as long as they're at it, why don't they use the whole idea instead of dissipating it? If we recall correctly, it rolled up a considerable rating on the Blue once-upon-a-time. . . . "Wa'la walla" can be very effective when it's done right—but the actors on "Famous Jury Trials" the other nite deserve a spanking as they know it's supposed to sound like conversation and not just blub-blub stuff. Especially when it's used in the place of a musical bridge. . . . CBS' "Death Valley Sheriff" is really our idea of an all-time low in radio shows. Can't understand how such good actors and music can be tossed away on such a Sad Sack script. What're they tryin' to do, put radio back 20 years?



—Remember Pearl Harbor—

CHICAGO

By BILL IRVIN

THE WLS artist bureau on March 1, this year had 109 fairs booked for next summer against 82 on the same date last year, according to Co-manager Earl Kurtze. The first date on schedule is July 2 at the North Dakota State Fair in Minot, N. D. The first out-door date for the Artist Bureau during the coming spring and summer is scheduled for May 6 in Baltimore, Maryland.

A four-week contract extension for three WGN shows has been placed by Frazer Enterprises of St. Paul, Minn., sponsors of Wendell Hall, heard at 3:45 p.m. Monday through Friday, a program of recordings at 3:45 on Saturday, and participating sponsorship in "Record Reveille" from 7 to 7:15 a.m., Monday through Saturday. The contract extension, effective April 2 was placed through O'Neil, Larson & McMahon agency.

Reba Jane Chapman, musical director of WIND, became the bride on March 17 of Corporal Edward Gleim.

Everett Mitchell, director of agriculture for the NBC central division, will speak on "The Post-War Period and the Farmer" at a meeting of 5,000 farmers at Norfolk, Okla., on April 12.

Cy Harrice, WGN staff announcer, will be sponsored in a series of weekly news broadcasts from 10:30-10:45 p.m. Sundays on WGN by Peter Paul, Inc., of Naugatuck, Conn. The contract, placed through Platt-Forbes, Inc., New York, is for 13 weeks, and was effective March 18.

Welcome Lewis Program Sold To WHOM Sponsors

WHOM has sold its "Singo With Welcome Lewis," across-the-board series, to three different sponsors Paramount Pictures, Royal Diamond & Watch Co., and the Schlossman Furniture Co., with each contracting for 52 weeks.

Contract for Paramount became effective yesterday, through the Buchanan & Company agency; Royal Diamond, handled through Klinger Adv Agency, became effective March 26. Schlossman Furn., handled direct also effective March 26. The 10-minute programs are heard at 2:30, 3:30 and 4:30 p.m.

"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.

NAB 7th Dist. Meets; 77% Sign For BMB

(Continued from Page 1)

management club and has been deeply interested in the development of the standard plan to measure station coverage.

The following stations had signed before the meeting:

Kentucky: Ashland, WCMI; Lexington, WLAP.

Ohio: Ashtubula, WICA; Canton, WHBC; Columbus, WHKC; Lima, WLOK; Marion, WMRN; Steubenville, WSTV; Youngstown, WKBN.

The following stations signed at the meeting:

Kentucky: Bowling Green, WLBC; Columbus, WCOL; Dayton, WHIO, WING; Findlay, WFIN; Portsmouth, WPAY; Springfield, WIZE; Toledo, WSPD; Youngstown, WFMJ; Zanesville, WHIZ; Akron, WHKC.

Attendance Good

More than 40 station representatives from Ohio and Kentucky, network and advertising agencies, and more than 20 representatives of local stations and advertising agencies were registered.

At the first session Monday morning, the NAB president, J. Harold Ryan, addressed the group on "NAB Activities and Objectives." In a review of NAB 1944 activities, Ryan touched on the organization's activities in connection with radio legislation, labor and manpower problems in the industry and activities in connection with radio engineering problems.

Ryan also outlined the work of NAB's research department, program and news committees. Included in the President's remarks were comments on NAB plans for the present year.

Feltis Introduced

Following luncheon, Lord introduced Hugh M. Feltis, president of Broadcast Measurement Bureau, whose presentation to the group reflected the progress made by that group since its organization. Assisting Feltis in a speech concerning BMB's work, was Harlow Roberts, vice-president of Goodkind, Joyce & Morgan, Chicago, and a member of the radio committee of the central division of the AAAA.

After an open discussion period, the group listened to the latest news flash presented by Maj. Gen. James E. Edmonds, WLW news analyst.

Tuesday morning sessions were devoted to the small market stations panel and the sales manager clinic. Speakers were Lewis H. Avery, director of broadcast advertising, NAB; Helen Conelius, supervisor, retail radio advertising, NAB; Robert T. Mason, WMRN, Marion, Ohio, and

False Rumor Of Peace Aired Following Report From FDR

(Continued from Page 1)

interpreted as a hint that big news was forthcoming from Europe."

Martyn's statement at 11:30 a.m., EWT, which led to the false peace rumors and which was carried by the web from Los Angeles read as follows:

"A bulletin from the Blue Network newsroom in L. A., presents the electrifying news that President Roosevelt and his cabinet are preparing for word of Victory in Europe.

"In fact says this bulletin that the President has ordered all members of his cabinet as well as representatives of the diplomatic corps to remain close to their posts.

"This word has not yet come—it is emphasized that diplomatic Washington says it is imminent. The U. S. diplomatic representatives in Europe have also been instructed to stick close by their posts, it is reported on the highest authority.

"A similar situation exists in Washington, where those high in authority have been ordered to be on the alert for the word that is being so anxiously awaited.

"Because of imminence of victory in Europe says the Blue Network, plans for attendance at the San Francisco Peace Conference are reported today being drastically revised.

"In fact, even President Roosevelt may cancel his planned trip to San Francisco, although up to now he has made all preparations for his journey across the continent.

"White House Secretary Jonathan Daniels revealed the new plans of the President. The revised plans tend to keep officials at their posts for any emergency and to avoid travel congestion. At all events, word of Euro-

pean Victory is being tensely awaited."

The White House press secretary's statement which led to the misinterpretation and set off the peace rumors was carried by INS. The remarks of Press Secretary Daniels, however, are reported to have dealt solely with the fact that the President had served notice on American diplomats abroad and officials in Washington that they were expected to remain at their work, unless officially designated to go to the United Nations conference in San Francisco. Purpose of the suggestion, Mr. Daniels pointed out was to minimize travel facilities and hotel accommodations at San Francisco.

Web News Editors Meet

As a sequel to the developments news directors of the four major networks met in New York yesterday afternoon to discuss means of preventing a re-occurrence of peace rumors getting on the webs. Blue web officials also were closeted in conference on matters pertaining to the handling of the news.

Detroit—George Cushing, WJR news editor, went on the air for 10 minutes late yesterday afternoon, explaining to listeners what caused the wild peace rumor which had thousands of Detroiters in a furore for most of the day.

Cushing, interviewed by the WJR newscaster, Marshall Wells, traced the story to its Washington source and pointed out that when big news comes all radio stations will be carrying it. Until then, he said, "the best thing all citizens can do is to ignore rumors and stick to war jobs."

Grim Back From China; En Route To Italian Front

George H. Grim, formerly radio consultant to the government of the Republic of China at Chungking, is in New York awaiting transportation to the Italian theater of war where he will serve the Cowles stations as correspondent. Grim, formerly radio director of the Minneapolis "Star Journal," goes to the Mediterranean on a roving assignment to get interviews with G. I. Joe's from the areas served by the Cowles station. Yesterday Grim was given a luncheon by Florence Warner, public service program director of WHOM, New York.

president of the Ohio Association of Broadcasters.

Reporting at this session also was John F. Patt, WGAR, Cleveland, chairman of the NAB Seventh District resolutions committee.

Tuesday afternoon was devoted to the program director's report by Howard Chamberlain of WLW, who serves as district chairman. Following a discussion and closing remarks by President Ryan, the final meeting was adjourned.

Blue Station Meeting Ended Here Yesterday

Scheduled two-day conference of Blue station executives whose stations join the web on June 15 wound up at the New York offices of the Blue yesterday with officials declining to comment on the results of the meetings. The Blue web, however, sent out invitations to a press party scheduled for Thursday when important announcement will be made.

DENVER'S BEST MANNED, BEST EQUIPPED, MOST LISTENED-TO NEWS SERVICE



REPRESENTED BY THE KATZ AGENCY

CBS 560 KC.

McCormick Gets Post As GOP Radio Director

(Continued from Page 1)

at WGBS (later WINS) in New York and then served as its program director.

McCormick is a native of Peoria, Illinois, was educated in Watseka and Chicago Public Schools, attended Washash College and is a member of Sigma Chi fraternity.

Four Nebraska Stations File As FM Applicants

Omaha—Nebraska's post-war outlook in the field of radio is healthy if frequency modulation applications now on file with the Federal Communications Commission are any indication.

Four of the state's 13 radio stations are applicants: Cornbelt Broadcasting Corporation of Lincoln, operator of KFOR; World Publishing Company of Omaha, operator of KOWH; Central States Broadcasting Company of Omaha, operator of KOIL; and Inland Broadcasting Company of Omaha, operator of KBON. Others are expected to follow suit.

Wedding Bells

Engagement of Rhoda Magid of the British Broadcasting Corporation, New York, to Arthur Feldman, Blue Network correspondent recently returned from the South Pacific, was announced. Couple will be married at the Waldorf-Astoria Hotel in New York on Mar. 31st. This afternoon they will be entertained at a cocktail party at the Holland House.

STARS OVER KMBC



JOHN CAMERON SWAYZE

Like all KMBC personalities, John Cameron Swayze is nationally publicized and nationally known! John Cameron is a member of KMBC's news department with both A.P. and U.P. wire services. Hitch your advertising to a "Star" by phoning Free & Peters, Inc.

KMBC
OF KANSAS CITY

SINCE 1928 BASIC CBS
STATION for MISSOURI and KANSAS

AVAILABLE!
NEWSREEL EDITOR-WRITER

15 years with major film companies. Capable organize and direct television newsreel.

Write: Box 141, Radio Daily, 1501 Broadway, New York City 18, N. Y.

'Headline Edition' Set As New Blue Co-op

(Continued from Page 1)

ready been sent out to all station managers and owners of the Blue affiliates informing them that the program will make its debut early in April, at which time it will be put in their "hands for co-operative sale."

Florsheim pointed out that while the format of program is a condensed edition of the March of Time, it "has no connection with that program or Time Magazine." It is a presentation of news by the people "in person" who make the news and "we believe more famous people will appear on it than on any other program on the air," he asserts.

The Blue has been experimenting with this series on a sustaining basis for some time, and thus far the guest appearances have included such people as the vice-president of the United States, U. S. Attorney General, the Assistant Secretary of the Navy, Marine Commandant Lt. Gen. Vandegrift, Mayor LaGuardia of New York, etc., "in person," Florsheim added.

Complete organizations have been set up in Washington, New York, Chicago and at the West Coast in order to be able to facilitate production matters for the programming personnel in charge of the program. Because, of course, the news events will seldom fall on the hour of broadcast of the program, transcriptions will be made of the events when they happen, and these ET's will be used accordingly on the program.

Florsheim pointed out in his letter that "because of the large organization necessary to handle it (the program,) 'Headline Edition' will be priced the same as Raymond Gram Swing (which is heard over the Blue at 7:15-7:30 p.m., EWT)."

Persons in charge of the program are: Adrian Samish, supervisor; Dick Tobin, producer; Taylor Grant, narrator.

Solons Petition KFI On News Commentators

Washington Bureau, RADIO DAILY

Washington—A group of ten California Congressmen yesterday petitioned KFI, Los Angeles, to rescind its recent ban on three liberal news commentators. The station recently adopted a policy of discontinuing sponsored news broadcasts, with which there was no argument. Three liberal and three conservative commentators were thereafter denied the KFI audience, according to representative Ellis P. Patterson, but the spots filled by three of these six have since been filled by three conservative commentators. Net effect, according to Patterson, is the elimination from KFI programs of liberal news commentary.

Two Republicans, Gordon McDonough and John Phillips, were among the signers, which included besides Patterson, Representatives Hofffield, Healey, Doyle, Dowdler, Miller, Havenner and Voorhees.

WOMEN IN RADIO

By MILDRED O'NEILL

"AFTER writing so many biographies of the Quiz Kids, it's hard to believe that someone is interested in mine. It's the same feeling a bartender must have when he goes home at night and his wife mixes him a drink. Yes, my job is a fascinating one, a bit crazy, of course, but every day, even after four years, a challenge and a stimulation" . . . So began one of the most delightful letters we've ever received. It's from Eliza Merrill Hickok, assistant program director of the Quiz Kids program, who, so characteristically, calls herself "low man on the factotem pole." And what a swell title that would be for the book she is trying to find time to write!

★ ★ ★

Eliza's personal history, written in the vein of a priceless humor, probably would start back in Cedar Rapids where, as the daughter of a college professor, graduating from Coe College, she became a reporter on the local paper. Hearing the big city's call, she landed in Chicago, a jobhunter. The Quiz Kid show, then three-and-a-half months old, needed a researcher. Eliza got the job. That was in October 1940. Since then the Quiz Kid show has made radio history. Eliza works with three researchers now and they have a tremendous reference library and eight girls handle the mail. Eliza edits the questions, thinks up program ideas, writes publicity, selects and auditions new kids and "coaches" Joe Kelly. She has traveled with the show to 38 different cities and her experiences have been legion. It's a great temptation to relate some of them here. But, after all, she did say she was writing a book. So let's wait for that.

★ ★ ★

There are few women within the area of WJJD in Chicago that do not swear by June Merrill. For June has a program "For Women Only." Believing that a woman enjoys hearing, more than anything else, about the things that directly concern herself, she brings listeners a daily fifteen minute interlude in beauty, fashions, economics, foods, etcetera, strictly from the feminine angle. And June Merrill certainly knows just that, for she's been writing, producing and announcing women's shows since 1936. Before that, in 1930, her first radio appearance was as a vocalist with a studio orchestra. One of these days people will refer to June Merrill as a pioneer in television, for she has introduced her sponsors to the new art. In her "Food For Thought" program over WBKB, she presents their products most charmingly and 'tis said the dishes prepared in front of the camera make even the sponsors' mouths water.

★ ★ ★

Margaret Arlen had Virginia Pope, fashion editor of the New York "Times," as a guest on her WABC program the other day. The fashion editor was talking about the latest Spring hats and the program was drawing to a close . . . a bad combination of subject and time element, anyway. But the fashion editor, not quite up on her radio signals, didn't understand Margaret's signal. . . finger across throat. She took it to mean she was to talk about necklines and went into a beautiful ad-lib before the WABC commentator could get to her. . . Natalie Flatow is probably one of the earliest risers in all of radio. Three times a week she gets up to be at WABC by 4:30. She puts on the "Reveille" program at 5:05.

★ ★ ★

WMCA's Ethel Colby has been doing television for CBS lately and producing her own packages which she calls "Personality Shows" . . . Joan MacDonald of USO and National War Fund radio departments, has been appointed radio director for New York in the United Nations Clothing Collection starting April 1. . . That was a nice story the World-Tele carried two weeks ago about the artist wife and daughter of Jo Ranson (WNEW) . . . Jane Cowi is writing a serious textbook for the acting profession, to be published by MacMillan. . . Eileen Barton, junior singing partner of The Voice, is another early riser. You can catch her harmonizing at 5:30 Saturday mornings with Johnny Grant over WINS, New York. . . The grapevine is trailing around Elsa Maxwell as Mutual's emissary to the Frisco conference. A "natural" would be Bossie Boatty who's so well-known out there, was a magazine and newspaper editor and in the Russian trenches during the last war.

FCC Revokes License Of WOKO, Albany

(Continued from Page 1)

final plea that the Commission not take away the WOKO permit.

Ernst was representing Pickard, who will lose an estimated \$75,000, which is reported to be the sum offered him for his quarter interest in the station.

Revocation of the WOKO license marks the first time that the FCC has ever taken away a station's permit for an offense of this sort.

Official announcement of the FCC's action is expected today.

Pulitzer Stages Party On 60th Birthday In St. Louis

St. Louis—On his 60th birthday, Joseph Pulitzer gave a party, last Wednesday for 1,060 present and past employees of his St. Louis "Post Dispatch" and radio station KSD. He announced establishment of the Joseph Pulitzer pension plan, with a trust fund to provide retirement pensions at the age of 65 without employee contribution required.

Mr. Pulitzer delivered an address concerning functions of a newspaper and said he felt KSD was "doing a grand job." Another speaker was Herbert Bayard Swope, Pulitzer prize winner and former executive editor of the New York "World." "Post Dispatch" and KSD alumni at the party included Gerald Holland, NBC, N. Y.; Sam O'Neil, publicity director of the Democratic National Committee; Jones Scovern, Free and Peters, N. Y.; William J. O'Connor, vice-president, American Telephone and Telegraph Co., N. Y.; Roy Alexander, Time magazine; Dwight Perrin, managing editor, Philadelphia Bulletin; Jack Alexander, Saturday Evening Post, Philadelphia, and Rufus Jarman, New Yorker magazine.

New WJZ Offices

The entire executive personnel of station WJZ is now housed on the 14th floor of the RCA Building. John McNeil, general manager and his entire staff formerly occupied a suite on the second floor and Don Rich, press relations chief, was formerly located on the third floor with a desk in the Blue Network Press Headquarters.

AVAILABLE

Secretary, assistant Media Director. Complete knowledge advertising-radio time and space estimates. Write RADIO DAILY, Box 139, 1501 Broadway, New York 18, N. Y.

PROMOTION

NCAC Promotion

Dunninger, the mentalist, is the subject of a promotion piece by National Concert and Artists Corporation of New York, now in the mails. Message, mostly pictorial, tells of the newspapers that have carried stories on Dunninger, feature articles in magazines, personal appearances and his radio program. An effective photograph of the man appears on the front cover over caption, "Today's Most Outstanding Radio Personality."

WMCA Commentator

Edgar Ansel Mowrer, Pulitzer prize winner, world traveler and correspondent, is the subject of a WMCA promotion, offering his direct from Washington broadcasts for sponsorship. Highlights of Mowrer's life in the copy include books he has written, syndicated column, travels, and his winning of the Pulitzer prize. Broadcasts are heard Sunday evening, 7:30-7:45.

"Food Fair"

With the high cost of publishing catching up on all sides, it is not surprising to learn that WEEI's (Boston) Food Fair Magazine is undergoing an increase in rates. New subscription and renewal rates of 50 cents for six months; \$1.00 for one year; 15 cents per single copy have been announced by Mary O'Malley, editor-in-chief.

Tale On a Shirt

Caption refers to the use WHN makes of a laundry shirt wrapper, as a constant reminder of three of its programs—Johannes Steel, commentator, "Author Meets the Critics," and "Congressional Record." Wrapper, two inches wide, comes in pink with dark red lettering, regardless of the color of the shirt.

Originating in 'Frisco

Kay Kyser and his "College of Musical Knowledge" program will originate from San Francisco, Wed., April 25, over NBC. This day also marks the opening of the United Nations meetings in this city. Palmolive Soap and Colgate Dental Cream are the program's sponsors. Ted Bates is the agency.

Burke To KFAB

Omaha—Harry Burke formerly with WOW here, has been made general manager of KFAB with executive offices in Omaha, it was announced Sunday. Mr. Burke, who has devoted 17 years to radio, formerly managed WJAG, Norfolk, Neb., leaving there for WOW in 1931.

WANTED

Commercial manager—excellent opportunity—married man with family preferred. Fly-by-nights need not apply. For further details write Gerald J. Morey, Station WNLC, New London, Conn.

COAST-TO-COAST

— CALIFORNIA —

SAN FRANCISCO—Neither author Hal Burdick, organist Charlie Runyon nor George Dewing have, up to writing, been able to track down the pixie that was causing a vibrato in KPO's famed organ at Radio City. . . . The Laws—he's promotion manager for KGO—are the proud parents of a brand new baby son. . . . **OAKLAND**—Philip G. Lasky, KROW, general manager, has been appointed chairman of the war advertising committee of the Advertising Club. He's also serving as radio chairman of the Red Cross.

— OHIO —

CLEVELAND—Ed Palen, WJW program director, has been asked to serve as member-at-large of the Red Cross executive committee for individual associate membership campaign from May 1 to 31. . . . **CINCINNATI**—Dr. Judson J. McKim, WKRC educational director, is the subject of an article on radio in "The Christian Advocate." . . . **MARION**—Newcomers to WMRN are Jane Dunbar, in charge of music department and Francis J. Peters, chief engineer. . . . Robert E. Dunville, WLW general manager, has announced the opening of a West Coast sales office in charge of Tracy Moore.

— CONNECTICUT —

HARTFORD—With the Connecticut River above flood level, WDRC is including river height and other flood details on each newscast. . . . New staffers at WDRC are Anne-Claire Petersen in the commercial department and Sharlee Matthews in the records and transcriptions division. Lani Jones, emcee and writer, is leaving for California. . . . The "Strictly Swing Club," with 15,000 members, all kids of school age, is running a 100-word essay contest on "why one should contribute more to the Red Cross this year."

— NEW YORK —

NEW YORK—Air time for Red Cross baseball games between the Dodgers and Giants, April 11, and the Yankees versus the Dodgers, April 12, over WHN, has been donated by P. Lorillard and the station. Red Barber will do the play-by-play with Connie Desmond assisting. . . . "Tico-Tico Time," Art Raymond's daily stint on WBYN has been shifted from 11:30 a.m. to 4:30 p.m. at the request of hundreds of metropolitan housewives who find it a more timely hour to practice tangos and rhumbas to his recordings.

— NEW JERSEY —

NEWARK—"Dialing for Silver" is the title of a new money give-away show over WAAT Monday through Friday, 11:30-11:45 a.m. sponsored by Gordon Baking Co. through United Advertising Agency. Format consists of random dialing of telephone subscribers, chatter with housewives, music and the jackpot going to the listener supplying the Silvercup day's slogan. . . . **PATERSON** — WPAT hosted 26 editors of high school papers in New Jersey recently at a dinner, following which plans were made to start a contest for potential young radio announcers via "Bob Bright's Bandstand" program.

— SOUTH DAKOTA —

RAPID CITY—KOTA frequently plays host these days to mothers, fathers, brothers, sisters and wives of RCAAB soldiers training at the bomber crew training center, who come to see the new studios and offices. When the new 5,000 watts hit the airwaves, every firm in the Black Hills will be represented on KOTA's advertising schedule, it has been reported.

— FLORIDA —

MIAMI—In the first broadcast of its kind in south Florida, Ralph Slater, hypnotists and psychologist, gave a special demonstration in the WIOD studios recently. In a later broadcast over WIOD, Slater demonstrated his program designed to relax listeners and induce sleep. Clark Fiers, staff organist, played background music for the broadcast. . . . Additions to the WIOD staff include Frank A. Sheehan and Marshall Simmons, announcers; Daniel McMillin and George S. Thompson, control operators.

— GEORGIA —

ATLANTA—American Ace Coffee Company is sponsoring a series of quarter-hour programs on WGST, Tuesday and Thursday p.m. titled "The Coffee Quiz." Jimmy Kirby, emcee, reads tune requests from listeners. If Lola Allen Wallace cannot play the tunes on the piano, sender wins a pound of coffee; 150 pounds are awarded on each program.

Announcer On 'Hour Of Charm'

Ron Rawson, who came to network radio from St. Louis a year ago, has just been signed as regular announcer on Phil Spitalny's all-girl "Hour of Charm" program on NBC Sunday nights.

Send Birthday Greetings To -

March 28

- | | |
|--------------------|--------------|
| Paul Whiteman | Jon Dodson |
| Pauline Goodman | Al Stevens |
| Frank Lovejoy | Ray Miller |
| Arthur Palt | Frank Parker |
| E. C. Stodel | Robert Allen |
| West W. Willcox | Joel Hevesi |
| Bertram Lebar, Jr. | |

DO YOU NEED?

- Experienced Agency Radio Executive (A radio career man) FOR
- Radio Direction
- Program-Production Supervision
- Direction-Production
- Television

Free lance production Replies confidential

Write Box 140, Radio Daily
1501 Broadway New York 18, N. Y.

EQUIPMENT

New Service Manager

The appointment of Alfred L. Goeke as service manager of the Tulsa, Oklahoma, branch of Westinghouse Electric Supply Company has been announced. Goeke has been with Westinghouse since 1933 where he started in the midwest district office in St. Louis.

Meck Industries Planning

John Meck Industries, Inc. of Plymouth, Indiana, have announced 100 per cent occupancy of their buildings for manufacture of electronic war material. Previously 60 per cent of the floor space had been given over to this production. Post-war production is aimed at 2,000 home radio sets per day.

Laws Leaves RCA

William P. Laws, for 10 years associated with RCA, has resigned from the tube and equipment department staff to become sales manager of the Thurow Radio Distributors of Tampa, Fla. Thurow are distributors of RCA tubes and test equipment throughout the state of Florida.

New Bendix Distributors

Leonard C. Truesdell, general sales manager for Bendix Home Radios, has named five new territorial distributors: Alfred's Wholesale, Albuquerque, New Mexico; R. F. Trant, Inc., Norfolk, Va.; Gunn Distributing Co., Little Rock, Ark.; Nelson Hardware Co., Roanoke, Va. and Bond-Ritter-Jackson Company, Charleston, W. Va.

Fitzgerald To Sell S-W Radios

Stewart-Warner Corporation has named Fitzgerald & Co. as exclusive distributors of its post-war home radio and appliances for western Missouri and Kansas. The company, headed by C. L. Fitzgerald, a pioneer in the radio and electrical appliance industry, will continue to operate from Kansas City.



FIRST IN DENVER
50,000 WATTS
850 KC

FEW STATIONS IN THE NATION
CAN EQUAL KOA'S DOMINANCE

50,000 WATTS
TOP NBC PROGRAMS
7 STATE COVERAGE

DEALER PREFERENCE (68.8%)*
LISTENER LOYALTY (69%)**

SALES RESULTS

* Ross-Federal Survey
** "Tale of 412 Cities"

Serving the Mountain & Plains States Region



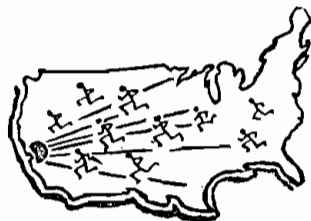
It's almost like another

gold rush  in the Bay Area

and Northern California.



People have come from all over

the country  and are earning

and spending lots of money.



That means paydirt



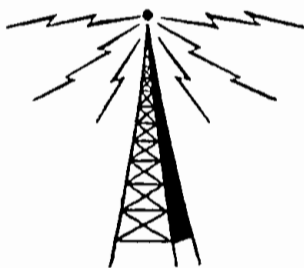
for you. If you've got something

to sell,



sell it faster

by using KPO

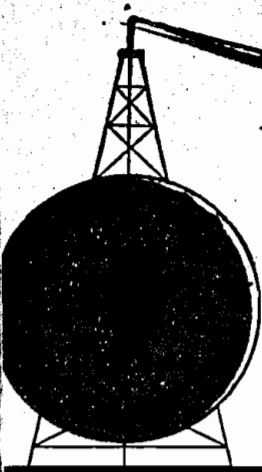


KPO
SAN FRANCISCO

KPO's the only 50,000 watt west of Salt Lake, north of Los Angeles, south of Seattle and east of Moscow.



THIS IS THE NATIONAL BROADCASTING COMPANY
A SERVICE OF THE RADIO CORPORATION OF AMERICA
Represented by NBC SPOT SALES



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 30, NO. 61

NEW YORK, N. Y., THURSDAY, MARCH 29, 1945

TEN CENTS

FCC's Station Decisions

False Peace Rumor Repercussions Felt

Repercussions to the false peace rumor announcements of Tuesday continued to be heard in New York on Wednesday with network news departments, particularly the Blue web, holding conferences on news policies as a sequel to incident.

Gilbert Martyn, Blue Network commentator, who handled the first peace rumor which was broadcast on Tuesday morning returned to the air yesterday at his usual time. Martyn expressed regrets for misinterpretation of the Washington statement which set off speculation by a major news service.

In New York, Dave Driscoll, director
(Continued on Page 6)

Vandercook Broadcast Gets New Sponsor on NBC

John W. Vandercook, NBC commentator, will be sponsored by Best Foods, Inc., on NBC beginning Saturday, April 21, 5:30 to 5:45 p.m. Benton and Bowles is the agency. Program will follow same format as his present show sponsored by Sentinel Radio which goes off the air April 14.

Religious Group Against French-Canadian Stations

Edmonton—The Edmonton General Ministerial Association has sent a message to the Canadian Broadcasting Corporation against establishment of a chain of French-Canadian broadcasting stations in Western Canada on the ground it would "foment national disunity." The Association requested cancellation of any such licenses already granted.

Suggestion

Montreal—J. F. Pouliot yesterday placed before the Dominion House of Commons a request that "no crooning be sung and no jazz played" on Canadian Broadcasting Corporation networks on Good Friday. War services minister La Fleche said the request would "be noted and brought to the attention of the CBC."

BMB Plan Opposition Expected In Chicago

Chicago — Indications that the Broadcast Measurement Bureau plan may run into some of the same sort opposition that was encountered at the New York NAB district meeting has been gained here from independents who will attend the 9th District NAB meeting opening tomorrow at the Palmer House.

Some independent broadcasters in the Chicago area take the view that
(Continued on Page 7)

Nine CBS Correspondents Cover Rhine Crossings

Historic Rhine crossings were covered by nine CBS correspondents in planes, tanks and jeeps. Among them were: Dick Hottel, who was forced to parachute from a burning Flying Fortress which accompanied airborne troops; Edward R. Murrow, CBS
(Continued on Page 2)

Freedom Of Radio Seen As Result Of Conference

Mexico City Bureau, RADIO DAILY

Mexico City—Guarantees of freedom of radio throughout the Western Hemisphere through joint action by all the American nations is expected to be one of the post-war developments arising from the Inter-American Conference on Problems of War and Peace.

The suggestion originated in the form of a resolution passed by the

WLAW speaks!—to the listening audience of Industrial New England. Send for coverage map. Adv.

Application For Sale Of WOV Denied; Commission Rules WOKO, Albany, Must Leave The Air April 27

Four Major Accounts Re-Sign CBS Shows

General Foods Corp., Procter & Gamble, Johnson & Johnson and Pabst Sales Co., have renewed campaigns on the Columbia network.

General Foods' renewal, as of March 26, continues its Monday-through-Friday "Two on a Clue" in the 2:00-2:15 p.m., period for Post
(Continued on Page 2)

Tele Stations Use Records; Await Meeting with Petrillo

Television broadcasters in New York are awaiting on James C. Petrillo, president of AFM, for invitation to a meeting at which they may discuss musicians scale, it was learned yesterday. Stations withdrew their
(Continued on Page 2)

FCC Grants Telegraph Co. Experimental Licenses

Washington Bureau, RADIO DAILY

Washington—The FCC has granted applications of Western Union for authority to make experiments to determine the practicability of the
(Continued on Page 2)

Washington Bureau, RADIO DAILY

Washington—The FCC yesterday announced proposed findings denying the application for sale of WOV, New York, to Murray and Meyer Mester by Arde Bulova and Harry Henschel. A price of \$300,000 had been agreed upon. In another action the FCC formally denied the license renewal of WOKO,
(Continued on Page 5)

WVTK Now Operating 'Somewhere In Leyte'

Washington Bureau, RADIO DAILY

Washington—Three weeks after the arrival of its crew, WVTK, the first armed forces radio station in the Philippines, hit the air "somewhere in Leyte" on Feb. 20. Mud up to their knees, building material none too plentiful, outside help scarce, the WVTK staff pitched in to set up their
(Continued on Page 7)

Oklahoma Web Conducts Survey On Organizations

CAB, Hooper and similar survey organizations ranked first and the BMB system ranged third in a survey conducted among 106 national advertising managers and 129 national time-buyers to determine the "type"
(Continued on Page 4)

USSR Easter Pickup

What is believed to be the first religious broadcast out of USSR will be carried exclusively by the National Broadcasting Company Saturday, March 31, 1:15-1:30 p.m. Metropolitan Alexie of Leningrad, patriarch of the Russian Orthodox Church, will deliver the Easter message, which will be translated by Robert Magidoff, NBC's Russian correspondent.

Trend?

It may be the frequent absence of "The Voice" from New York, or it may be simply the alleged capriciousness and inconstancy of woman, but anyway, Danny O'Neill, tenor who substituted for Johnny Johnston on the CBS program last Saturday, was almost torn apart by the bobby sox brigade in attendance. Two gendarmes had to convey him from Playhouse No. 2.

meeting's Tertiary Committee and was unanimously approved at the Conference's final plenary session.

In a mutual pledge to abandon "control over the services of radio, which have been necessary in wartime to combat the subversive political tactics and espionage activities of the Axis states," the twenty American republics represented at the
(Continued on Page 6)

Steer for the clear-channel of 5000 watts, 680 kc.—WLAW—the voice of Industrial New England. Adv.

RADIO DAILY



Vol. 30, No. 61 Thurs., Mar. 29, 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

(Wednesday, March 28)

NEW YORK STOCK EXCHANGE				Net
	High	Low	Close	Chg.
Am. Tel. & Tel.	161 3/8	160 7/8	161 1/8	+ 1/2
CBS A	32 3/4	32 3/4	32 3/4	...
CBS B	31 3/4	31 1/2	31 3/4	- 1/4
Crosley Corp.	32	31	32	+ 1
Farnsworth T. & R.	13 1/4	13	13 1/4	+ 1/4
Gen. Electric	40 1/2	40	40 1/4	+ 1/8
Philco	32 5/8	32	32 1/2	+ 1/4
RCA Common	10 7/8	10 3/4	10 7/8	+ 1/4
RCA First Pfd.	82	82	82	+ 1/2
Stewart-Warner	17 3/8	16 1/2	17 3/8	+ 1 1/8
Westinghouse	123 1/4	121 1/4	123 1/4	+ 2 1/4
Zenith Radio	38	37 1/4	38	+ 5/8

New Staff Appointments Announced By CBS

New appointments at CBS include Irvin Graham as promotion manager for radio sales, the spot broadcasting division of the web, it has been announced by Dick Dorrance, director of promotion service for CBS. Graham was formerly with Sesac as advertising and sales promotion manager, copywriter with Schwab & Beatty, Carver & Brown, agencies; and also with the American Press Association.

Other appointments include: Edith Sulkin, who has rejoined the CBS shortwave listening staff, following an absence of 10 months as foreign news reporter. Miss Sulkin replaces Alex Rosowsky, who has resigned. Ruth Finn has joined the CBS shortwave news division as a news writer. Miss Finn's previous affiliations were with the Overseas News Agency, Transradio Press and Press Association rewrite.

KGW one of the GREAT STATIONS of the NATION
NBC AFFILIATE **PORTLAND, ORE.**
Represented by Edward Peary & Co.

FCC Grants Telegraph Co. Experimental Licenses

(Continued from Page 1)

use of radio relay for its regular commercial traffic, with a view to ultimate use of radio relay circuits to supplement certain wire circuits for the transmission of its common carrier traffic upon a regular basis. In granting the applications the Commission authorized the company to conduct experiments for the purpose of developing an ultra-high and super-high frequency wide band beamed communication system by means of a chain of relay stations extending from Camden, N. J., to New York, N. Y., with intermediate unattended radio repeater stations at Bordentown and New Brunswick, N. J. A period of two years in which to complete construction was authorized.

In order that the exact operating conditions may be ascertained, the Commission waived Section 5:14 of its experimental rules (which prohibits the transmission of regular commercial traffic by means of radio stations) thus permitting regular telegraph traffic by means of these stations. However, the company is required to maintain its regular wire circuits as a standby for such traffic, and the rates and charges must be the same as those legally filed.

Nine CBS Correspondents Cover Rhine Crossings

(Continued from Page 1)

European chief, in a British bomber; Bill Downs in an American Thunderbolt fighter; Eric Sevareid with British Commandos; Howard K. Smith with the Ninth Army troops; Bill Shadel at Gen. Bradley's headquarters. Besides these correspondents, who shuttled from the fronts to their transmitters, Charles Collingwood was heard from Paris and Douglas Edwards and Larry Lesueur spoke from London.

Tele Stations Use Records; Await Meeting with Petrillo

(Continued from Page 1)

musicians two months ago when the union fixed a scale of \$18 per hour, plus \$6 for rehearsal and an additional \$6 if the working musicians were seen on the screen. This scale was rejected and since then stations have been using recorded music.

Four Major Accounts Re-Sign CBS Shows

(Continued from Page 1)

tum, La France and Satina. Seventy-six Columbia outlets carry the mystery series. Young & Rubicam, Inc., handles the account.

Procter & Gamble renews, as of April 2, its comedy variety program, "The Jack Kirkwood Show," Monday through Friday, 7:00-7:15 p.m., with rebroadcast at 11:00 p.m. It is heard on 74 CBS stations, in behalf of Ivory and Oxydol. The renewal was placed by Compton Advertising, Inc.

For Pabst "Blue Ribbon Beer," Pabst Sales continues "The Danny Kaye Show," Saturdays 8:00-8:30 p.m., over 141 stations. Warwick & Legler, Inc. handles the account.

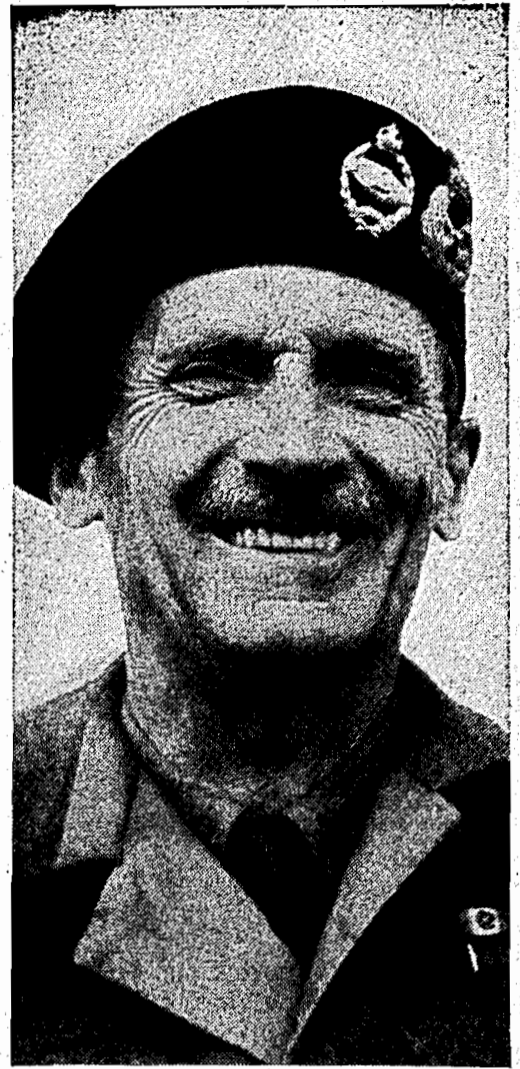
Johnson & Johnson re-signed "Edwin C. Hill—The Human Side of the News," as of March 27. For its Surgical Dressing Division, the client broadcasts the news program over 142 Columbia stations Tuesdays, 6:15-6:30 p.m., with rebroadcast at 12:30 a.m. Young & Rubicam, Inc. places the advertising.

Sgt. Walter T. Lobel

Sgt. Walter T. Lobel formerly of the radio department of Columbia Pictures in New York, was killed in action in the South Pacific theater of war, according to word reaching here yesterday. Sgt. Lobel was a tail-gunner with the U. S. Army Air Forces.

"Life" Salutes "T. Or C."

Ralph Edwards "Truth or Consequences" heard Saturdays over NBC will be profiled in the current issue of "Life," which reaches the news stands tomorrow.



MacFarlane Travelled with Monty

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

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

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

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

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



W-I-T-H IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

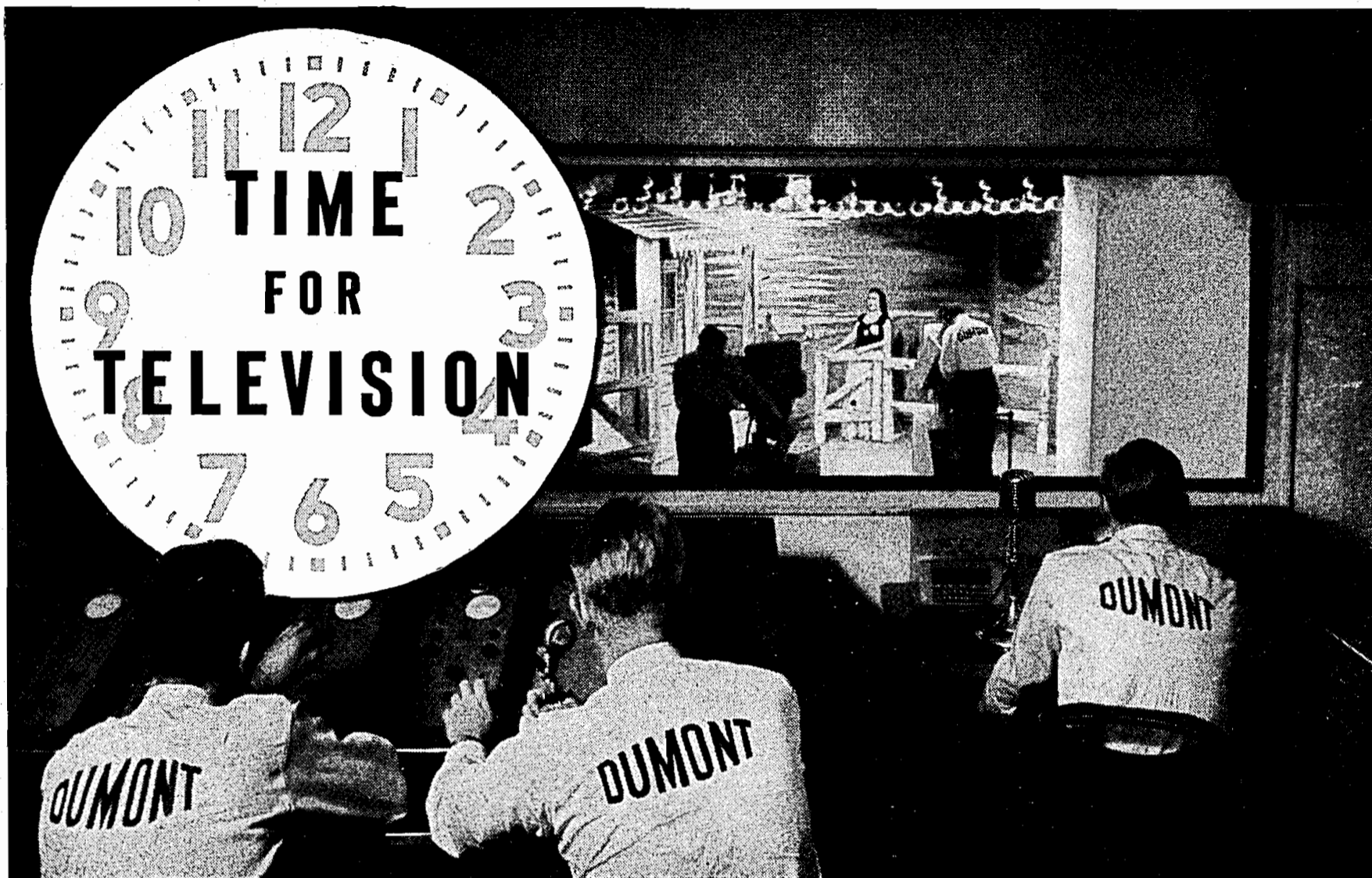
"NEWS ON THE HOUR EVERY HOUR"

That's why...

ALL PHILADELPHIA

has formed the habit of dialing 1400 regularly.

THAT'S WHY SPONSORS BUY TIME ON **WDAS**



Uncertainty over the postwar course of Television has been swept away by the recent decision of the Federal Communications Commission. A great new medium now waits only for the green light of Victory.

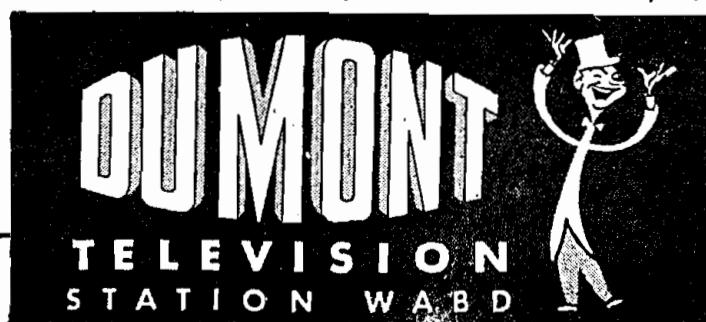
Alert advertisers and advertising agencies are exploring Television's mass sales potential *now* through experimental commercial programs... are acquiring skill, subtlety and showmanship in the use of visual appeals to small home groups.

For the past two years, DuMont's pioneer television station, WABD New York, has shared its facilities and experience without charge. Experimentation today, in consequence, is inexpensive. After the war, rate cards as well as charges for rehearsal periods will be the usual thing. While Television marks time, you have a once-in-a-lifetime opportunity.

A visit to WABD is an excellent beginning. Write our Guest Relations Department for an appointment.

Copyright 1945, Allen B. DuMont Laboratories, Inc.

ALLEN B. DUMONT LABORATORIES, INC., GENERAL OFFICES AND PLANT, 2 MAIN AVENUE, PASSAIC, NEW JERSEY. TELEVISION STUDIOS AND STATION WABD, 515 MADISON AVENUE, NEW YORK 22, N. Y.





13 may be unlucky to some folks, but to us . . . it's a swell pair of digits . . . because that's how many stations have hopped on the THESAURUS bandwagon since January 1. To conserve space we'll just list the call letters, but you can track 'em down in your Radio Annual . . . WNEK, WINC, WHMA, WFEB, WINK, WAGE, WGNB, WSNJ, WTAX, KDON, WHGB, WSTV and WISE.

Those very subscribers to NBC THESAURUS, plus a few hundred more, are going to receive that long promised Promotion-Publicity Kit for *The Music of Manhattan* some time next week. It contains photographs, newspaper mats, spotlight ads and publicity releases galore . . . ready to do the kind of promotion job the program requires.

By way of explanation, *The Music of Manhattan* is the newest musical program feature available to NBC THESAURUS subscribers.

Letter of the week:

"We have received through the mail one of your 16" Orthacoustic recordings. Our reproducer is equipped to play back records of the 12" size. We notice from the envelope holding your recording that you will furnish on request a technical treatise describing the simple adjustment necessary to make the recording fit our turntable."

A pair of tin snips would do the trick

NBC RADIO-RECORDING DIVISION

America's No. 1 Source of Recorded Programs

RCA Bldg., Radio City, N. Y.
 Merchandise Mart, Chicago, Ill.
 Trans-Lux Bldg., Washington, D. C.
 Sunset and Vine, Hollywood, Cal.
 Taylor and O'Farrell Streets,
 San Francisco, Cal.



A SERVICE OF RADIO CORP. OF AMERICA



Michigan Avenue Memorandum!

● ● ● There's a possibility that Frank "The Voice" Sinatra may come to Chicago soon to appear at local high school assemblies under the auspices of the Chicago Round Table of Christians and Jews. Frankie— if the plan materializes—would sing at the assemblies and then deliver a talk on sportsmanship. The schools to be visited would be those where there have recently been outbreaks of race trouble, including anti-semitism. . . ● Lt. Anthony Koelker, USN, former head of the Blue Network Central Division publicity department, arrived in town last week from Paris to attend the funeral of his wife, Mrs. Anne Courtney Koelker. "Tony," having been granted an extension of his original leave, will be in town for several days. . .

● Ade Hult, the new v.p. and general manager of the Mutual network's midwestern division, is being partied at the Tavern Club Friday, with Bill Hunt, Variety's Chicago boss, rounding up the important agency and radio people for the affair. . . ● When Joe Henkin, president of KSOO, Sioux Falls, sent Jack Ryan, NBC's Central Division press chief, several pheasants not long ago, Jack dispatched a thank-you note to Joe written in Yiddish. Joe, not to be out-languaged, came right back at Jack with a letter in Gaelic. Curious to know what Joe said, Jack sent the letter over to the Irish consulate and expects to have a translation any day now. . .

● Guy Lombardo and his Royal Canadians are slated for a summer engagement in the Hotel Stevens' Boulevard Room. . . ● Two NBCentral Division mikemen will take to the operatic stage when Bob Farrall and Hugh Downs appear in the Midwest Opera Company's production of "Pagliacci" at the Eighth Street Theater here on April 15. Farrall will be heard as Silvio and Downs will be in the chorus.



● ● ● Hildegard missed one of her two shows at the Empire Room of the Palmer House Sunday night on account of illness. Hildy returns to N'Yawk April 24. . . ● Frank Behrens, who once played the title role in the Blue's Jack Armstrong series, has been honorably discharged from the Army after nine months in the South Pacific. Behrens plans an Arizona vacation before returning to radio, possibly in New York. . . ● Danny Kaye's performance at the White House Correspondents' dinner reportedly so impressed Sec. of the Treasury Morgenthau that he put in a bid for Danny's services for the Seventh War Loan Drive, starting May 14. . . ● Bandleaders are beginning to show interest in a new tune, "Won't It Be Wonderful," penned by Lt. Vance Schwartz, producer of the radio bond show, "It's the McCoy," from Camp McCoy, Wis., and Corp. Dick Barstow. . . ● Donna Dae, ex-Fred Waring thrush, whose husband, Lt. Col. "Wild Bill" Cummings of the Air Force, was a week-end visitor here, bows out of the Chez Paree show Thursday night to fill an engagement in Louisville, returning to Chicago April 5 for a week at the Oriental theater. Miss Dae may retire from the stage in deference to her husband's wishes. . . ● Breakfast Clubbers Don McNeill, Jack Owens, Sam Cowling, Nancy Martin and Bill Krenz have been pencilled in for a personal appearance in Lansing, April 14, under auspices of Junior Association of Commerce.



● ● ● Norman Felton, an NBC production director, recently was reunited with his parents after 10 years when they made the voyage to this country in a convoy from England. They were bombed out of their London home three times. . . As a result of Actress Gertrude Lawrence's plea for radio sets for wounded service men on the March 11 Quiz Kids broadcast from Hartford, Conn., the Quiz Kids office here has been deluged with a total of 589 sets to date, including a white leather portable from Author Mary Roberts Rinehart. One fan in Royso City, Texas, who doesn't own a radio, offered to send an educated pony instead.

—Remember Pearl Harbor—

AGENCIES

ALLEN MELTZER, INC., the public relations agency, has added another account executive to its staff, Nancy Waring, formerly of the Jay Thorpe organization.

JULES ALBERTI AGENCY, INC. has been granted representation and sales rights for packaged radio shows produced by Ameche Enterprises, Inc. The Alberti Agency, who holds exclusive management on Jim Ameche as an individual, will now have the services and availability of the entire Ameche organization. Headed by Ameche and Frederick Bethel, the latter company will create and package shows to complement Alberti's talent roster.

ADVERTISING RESEARCH FOUNDATION announces that it has become necessary to again increase its telephone facilities. This requires a new set of numbers. Effective March 27th, the Foundation's numbers will be changed to LOngrave 3-6231, 2 and 3.

GWENDOLYN SCHRYVER, member of the WJR, Detroit sales department for the past year and a half, has been promoted to the position of WJR commercial editor. Before joining WJR, Mrs. Schryver was an advertising copywriter with the Geyer Cornell and Newell agency of Detroit.

Oklahoma Web Conducts Survey On Organizations

(Continued from Page 1)

of data which (they) find most helpful in determining station values." The survey was made in Feb., by the Oklahoma Publishing Company, owner of stations WKY, Oklahoma City; KLZ, Denver; KVOR, Colorado Springs.

Among some of the comments enclosed with their reports, one New York agency executive said, "My first choice would be a standardized map; second, signal strength; third, popularity. We do not say that BMB is the last word in coverage data but we do think the industry should get together on some type of data that could be used as a measurement stick for all stations."

Another New York agency spokesman said, "It seems to me that in the intensely competitive post-war period we are going to have to carefully justify many of our advertising investments. BMB measurement will certainly help us to do so even though the survey technique may not have 100 per cent approval."

GET THE AIR
REFERENCE RECORDINGS
 IN CHICAGO
L. S. TOOGOOD RECORDING CO.
 121 N. LA SALLE ST. CHICAGO 1, CENTRAL 5275

FCC's Station Decisions

Call Mester Bros. Unfitted To Guide WOV Services

(Continued from Page 1)

Albany, effective April 27. The Commission found that the Mester Brothers were not qualified to operate WOV, New York, in the public interest and are "not capable of being trusted with the responsibilities and obligations expected of a person privileged to hold a station license."

Application for the sale had been filed with the FCC in 1942, but withdrawn before any hearing had been set. It was filed again a little more than a year ago.

Excerpts from the Commission's conclusions follow:

1—The transferees, in carrying on their edible oil business have violated and disregarded regulatory laws of the states and federal government on numerous occasions, ever since

Speculation

There was speculation in New York radio circles yesterday about the future of WOKO, Albany, and WOV, New York. It was pointed out that WOKO might carry the FCC decision to the Court of Appeals and again might sell the property before the Commission decision becomes effective. With regard to WOV it is believed that the Bulova interests will again put the station up for sale with several bidders as prospects.

they have been in business. The particular violations they have been guilty of are in several cases odious and clearly not matters of inadvertence.

For example, at one time their products, consisting essentially of cotton seed oil, were designedly labelled with the words "Tipo Lucca," olive branches, a coat of arms and crown, and wording in Italian, with the true contents inconspicuously marked in English, for the apparent purpose of misleading buyers into thinking that the contents consisted of imported olive oil.

2—These acts together with the fact that quite recent actions against the transferees have been instituted by the Federal Trade Commission and the State and Federal Food Authorities, show that the transferee applicants lack even that sense of responsibility toward the public expected in ordinary business dealings. The mandate of Congress contained in the Communications Act of 1934, requires

the Commission to select as station licensees those who will operate under their public grant in the public interest, convenience and necessity rather than according to the doctrine of caveat emptor.

3—In addition, the transferees, at the hearing, although testifying under oath, concealed and misrepresented numerous facts within their knowledge relating to their difficulties with various governmental bodies. This lack of credibility is indicative of what could be expected of them in the submission of future reports to the Commission if the proposed transfer were granted. The interest of the Commission in station operation is a continuing one, and in carrying out its responsibility the Commission must rely primarily on statements made by station licensees. "Caution must, therefore, be exercised to grant station licenses only to those persons whose statements are trustworthy."

Commercial Aspect

4—Moreover, the applicants have come to this Commission seeking to assume the responsibility and privilege of controlling a broadcast license completely ignorant of the Communications Act and the rules and regulations of the Commission. They expect to run station WOV as a secondary business investment, relying primarily on others than themselves to carry out their licensee obligations. They expect to increase the station's profits "by selling more time" even though the station's schedule already shows 75 per cent of the broadcast time on week days and 83 per cent on Saturdays is devoted entirely to commercial programs while most of the remaining "sustaining" programs carry numerous commercial announcements. Under Sections 308 (B) and 309 (A) of the Communications Act of 1934, the Commission, in exercising its authority to grant station licenses is directed to examine "the citizenship, character, and financial, technical and other qualifications of the applicant to operate the station."

5—"The purposes for which the station is to be used" and to hold a hearing on the applications if necessary, in order to determine whether

"public interest, convenience or necessity would be served by granting thereof" under Section 310 (B), it is provided that the license and rights therein granted shall not be transferred in any manner, "or indirectly by transfer of control of any corporation holding such license, to any person, unless the Commission shall, after securing full information, decide that said transfer is in the public interest, and shall give its consent in writing."

From a careful examination of all of the material facts contained in the application and the record of the hearing in the instant case, it is clear that the transferees do not possess the qualifications essential to operate station WOV in the public interest and have failed to establish that they are capable of being entrusted with those responsibilities, and obligations expected of one privileged to hold a station license.

6—The Commission concludes that transfer of control of WODAAM Corporation to the transferees would not serve the public interest, convenience or necessity. The application, therefore, should be denied.

The FCC yesterday announced its decision denying a license renewal to WOKO, Albany, N. Y., effective April

WOKO, In Albany, Must Leave Air On April 27

27. The station is, in effect, ordered off the air after two years of deliberation by the Commission on charges that the management conspired to conceal the ownership of 24 per cent of the station stock by former Federal Radio Commissioner Sam Pickard and his wife Francke. Pickard received the stock in return for his aid in getting the station a CBS affiliation contract in 1931.

Morris Ernst, New York attorney pleading against the Commission's proposal earlier this month, had sug-

(Continued on Page 7)

No Statement

Harold Smith, general manager of WOKO, Albany, declined to make a statement on the FCC's action yesterday. He said that as yet WOKO has not been officially notified by the FCC of their action and that legal planning will be held in abeyance until that time.

MORE AND MORE MEAT IN OUR POT

KQV's non-network business in 1944 was more than 50% over its network billings—shows recognition of local coverage by national accounts.



ALLEGHENY BROADCASTING CORP.

National Representatives: 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

STEINWAY GRAND

Model B in perfect condition. Black ebony case. Completely rebuilt by Steinway last year. Reasonable. Write for appointment.

APT. 8-F 50 PARK AVENUE

False Peace Rumor Repercussions Felt

(Continued from Page 1)

tor of War Services and News division for WOR, prepared a statement for Fred Van Devanter to be read on his 11 p.m. newscast. Although WOR was not involved in the false peace rumor the station took up the cudgels of radio and defended newscasters and the job they are doing. Van Devanter said:

"Throughout the day, the good news from Europe, including Gen. Eisenhower's statement, brought rumors of imminent peace. Some of the rumors were just guesses from the man in the street, but in at least two instances radio stations in different sections of the country lent an official tone to the rumors.

"Radio station news rooms pride themselves on the speed with which they flash important news to the public, just as it is received from the three major press associations.

"That happened in two instances today.

"The first was a report by International News service from Washington, which misinterpreted a White House statement, and hinted that the President had alerted his cabinet and other government officials to standby for a possible announcement of victory. That statement was put on the air by radio stations all over the country, and the public immediately assumed that hostilities were about to cease.

"And then later, when Gen. Eisenhower's statement was handed to correspondents, International News Service flashed the word that the German armies have been whipped, and the word is spelled w-h-i-p-p-e-d. But in San Francisco a telegraph operator misunderstood an editor as he relayed the news, and sent to a part of the country the misinformation that the German armies have quit. There is only a slight difference in sound between 'quit' and 'whipped' in a noisy news room. The

Chicago Sidelights

Chicago—Chicago radio stations and newspaper offices were flooded with calls Monday afternoon as a result of the false peace rumor originating with the Blue Network. Even as late as Wednesday calls continued to come in.

The Chicago "Times" carried a box in its early Wednesday editions headed: "Good rumor's hard to bury," explaining that it still was being bombarded with "the prize quiz gem: 'Is it true that the war's over?'" The calls came from people just out of bed or just off the night shifts in factories, the "Times" explained.

In the criminal court room of Judge Gibson E. Gorman there was a general exodus when a newspaper reporter called the news to his photog.

Whereupon the judge announced to the spectators:

"The press has just informed me that the war in Europe is over."

There was shouting and elation as everyone, including the judge, left the court room. The entire criminal courts building soon was in an uproar. Twenty minutes later it was all over with everyone back.

The false rumor has served to in-

crease the wariness of radio stations in reporting future news concerning the end of the war. Most stations plan to credit the source of such news even after it is an assured fact.

The State Street Council has made arrangements with NBC to carry the news over its loud speaker system when peace finally does come to the United Nations.

bulletin was corrected in a matter of seconds, but rumor had started.

"Similar errors have been made by the other press associations. An apprentice telegraph operator for the Associated Press in London, practicing her work, gave a premature announcement of D-Day. And in 1918, the United Press flashed a premature announcement of the November 11 armistice.

"Actually, the amazing fact is not that those errors are made, but rather that in the millions upon millions of words cabled by hundreds of correspondents in covering these wars, that more errors are not made.

"And that's why it's a matter of some pride to be a news man, disseminating information to a waiting public."

When the announcements were received by the news department of the Columbia Broadcasting System, it was ignored by the editors until the broadcast of Bernadine Flynn's daily news program heard at 1:30-1:45 p.m., EWT. At this time it was clearly stated that the peace rumor was false. And at 6:45 p.m., EWT, over the General Electric news program, the denial was reiterated.

The broadcasting of the rumor calls

West Coast Confusion

Hollywood—Due to an International News Service error in transmission, listeners of Glen Hardy's news cast of "Alka Seltzer News," heard over 39 Don Lee stations Tuesday, were informed that "Eisenhower had said that Germans have quit." Hardy had interrupted the introductory commercial announcement to read this INS bulletin, but a few seconds later he read a correction to the effect that "Eisenhower said the Germans are whipped." This was followed by a second bulletin, Eisenhower said that main German defense lines have been broken and that Germans have suffered a defeat from which they cannot recover.

Alka-Seltzer news is heard from 10:00 a.m. to 10:15 a.m.

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The broadcasting of the rumor calls

WANTED

Commercial manager—excellent opportunity—married man with family preferred. Fly-by-nights need not apply. For further details write Gerald J. Morey, Station WNLC, New London, Conn.

Do You Want a Topnotch COPYWRITER or PROMOTION MAN?

Outstanding man wants position eastern U. S., Washington or above. Station experience plus great ability that insures results. Four years script, copy, advertising, publicity. Get full story today! Box 142, RADIO DAILY 1501 Broadway New York 18, N. Y.

Free Radio Is Seen Result Of Meeting

(Continued from Page 1)

meeting, declared in an official statement:

"It is one of the fundamental lessons of the present world war that there can be no freedom, peace or security where men are not assured of free access to the truth."

The Conference recommendations, as contained in the resolution, are:

1. That the American republics recognize their essential obligation to guarantee to their people free and impartial access to sources of information.

2. That with this assurance in view, they undertake, upon the conclusion of the war, the earliest possible abandonment of those measures of censorship and of control over the services of radio which have been necessary in wartime to combat the subversive political tactics and espionage activities of the Axis states.

3. That the governments of the American republics take measures, individually and in co-operation with one another, to promote a free exchange of information among their peoples.

4. That the American republics, having accepted the principle of free access to all forms of information, will do everything possible to assure that when a juridical order in the world is guaranteed, there be established the principle of free transmission and reception of news and information, oral or written, broadcast by radio under proper responsibility and without need of previous censorship.

The Resolution on Free Access to Information, as the declaration was called, was passed as a result of a firm desire on the part of the American States, as expressed by their delegates to the Conference, to "assure a peace that defends and protects everywhere the fundamental rights of man and permits all people to live free from the evils of tyranny, oppression, and slavery."

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 ALANG SPOT SALES INC.

Chicago's

ONLY 24 HOUR STATION

W-I-N-D

560 Kc. 5000 WATTS

WKY covers

The Biggest Part

of Oklahoma's RETAIL SALES

WKY

OKLAHOMA CITY

The Katz Agency
Representative

FCC Station Rulings Affect WOV, WOKO

(Continued from Page 5)

gested that the Commission permit Pickard to sell his stock to Harold E. Smith, general manager, in order that the station's "outstanding public service" not be terminated.

The decision not to renew is the first taken by the Commission for an offense of this sort, and only the fourth in the history of government regulation of radio—the other three such moves having been taken by the old Federal Radio Commission for disservice in programming.

The Commission, in part, declared: "From a consideration of all the material facts found in the record of this hearing, the Commission has concluded that the applicant cannot be entrusted with the responsibilities of a licensee. The Commission, therefore, finds that a grant of the application for renewal of license for the operation of WOKO by the applicant corporation would not serve public interest, convenience, or necessity and therefore should be denied."

WVTK Now Operating 'Somewhere In Leyte'

(Continued from Page 1)

350-watt station as soon as they disembarked, the War Department said yesterday.

With the aid of Filipinos they erected concrete bases for the two 95-foot steel towers, sunk 235 feet apart. The towers were assembled and put up with the aid of a local signal outfit. A 20 feet x 36 feet building was built directly below the antenna, and a studio-office was constructed from 88 sawed coconut trees.

COAST-TO-COAST

—OKLAHOMA—

OKLAHOMA CITY—Otis Parker, 11 years vocational agriculture teacher, leader in FFA and a successful farmer, has been named associate farm reporter on WKY to assist Edd Lemons. . . . During a recent visit of Lord Halifax, WKY broadcast his speech from the municipal auditorium, exclusively. . . . **PORTLAND**—Oregonian Publishing Co. will sponsor over KGW transcribed newscast, "Washington Views and Interviews," produced by Frederic W. Ziv, featuring prominent men in the news.

—COLORADO—

DENVER—Paul Godt has been appointed program director of KFEL and will also have charge of promotion. Godt has been in radio 14 years, including stations WTMV, East St. Louis, KARK, Little Rock and more recently KXOK, St. Louis, prior to which he was organist and music director in St. Louis theaters.

—CANADA—

TORONTO—This month of March saw Procter and Gamble making their Canadian bow from one of CKEY's bandstands in "Make Believe Ballroom." CKEY believes the increased popularity of its "All-Time Hit Parade" is greatly due to Hal (Duke) Stubbs, emcee of the show. Newcomers to the CKEY mike are Martin Silburt and Hal Kelly, neither of whom are new to radio. . . . "Right-hand man" of "Uncle Hal" Yerxa, director of CJCA's children's program, is Jo-Jo, talking, singing and yodelling bird. Jo-Jo has helped to raise nearly \$7,000 for the Red Cross.

—UTAH—

SALT LAKE CITY—KDYL will send news editor John N. Page to San Francisco to cover the United Nations Conference. . . . With the resignation of Ken Hegard, chief announcer, Kay W. Richins, assistant program director, has added that job to her schedule, and Richard Barber, formerly of KVNU and KID, has joined the announcing staff. . . . Paul S. Dixon has been appointed comptroller of Radio Service Corp., operators of KSL, it has been announced by Ivor Sharp, vice president and general manager. Dixon was formerly with Equity Conservation Corp. in New York.

—VIRGINIA—

RICHMOND—Beginning April 1, 8:30-9 a.m., WRVA will originate the Presbyterian Hour on a network of 12 southern stations. Series will run to June 24 and feature air services by leading ministers. Following outlets will carry the series: WRVA, WDBJ, WINX, WPTF, WBIG, WSOC, WWNC, WSJS, WIS, WSPA, WTMA, WJAX.

—TENNESSEE—

NASHVILLE—Former program director at WSM, Jack Stapp, paid a recent visit to the studio. Stapp is now with the OWI, overseas branch. **MEMPHIS**—Robert Cooper, WHBQ scripter, has been shifted to the promotion department to handle its activities. Formerly an advertising man, Cooper entered radio last December.

—MISSISSIPPI—

TUPELO—One of WELO's most important broadcasts was a homecoming celebration for Lt. Inez McDonald of the Army Nurses Corps, who before her liberation had been imprisoned at Santa Tomas for three years. A native of Plantersville, Ala., Lt. McDonald at one time was a pupil of WELO's chief engineer, Gene Tibbett, station manager, acted as emcee for the festivities. . . . **LAUREL**—New general manager of WAML is Ward A. Coleman, formerly with WSLI, WSFA and WHBB. Hugh M. Smith, WAML manager that was, is now in training at Great Lakes Naval Station.

—MINNESOTA—

ST. PAUL—Unable to get complete coverage from AP, KSTP is reviving its own radio news association. Arrangements have been made to serve most stations in the state, including KSTP and WCCO and correspondents in towns of Minnesota, part of Wisconsin and North and South Dakota are being reestablished. . . . **MINNEAPOLIS**—Richard E. Stockwell, WCCO associate news editor, has been awarded a Master of Arts in economics and political science at the University of Minnesota. . . . Newly appointed legislative correspondent for WCCO is Gloria Dapper, news staffer.

BMB Plan Opposition Expected In Chicago

(Continued from Page 1)

while the BMB plan is basically sound and such a measurement yard stick is needed by the industry, however, they believe that the plan in its present form is not acceptable.

Hugh Feltis, president of BMB, arrived in Chicago yesterday from Cincinnati in the company of Harlow Roberts, vice-president of Goodkind, Joice & Morgan and a member of the AAAA radio committee. Feltis is scheduled to present the BMB plan to the 9th District broadcasters at the afternoon session Thursday and will be assisted by Roberts.

In a BMB bulletin issued yesterday it was revealed that the plan now has 434 subscribers. This total did not include the 23 broadcasters who subscribed to the plan at the 7th District meeting held in Cincinnati on Monday and Tuesday.

Will Aid Drive

Starting April 1st, 900 stations throughout the country will donate eight periods of 15 minutes each to the American Cancer Society's national fund drive.

CBS Show Salutes Jr. Red Cross

"This Living World," WABC-CBS program, dedicates its Friday broadcast to teen-age boy and girl workers of the Junior Red Cross in connection with the R.C. fund drive. One in the series of CBS' "American School of the Air," it salutes JRC's mercy work in aid of the R. C. war aid role.

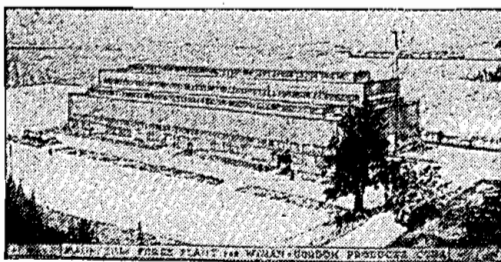
Send Birthday Greetings To—

March 29

- | | |
|------------------|-------------------|
| Bill Berns | Joe Cook |
| Ginger Dinning | Jean Dinning |
| Nancy Douglas | William H. Ensign |
| Harvey Goldin | Leon Levine |
| Harry Von Tilzer | Janice Dunn |

Exclusive!
Chicago's Only
NEWS-ON-THE-HOUR SERVICE

W-I-N-D
560 Kc. 5000 WATTS



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

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

DON'T MISS THE NIGHTMUTUAL RADIO SHOWS.....



CENTRAL OHIO'S ONLY MUTUAL STATION IS

WHKC
COLUMBUS
610 KC.

★
NEWS EVERY HOUR ON THE HOUR

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

MAKING TRANSCRIPTION
HISTORY

A BRILLIANT NEW MUSICAL SHOW!

"Pleasure Parade"



★ **KAY LORRAINE**
OF "HIT PARADE" FAME, BEAUTEOUS
BALLAD SINGER



★ **BOB KENNEDY**
ROMANTIC SINGING STAR FROM THE
ORIGINAL CAST OF "OKLAHOMA"



★ **JIMMY WALLINGTON
AND MILTON CROSS**
CO-EM CEES OF PLEASURE PARADE



★ **THE MODERNAIRES
AND PAULA KELLY**
TOP FLIGHT SINGERS OF HIT SONGS



MOST BRILLIANT MUSICAL
SHOW EVER PACKAGED
NOW READY FOR SPONSORSHIP

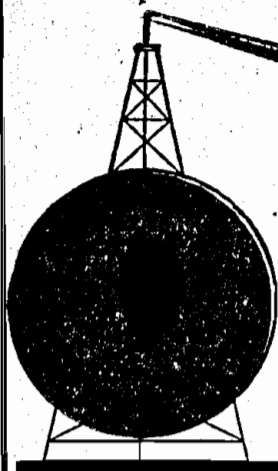
It's radio's grandest musical show! A galaxy of Stars supported by the brilliant arrangements of Irving Miller and his great recording orchestra, exceed by Jimmy Wallington. 78 thrilling quarter hours transcribed and now available for local and regional sponsorship.

Frederic W. **ZIV** Company

2436 READING ROAD • CINCINNATI, OHIO

NEW YORK

HOLLYWOOD



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 30, NO. 62

NEW YORK N. Y., FRIDAY, MARCH 30, 1945

TEN CENTS

To Dramatize Easter Day

Blue Web To Change Name On June 15th

Blue Network will formally become the American Broadcasting Company on June 15th day and date with nine stations being added to the network, Fred Smith, vice-president of the web, announced at a press luncheon at the Waldorf-Astoria yesterday.

Although Blue will be dropped entirely and American Broadcasting Company will be used exclusively in all announcements the web has yet to get clearance on the abbreviation, "ABC," Smith revealed. Two firms—Arizona Broadcasting Company and Associated Broadcasting Company—are reported claiming prior right to the abbreviation "ABC."

In choosing American Broadcast—
(Continued on Page 4)

Summer Musical Series Will Originate In Detroit

New series of programs titled, "Symphony of the Americas" featuring Walter Poole, assistant conductor of the Detroit Symphony and forty-five musicians, will be heard on WOR-Mutual starting Saturday, April 14, 8:30 to 9 p.m. Series will replace the regular Detroit Symphony broadcasts which will conclude its season on Saturday, April 7.

Arthur Simon To WIND As Assistant To Atlass

Chicago—Arthur Simon, for the past seven years general manager of WPEN, Philadelphia, has joined WIND, of this city, as assistant to Ralph L. Atlass, president of the station.

WLW Filmed

Servicemen overseas will soon be seeing the call letters WLW flashed on the screens of their favorite G.I. film houses. The Signal Corps recently filmed the state of Ohio as part of its educational series to be shown to the men and women overseas. One of the shots is a night shot of the huge WLW electric sign over the studios in Cincinnati.

Fifth Network

Eight exhibition games between the Yankees and the Boston Red Sox, also Yankees against the N. Y. Giants, will be carried by one of the most important networks in the country. The network is operated by the Thomas England General Hospital in Atlantic City where servicemen are mending from battle wounds. Commentators of the games will be Al Helfer and Bill Slater.

Wheeler To Probe FM Spectrum Issue

Washington Bureau, RADIO DAILY
Washington—Senator Burton K. Wheeler, chairman of the Senate Interstate Commerce Committee, told RADIO DAILY yesterday that he intends to discuss with FCC chief engineer George P. Adair the question of location of the FM service in the radio spectrum. Wheeler revealed that he had been visited by Major Edwin P. Armstrong, FM inventor, and that
(Continued on Page 6)

Ascop Annual Meeting Set For Thursday, April 5

Annual meeting and dinner of the American Society of Composers, Authors and Publishers will be held on Thursday, April 5th, at the Ritz-Carlton Hotel, the Society announced yesterday. The membership meeting,
(Continued on Page 2)

Studio Space Allotments Set For 'Frisco Coverage

San Francisco—With three halls adjoining auditorium in Veterans Building now safe in hands of radio webs and State Department's Mihael J. McDermott promising full news coverage for radio and press, citizens committee for UNCIA appointed yesterday by Mayor Lapham held its first meeting. William Losh of public relations firm of Lee and Losh

WLAW is THE STATION north of Boston—serving over one-third of New England. 5000 watts. Advt.

Networks, Independent Stations Plan Special Shows For Armed Forces In United States And Overseas

Hyde Replacing Denny As FCC Gen. Counsel

Washington Bureau, RADIO DAILY
Washington—Rosel Hyde, veteran FCC attorney, will be appointed—probably today—as general counsel of the Commission, replacing Charles R. Denny, now a member of the Commission itself.

Leonard Marks, head of the new facilities section of the broadcast
(Continued on Page 2)

Daily Summary On Mutual Of United Nations Meet

Daily summary of the proceedings of the United Nations conference in San Francisco will be broadcast over Mutual from 9:15 to 9:30 p.m., EWT, each evening starting April 25th. The 15-minute period which will follow
(Continued on Page 2)

All Commercials Cut From KGW Newscasts

Portland—With the elimination of middle commercials from NBC newscasts, KGW, Portland, Oregon, has gone one step further. It has eliminated all middle, beginning and ending commercials. In short, commercial
(Continued on Page 2)

Easter programs planned for the servicemen and women here and abroad will be featured by all networks during this week-end with traditional ceremonies scheduled for pickup from many points throughout the nation.

Armed Forces Radio Service and the OWI, in co-operation with networks and the artists, will present many transcribed Easter programs in all the theaters of the war on Saturday and Sunday. In addition OWI
(Continued on Page 6)

1945 'Institute' Dates Set By NBC In Chicago

Dates for the annual Summer Radio Institute conducted by NBC in conjunction with Northwestern University in Chicago have been set from June 25 to August 25, it was announced yesterday.

The nine-weeks session for students interested in radio as a lifetime career, will be held at NBC's Chicago
(Continued on Page 2)

New Musical Show Set To Bow On Blue, April 22

Mildred Fenton's musical package "Musical Bouquet" will bow in over the Blue Network, beginning Sun. April 22, for Pinaud, Inc., makers of Lillianelle Perfume. The half-hour
(Continued on Page 4)

For Wounded GIs

Chicago—Carson, Pirie & Scott, department store, has signed a \$50,000 contract for a new musical variety program for wounded GIs to be heard Mondays, Wednesday, Fridays, at 5:15 p.m., starting April 9. In addition to musical stars, a contest will offer a \$100 war bond for the best letter contributed by the family of a serviceman or woman.

W-L-A-W spells the best in \$ value and radio entertainment. Send for coverage map. Advt.

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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

(Thursday, March 29)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	161 1/2	161 1/8	161 3/8	+ 1/4
CBS B	31 1/2	31 1/2	31 1/2	+ 1/4
Crosley Corp.	32 3/4	32 1/8	32 1/2	+ 1/2
Farnsworth T. & R.	13 3/8	13 1/4	13 3/8	+ 1/8
Gen. Electric	40 3/8	40	40 3/8	+ 1/8
Philco	32 7/8	32 3/8	32 7/8	+ 3/8
RCA Common	10 7/8	10 3/4	10 3/4	- 1/8
Stewart-Warner	17 3/8	17 1/4	17 3/8	+ 1/8
Westinghouse	124	123 1/4	124	+ 3/4
Zenith Radio	37 3/4	37 3/4	37 3/4	- 1/4
NEW YORK CURB EXCHANGE				
Nat. Union Radio	5 1/2	5 1/2	5 1/2	+ 1/4
OVER THE COUNTER				
Du Mont Lab.		Bid 7	Asked 7 3/4	
Stromberg-Carlson		18 3/8	19 3/8	
WCAO (Baltimore)		27		
WJR (Detroit)		40	43	

Hoffman Names Hawaii Jobber

Tommy Kearns, for the past twenty years radio jobber of Honolulu, has been named exclusive distributor of the Hoffman Radio for Hawaii.

20 YEARS AGO TODAY

(March 30, 1925)

A network of three stations—WEAF, WEEL, WCAP—today presented for the first time a daily "earlybird" program. From 6:45-7:45 a.m. a program of setting-up exercises will be aired direct from the Metropolitan Tower at 1 Madison Avenue, New York, under sponsorship of the Metropolitan Life Insurance Company.

Ave Maria Hour

WMCA — Sunday — 6:30
For 10 years the number one Religious drama of the Americas.
IT'S A DONALD PETERSON PRODUCTION

1945 'Institute' Dates Set By NBC In Chicago

(Continued from Page 1)
Central Division studios and on the campus of the University. This year two new courses have been added, Music For Radio and Radio Dramatic Production.
The Summer Radio Institute is also part of the curriculum at Columbia University in New York and Stanford University in California, both conducted in conjunction with NBC.
Among the instructors will be Miss Judith Waller, Public Service director of NBC Central Division; Beverly Fredendall, NBC Transmission Engineer; John Thompson and Basketball Mosse, NBC News Editors; Homer Heck, Production Director; Paul Knight, Vice-President, Chicago Speech Correction Society; Louis Roen, NBC announcer; William Murphy and Myron Golden, editor and assistant editor, NBC Central Division Continuity; Lou Tilden, NBC sales staff; Jack Ryan, manager, NBC Chicago Press; Emmons Carlson, Advertising Promotion Manager, NBC Chicago and David Hefferman, Assistant Superintendent of Schools, Cook County, Ill.

Hyde Replacing Denny As FCC Gen. Counsel

(Continued from Page 1)
division, will be Hyde's assistant. An outsider from another Government department, whose work is not connected with radio, will become head of the broadcast division and will be designated as assistant general counsel.

Ascap Annual Meeting Set For Thursday, April 5

(Continued from Page 1)
including the annual report of the President and the Treasurer for the year 1944, will take place in the afternoon. In the evening the dinner will be held in the Main Ball Room.

WBTH Joining Mutual

Mutual new affiliate, effective April 19, will be WBTH, a 250-watter in Williamson, W. Va., it has been announced by Carl Haverlin, vice-president in charge of station relations for MBS. WBTH will operate as a full-time affiliate of Mutual.

All Commercials Cut From KGW Newscasts

(Continued from Page 1)
sponsors are out for the station's own news broadcasts, and the news will come purely as a KGW feature.
"At this crucial time of history-in-the-making by the minute we believe news broadcasting is more than ever a public service," Arden X. Pangborn, managing director of KGW said. "News is different from other normal radio fare, and as such must meet the test of different programming standards.
"We believe it is our duty to listeners to recognize their very close personal interest in news and in every way possible to serve this interest. We feel that in the past our news program commercial copy has been of the highest standard. At the same time, as the war swings to the west, and comes even closer home, our sense of responsibility to anxious mothers, wives and sweethearts impels us to eliminate any interruption whatever in locally originated news periods."

Daily Summary On Mutual Of United Nations Meet

(Continued from Page 1)
Gabriel Heatter's regular commentary will be devoted to interviews with conference delegates as well as analyses by MBS commentators.

Two WNEW Programs Get Commercial Sponsors

The Alta Vineyards Company of Fresno, California, makers of Alta Wines, will sponsor the Tuesday, Thursday and Saturday broadcasts of "Confidentially Yours," a news behind the news program, narrated by George Brooks and heard six nights per week over station WNEW at 7:35-7:45 p.m. Pact is for 52 weeks and was placed through L. H. Hatman Company, Inc.
Another addition to the WNEW list of commercial programs, to be sponsored for the next 52 weeks by the Wise Shoe Company, is a half hour variety show, "Fine Performance," heard Sundays at 1:00-1:30 p.m. and featuring vocalists Ted Martin and Jill Wallace, Michael Chimes, Harmonica Player, Merle Pitt and his "five shades of blue" orchestra with Dick Bradley, emcee. Lester Harrison, Inc. is the agency.



OFF the Record with de Valera

During the last twenty years, Ian Ross MacFarlane has spent much of his time abroad. His recent tours of the British Isles and Ireland he considers the most important of his career.
Take the time he spent with de Valera.
The off-the-record facts he got from the Irish minister, down through the years, made MacFarlane's recent broadcasts about the Prime Minister's showdown vote of confidence the perfect news broadcast. Backed by sure knowledge, he called the turn on de Valera's victory three weeks ahead of the vote!
MacFarlane's predictions have been uncanny. He called the Fall of France, Mussolini's Grecian flop, Machek's defection in Yugoslavia, Britain's temporary reverses in Libya.
MacFarlane has been around. A little learned here . . . a little more learned there . . . all this information drops into a pattern that makes a MacFarlane newscast ahead of the time.
MacFarlane analyzes the news for W-I-T-H in Baltimore, exclusively.



W-I-T-H


IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REI

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.



Hooperatings Show KXOK Daytime Audience up 29.7%

1944 compared with 1943 shows a daytime increase in listeners to KXOK of almost 30%. All other network-affiliated stations in St. Louis showed an average audience loss in the daytime.

KXOK advertisers, on the average, enjoyed a plus audience of 29.7% at no increase in cost.

For the 40 quarter hour periods between 8:00 A. M. and 6:00 P. M.—a total of 200 Hooper checked periods Monday through Friday—KXOK increased its average audience almost 30% for the year 1944 compared with 1943. This over-all measurement is the first annual composite station listening index ever produced by C. E. Hooper, Inc.

This spectacular daytime increase in listener audience, without any increase in rates, means that KXOK advertisers received an average bonus measured in extra homes reached per dollar invested of almost 30%.

It is profitable to place your business on a station zooming to the top. It is satisfying to be among the many alert advertisers now enjoying a plus audience. No wonder KXOK's advertising volume has grown apace with the station's listening audience.

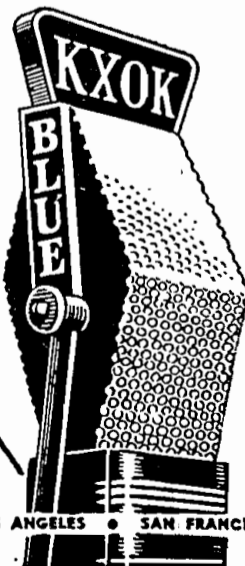
KXOK

SAINT LOUIS (1), MISSOURI

630 Kilocycles • 5000 Watts • Full Time • Basic Blue Network

Owned and Operated by the St. Louis Star-Times

AFFILIATED WITH KPRU, COLUMBIA, MISSOURI • REPRESENTED BY JOHN BLAIR & CO. • OFFICES IN NEW YORK • CHICAGO • ST. LOUIS • LOS ANGELES • SAN FRANCISCO



Studio Space Allotted For Frisco Meeting

(Continued from Page 1)

mailed plans approved by New York web heads apportioning radio space to each net and affiliates. Coin flipped in New York won NBC choice of space for studio. Understood here and approved by McDermott that each net will have its own studio for local outlets and affiliates. Local stations not affiliated with any net will have to share time in these studios when and if possible. BBC and CBC are allotted working space for script writers, etc. But present pattern indicates they will use NBC technical facilities in that studio. Nets hoped and tried for more space originally but now hope they will be permitted to keep what they have. Big important sessions will see rush for mikes by reps of networks, affiliates and independent's similar to newsmen's race to telephones. In some cases it may be man who gets there first who gets the air. Programming other space or names of commentators who will originate shows here still impossible until space allotment made final by arrival of those blueprints, several program managers, and news editors here declared. National groups already are laying plans for radio presentation of their aims. First prospective time buyers from abroad are East Indians who are bringing Mrs. Punjab, sister of Nehru, Mohammedan leader of India here April 22. Nehru still imprisoned by English and Mrs. Punjab not a delegate but East Indians have employed local press agent and are seeking to buy time, also to have Mrs. Punjab interviewed on-air.

New Musical Show Set To Bow On Blue, April 22

(Continued from Page 1)

program will be heard at 4-4:30 p.m., EWT, and will originate from WJZ.

The format will be aimed at feminine listeners, and will star Earl Sheldon's orchestra and newcomers Lois Marlowe and Paul Frenet, in the vocal departments. Frenet is a French-Canadian, and has been heard only in Canada until now.

The deal was transacted through the Dorland International, Pettingell & Fenton Advertising Agency and Century Artists, Ltd.

To AGENCY EXECS!

MEMO . . . re TELEVISION!

Write Box 143, Radio Daily, 1501 Broadway, New York, granting interview to applicant requesting position to head Television department. Over 20 years' experience in production of novelty and advertising films, including practical knowledge of Radio. Showmanship ideas that will pay off in post-war business dividends.



Notes From A Ringside Seat . . . !

● ● ● The split between Burns & Allen and Young & Rubicam's Swan Soap account is anything but palsy-walsy. . . . Clark Gable tempted with a terrific offer to take over the Lux show. . . . Pittsburgh's noted radio ed, Si Steinhauer, has been notified that his son, Lt. Chuck Steinhauer, was wounded in the Philippines. . . . Hollywood's most inseparable trio these days are Red Skelton, his brand new bride, Georgia Davis and his ex, Edna. . . . Anent our item that Norfolk has been consistently overlooked by radio, Fred Coll calls our attention to the fact that Vox Pop played there five times. . . . Eddie Pola, Doherty, Clifford & Shenfield director, looking for a femme vocalist with French accent. . . . Elsa Maxwell's covering the San Francisco Conference for Mutual, may lead to a beautiful Mutual friendship. . . . Sam Taylor, who's been unofficially 'ghosting' the Aldriches for the past year, will get writer credit now. . . . Max Meth, "Up in Central Park" bandsman, has recorded an album of the show's hit tunes for Decca with Wilbur Evans and Betty Bruce on the vocals. . . . Ralph Edwards may take action against Art Linkletter of "People" to court. . . . NBC trying to lure Boston's handsomest announcer, Bob Perry, but commitments up there prevent his coming down. . . . Charles Harrell will direct the Blue's new co-op, "Headline Edition."

★ ★ ★

● ● ● Nostalgia: Joe Bier, WOR's Farm Editor, may not be 'Mister Radio', but he's been around for a long, long time—since December 28th, 1921, to be specific. That was when he was the baritone with The Premiere Male Quartet singing over the Marconi station, WDY, Roselle, N. J. As a solo performer, Bier shared programs with Vaughn DeLeath, Milt Cross, Ted Husing, Perry Charles, Norman Brokenshire and other oldtimers. (We can just see Ted getting ready to toss a haymaker at us for tagging him an oldtimer). Looking backwards, Joe Bier remembers that almost a quarter century ago, a good pair of headphones cost \$15. Crystal sets were replaced by one-tubers, price \$55. Graham McNamee and Phil Carlin handled the first world's series. The Ever-ready Hour was the first 60-minute commercial show. Vaughn DeLeath was the original "Radio Girl, over WDT, Manhattan. Amos 'n Andy were Sam 'n Henry. Henry Burbig was the number one comic. And getting distance—KDKA, Pittsburgh—was the number one thrill. Maybe we've just got spring fever.

★ ★ ★

● ● ● Question Marks: The cellist of what symphony group got his job because his wealthy wife wrote out a \$50,000 check for one of the war relief agencies? What stage, screen and radio star, formerly notorious for his imbibing, has reformed to such an extent that he won't even pose for those Piel Beer ads that the shows are going for? . . . What beloved family group don't even speak to one another off-mike? . . . What radio director, who used to be one of the sweetest guys in the biz when he was unimportant, has turned out vice versa since he became vice versa? Is Hildegardo still spending more coin on her show than she's earning to meet NBC's demand for better program value? . . . Will Joan Davis be able to sustain her high rating when she moves into her own spot? . . . Is "This is My Best" moving to Mutual in the Fall because of budget cuts? . . . What famous drama critic is deaf in one ear? (If you see him turning his tin ear toward the stage, you know the show ain't "in"! . . . What's the story behind Harry James' reluctance to come East? Harry Sosnik is filling in for him on the Danny Kaye show here and Sammy Kaye will take his opening spot at the Astor Roof this year. Wonder if the missus is putting her booooooofull loot down. . . . Is Maltox Cereal holding conferences with NBC with latter trying to convince them that it wouldn't look good if they quit the air just because of elimination of middle commercial? . . . Is WMCA to be the key station of the new Marshall Field web?

—Remember Pearl Harbor—

Blue Web To Change Name On June 15th

(Continued from Page 1)

ing Company, Smith said the web officials sought to convince some people in Washington that they were no longer associated with NBC. Then too, he said the name would have significant trade value in the post-war period when international broadcasting becomes a part of the industry's expansion program which is now in the planning stage.

Details for launching the new web name were worked out recently at a meeting attended by broadcasters from stations who will join the network on June 15th. Mike Huber, Blue web executive who came East from Chicago recently, will have charge of the advertising campaign. Audience promotion will be handled by Ted Oberfelder.

Woods Statement

Mark Woods, president of the web, in a formal statement, said in part as follows:

"We chose the name 'American Broadcasting Company,' Mr. Woods said, in announcing the change, "because 'American' so completely typifies all that we hope, and believe, this Company will be and will represent to the peoples of the world. The tradition of independence and of free enterprise, liberality in social philosophy, belief in free education for all and in public service—all this and much more is inherent in the name. It is our responsibility to see that our operation of the American Broadcasting Company is such that it will conform to standards and ideals that have come to mean throughout the world—the American way of life."

AGENCIES

LAXSEED COMPANY, INC., has resumed advertising in the New York market for Vi-trese. At present, the campaign centers around participations in the Carlton Fredericks program on WHN. The Laxseed Company account is placed by Maxwell Dane, Inc.

JOHN L. BUBUL, controller of the Farnsworth Television & Radio Corporation, Fort Wayne, Ind., and Robert L. Spotts, secretary and treasurer of the Tel-Autograph Corporation, New York City, have been elected to membership in the Controllers Institute of America.

STANDARD LABORATORIES, INC., announces a new spot radio campaign for Sloan's Liniment starting about April 1st on 30 stations, to supplement national newspaper and magazine advertising. Transcriptions for station breaks and one-minute spots include original music by Phil Cook, well-known radio personality. Commercials will be delivered by Bill Bivens.



*So we put away our bugle
and never blew a note*

THE OTHER DAY OUR Raymond Gram Swing was given the famed George Foster Peabody award for his excellence and competence as a commentator. A day or two before that, "Variety," top publication in the entertainment world, came through with a nice citation for one of our ace news-casters, George Hicks... and old man Temptation nearly got us: we came near writing an ad about the swell job some of our boys are doing on the news front. Felt like bragging a little.

After all, George *did* make one of the outstanding broadcasts of all time on D day and *was* first to broadcast the Rhine crossing... and our Gordon Frazer *was* the first radio correspondent to cross the bridge... and our Arthur Feldman *was* the first to broadcast the news of three major landings of the Philippines campaign... and Raymond Swing also got the BBC award (for his job in keeping the British people aware of America's war effort) in addition to the Peabody award.

Temptation Bows Out

Well, it was quite a temptation. But we finally put our bugle away without blowing a note. Settled down then to figure out *why* these men (and all our other Blue men up front and out at sea) consistently do such a bang-up job. Got to thinking that our red-hot interest in the

whole news and information picture might have something to do with it. That's a pretty important part of our operation over here, you know. We're *doing things* with news. It's part of our job to keep the public informed.

We are building some of the soundest news policies radio has ever seen, too.

No Censorship at the Blue

For example, we face the issue and admit that everyone over the age of six is prejudiced one way or another. And this fact in itself makes it impossible, on the face of it, to overcome bias by filtering all the news and commentaries through one "unprejudiced" man.

► That's silly. No man is smart enough to know what the public ought to hear. So, having picked men with a sense of responsibility, we let them say what they feel, reviewing their work only for good taste and for competent news authority. Then we set out to balance these prejudices: a commentator with a slant toward the liberal is balanced off with another more conservative.

Then we let them ride, with only this bit of coaching: "Get it all; get it straight; get it first, if you can."

And maybe the fact that the Blue Network *practices* freedom of speech instead of just preaching it inspires these men to do a great job.

We Owe This to the U. S. Public

We trust America. We don't think our people need to be spoon-fed. We think they can make smart decisions if they're given *all* the news, *all* the information, *all* the slants. And, so far, we can't see any evidence that this is a wrong slant on a public that has "come through" during these years.

LET'S TALK ABOUT NEWS: News is a lot of things: the first flash over the wire... the fox-hole-eye view... the interview with the Commanding General... the Washington sum-up... the commentator's interpretation.

But most of all, it's *information*; it's the anvil on which tomorrow's public opinion is shaped.

That's why the Blue Network does everything possible, every day, to keep it—

**Accurate Speedy Varied
Comprehensive Interesting**
—and our commentators
are not muzzled or censored

A Whisper to Advertisers: A network that's winning acceptance by dealing them straight isn't a bad one to keep in mind!

AMERICAN BROADCASTING COMPANY
The Blue Network