

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 32, NO. 44

NEW YORK, N. Y., TUESDAY, SEPTEMBER 4, 1945

TEN CENTS

Domestic OWI Out Sept. 15

GEN. EISENHOWER

... A Day At USFET Headquarters

By JACK ALICOATE
Publisher, Radio Daily

TO BE with General Eisenhower for more than an hour as our group was today is to be compellingly impressed with the fact that one has met a great American, a scholar, a diplomat, a salesman and a born leader. . . . Scholar because he rips off history, literature, theology and psychology with machine gun precision, diplomat because he is now showing his fine statesmanship in handling weighty and confusing allied reconversion problems. Salesman, a master, when he wants to put over a point, mister you are sold, and warrior because in our modest opinion he is the outstanding soldier of the war. . . . His men worship him. . . . Confidence forbids quotations but in general he believes in allowing the Germans to get well mentally as well as physically by helping them to help themselves. . . . He does not believe in education by force. . . . That it is the province of the civil government and not the Army to bring Germany back into the society of nations with the Army standing by for prompt and rigid enforcement if necessary. . . . He told us with enthusiasm of his trip to Moscow and of his firm opinion that relations and understanding with the Soviet Union will continue to improve as time moves on.

OUR conference was held in his impressive office with the flags of the United States, England and Russia as background. . . . This room was the enormous and impressive board room of the I. J. Farben outfit where USFET has its general headquarters. . . . The buildings are collegiate like in appearance and

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Tele Poultry

"Pierre," CBS tele duck who has appeared on WCBW for some months on "Missus Goes A-Shopping," died suddenly the other day of a mysterious ailment according to officials of the Bronx Zoo. Before "Pierre" was cold, "Josie" a white South American duck stepped into the job. Outlet is also reported dicker with the Goose Hollow Farms for a color-tele duck.

Summons

Marking, undoubtedly, the first time that radio has been used for a purpose of the sort, the major networks on Saturday broadcast at the request of the Congressional Parliamentarian an official notice to all Congressmen calling them into session on Wednesday, September 5. A notice of three days, not counting Sundays, is required by law to call Congress back into session under the resolution for such action.

CBS To Carnegie Hall In Promotion Show

CBS will utilize an hour and a half—3-4:30 p.m.—on Sunday, Sept. 16 to broadcast from the stage of Carnegie Hall, New York, a panoramic preview of the web's Fall and Winter offerings. A galaxy of the network's brightest name stars will be featured. Norman Corwin will produce the

(Continued on Page 9)

Avery Leaving NAB; Plans Station Rep. Group

Washington Bureau, RADIO DAILY
Washington—Lewis H. Avery, director of broadcast advertising for the National Association of Broadcasters for the past three years, announced his resignation Friday, to take effect September 15th.

Avery told NAB President Harold Ryan he has completed plans for es-

(Continued on Page 2)

Public Should Judge Radio, Porter, FCC Head, Advises

Expressing a desire that the listening public take a more active interest as arbiters and final judges in radio services, Paul A. Porter, chairman of the FCC highlighted a talk on Sunday by stressing the fact that the Commission is not prescribing any specific programs or pontificating on what particular thing the American Public should hear.

Specifying that the ether channels

Leaves No Government Unit To Funnel Messages For Radio; No Interim Group; NAB May Take Hand

Jap Surrender Events Give Radio Busy Time

With the earlier existing uncertainty removed by Friday noon as to the probable time of the Japanese surrender stations and networks gave up the idea of newsroom staffs taking time out Saturday night and readied full plans for the event. By noon Friday Charles G. Ross, White House secretary advised that the

(Continued on Page 11)

Associated Sets Up First Of "Web Spots"

Grand Rapids, Mich.—First of a series of participating programs on the Associated Broadcasting Corp. network has been purchased by the web from the Raymond Morgan Agency of Los Angeles. This is a full hour show and a vehicle for spots on a

(Continued on Page 11)

Report Reader's Digest Quitting "Town Meeting"

Reader's Digest Assn. sponsoring "American Town Meeting of the Air" over the American network, Thursday 8:30-9:30 p.m., EWT has cancelled its time with the termination of

(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—Broadcasters will no longer have any government coordinating agency to channel demands for time from the various government agencies after the end of next week. The September 15 termination of the OWI Domestic Branch, announced by the White House Friday, was decided upon without any serious attempt to set up an interim organization to aid broadcasters in their dealings with

(Continued on Page 12)

World Series Games In Three-Year Pact

Gillette Safety Razor Co. has signed to sponsor the World Series for a three-year term, over the Mutual network. Deal set Friday is through the Maxon Agency and will concern the major league series for the next three consecutive series of games. Gillette has bought the games for the past few years after Henry Ford had been the client. Terms at the time for broadcasting rights were \$100,000 for each World Series.

CBS Informs Employees Of Salary-Policy Plans

A new three-point policy on post-war salaries of employees at CBS was issued Friday over the signature of Paul W. Kesten, executive vice-president of the network. Calling

(Continued on Page 11)

Decorated

Paris—Lt. Col. John S. Hayes, chief of the American Forces Network, has been awarded the Croix de Guerre in a colorful ceremony in the Court of Honor of the Les Invalides, for "exceptional services" during the liberation of France. Recently Col. Hayes received the Bronze Star from General Eisenhower. Hayes was formerly vice-president of Mutual.

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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.

Radio Guild Elects Officers In Montreal

Montreal—Paul L'Anglais, was re-elected president of The Radio Guild at its annual meeting held recently. Other officers chosen were: Vice-President, Phil Lalonde, director, CKAC station; Secretary, Hertel LaRoque, of McKim Advertising, Limited; Treasurer, Walter J. Downs, of Walter P. Downs, Limited; Directors, Paul Corbeil, assistant director, CKAC station; Marcel Provost, of Radio Monde; Bernard Goulet, of CKAC station; Wilfrid Charland, of Whitehall Broadcasting; Lucien Theriault, of CBC.

Gets KDKA News Post

Pittsburgh—Charles A. Earley, of the KDKA newsroom staff, Thursday was appointed chief news editor of the station, according to Joseph E. Baudino, manager of KDKA of this city. Earley has been a member of the newsroom staff for the past three years. He was formerly associated with Pittsburgh and Eastern Pennsylvania newspapers.

20 YEARS AGO TODAY

(September 4, 1925)

Practice of early-day radio of filling in air time with phonograph records and piano renditions is over, according to Charles Popenoe, manager of station WIZ-WJY. In Mr. Popenoe's judgment, today the public wants its radio first-hand.

Connect in Connecticut

WDRRC

HARTFORD 4 COMM. DISTRICT
W D R C - 1945

Coming and Going

WENDELL ADAMS, program director of Radio Luxembourg for the Psychological Division of SHAEF is back in the States and has resumed his duties at Columbia, where he is devoting his time to the preparation of network programs.

Z. C. BARNES, vice-president of the Mutual network in charge of sales, will return today from a three-week vacation spent at Green Pond, N. J.

TOM FITZSIMMONS, night editor of RADIO, DAILY, is sojourning in the Adirondacks.

J. HOWARD WORRALL, president of the Hawaiian Broadcasting System, has arrived on the West Coast to confer with CBS officials in Hollywood and Salt Lake City.

BENEDICT GIMBEL, JR., president of WIP, Mutual affiliate in Philadelphia, is expected back today from Maine, where he spent two weeks of fishing at the Rangely Lakes.

E. P. J. SHURICK, director of promotion, press relations and merchandising for KMBC, Kansas City, is on a business trip to New York, Washington, D. C., and Chicago.

ACE OCHS, director of the Arthur Godfrey program on CBS, resumes his chores today following a vacation of two weeks.

ELAYNE HILDAGARDE FOX, titian-haired amanuensis on the staff of RADIO DAILY, who during the past fortnight has been resting in Dayton, Ohio, is expected back to resume her journalistic chores some time today.

JOE HEIFERTH, audience promotion manager for the American Broadcasting Company, and DON RICH, publicity director of WJZ, have returned with the WJZ Victory Troop from Lakehurst, N. J., where they entertained at the Naval Air Dirigible Station.

O. L. TAYLOR, executive general manager of KGNC, CBS outlet in Amarillo, Texas, a visitor last week at the New York headquarters of the network.

F. WILHELM, assistant district manager in the San Francisco office of RCA, to New York, where he will take over his new duties in the administrative division of the corporation's traffic department.

CHARLES GODWIN, assistant director of station relations for the Mutual network, returns today from a combined business-and-vacation trip through the southern states.

HUGH K. BOICE, JR., sales manager of WMBD, Columbia network affiliate in Peoria, Ill., spent a portion of last week in New York. Looked in, of course, at the offices of CBS.

Report Reader's Digest Quitting "Town Meeting"

(Continued from Page 1)

the current 13-week contract. American will continue the "Town Meeting" as a sustainer, as it was before the sponsorship of Reader's Digest, unless a suitable client comes along meanwhile.

Understood that the monthly magazine originally bought the program because it widest possible circulation was not attainable due to lack of paper. With return of paper the radio show, having served its purpose, will be discontinued.

MBS' Tom Slater On Tour

Tom Slater, manager of Mutual's special events division, left Friday with a company of stars to entertain men and women of the armed forces over Labor Day week-end.

The itinerary included McDill Field, Tampa, Fla., and then to Cherry Point, N. C., Marine Base.

Stars in the group comprised Evelyn Knight, Ruth Davey, Larry Douglas, Monica Lewis, Milt Page, Mary Ashworth, Danny O'Neil and Bob Thiele.

Avery Leaving NAB; Plans Station Rep. Group

(Continued from Page 1)

establishment of a radio station representative organization of his own. Ryan said he will announce Avery's successor shortly.

Edwards Re-Aligns Staff

Permanent origination of "Truth or Consequences" in Hollywood brings about various changes in Ralph Edwards' personal staff. Former members who have joined the popular emcee on the Coast include Alfred Paschall, production manager; Phil Davis, idea man; and Carl Frederick, assistant stage manager. Martha Curry, formerly with NBC-Hollywood press, will act as press liaison and Bill Burch will serve as producer-writer.

WM AMERICAN BROADCASTING CO.
Plattsburg, N. Y.

CONSISTENTLY
SELLING THE
NORTHCOUNTRY'S
RICHEST MARKET
SPOT SALES, INC., Nat. Rep.

F F



Big lift

That's a propeller . . . and that's what makes a ship move through the water.

What makes goods move . . . when you sell by radio?

A strong sales argument . . . listened to by the greatest number of buyers per dollar spent.

In the 6th largest city in the U.S.A.—W-I-T-H, the successful independent in Baltimore, reaches the greatest number of listeners at the lowest cost.

Get yourself a strong sales story . . . put it on W-I-T-H . . . and in one market we know intimately, we know something will happen.

Sales up . . . cost down is the report via W-I-T-H.



W-I-T-H

IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED



MUSIC has power

WDAS is the only Philadelphia radio station featuring three hours of classical music daily

No wonder WDAS audiences say "Thank You!"

● ADVERTISING MUST PACE PROGRESS



Advertising Brought
NATIONAL MARKETS

to

Local Stores!

IN 1909—an idea; in 1945—a multi-million dollar business! Such is the history of the Florists' Telegraph Delivery Association, the trade cooperative which widens a local florist's market from his own community to a whole nation. Thirty-six years ago, florists determined to make "Flowers-by-wire" a reality. Their success is attested by current annual volume of more than 5,000,000 orders—more than 7000 members—more than \$36,000,000 worth of business!

In the DISTRIBUTION DECADE Advertising Must Win Still Wider Markets!

AMERICA is on the verge of a new era—the Distribution Decade! Now that Victory has lifted the curtain on this new phase of economic history, new responsibilities and new opportunities will fall to Advertising.

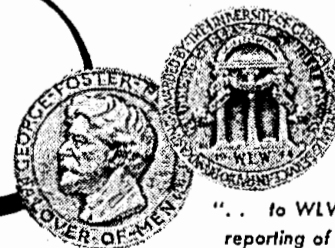
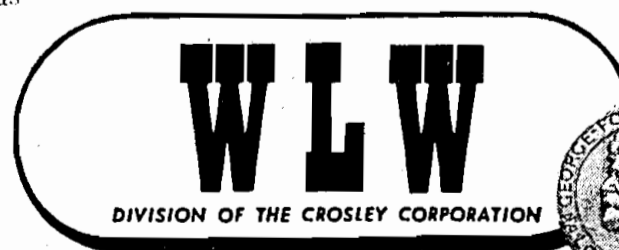
Conversion from war production finds us with abundant manpower, money, materials and manufacturing facilities. Purchasing power will exist as

a potential, but its activation will hinge on the success of Advertising. For Advertising must create demand among consumers.

More than that, Advertising must regulate demands to meet abilities to produce in order to maintain a stable economy. Without a demand for goods, plus a parallel course of supply and

consumption, we face a menace of disastrous unemployment.

Advertising did it before—and will do it again—*better*. Alert agency men will be ready for the Distribution Decade. The Nation's Station will soon be ready, too; ready to go into action—with new, factual data on how to move merchandise in the 4-State market that is WLW-Land.



"... to WLW for outstanding reporting of the news"

THE NATION'S MOST MERCHANDISE-ABLE STATION

LOS ANGELES

By RALPH WILK

ED BARKER, sales representative of NBC's Western division, has resigned to enter station operations field in San Jose, Calif., where he was one time commercial manager for KQW. He has applied for frequency assignments and construction permits for the new station he plans to operate in San Jose. No successor for Barker has been announced as yet by Frank A. Berend, western sales manager.

Bebe Daniels, definitely deciding to remain in Hollywood with her family after devoting herself to the war effort in Great Britain and on the continent, will resume her career in radio as well as on the screen. Feldman Blum agency will handle her for films and NCAC will take care of her radio interests. Though she starred in "Panama Hattie" in England and was a stage favorite, Miss Daniels will not accept any of the numerous Broadway offers she has had, desiring to stay here indefinitely.



Notes From An Aisle Seat . . . !

● ● ● NBC, which sold the net for the Army-Notre Dame game to Saturday Evening Post for sponsorship, may have its share of headaches in delivering the web, many of the stations having committed themselves locally. WBAL, Baltimore; WGY, Schenectady; WTAM, Cleveland and KDKA, Pittsburgh, to mention a few. . . . At least three of Benton & Bowles' clients are receptive to television presentations. . . . Ted Husing will be on the Danny Kaye show when it preems Sept. 28th. Moves back to the coast again in March. . . . Frank Parker offered the lead in "Show Boat." . . . Sid Moss out of the Army and back with Wm. Morris. . . . Harriet Van Horne, World-Telly radio ed, turned down job as Women's Editor of Life (at a fabulous figure) because she can't get up before noon. Harriet, incidentally, was touted for the title role in "Forever Amber" (Eddie Jaffe tells us)—but she maintains she's hardly ever Amber! . . . Joe Harrison Kahn, NBC 'Info, Please' pianist, married Sunday to warbler Carole Dels. . . . Groom just returned from the "I.P." USO tour. . . . Bill Slater points out the interesting fact that next season baseball announcers will probably have to do that to the exclusion of everything else during the season. (From Feb. on when the training starts) . . . While some of radio's directors are throwing out the welcome mat to returning servicemen (notably Jerry Devine and Ed Byron), the majority aren't going out of their way to make things easier for the vets. One topflight actor, just back from three years in the Pacific jungle, got this bright remark from one director: "You've been away too long, kid. Better take another audition!"

★ ★ ★

● ● ● You can't keep a good thing secret in radio. Within two hours after Irving Mansfield cut an audition record on his new show, "Mr. and Mrs. America," three offers for sponsorship came pouring in. Brilliantly written and produced, we're going way out on the old limb to call it one of the finest audition records we've ever caught. . . . Chris Cross, of BBC, chides us for our recent line about BBC going commercial this fall and reminds us that their charter doesn't expire until Jan. 1, 1946. . . . Sydney Moseley off for Europe to study post-war conditions there. . . . Sept. 6th marks an anniversary for Lilian Okun—the start of her 13th year in radio. . . . Fred Allen slated for a round of guest shots before his own show tees off. His first will be on the "Info, Please" opener.

★ ★ ★

● ● ● If Sylvia Fine (Mrs. Danny Kaye) could only put some of her throw-away lines into Danny's show, it'd be a cinch to lead the Hooperace. For instance, she told Goody Ace not long ago that he could select any band he wanted for the show—only to remember that Dave Terry has already been signed! . . . It's a photo finish between Col. Stoopnagle and Bill Slater for the emcee chores on "Double or Nothing" . . . Watch for a rush of advertising in the "we did it" manner by firms who had the slightest connection with the manufacture of the atomic bomb. . . . Palm Beach, Fla., will be the next target of the high pressure promotion lads who will attempt to build it in the Miami manner. . . . It's Irving Hoffman's tale of the two soldiers who were discussing the possibilities of a future war. One commented that the next war would be fought with radio. "Well, I'm ready," cracked the other. "I've faced some terrible programs!" Paul Mann and Ann Shepherd are shopping for a ring. . . . Steve Courtlight copped the lead for the "Shado" series. . . . Johnny Morgan back from USO tour and looking over scripts for a B'way musical. . . . Shirley Eder skedded to go to San Francisco, her husband, a captain, having been transferred out there. . . . What daytimer has had five writers and five directors in the past two years? . . . The news that AP's Ed Kennedy will go in for columning recalls the classic line that John Chapman pulled on Kent Cooper at the time Kennedy scored his world-wide beat. Asked what he should do with Kennedy, Chapman retorted: "You oughta give him a solid gold reprimand!"

CHICAGO

By BILL IRVIN

CRITERION RADIO FEATURES, INC., with offices at 360 North Michigan Ave. which will produce and sell radio package shows, both live and transcribed, was formed in Chicago this week. Robert R. Hansen and William Walbaum are presently directing the activities of Criterion. Hansen was formerly publicity director of WIND and sales promotion manager of WGN. He resigned from latter position from his own public relations and radio-advertising consultant office.

Walbaum was formerly producer-writer at WHAS, Louisville. He will be in charge of production in the Chicago office. In the near future, Hansen will make arrangements for the opening of a Hollywood office for Criterion. Simultaneous with the organization of the company, it was announced that Criterion has obtained exclusive transcription rights to the football forecasts program of Jimmy Evans, former All-American football star, sports analyst and commentator. The transcribed Evans series is currently being offered, with the first program to start Sept. 21.



"It's those vitamins Father heard about over WFDF Flint."

36th Week

THE JACK KIRKWOOD SHOW

Procter & Gamble

KLLZ
DENVER

City College of New York Award of Merit for most effective institutional commercial program.

REPRESENTED BY THE KATZ AGENCY

WBAL
means business
in Baltimore

50,000 Watts • NBC Network

Edward Petry & Co., National Representative

**"Throw Your Voice Where
It Will Do the Most Good!"**

★ **Leading Advertisers know that Detroit is the most responsive and fastest moving market in the world . . . and they pick WXYZ because this station completely covers the Detroit area...where there is a market with a billion dollar buying power.**

(Key Station of the Michigan Radio Network)

WXYZ

Affiliated with the American Broadcasting Company, Inc.

Owned and Operated by the
KING-TRENDLE BROADCASTING CORPORATION
1700 Stroh Building • Detroit 26, Michigan

Represented by the Paul H. Raymer Co.



Four

U. P.



Today's United Press Commentary

1

5 Minutes—Every Day . . . Takes the day's biggest story and takes it apart, to show what it means and what difference it makes in the life of the world. This peacetime successor to the war-long successful "Today's War Commentary" explains in everyday terms complexities of national and international affairs which hit the big headlines, diagrams their elements, makes graphic their backgrounds. A feature of nation-wide appeal for our now-world-conscious nation.



Your New Home

2

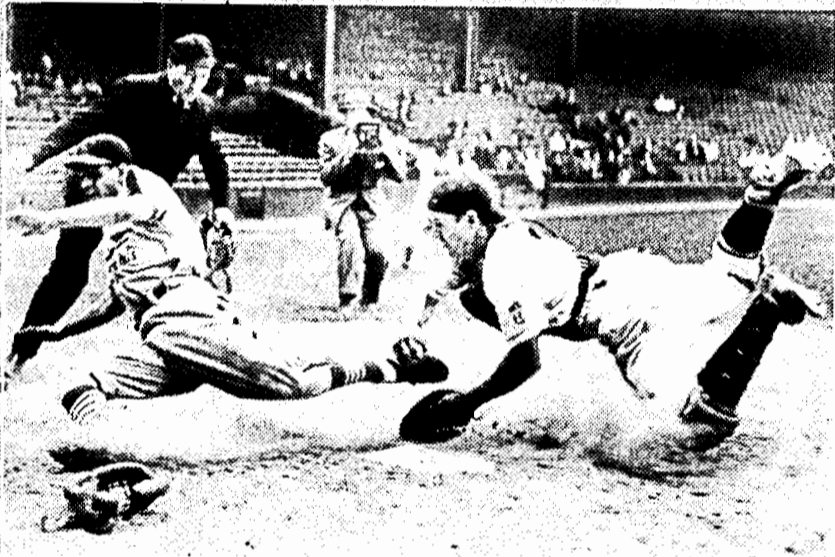
15 Minutes—Sunday . . . Everything about the new home which everyone has been waiting for, from design to decoration, from financing to furnaces, from location to landscaping. New materials, new inventions, new plans that make work in the home easier, enjoyment of the home more abundant—all the facts and topics which ring the front doorbell to every home-owner's and home-lover's heart are covered in lucid and thorough fashion in "Your New Home".

UNITED PRESS RADIO NEWS WIRE FEATURES

Besides the New 4, These Sixteen More:

- | | | |
|-----------------------|----------------------|-----------------------------|
| Women in the News | Speaking of Sports | Design for Peacetime Living |
| In the Women's World | In Movieland | (formerly Design for |
| Today's American Hero | On the Farm Front | Wartime Living) |
| Names in the News | In Your Neighborhood | Weekly Business Review |
| Good Eating | World of Tomorrow | Highlights of the Week's |
| (formerly Vitamins | Tomorrow's Business | News in Review |
| for Victory) | Places in the News | |

FORCEFUL *NEW* NEWS FEATURES



Sizing Up Sports

3

15 Minutes—Sunday . . . To cope with the impending sports boom, U. P. supplements its daily sports commentary with this Sunday feature reviewing highlights of the week gone by, previewing those of the week to come. "Sizing Up Sports" does not summarize, but analyzes and dramatizes events and trends, sharpening understanding of what's just happened, sharpening interest in what's about to happen. It's fan-fare every sports follower will enjoy.



America Converts to Peace

4

5 Minutes—Six Days a Week . . . Both for the folks who've been at home during the war and the men who're coming home from the war, "America Converts to Peace" provides expert and explicit information on new developments, new arrangements, opportunities at hand. Naturally prominent at the start will be facts for the veteran: how he can get a job, a business started, money to build a home, more education. A feature for everyone striving for a better future.

an years ago United Press became the leader of major press associations in supplying news for radio. That lead U. P. ever since has not only held but lengthened. Today its radio clients outnumber those of all the other main services combined.

The reason for this has been the news features which U. P. has provided to supplement its fast, accurate, easy-to-handle news dispatches.

These features have done a two-fold job for radio: they have added to and consolidated audiences; and they have attracted sponsorship in such measure as to minimize, sometimes even to exceed, the cost of the U. P. service itself.

Now to its splendid sixteen features U. P. adds four new ones, all of sweeping interest, all as up-to-the-second as a time signal. The entire twenty are on U. P. radio wires now—current and convincing examples of U. P.'s policy of constantly bettering its own unequalled best.

UNITED PRESS



T H E 1 9 4 6
R A D I O
A N N U A L

I S N O W
I N W O R K



Out Early in 1946

RADIO AND TELEVISION'S RECOGNIZED BOOK of REFERENCE

*** C O V E R S * E V E R Y T H I N G * . . . * G O E S * E V E R Y W H E R E ***

CBS To Carnegie Hall In Promotion Show

(Continued from Page 1)

ire microphone performance as an integrated entertainment using a typical American family, probably Columbus's own "Aldrich Family" cast as a unifying factor.

to achieve this novel *tour de force*, Cowin contemplates converting the size of Carnegie Hall into a vast broadcasting studio. Here he will impart the Family in an "at home" milieu and have its various characters serve as hosts to a galaxy of other airwaves stars, all of whom will contribute and blend their individual talents for the occasion's gaiety.

This is the "Stars in the Afternoon" party to which CBS has invited its listeners throughout the nation to enjoy participating membership via their loudspeakers. Among the varied talents invited to the "Stars in the Afternoon" party are: Artur Rodzinski, conductor of the New York Philharmonic-Symphony; the sleuthing "Thin Man"; Tom "It Pays to be Ignorant" Howard; the melodic Kate Smith and James Melton; "Report to the Nation" newshawkers; "Inner Sanctum's" Raymond with his eerie aged door to dire events; Phil Barker and his "Take It Or Leave It" question-categories; Jean Tennyson and Jan Peerce with "Great Moments in Music" arias; "We the People" unusual headline personalities; baton-wielding Andre Kostelanetz; quiz-master Bob "Thanks to the Yanks" Clark; first lady of the theater, Helen Hayes; the Family Hour's operatic Patrice Munsel, and "Your Hit Parade's" Mark Warnow.

Disquers Club Sign Names For Campbell Soup Show

Los Angeles—First announcement of star talent to appear on "Request Performance," Campbell Soup-sponsored air show, was made by the Disquers Club, producers of the program.

Among those already signed are: Benny Baker, Lucille Ball, Jack Benny, Walter Brennan, Joe E. Brown, Eddie Cantor, Charles Corbin, Claudette Colbert, Gary Cooper, Albert Cummings, Jimmy Durante, Perry Fitzgerald, Glenn Ford, Sydney Greenstreet, Jack Haley, Olivia de Havilland, Rita Hayworth, Sonja Henie, Allan Ladd, Dorothy Lamour, Charles Laughton, Ida Lupino, Diana Lynn, Lauritz Melchior, Paul Muni, Eleanor Powell, George Raft, Randolph Scott, Sylvia Sydney, Franchot Tone, Vera Vague, Rudy Vallee, John Payne, Orson Welles, Loretta Young.

PROMOTED

in each job held. Left each job for better one. Publicity, reporting, news writing and pictures experience. Want job radio, trade press, publicity or any allied service. Box 209, Radio Daily, 1501 Broadway, New York 18, N. Y.

★ ★ GEN. EISENHOWER ★ ★

... A Day At USFET Headquarters

(Continued from Page 1)

some idea of their magnitude can be gained from the fact that they contain over 2,500 rooms. . . . General Eisenhower took time out both for group photographs and for personally signing each of our short snorters. . . . General Ike is easy to talk to, easy to know, easy to listen to and every inch a fighting man.

IMEDIATELY after leaving the boss we were hurriedly on our way to the Frankfurt Reichbank there to see and behold not only the loot itself but to watch a large force of experts in the process of cataloguing the gold, silver, currency, securities and objects of art recaptured from the plundering Nazis. . . . Here piled up like cord wood for us to see was a quarter of a billion dollars in gold bars, bushels of foreign currency from every country in the world, and interestingly enough piles and piles of American and British bank notes and consular seals fresh from the presses of the efficient and productive Nazi counterfeiting plant. . . . There were 200 boxes of looted silver articles and bushels of wedding rings, pounds of dental gold taken from the condemned and countless bars of pure silver piled up like bricks. . . . Interesting was a small boat load of stocks and bonds of corporations from every part of the world. . . . Colonel Bernard Bernstein who is in charge of this Midas-like fairyland of riches was our well indoctrinated conductor. . . . Here is Army big business at its biggest.

A SHORT but screaming ride through bombed Frankfurt, to see the military government of Frankfurt, under command of Col. R. K. Phelps in action. . . . The day's conference of 37 experts on conditions of every kind and description in this district was held upon our arrival. . . . This is the authority that is now making political and economic sense out of chaos and turmoil. . . . This outfit practically fought its way into Frankfurt when the Fifth Division captured the city last March. After watching their first team in action one comes face to face with the comprehensiveness and efficiency of a smooth working combination now hitting on all

cylinders to bring about eventually the new orientation and rehabilitation of the Reich.

BEFORE returning to our comfortable hotel in the suburbs for dinner, we were permitted to have front row seats at a summary trial of an alleged party member for a minor offense. . . . We were impressed with the extreme courtesy and fairness of the trial judge but the young lawyer for the government, probably fumbled the ball. . . . When we left it looked like a Mexican standoff. . . . The best part of the show was the interpreter.

UP IN the air department. . . . Our good ship radio beam is a graceful intriguing and at times pretty fast gal. . . . We are commencing to know her pretty well for she has been with us night and day since London. . . . Like most of her sex she at times is delightfully inconsistent. . . . For instance while flying through a squall en route to Berlin, she hit an air pocket and dropped like a June Crosley. . . . We gave a side glance at our brother pencil pusher Abel Green and his color was sort of a deep cerise.

SIDELIGHT: The skipper of the radio beam is Blackie Archer, a gentleman adventurer out of the pages of fiction. . . . He hails from Wisconsin, got smashed up somewhat in football at the University of Michigan, has flown the seven seas and he and the pretty lady, radio beam have been together for hundreds of flying hours. . . . He acts every inch the soldier, is an accomplished musician, looks like an M-G-M leading man and wears his clothes like Adolphe Menjou. . . . Nixon, our co-pilot, is the sure soft spoken collegiate type and our radio man Sally could double for Lou Costello both on and off. . . . A deep curtesy to these Army Transport Command crews. . . . They are efficient, courteous and every man back of them a large hunk of flying man.

Worcester's Top 28 NIGHT TIME Network Programs

ALL on WTAG
Big Town **30.2**

Hooper Survey Dec. '44—Apr. '45

WTAG
WORCESTER

Exclusive!
CHI' BEARS '45 FOOTBALL
W-I-N-D CHICAGO
560 Kc. 5000 WATTS

Porter Asks Listeners To Scan Radio Quality

(Continued from Page 1)

to express their views about the services received through radio.

The American system of broadcasting being a democratic system presupposes certain free choices, Porter said, and added that FCC licensing procedure doesn't provide for a quadrennial election. There is no method by which a change can be enforced as is done in government. But the public can, if it takes the trouble, give voice to confidence or disapproval of what it likes or doesn't like, he de-

The important question, Chairman Porter stated at the conclusion of his intermission talk on the CBS Symphony Hour, is whether the public could match the ingenuity of science and explore and develop new techniques to make effective use of what had been created for them.

Al Finestone To Coast

Al Finestone, of Paramount Pictures' home office publicity department, handling trade publications, radio and television publicity, is transferring to the Hollywood studios.

BALTIMORE'S
Listening Habit

W
C
B
M

MUTUAL BROADCASTING SYSTEM

JOHN ELMER **GEORGE H. ROEDER**
President General Manager
FREE & PETERS, Inc.
Exclusive National Representatives

★ **THE WEEK IN RADIO** ★

Radio's Role in St. Louis

By MILDRED O'NEILL

SIGNIFICANT to the industry is the job of public service the St. Louis stations have been carrying on ever since August 16 when the city's daily newspapers went on strike. Hundreds of calls received daily at all stations are being handled by way of personal coverage of city departments for complete local news by stations as well as extension of newscast schedules to include world news, market news, want-ads, comics, death notices. . . . Strike has revealed much of local newspaper-reader preference. Motion picture programming seems to take first place, followed by death notices, radio newscast schedules and news of troops movements. Incoming calls indicated considerable interest in baseball scores and comics.

Preparations got under way for a complete coverage of the formal surrender and initial occupation of Japan, with the announcement that 200 accredited radio and press correspondents would work from General MacArthur's headquarters. West Coast shortwave stations, in anticipation of a rush of wordage, greatly augmented personnel, to receive from transmitter ships, teletype and other sources.

Summary of FCC rules covering FM was released to facilitate manufacturers', licensees' and applicants plans. Two areas were designated. Populated Area I will have an increased number of channels, indicating there will be a choice of FM stations for the northeastern area, all of whom will be required to meet rural and urban needs. Area I includes New England, southeastern New York, all of New Jersey, Delaware, District of Columbia, sections of Maryland and Pennsylvania.

The Crosley Corporation has announced a production schedule of 1,400,000 home receivers in the first post-war year of operation, starting in September. Announcement revealed that just one plant, operating an eight-hour shift, is able to produce 4,500 sets per day and a second, to be made available, will put out 600 console sets per day.

With the Surplus Property Board designating the Reconstruction Finance Corporation to dispose of all surplus electronic and radio communications equipment no longer needed

for military purposes, approximately five billion dollars worth of this equipment will be released to the public. It will consist of such items as field telephone sets, mine detectors, radar devices, mobile radio communication units, walkie-talkie and parts from various dismantled items.

Radio's plans have been completed for the Victory Loan drive, with Treasury Salutes carrying a rehabilitation message. Approval of the program as a whole by the War Finance Division and OWI was made simultaneously with Secretary Vinson's announcement of October 29 as the starting date of the drive.

Announcement was made that the Allen B. Du Mont Laboratories, Inc. will install three complete television studios in the New York John Wanamaker Store. Deal marks the advent into television of the first of the large department stores.

At a meeting last week in New York, members of the Broadcast Measurement Bureau Technical Research Committee voiced approval of a proposal to include network subscription to the BMB and discussed plans for the allocation of sample ballots and various tests on balloting.

Philco Starts Construction Of New \$1,000,000 Plant

Philadelphia—Philco's newly begun million dollar plant adjoining the main Philadelphia plants will feature the world's longest continuous radio production line. The factory will contain 300,000 square feet with eight parallel conveyor lines for high speed manufacture of console radios and radio phonographs.

The company has also started assembly line production of 1946 refrigerators and output is expected to reach pre-war levels within the next six to eight weeks according to John Ballantyne, president of Philco.



SALES MAN OF THE YEAR

FULTON LEWIS, JR. is a time buyer's dream . . . a proved feature, heard on more stations, by more people than any other news commentator. No wonder, then, that Lewis is the most widely sold "cooperative" on the air—with 171 local sponsors. There are still a few availabilities for you to add your name to this list—

Originating from WOL, Washington, D. C.

WIRE, PHONE OR WRITE TO

Cooperative Program Department

MUTUAL BROADCASTING SYSTEM

1440 Broadway, New York 18, N. Y.

Wolfe
SALES DOLLARS TRAVEL FAR . . .
Ben Ludy, GEN'L. MGR. . . when you use them on
WIBW
 The Voice of Kansas
 TOPEKA

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

first in Chattanooga in

LISTENING AUDIENCE
 ADVERTISING VOLUME
 PUBLIC SERVICE

Surrender Events Give Radio Busy Time

(Continued from Page 1)

... would go aboard the Missouri at 9 p.m., EWT, Saturday and the broadcasters then figured it would not take much longer to get things...

President Truman was also set in advance to broadcast his talk on Sunday should the signing of the surrender terms be delayed to or after midnight Saturday.

... gave the webs more leeway in setting their plans and more freedom upon which to work. As originally agreed upon, first news would be pooled broadcast as to the Pacific. However, President Truman, if time allowed, to speak first and then switch everything to the Japanese area.

Hosts Students Of Summer Radio Inst.

Chicago—The National Broadcasting Company, co-sponsor with Northwestern University of the Summer Institute, was host to the student body of the fourth annual institute at a banquet in the Merchandise Mart late last week. Faculty members of Northwestern University School of Speech and officials of NBC, including Harry C. Kopf, vice-president and general manager of the central division, Judith Waller, public relations director of the central division, and class instructors and department heads attended. Student enrollment was under the direction of Mr. Blake.

CBS Informs Employees Of Salary-Policy Plans

(Continued from Page 1)

attention to the relaxation by the WLB and the Treasury Department of control over employee compensation, Kesten outlines the new Columbia plan as follows:

"1. We will be able to put into practice again, at the end of the year, the established CBS policy of reviewing individually and carefully the salary and salary record of each member of the organization, and of granting merit increases on the recommendation of department heads wherever they are indicated.

"2. All increases on which we have been unable to secure approval, in whole or in part, for present employees under war-time restrictions, will be put into effect retroactively to the first of the year, unless the increase was to take effect at a later date. In all cases except those in which detailed computations are necessary this will be done now.

"3. There may be instances of salary inequities which have existed for 12 months or longer, which we have been entirely unable to correct because of stabilization regulations. Such inequities will be acted upon between now and the end of the year on specific recommendations of department heads.

"We know that members of the CBS staff are concerned, just as management is concerned, with many of the questions which the transition from war to peace tends to raise. We cannot, of course, pretend to predict with certainty the post-war economic cycle. We have, however, every reason to feel confident that, regardless of interim fluctuations, this company is destined to play a more important role in the broadcasting field than ever before. We anticipate several years of progressive expansion, and expect that a substantially larger staff will be required than we had before the war.

"With this in mind, we are planning on the return to our organization of many of the CBS people who are serving with the Armed Forces. Many of these people will fill new positions rather than their previous positions. Every effort will be made to retain in their present positions, or in other positions, members of our organization who have joined CBS during the war, and whose services

Mutual Broadcast Brings News Of Missing Flier

Philadelphia—An overseas broadcast from Yokosuka yesterday, by Jack Mahon of Mutual, gave relatives of Ensign Arthur Whitney Downs, Jr., of Philadelphia, the first word they had received of him since his plane was shot down over the Philippines in September 1944.

Down's name was mentioned by Mahon in his description of the prison camp near Yokosuka, where 800 Americans were found. Shortly after the broadcast, an uncle, McElroy Ross, manager of the Mutual affiliate in Bowling Green, Ky., station WLBK, telephoned the network office in New York and said that he heard his nephew's name mentioned just as he entered the studio.

When Moss called New York he talked with Abe Schechter, MBS director of news and special events, who immediately got San Francisco on the 'phone and effected a three-way hook-up on a recorded broadcast.

to the organization have met traditional Columbia standards. In any individual instances where this is not indicated or possible, the following policy will apply:

"Instead of the usual CBS graduated schedule of severance pay for employees who have been with us less than a year, (one week for less than three months' service, two weeks for three to six months, three weeks for six to 12 months), four weeks of severance pay will be granted to all such war-time employees.

"We believe that insofar as CBS is concerned, any post-war changes will be gradual and spread over the next twelve to eighteen months, both as to the expansion of our activities and the return of our men from the service."

FM is sweeping the country

We, as pioneer manufacturers of FM broadcast equipment, are prepared . . . and now have openings for sales representatives in the following territories:

- NEW ENGLAND
- OHIO
- SOUTH
- SOUTHWEST

Qualifications:

1. Financially able, with present organization or one in planning.
2. Established, regular contacts with broadcasters in your territory and means of contacting prospective broadcasters in FM.
3. Engineering and technical background helpful, but not essential.

Write, stating qualifications, to Box No. 211, Radio Daily, 1501 Broadway, New York 18, N. Y.

Associated Sets Up First Of "Web Spots"

(Continued from Page 1)

network basis. Setup is considered a radical departure in network programming and is scheduled to start Sept. 17.

Program is scheduled from 4-5:00 p.m., EWT, Monday through Friday, and originates on the West Coast, features Graeme Fletcher and the news 4-4:15, Robert Dillon with "Missing Persons" 4:15-4:30, and from 4:30-5 "Moods in Music" with Al Jarvis. Associated plans on starting the program sustaining to full network Sept. 17. Network sales offices have been instructed to present the plan to agency time buyers and account executives for immediate sale.

Morning Program Possible

Program producers have behind them a long list of successful network shows, the tops being "Breakfast in Hollywood" and "Queen For A Day." The program format follows that of successful independents throughout the country, and the talent is excellent.

At the present time the 4 to 5 p.m., EWT, segment is the only participating period that has been set up, but should it prove as successful as agency acceptance now indicates, a morning period for this type of programming will be set aside, with program format geared to home economics presentation.

sell Durham* county's

100,000

people with

WDNC



*NORTH CAROLINA

Represented by Howard H. Wilson Co.


Send Birthday Greetings To

September 4
Ben Jordan Les Little
Alan Ward

REFERENCE RECORDINGS
IN CHICAGO

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

**RICHMOND
COVERAGE
AT
PETERSBURG
RATES
WIRE or WRITE
WSSV**



Petersburg, Virginia

OWI Domestic Bureau Out Sept. 15; NAB Considering Interim Measures

(Continued from Page 1)

the federal departments, and the entire matter of industrial-government relations will revert to its pre-war chaotic confusion unless immediate industry steps are taken to provide a joint office for the allocation of time, the setting of standards and the clearance of copy.

The OWI Overseas Branch will be wound up by the end of this year, with some of its functions to be taken over by the State Department. No definite word on which of these functions will be taken over is yet available.

In a meeting of employees of the OWI Domestic Branch Friday, after release of the President's order abolishing OWI, Edward Klauber, Deputy Director and a CBS vice-president, declared flatly that no arrangements have been made for the assignment of the OWI Domestic Radio Bureau functions to any other office. Agencies will hereafter deal directly with broadcasters, he said.

Although there has been some discussion of the advisability of NAB organizing a bureau to take over the OWI functions, that organization is not anxious to take on this load. A definite deterrent is the fact that two major networks and many individual broadcasters are not members of NAB.

NAB Comment

NAB president, J. Harold Ryan declared yesterday that "we've got to find some way to handle these government requests, since they're not likely to fall off sharply for some time yet. It's going to be awkward and we've got to make some plans quickly. It may be that NAB will have to step in, at least in a partial manner."

Ryan revealed that the question has been the subject of joint discussion between NAB and the War Advertising Council, but the discussions are not very far along because it was not expected that the OWI termination would come so soon. He revealed that the NAB-WAC discussion had resulted in a rough estimate that establishment of an office to handle clearance and co-ordination matters in Washington would probably cost in the neighborhood of \$50,000 per year.

As for the non-members, Ryan pointed out that many directors of MBS, as well as the ABC-owned-operated stations are NAB members, even though the two nets are not actual members. He added that NAB has never differentiated between the four nets in the various co-ordinating work it has done in the past several years.

Also abolished as an independent agency is the OIAA, which also will be absorbed into the State Department.

The President paid high tribute to the work of OWI and to the "gener-

ous contribution of private press, radio, motion pictures, advertising and other facilities," for the aid of the Government in the war effort.

Full text of his order follows:

"I have today signed an executive order abolishing the Office of War Information.

"This agency and its able personnel, under the leadership of Elmer Davis, have made an outstanding contribution to victory. Our military commanders have acclaimed its psychological warfare work as a powerful weapon against the enemy. Its other overseas activities have aided our whole effort in the foreign field.

"In its domestic activities, OWI has performed an invaluable service in co-ordinating the government's wartime information and in utilizing the generous contribution of private press, radio, motion pictures, advertising and other facilities to inform the American people about their government's wartime programs.

"Although it is now possible to curtail wartime governmental information activities, some of our foreign information operations will continue to be necessary.

"Along with the international information functions of the OWI, this order also transfers to the Department of State the foreign information functions of the Office of Inter-American Affairs.

"The nature of present day foreign relations makes it essential for the United States to maintain informational activities abroad as an integral part of the conduct of our foreign affairs.

"I have asked the Secretary of State to study our foreign informational needs, and to formulate during the remainder of this calendar year, the program which he considers should be conducted on a continuing basis.

"The Office of Inter-American Affairs has played a major role in strengthening the relationships between the United States and the other American Republics. As distinct from the information activities, the work which the OIAA has been carrying on co-operatively with the governments of Latin American countries in public health, agriculture, and other fields will be continued by that agency.

"To the fullest possible extent, American private organizations and individuals in such fields as news, motion pictures and communications will, as in the past, be the primary means of informing foreign peoples about this country. The government's international information program will not compete with these. Instead it will be designed to assist American private enterprises engaged in the dissemination of information abroad, and to supplement them in those specialized informational activities in which commercial or other limitations make it difficult for private con-

cerns to carry on all necessary information work.

"This Government will not attempt to outstrip the extensive and growing information programs of other nations. Rather, it will endeavor to see to it that other peoples receive a full and fair picture of American life and of the aims and policies of the United States Government.

"The domestic work of OWI, such as co-operation with the press, radio, motion pictures, and other informational media in explaining governmental programs is no longer as necessary as it was. This order discontinues these activities and provides for the liquidation of OWI.

"Hereafter each government agency will deal directly with the various private informational facilities. Certain pre-war information activities, placed in the OWI as a wartime measure, such as the publication of the United States Government Manual and answering inquiries from the public, are transferred by this order to the Bureau of the Budget."

Radio Tokyo Almost Taken By Three Yank Analysts

Three network correspondents made a bold but fruitless attempt to take over the facilities of Radio Tokyo one day last week, when they and an American colonel tried to "crash" the studios of the Japanese Government's key station to make the first American broadcast to the United States.

The story, related by Bob Brumby of Mutual, and recorded in San Francisco, involved Bill Downs of CBS, Fred Oppen of American, Brumby, and Lt. Col. Hubert Slider, who were making a tour of the ruins of the city when they spotted the Japanese Capital station. The same idea occurred to the radio men simultaneously,—to make the first broadcast from the enemy microphone,—and perhaps "get a look at Tokyo Rose!"

As they entered the building, however, they were challenged by Japanese sentries who questioned their intentions, and were referred then to a station official. The latter politely informed the American correspondents that only official authorization from Allied Occupation headquarters would permit him to turn over the broadcasting facilities.

Kersta Rejoins NBC Tele

Noran E. Kersta, former manager of the NBC, Television Department, recently discharged from the U. S. Marine Corps will return to the network's television department in an executive capacity on Oct. 1, it has been announced by John F. Royal, NBC vice-president in charge of television. Kersta, who was appointed manager of NBC's television department in 1942 was commissioned First Lieutenant in the Marines in July 1943.

AGENCIES

RICHARD MOSES has been appointed publicity and advertising head for Hotel Dixie, one of Carter hotels, which has ABC and Mutual wires. His appointment does not interfere with the H. C. Moore advertising agency which will continue to handle the hotel chain's newspaper and radio campaigns. Prior to his appointment, Mr. Moses was public relations man for the Marie Kemer hotels, the AWCS, Abbott and Costello, Jimmy Savo, Rosemary and other well known entertainers.

PAUL L. KUCH, advertising and sales promotion manager of Aerov Corporation, New Bedford, Mass., resigned his position, effective September 8, and will establish an advertising and sales promotion agency, specializing in industrial advertising, in the Olympia Building, that city. For the past eight years Kuch has headed the extensive national sales promotion, publicity, trade and technical advertising activities of the capacitor manufacturing firm, including publication of internal and external house organs.

Late August Night Shows Led By Gabriel Heatter

Gabriel Heatter heads the list of first fifteen evening programs with "Mr. District Attorney" in second place and Walter Winchell substituting in third place according to the report for the last two weeks in August issued by C. E. Hooper. Paul Whiteman's "Summer Hour" for Philco reveals the highest listeners per set with 3.03. Average Evening Audience Rating is 6.1, up 0.4 from the last report, up 0.3 from a year ago.

Average Evening Sets-In-Use reported are 21.4. This is 2.3 more than the last report, 1.3 more than a year ago.

Average Evening Available Audience is 68.9, a decrease of 2.4 from the last report and a decrease of 2.5 from a year ago.

"Take It Or Leave It" has the highest Sponsor Identification Index, 88.

Wayne King had the largest number of women listeners per listening set with 1.65; Boxing Bout (Janeiro vs. Greco) and "Summer Hour" (Philco) had the largest number of men listeners per set with 1.07; and "Lone Ranger" had the most children listeners per listening set with 1.05.

Edwards Returns Sept. 8

"Truth or Consequences," with Ralph Edwards again at the helm returns to NBC Saturday, Sept. 8 (8:30 p.m., EWT). The popular audience participation show again will be sponsored by Procter & Gamble. Duz. Compton Advertising Inc. is the agency handling the account. Assisting Edwards will be Al Paschall, production manager and Bill Burdette, director. Bob Williams is the announcer and Buddy Cole the organizer.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 32, NO. 45

NEW YORK, N. Y., WEDNESDAY, SEPTEMBER 5, 1945

TEN CENTS

FM Operations Defined

USFET HDQT'S

... Frankfurt Diary

By JACK ALICOATE
Publisher, Radio Daily

SO THAT the Amalgamated and Fraternal Association of American Taxpayers of which we are both a charter and paid up member may know that their budget will not be unduly unbalanced by light-heartedness and gayety on the part of our investigating outfit of radio brass hats, we hereby and to wit submit a true report of yesterday's activities taken verbatim from our more or less reliable note book and submitted for both audit and approval.

SEVEN a.m.: arise, shower, shave, shine boots, wash out sox and underthings. 7:30 a.m.: setting up exercises consisting of a walk through the beautifully wooded forest surrounding Victory House where we are quartered here in Frankfurt. . . . 7:45: breakfast which is consistently the same in all officer billets in Europe. . . . Fruit juice, canned but good. . . . cereal, usually porridge. . . . bacon and eggs half the time dehydrated but thoroughly palatable, toast, marmalade and splendid American coffee.

8:30 a.m.: and we are already seated in our assigned seats in our caravan cars and are off precisely on time for Höchst, eight miles away, the manufacturing center of I. G. Farben, German munitions trust and the largest war making outfit in the world. . . . This gigantic firm has been taken over lock, stock and barrel by your Uncle Sam, and is but one of its 24 plants in U. S. held territory. . . . These buildings stretch as far as one can see and they manufacture everything from pink pills to explosives. . . . Our visit in particular took us to the

(Continued on Page 2)

By Their Writings

There are those who are still chuckling over a choice bit written above the window in a filter box: "Martin Gable was bored here many times, but his audience was amused, entertained, educated and in general very impressed." It was noticed during a recent "Grand Central Station" rehearsal. Program is one of radio's veteran dramatic shows.

Speculation

Washington—Elmer Davis, director of the OWI, is expected to return to radio upon winding up his affairs in Washington. Rumors have it that Davis will resume a sponsored news commentary show on CBS five days a week starting next month.

Albany Group Seeks To Acquire WOKO

Washington Bureau, RADIO DAILY

Washington—Application was filed with the FCC Friday by the Albany, N. Y., Broadcasting Co., for permission to take over the facilities, frequency and power of WOKO, Albany, which is now appealing an FCC decision to refuse it a license renewal because of omissions from its financial and ownership records over a 10 year period. The FCC decision adopted last Spring, is being appealed by the station, with hearing before the U. S. Court of Appeals for the

(Continued on Page 8)

Hicks Wins Assignment On U. S. Steel Program

George Hicks has won the assignment on the new U. S. Steel program which starts Sunday night titled, "The Theater Guild on the Air," over the American network. Hicks, who was chief of American's correspondents in the ETO will be heard as the

(Continued on Page 2)

OPA Increases Ceiling For New Tubes And Parts

Washington Bureau, RADIO DAILY

Washington—Price Administrator Chester Bowles announced Friday that ceiling prices for radio receiving tubes and parts sold for installation as original equipment are being increased five to 11 per cent. The higher prices are provided through increased factors that tube and parts manufacturers may use in computing their ceiling prices under the OPA Recon-

Licenses To Be Given Assignments In New Band Shortly, Says FCC; Regular Programs By Jan. 1st

Washington Bureau, RADIO DAILY

Washington—Operating FM licenses are shortly to be given specific operating assignments in the new band, the FCC announced yesterday, with equipment tests to be started by December 1 and regular program service by January 1, 1946. Continued operation on the lower band will be permitted until receivers for the new band are generally distributed, but as soon as receivers and converters are available for the upper frequen-

(Continued on Page 9)

New Web Affiliates To Formulate Plans

Grand Rapids—First affiliate meeting of the stations lined up with Associated Broadcasting Corp. will be held here Sept. 7-9th, for the purpose of discussing program structure for the network, also sales and promotional plans. Associated's executive staff on hand will be augmented by John Whitmore, Eastern division manager; John Hopkinson, Central division sales manager and Van C.

(Continued on Page 9)

St. Louis Press Strike Results In New Radio Biz

St. Louis—The St. Louis newspaper strike has forced members of the Associated Retailers of St. Louis to break a long-standing custom against radio advertising. The three

(Continued on Page 11)

Truman V-J Audience 35,500,000 Listeners

President Harry S. Truman's address on Saturday night, September 1, in which he proclaimed Sunday, Sept. 2, as V-J Day, was heard by

(Continued on Page 10)

Ad Biz War Effort Over Billion Dollars

Reviewing the wartime role of advertising and organized information programs which helped preserve democratic American procedure while compulsion was the theme in nearly every other country in the world, James V. Young, chairman of the War Advertising Council revealed that American business contributed

(Continued on Page 11)

Breakfast Club Cast To Entertain Philco Group

Don McNeill and the cast of his "Breakfast Club" program, including Aunt Fanny, Sam Cowling and songstress Nancy Martin, will entrain for Philadelphia immediately after their broadcast of Thursday where

(Continued on Page 11)

Uncensored

With British censorship lifted as of Sunday last, Arthur Feldman, American Broadcasting Company correspondent in London had the honor to send the first uncensored radiogram in six years. Feldman's wire however, was to the effect that there wasn't any news at the moment and wound up with three cheers for the departed and harassed censors.

version Pricing Program. The increase factors will be formalized shortly in pricing orders to be issued by OPA.

"The reconversion pricing factors will permit radio tube and parts manufacturers to determine quickly their new ceiling prices for post-war production, and, at the same time, permit manufacturers of completed domestic radio sets to calculate quick-

(Continued on Page 8)



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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

(Tuesday, Sept. 4)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., CBS A, CBS B, Farnsworth T. & R., Gen. Electric, Philco, RCA Common, RCA First Pfd., Stewart-Warner, Westinghouse, Zenith Radio.

NEW YORK CURB EXCHANGE

Table with columns: High, Low, Close, Net Chg. Row includes Nat. Union Radio.

20 YEARS AGO TODAY

(September 5, 1925)

On the basis of a nation-wide survey, the Agriculture Department estimated yesterday that 550,000 farms are equipped with radios. This figure compares with 365,000 a year ago, and 145,000 in 1923. . . . It's a good thing milks can't transmit colds. WEAJ staff is suffering, one and all, but the show goes on.

USFET HEADQUARTERS

☆ ☆ . . . Frankfurt Diary ☆ ☆

(Continued from Page 1)

chemical museum which is a visual and comprehensive exposition of the history of medicine.

10:00 a.m. and we are on our way to Hanau, 27 miles away. . . . On our way we ride along the bank of the River Main, passing a succession of bridges blown by the Germans in their retreat. . . . This probably held up the war for 15 minutes. . . . We have seen our efficient Army engineers put up and dismantle a Bailey bridge in less time than it takes to whip up a good mint julep. . . . At Hanau, we inspect a misplaced person's camp operated by UNRRA team, 27 under the direction of a competent Englishman by the name of Heath. . . . There are really three separate camps here containing in all nearly 7,000 persons. . . . One is entirely Polish, one for the Baltic provinces and one international with refugees from almost every country in Europe. . . . Most came here after infiltrating through Russian lines preferring our protection to that of the Russians. . . . There is a hospital, schools and the Poles have built themselves a church out of an old stable in which christenings and marriages are constantly being held. . . . In the infirmary are 60 Russians all paralyzed from deciding to have a celebration and using industrial alcohol instead of Vodka for toasting purposes. . . . No one is forced to work, but all seem to be busily engaged. . . . They have their own armed police force and on most faces there is a happy and contented smile. . . . We carried away two indelible thoughts. . . . First the high quality of these men, women and children, mostly professional, business and civic leaders and the little school house we visited where the starry eyed kids sang an old Polish folk song for us depicting with appropriate gestures the grain from the time it is planted until it reaches the table as bread.

intensive conference for nearly three hours for this is Army radio headquarters which is right up our alley. . . . Questions, answers and good natured banter fill the air. . . . It is obvious that he who controls the German press and the German radio, controls the German mind and in this man's Reich we have a long hard pull ahead if we are to successfully help to bring Germany back into the society of nations. . . . General McClure needs high top personnel. . . . You will be in the Army and receive the Army pay for experts, and you will be expected to stay at least two years. . . . If interested contact his head of personnel at his headquarters at Bad Homburg. . . . Seventeen. . . . Now on to Wiesbaden, 24 miles into the low ranging mountains, there to meet the newspaper gang, for this is Press Headquarters for the area and later to cocktails and dinner at the famous old Neroberg Hotel, as the guests of General Fitzgerald, head of public relations, USFET, formerly head of War Intelligence, War Department, and the officer, who wrote the first communique of this war. . . . Another talk fest, another quiz and we're ready to start for home in Frankfurt, 28 miles away, where we arrive about twenty-two.

SCORE 14 hours of intensive work and 115 automobile miles traveled. . . And now for a cold bottle of beer and then into the hay. . . . And if a day's work like that at taxpayers' expense is less majeste, make the most of it. . . . Our tough, war bitten Commander, Colonel Kirby, tells us we must be at seven tomorrow, for a hop to Paris. . . . Aside to Ed Kobak, MBS prexy, your boy Bob Swezey, bearing up well and Colonel Kirby guarantees his safe delivery home.

Hicks Wins Assignment On U. S. Steel Program

(Continued from Page 1)

"Voice of U. S. Steel," bringing a brief message from the sponsor. Hicks' recording made on a U. S. warship which was attacked by Nazi planes is held to be one of the classic broadcasts of the war, action taking place on D-Day.



Tragedy

That empty life boat, a plaything of the elements, tells a story that only the sea can tell.

In selling by radio there is also tragedy . . . when a good sales argument fails to get a hearing.

If you've got a fundamental sales appeal and you want more people to listen to it . . . there's one radio station that will give it a sound test.

The station is W-I-T-H in Baltimore.

This successful independent produces more listeners-per-dollar-spent than any other station in town.

Facts prove it . . . glad to let you look them over.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

WEVD 5000 WATTS 1330 KC. ENGLISH • JEWISH • ITALIAN National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market. Send for WHO'S WHO on WEVD WEVD - 117 West 48th Street, New York, N. Y.

WDAS AUDIENCES HAVE BEEN Loyal FOR MORE THAN TWENTY YEARS This loyalty makes WDAS the best dollar buy in PHILADELPHIA. That's why sponsors renew regularly. Includes illustration of a man in a suit holding a microphone.

"Ladies and Gentlemen--



**WE'RE
INSUFFERABLE
FRIENDS**



--EASY ACES"

Another Exclusive Yankee Feature—Another Great Yankee Buy

*Ask Your
Petry Man
for the Story*

Boston	Sold ✓
Providence	Sold ✓
Hartford*	Open
Worcester*	Open
Bridgeport*	Open

*Subject to prior sale

EDWARD PETRY & CO., Inc., National Representatives

THE YANKEE NETWORK

21 BROOKLINE AVENUE, BOSTON 15, MASSACHUSETTS



first in War!

Robert Zimmerman, KGW's new Educational Director, takes charge of the station's already extensive educational activities. Since 1933, KGW has provided a regular schedule of classroom education to Portland Public schools. Under "Bob" Zimmerman's direction KGW expects to make an even greater contribution to Education by radio.



first in Peace!

In 1933, KGW "signed up" the Montana Cowgirls, in their day one of the best Western acts on the air. LaRaine, one pictured here, sang and played the guitar.

first in Audience Influence!

The KGW classroom programs started and the Montana Cowgirls were signed up in the same year—1933. For 23 years KGW has provided the broadest possible audience—that's why it's FIRST with advertisers, too!

ONE OF THE GREAT STATIONS OF THE NATION

KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PERRY & CO. INC.



Reporter At Large . . . !

● ● ● Add absurd items: Time mag's story on Jack Smith stating that if P & G decided to drop Smith, they'd lose the time slot. As a matter of fact, the soap manufacturers haven't found the show any too stimulating and the item was strictly a laugh to the trade who know how powerful they are with the nets. . . . Not long ago we hinted about a shake-up due at Biow's involving beaucoup head-rolling. Francis Barton, bus, radio head, and Marcia White, time buyer, are already out, we hear, with Sam Gill, research head, resigning Oct. 1st. And that, it says here, is merely the beginning. . . . With the NBC management committee holding its get-together this month, Clay Morgan has master-minded a bus to transport Trammell, Mullen, et al, to Shawnee Country Club where the event will take place. There are chuckles all through NBC at the thought of all that 'brass' traveling to Shawnee like rubberneck tourists in a gape wagon. . . . We got this right from the horse's mouth—that H. W. Kastor will definitely not lose the Drene account, as was hinted around among insiders. . . . New Danny Kaye show will offer a brand new format for comedy shows—a sort of radio show within a radio show, presenting Kaye as a 'character' rather than as an out-and-out comic or entertainer. Our informant's description of the new idea was a bit confusing and only served to recall the time someone asked Geo. S. Kaufman what a fantasy was, "A fantasy," replied Geo., "is something that closes Saturday nitel"



● ● ● Blaine-Thompson agency stepping into the radio scene with both feet. On the basis of the quality of their spots and unusual ideas, they landed the O'Dwyer campaign, both air and printed matter, in open competition with a dozen or so other firms in the bidding. Walter Lurie, radio director for B-T, leaves for the coast this week to look over some valuable properties out there involving film names and may open a coast office for the firm. . . . Radio commencing to look like itself again with many of the familiar faces out of uniform. Latest we ran into today were publicist Hal Davis, lawyer-manager Mike Vallon and director Ira Ashley, who did "Stage Door Canteen" before the Army made him Lt. with the office of Strategic Services in Washington and London. . . . Sponsor of a big half-hour variety show is trying his level best to get out of his commitment to take over Irving Mansfield's new 15-minute across-the-board strip, "Mr. and Mrs. America," a really great post-war idea.



● ● ● Lee Shubert, we hear, is very depressed about Billy Rose getting "Show Boat" for his Ziegfeld Theater. B'way can't figure it, inasmuch as Rose is suing Metro, which is backing the show. . . . Bob Broder, Abbott & Costello's attorney, heading for Calif, on the 8th to attend wedding of Eddie Sherman, the team's manager, to Lillyan Butler. Lou Costello will be best man. . . . Olle Barbour, after six years with Trans-American, has resigned to free-lance. He'll still continue to direct and produce "Life Can Be Beautiful," however. . . . Nat Abramson's recording outfit, taken over about a year ago by the OWI, being readied for popular production again. Nat's added about 15 new fully automatic presses and figures to turn out a minimum of 12 million pressings a year. . . . Publicist Bob Mernit's brother, Ben, now a captain. He was one of the first drafted, and one of the first to go overseas. . . . The Army, we hear, will make a drive for men to stay in service, offering, among other things, a 30 per cent pay increase. . . . Best male movie bet discovered overseas during the war, in our opinion, is USO performer John Frederick, not the hat-maker, but formerly Mae West's leading man. . . . Sid Cassel back from an eight-month USO tour with "Mexican Hayride," where he played New Guinea and the Philippines. He's now penning a book tagged "South Pacific Trek."

COMING and GOING

FRANK PAPP, NBC producer, has returned from a vacation in upstate New York. He began work immediately on NBC's Winter series, "World's Great Novels," beginning Sept. 14.

"WIB" EICKELBERG and SID ALLEN, Mutual salesmen, left yesterday for a brief vacation trip.

LESLEY WOODS, popular radio actress on such programs as "Boston Blackie," and "Assignment Home," is back from a short vacation in Maine. She goes into rehearsal for a forthcoming Broadway drama.

ARTHUR HULL HAYES, general manager of WABC, has returned to his duties at the station following his annual two-week vacation.

JAMES GAINES, assistant advertising and promotion director at NBC, is back at his desk following his vacation.

Electronic Research Bur. Eliminated By The RFC

Washington Bureau, RADIO DAILY
Washington—Liquidation of the RFC's Electronic Research Supply Agency is now under way, RFC revealed yesterday, as the result of the falling off of calls upon it since the termination of most military electronics material contracts. The agency, which served only government-approved manufacturers in their quest for hard-to-get critical components, has showed a profit of \$153,853 since its organization late in 1942.

ON THE BOARDWALK



IT'S WFPG 10 TO 1!

A recent certified poll* reveals that Boardwalk radios in Atlantic City are tuned to WFPG 10 to 1!

Atlantic City is the mecca of millions... ALL YEAR ROUND from ALL OVER the country. Reach a cross-section of America through WFPG, New Jersey's only American Broadcasting Company station.

For further details on the Friendly Group, contact Spot Sales—New York, Chicago, San Francisco, Los Angeles.

* Consumer Research and Survey Poll

Station WFPG..... 90%
Station "A"..... 9%
Outside Stations..... 1%



WSTV Steubenville, O. • WFPG Atlantic City, N. J.
WJPA Washington, Pa. • WKNY Kingston, N. Y.

Local boy makes good listening



• Thousands of Philadelphians follow Melvin K. Whiteleather's authoritative comment on foreign affairs in *The Evening Bulletin*, the largest evening newspaper in America. Whiteleather, a veteran foreign correspondent, knows the world scene and the men who make the news. He is now heard every week-day evening on his own program over WPEN.

• The program is one of the many introduced by WPEN since *The Evening Bulletin* assumed ownership and management of this independent station. The shows appeal directly to the interest of listeners in the Philadelphia area.

• WPEN is becoming known in Philadelphia as the station that carries the news. There's a five-minute newscast every hour—direct from *The Bulletin* news-rooms.

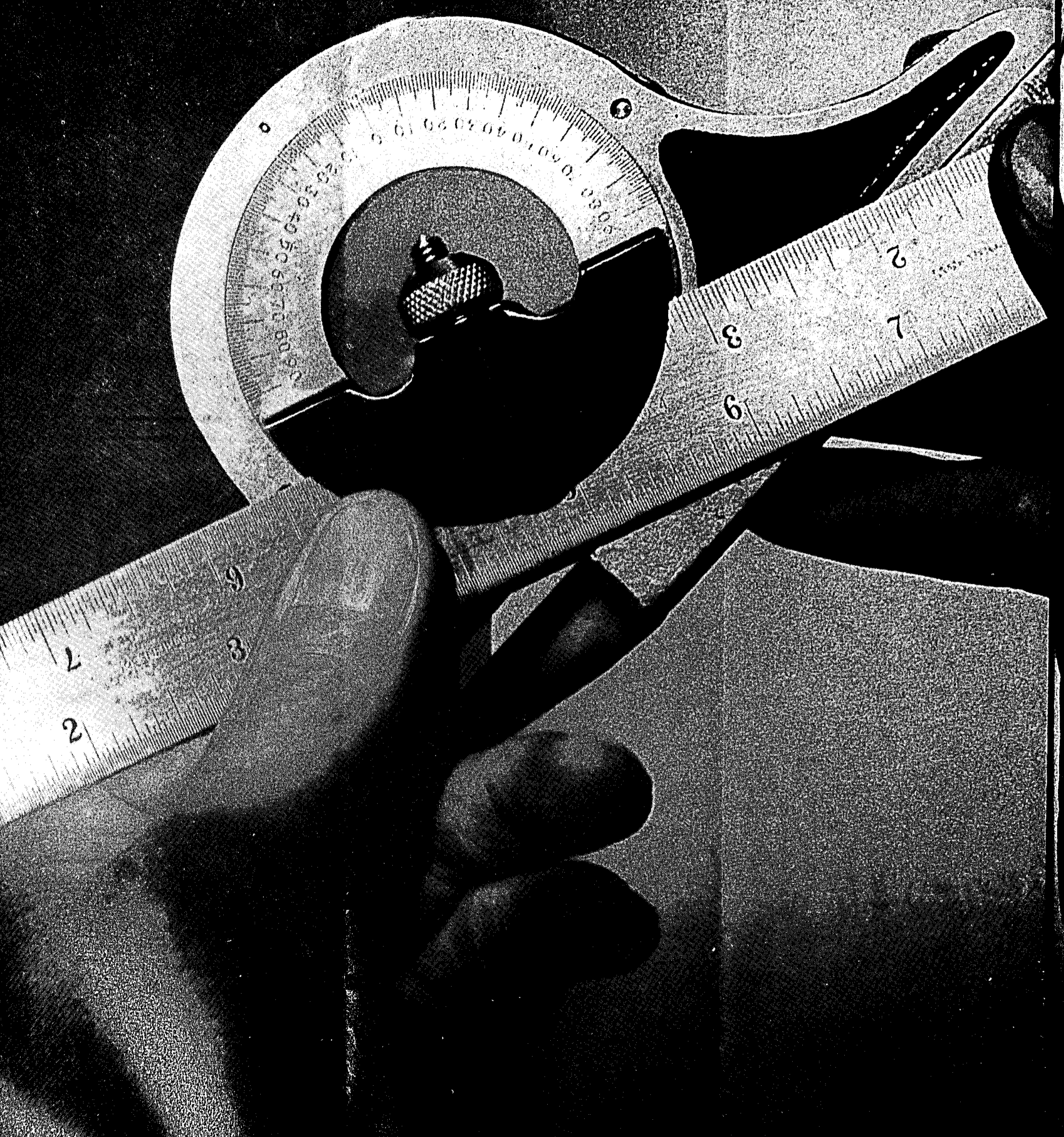
950

WPEN

...the Station for Philadelphians
And WPEN-FM—a PLUS value

NATIONAL REPRESENTATIVES
HEADLEY-REED COMPANY

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

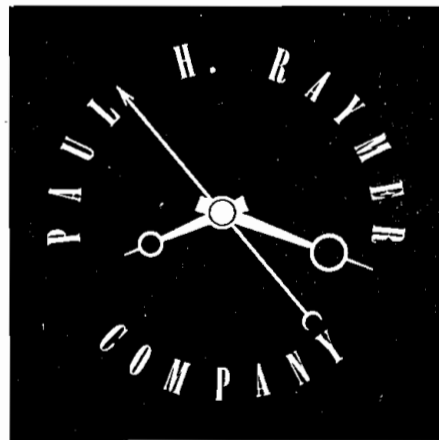




It Gives The Right Angle

This is a nice little precision instrument called a protractor. It is valuable in making dies and tools. But it is valuable only when the hands that hold it have been skilled and trained.

In this representative business there are instruments that can be used only by the skillful. We have found certain ways and means of getting more business—of rendering greater service to the stations we represent.



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

OPA Increases Ceiling On Tubes And Parts

(Continued from Page 1)

ly what their costs will be for sets returning to market," Bowles said.

Tubes and parts for replacement in the repair of sets are not affected by the action and continue to be the highest price sellers charged during March 1942.

"We were required to do a fast job in setting these increase factors because we did not want price to be an impediment in the quick return of radio set production," Bowles declared.

"It was less than three weeks ago that Japan decided to surrender in the Pacific War, and right up to that time the radio tube and parts industries were 100 per cent engaged in war production. The end of the war, as you know, came very suddenly, and up to that time few manufacturers had supplied us with cost data.

"Full and complete financial data were quickly supplied by the radio tube industry when OPA requested cost data for use in determining reconversion price increase factors. The increase factor we are providing for original equipment radio receiving tubes is 10.4 per cent, and was calculated on the basis of cost figures submitted by more than 86 per cent of the radio tube industry."

The increase factors for original equipment tubes and parts are as follows:

Radio receiving set tubes, 10.4 per cent; coils for radio equipment, 11 per cent; radio transformers and chokes, 11 per cent; variable capacitors, nine per cent; speakers and speaker parts, nine per cent; fixed capacitors, seven per cent; parts for electric phonographs and radio phonograph combinations, seven per cent; resistors all types five per cent; all other radio parts, as covered by maximum price regulation 136—machines, parts and machinery services and not explicitly covered above, five per cent.

To calculate his ceiling price for a radio tube or part sold for use as original equipment, the manufacturer takes his October 1-15, 1941, price for the part and multiplies it by the increase factor. The sum of the resulting figure and the October 1-15, 1941, price is the manufacturer's reconversion ceiling price.

NAB's New Sked

Washington—Both FCC and NAB announced Friday that they are returning at once to a five-day week. NAB said that important communications could be addressed on Saturday to C. E. Aney, Jr., secretary-treasurer, at his home, 2115 P St., NW, telephone Hobart 8825.

FEMME FLACK

with top qualifications and wide experience in radio, film, public relations, now available. Young, personable, imaginative, productive. Box 212, Radio Daily 1501 Broadway, New York 18, N. Y.

Washington Front

By ANDREW H. OLDER

AT THE risk of boring our readers, we'd like to address an open request to former Congressman Louis E. Miller, Attorney Eugene L. Garey and about half a dozen other people whose names were much in this paper during the life of the Cox-Lea investigation of the FCC during the last Congress. As we write this, it appears that there may be a Congressional investigation of the entire Pearl Harbor story, and if that does materialize it seems to us that the public would be served by having brought out into print any and all phases of that story. . . . We have not, we will admit, read every one of the 130,000 odd words put out last Wednesday by the Army, the Navy, the White House, etc. But we've seen nothing—nor have a dozen other people we've talked with seen anything—which places the responsibility for the disaster where Miller and Garey and others are—or, at least, were—certain it really belongs, at the door of the FCC. . . . We hope that if the Congressional investigation does materialize, these gentlemen will not conspire to keep the spotlight from falling where it belongs. As they themselves said less than two years ago, "The public has a right to know these facts!"

THE Argentine radio situation is getting worse, but a very hopeful sign is the growing public resentment over the complete domination of the ether by the government. A recent public protest by the Argentine Federation of Public Entertainment complains that for months now the broadcasters—who are supposed to be free operators as in this country—have been forced by the government, with severe penalties as the alternative, to broadcast canned stuff in support of the government as "spontaneous and disinterested" opinion. . . . finally, they call for something our own FCC has been working for—that the Postmaster-General, who has the authority, "refuse permission for broadcasts unless the source of the news, and the actual names of the speakers are stated."

We understand there's been a little difficulty between OIAA on the one hand and the FCC and OWI, on the other, concerning the eventual disposition of the government-owned shortwave stations. OIAA, we're told, has been all for giving the private operators an opportunity to purchase the facilities and operate them if they wish, with the other two agencies determined to draw a policy even before consulting the operators. . . . Radio and press reporters were not cheered even a little by the sloppy White House handling of the Pearl Harbor report. The Army, Navy and Slimson statements bulked about 130,000 words, yet were given out at 11:00 Wednesday for immediate release. Customarily, with anything of this length—unless it is spot news

which cannot wait, the accepted practice is to give it to reporters a day or two in advance in order that they may have time to work over it and bring out an intelligent, comprehensive story. Newsmen think Charley Ross should have insisted that they be given at least a day's advance on it.

WE HAVEN'T read our Dale Carnegie lately, or perhaps we'd be more hesitant about this. By way of preface, however, let us remark that we think the author is unnecessarily rough and that he ignores completely the fact that his brothers of the press were not able to do any better a job than radio did. . . . We've just returned from a brief vacation at Cape Charles, Va., and the first morning we arrived there we picked up a copy of the Norfolk Virginian-Pilot to find this piece by Warner Twyford, the paper's radio editor. It should at least be interesting reading to the industry: "August 19—Radio has experienced probably no more hectic week in its history than the one just past. Stricken with an acute case of jitters from the first Jap call for peace terms, the networks paralleled the Nips' succeeding days' tactics of delay and contradiction with a performance characterized by gun-jumping, repetition, fluffing and program confusion, in three-ring circus abundance.

"After the final—and correct—flash had been flashed, however, and the frenzied outpourings of last Tuesday night were outpoured to, and including, the dregs, radio did settle down to a slightly more workmanlike routine and made up for its hitherto ragged demonstration with a generally satisfactory—and often impressive—attempt to serve the public with the fast-breaking news of the dawn of peace, and more or less intelligent comment and opinion relative to the impact of the war's end on human economy, in a tasteful and mood-creating setting of appropriate music (headlined for some reason we have never understood by the much-worked-over Beethoven Fifth Symphony).

"The reporters and commentators were hardly equal to the strain of the five days of waiting. Eager to rush onto the air with their 'angles' as soon as the surrender news became official, they stood by—snatching a few minutes to eat, and relinquishing their posts most reluctantly for a few hours' sleep—and grabbing a microphone on the slightest pretext to wear threadbare every little rumor or minor development. They got wordier, vaguer, more repetitive every day, until finally they were stuttering out comments that often reached the nadir of inanity and absurdity, and sometimes couldn't possibly have made sense even to themselves.

"Yet it is understandable. Seldom in history has a development of equal import occurred; certainly never before in radio's history has it faced

Albany Group Seeks To Acquire WOKO

(Continued from Page 1)

District of Columbia likely this Fall. The WOKO brief was filed by Dempsey and Koplovitz, Washington attorneys, Saturday.

William Sullivan, real estate dealer; Eugene J. Fitzpatrick, labor paper editor; Alonzo Ruch, Plumbing executive and David G. Daniels, construction executive, are the stockholders of the Albany Broadcasting Co.

Dempsey said Friday he knew of no deal whereby WOKO had offered its equipment to the new company, but added that in the event the WOKO appeal fails it is logical to suppose that the management will be anxious to sell its equipment.

Application for a new standard broadcast station was filed by J. E. Richmond, Percy M. Whiteside, Homer W. Wood, Charles A. White more and Morley M. Maddux, the Tulare-King Counties Radio Associates for Visalia, Calif. The applicants seeking operation on the 1,400 band with 250 watts unlimited, are the licensees of KTKC in Visalia, but have applied for permission to move KTKC to Fresno, FM application were received from the Bluefield, W. Va., a daily telegraph licensee of WHIS, and from the Buckeye Broadcasting Co., Cincinnati, licensee of WSAI.

New "Boston Blackie" Time

The popular "Boston Blackie" thriller, starring Richard Kollman and Lesley Woods, now heard on Mondays at 8:30 p.m. via WOR, will henceforth be heard on Thursdays at 8:30 p.m. The change-over in time takes place on September 6th.

such a task. Give the men and women who went hungry and sleepless to get you the news 'A' for effort, and pray that they won't have to do this kind of job again—ever."

KNOW ABC'S about KOA

When buying radio time in Denver get KOA's winning combination of:

- POWER
- COVERAGE
- PROGRAMS
- LISTENER-LOYALTY
- DEALER PREFERENCE
- PROMOTION HELPS
- SALES RESULTS

FIRST in DENVER

KOA

50,000 watts 850 KC

Represented by NBC SPOT SALES

New Web Affiliates To Formulate Plans

(Continued from Page 1)

W. Kirk, vice-president in charge of West Coast.

Construction of new and expanded stations for Associated is under way. It is expected that the organization will move into the enlarged quarters by Sept. 10. Network also announces the appointment of Mary Ryan as traffic manager and publicity head for the West Coast. Ms. Ryan was formerly with the Lee network.

Affiliates expected to attend the meeting here include: R. C. Embry, representing WLEE, Richmond, and WTH, Baltimore; Howard Johnson, WAK, Salt Lake City; L. W. McDowell, KFOX, Los Angeles, and Long Beach; Miss Helen Mobberly and Ira Hersh, WWDC, Washington; Edward Hoffman, WMIN, Minneapolis; Roy Robertson, WBNY, Buffalo; A. G. Meyer and F. W. Meyer, KMYR, Denver; James Hopkins; WJBK, Detroit; Charles Johns and Michael Henry, WTMV, St. Louis; Ken Church, WKY, Cincinnati; W. S. Pote, and Fred Randy, Larry Flynn, WMEX, Boston, and Jerry Akers, KSAN, San Francisco.



Perfect timing learned in war will be carried into sales work by many a returning veteran. And when it comes radio time, time buyers from coast-to-coast know that Weed & Company are ready with complete data and top-notch availabilities.

WEED AND COMPANY
 RADIO STATION REPRESENTATIVES
 NEW YORK • BOSTON • CHICAGO
 ST. LOUIS • SAN FRANCISCO • HOLLYWOOD

FM Licensees Will Receive Specific Assignments By FCC

(Continued from Page 1)

Operations, dual operation will be terminated. The 46 current licensees will also be permitted to operate with less than their specified radiated power until equipment is available.

Holders of construction permits, of whom there are seven, will also be issued specific operating assignments in the new band. Equipment tests will be required by January 1, 1946, and regular program service by February 1, 1946.

Announcement of this procedure has been made in letters sent to the various groups of FM applicants. The 500 applicants and future applicants have been requested to bring their applications up to date before October 7. Recognizing the difficulty that applicants may have in submitting complete engineering information by this date, the Commission intends to grant a substantial number of FM applications conditional upon the filing of full information.

Pending applicants were asked to submit the following:

- 1—A current balance sheet of the applicant.
- 2—A statement with respect to any changes affecting the ownership (officers, directors and stockholders) of the applicants since the filing of the application.

3—A statement as to the proposed transmitter site, specification of transmitter equipment, effective radiated power and antenna height.

4—A statement as to program plans.

5—A statement as to the number of hours of operation proposed.

6—A statement as to whether the application is for a community, metropolitan, or rural station.

In addition, the letter says, "If you have filed since January 1, 1945, a financial statement, or if the other information requested is now on file, such data need not be furnished. However, reference should be made to the application of other document with which such data were filed."

Holders of outstanding FM construction permits were asked to provide the following:

- 1—A verified current balance sheet of the applicant.
- 2—A verified statement of any changes affecting the ownership (officers, directors and stockholders) since the granting of the original permit.
- 3—A verified statement as to the proposed transmitter site, specification of transmitting equipment, effective radiated power and antenna height.

Experimental Radar Being Used In Canada

Montreal—In order to apply the wartime miracle of Radar to increase the safety of air travel, an experimental Radar station has been installed at Stevenson Field, Winnipeg, by Trans-Canada Air Lines, according to S. S. Stevens, T.C.A.'s superintendent of communications and electronics. "The installation, which was made possible by the loan of appliances by the RCAF, is not permanent," Mr. Stevens said. "It is for experimental use by the company's communications department. The National Research Council, Ottawa, is co-operating with TCA in the tests."

Radar will give pilot and co-pilots an extra pair of eyes, Mr. Stevens said, seeing in all directions at the same time.

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

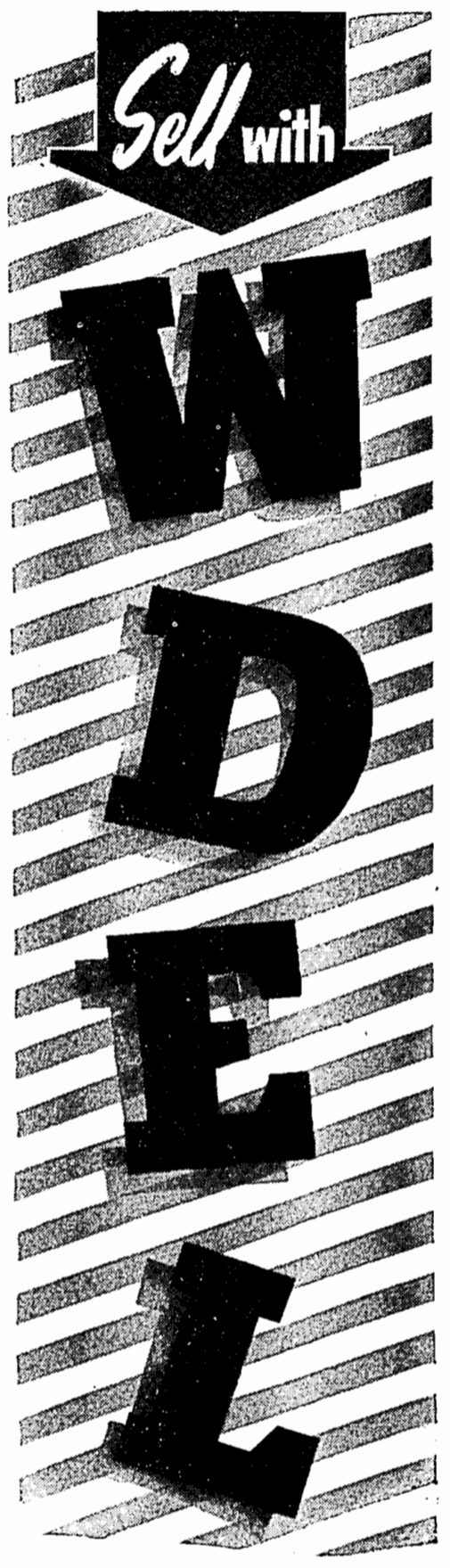
Radio Educators To Meet With NAB Group In Chi.

Chicago—NAB's council on radio journalism will meet at the Palmer House, Sept. 18. This is the committee jointly sponsored by NAB and the American Association of Schools and Departments of Journalism, which has been conducting courses in radio journalism through the summer for professors, who are expected to take back the "know-how" thus gained to their classes in the Fall. It is composed of five broadcasters and five educators headed by Fred S. Seibert, director of the school of journalism, University of Illinois.

Latest registrant in the country-wide course is associate professor Willis C. Tucker, of the University of Kentucky. He is receiving his instruction at WGAR, Cleveland, where his proxy is Ralph Warden, WGAR news director.

Former KFEL Staffer Writes Article For Post

Denver—Wallis M. Reef, for many years manager of news and special events for KFEL, Denver, is author of article appearing in September first issue of Saturday Evening Post about Denver's Pulitzer prize winning playwright, Mrs. Mary Coyle Chase, whose "Harvey" is Broadway sensation. Title of Reef's article is "She Didn't Write It For Money—She Says." Reef left KFEL six months ago to do free-lance work.



Wilmington Delaware
NBC Basic Station
5000 WATTS
 DAY and NIGHT
 Represented by
RAYMER

LOS ANGELES

By RALPH WILK

LYMAN SMITH, formerly the manager of the Recording Division of KMTR, will be the new manager of the Recording Division of KFI, effective Sept. 1st.

Funnymen Ralph Edwards and Eddie Cantor will pop the \$64 questions on Columbia's network's "Take It Or Leave It" quiz show on August 26, and Sept. 2nd, respectively, while Phil Baker takes a two-week vacation. Show will originate in Hollywood on both dates.

One of the busiest men in Hollywood is Bill Gernannt, writer and producer of "County Fair." In addition to his chores on this program, Gernannt is a screen writer at M-G-M studios, is producing another radio program that will hit the airwaves in the fall and has written a book on radio technique and production that will be published early in Sept.

Perry Ward, emcee on the American network's daily "What's Doin' Ladies?" has written a comedy situation show for W. C. Fields and himself, slated to run three nights a week on a 15-minute schedule. A platter covering initial three shows is being waxed and will be presented to radio agencies by NCAC.

Sid Gaynor, Don Lee sales executive, has returned from a flying trip to San Francisco on business.

Truman V-J Audience 35,500,000 Listeners

(Continued from Page 1)

more than 35,500,000 adult listeners, according to a survey made for CBS by C. E. Hooper, Inc. The Hooper rating for the talk, presented during the broadcast of the Jap surrender ceremonies, was 46.8.

President Truman's talk on the following night, Sunday, Sept. 2, in conjunction with the special V-J broadcast to the Armed Forces, was heard by 23,000,000 adults, a rating of 31.3.

On V-E Day, May 8, President Truman set a record for day-time audiences, with a rating of 64.1.

AFRS Shortwave Chief Returns To Los Angeles

Los Angeles—Major Carter Hermann, chief of the shortwave operations section of Armed Forces Radio Service, returned to headquarters here last week after a five month tour of inspection of the Pacific, it was made known by Col. Thomas H. A. Lewis, Commandant of AFRS. Major Hermann's trip included stops at AFRS stations on Iwo Jima, the Marshalls and the Marianas, the Philippines and Honolulu. At the overseas stations he co-ordinated shortwave operations between these stations and AFRS, which is beaming shortwave programs to the Pacific area from San Francisco.

WORDS AND MUSIC

By HERMAN PINCUS

PITY the poor songwriter . . . we mean this particular tunesmith who last Tuesday, received a letter from Corporal Buddy Feyne, the ASCAP songwriter who was cited for bravery recently in the South Pacific . . . the tunesmith to whom the letter was written, laid the epistle aside momentarily to peruse the entries for that day's race card at Belmont . . . in the first race was a horse named 'Buddy Bones' and in the second race was a nag named 'Junction City.' . . . "ah what a great hunch bet I can make for the daily double," gasped the dopester, "I'll couple the horse 'Buddy,' for Buddy Feyne and the horse 'Junction' for the great hit Buddy wrote titled, 'Tuxedo Junction' . . . both horses won and the daily double price was \$4,313.90, a record pay-off for the track. . . BUT, the songwriter got mixed up in a gin rummy game and missed the train to the race track . . . Moral:—never gamble.

★ ★ ★

RADIOLOGY:—Bob Emery, Bill Wirges and the entire "Rainbow House" aggregation rates an accolade for their MBSwellelegant interpretation last Saturday of Tchaikowsky's 'Nutcracker Suite.' . . .

● Pardon us for taking a bow but several weeks ago we 'raved' about the NBChoral work of the Murphy Sisters . . . they've just been signed by Victor. . . ● Wladimar Selinsky, composer-conductor will conduct the new Helen Hayes CBS show in addition to his duties on the "F.B.I., In Peace and War." . . . ● Starting September 28 when her program moves from NBC, she'll be Ginny CBSimms. . . ● Maestro Eddie (Smiles) Stone, whose band has done a swell job at the Hotel Biltmore, is in line for a commercial in the Fall. . . ● "The Prudential Family Hour" will be cut from 45 to 30 minutes starting Sept. 23. . . ● George Arken, who has been producing USO Camp Shows for hospitalized Vets the past three years, is in Gotham for a well-earned vacation. . . ● Producer Max Michaels has delivered a set of fine jingles to Universal for the radio exploitation of "A Night In Paradise." . . . ● NCAC's new package, "Dance With the De Marcos" written by Arthur Henley which sounds like a natural . . . gimmick is a series of dance-o-grams' guaranteed to teach listeners the latest steps, etc.

★ ★ ★

TIN PAN ALLEY-OOPS:—Happened at the Taft Grill early this week . . . a girl insisted that Maestro Vincent Lopez give her an audition . . . finally,

and just three minutes before going on the air, Vincent succeeding in having the singer leave the band stand, after promising to listen to her at a later and more appropriate time. . . ● Ben Bornstein, professional manager at Harms, has a sure-fire hit in the M. K. Jerome-Jack Scholl tune "Some Sunday Morning," featured in the Warner Flicker 'San Antonio'. . .

● Cottonseed Clark, 'top hand' on the CBS show "Hollywood Barn Dance," has just sent us his latest book, 'Brushwood Poetry,' replete with the charm

of the western ranges and the rustic philosophy not unlike that of our beloved Will Rogers. . . ● Bert Mann is getting a nice play on the Vanguard tune, "Got A Penny, Benny?" . . . ● Spike Jones, currently

before the "Breakfast in Hollywood," cameras, will make a series of children records for Victor . . . the new novelty ditty, "Myrtle the Turtle and Flip the Frog" should be a natural. . . ● Phil Spitalny should drop

into the Plantation Room of the Hotel Dixie in Gotham and get a load of a satirical bit, based on Phil's "Hour of NBCHarm" with which Teddy King and his Jesters convulse the cash customers. . . ● Ruby Film Co. filmed

the All-American baseball game held last week at the Polo Grounds . . . films will be televised via Du Mont, Schenectady and Phila. stations. . .

● Howcome Carl Ravazza, who's been signed for a six month stay at the Roxy Theater, hasn't been signed for a commercial? . . . lad is great. . .

● Songwriter Max Rich is in town from Hollywood with a briefcase of tunes.

CHICAGO

By BILL IRVIN

Stay tuned for terror, sponsored the Consolidated Royal Chemical Corporation (Krank's Shave Cream) through Russel M. Seeds Company has been replaced by the program "Man Hunt," effective Aug. 13. Show is heard Mondays, Wednesdays and Fridays from 10:45 to 11:00 p.m., CBS. A program of Scientific Detective Tales, "Man Hunt" feature Roger Koven as narrator and a cast composed of Larry Haines, Florence Robinson and Maurice Harplin.

The renewal order for the Kingsbury Cadets, heard Monday through Friday from 5:30 to 5:45 p.m., CBS was placed by the Kingsbury Broadcasting Company, through Barnes Advertising Agency Inc. The contract renewal is for 13 weeks effective Sept. 17. New station business included order from G. Barr and Company (Balm Barr Hand Creme) through Arthur Meyerhoff and Company for 65 station breaks to run five a week for 13 weeks, beginning Sept. 17. Grove Laboratories, Inc. (Cough Tablets), through Russel M. Seeds Company, Inc., ordered 66 breaks to be aired three a week for 22 weeks effective Sept. 17. An order for 19 breaks was placed by C. A. Barnes (H-B Cough Drops), through H. B. Noyes Company, calling for six breaks for 23 weeks, to start Sept. 10. Beechnut Packing Company (Beechnut Gum) through Newell Emmert ordered 19 breaks to run between Aug. 23 through Dec. 27.

Canadian 'Hams' Await Authorization To Continue

Montreal—Canada's estimated 400,000 radio "hams" who filled the air with their call letters before the war, are longing the day when they can get back in operation. Plans for the future may come under consideration at a conference in Rio de Janeiro in a month.

There is no indication yet as to whether lifting or relaxing of the Defense of Canada regulations which put amateurs off the air at the start of the war. Restrictions on ship radio transmissions, while relaxed to some extent, have yet to be completely lifted.

Transport Department officials say the wartime radio silence for ships in the Atlantic has been relaxed to allow transmission of messages, but regarding "ship's business" only. Radio silence still prevails in the Pacific despite the Japanese surrender. It probably will continue for a time after the surrender agreement with the Japanese is signed.

Amateur as well as commercial radio will be among the subjects of the conference of signatories of the Inter-American Radio Communications Agreement which opened in Rio de Janeiro, on Monday September 3rd, and to which Canada is a party. The discussions will be mostly technical.

Program Parade . . .

Y. J. KAISER—WJZ-American. Sun-7:15 p.m., EWT. Serutan Company. Sing for Drew Pearson, this country's big warplant getter-upper and shipper, revealed Sunday that he can be the mike like a veteran commender. Kaiser's delivery was strong yet so fast as to pace. The listener felt how what he was talking about, particularly as to post-war developments. His fiction of things to come" was equally on a bill now before Congress.

CONVERSION AND JOBS—WORM-U. Several times weekly Monday to Friday, 8:15-8:30 p.m. Sustaining. Leading industrialists and labor men are heard in this new series which seeks views of as many minds as available. Political figures, all of whom stress need of jobs for veterans and in their own best how to go about it. All on a very serious note in their live nights on the air. Monday night with S. Flemming of the U. S. Civil Service Commission was heard.

HITS AND MISSES"—WEAF-NBC. Friday, 9 p.m., EWT. Peter De Rose symphonic arrangement of "Deep Purple" with composer at the piano highlighted this sustaining musical program which presents the hits and misses of famed composers. Milton Katims conducting compiled the compositions of such composers of Victor Herbert and De Rose.

Louis Press Strike Results In New Radio Biz

(Continued from Page 1)
 For department stores and leading specialty stores in downtown St. Louis are members of the Association. For many years they have refused to advertise on the air. Now radio station KSD has sold to the Famous-Barr Company, St. Louis outlet for the May Department Stores, totaling six and one-half hours spread over the seven days of the week. Stix-Baer and Fuller, one of the big three department stores, has taken three hours a week. Kline's Wear House, has taken one and one-half hours a week.

Ad Business War Effort Exceeds Billion Dollars

(Continued from Page 1)
 more than one billion dollars worth of advertising to the war effort. Of the contributed space and time, the broadcasting industry it is estimated, gave a possible two-thirds in free time, apart from that of radio advertisers.

In his special V-J Day report to business leaders throughout the country Young stated that mobilization of advertising power grew out of an intense desire of the part of farsighted business leaders to apply their skills in the public service.

Young further said that advertising plans were mapped out and funneled to business-government co-operation in the information area, with the result that valuable service was rendered at no cost to all the military and civilian agencies departments.

Campaigns to which advertising contributed time and space included: War Bonds, food, Merchant Marine, civilian nurses, conservation and salvage, manpower, fund-raising, civilian services, recruiting for the services and many other campaigns each with its own ramifications. Breakdown by Young of the figures involved were staggering as to the pooled effort and value in either advertising space or radio time.

Web Makes Recorded Gift To Library Of Congress

Library of Congress in Washington, D. C. has agreed to accept from CBS its gift of total files of 24,000,000 words of foreign shortwave broadcasts and picked up and recorded by the network's shortwave listening post since August 1939.

Allied and enemy communiques and propaganda, broadcast from over 60 foreign countries, were tuned in and "trapped" by secretly located CBS receivers and selectively channeled into CBS news headquarters, where trained linguists translated from more than 15 languages.

Library of Congress will photograph the record on microfilm and eventually it will be concentrated on some 8,000 feet of film, and it will be available to other libraries at cost. Ceremonies were held at the Waldorf-Astoria yesterday where Dr. Luther Evans, Librarian of Congress accepted the record from Paul Hollister, CBS vice-president. Also present were Paul White director of news, Lyman Bryson, Jack Gerber and Carl Van Doren.

Breakfast Club Cast To Entertain Philco Group

(Continued from Page 1)
 they will entertain the Philco employees and executives.

The outdoor festivities, which will be held at Philco Field, Tioga and "C" Streets, are designed to introduce Don McNeill and his "Breakfast Club" to the Philco family. Philco's sponsorship of the 9:45-10:00 a.m. portion of the popular morning program started on Sept. 3.

Mr. McNeill and his cast will return to New York in time for the Friday morning program which originates from the American studios in Radio City, New York.

City College Tele Course Gets Underway Sept. 11-12

Technical knowledge needed for effective television marketing will be the keynote of the Evening Session of the City College School of Business which announces a new workshop course in Television Programming, Production and Studio Operation. Registration starts Sept. 11 and will be open to Sept. 21, according to Dr. Robert A. Love, director.

Dr. Love stated yesterday that television is no longer "around the corner" and that there is an immediate need for technical training to provide advertising and merchandising personnel with a working knowledge of tele.

Instructor for the course which is to be held at the Allen B. Du Mont Laboratories, will be Gerald O. Kaye, of Bruno-New York. Kaye is television consultant for WNEW and has authored a recent book entitled "Television is Ready for a Rate Card," which he based on his tele research for RCA. Course supplements the CCNY evening offerings in radio scriptwriting, dramatics and station practice.

Course is in line with CCNY's program of anticipating needs in television and providing training in such fields.

RADIO DAILY, as a gesture to honorably discharged servicemen and women, offers free position want ads to those seeking employment in radio. Only restriction is that the copy be limited to 25 words or less.

Ex-Navy — Good radio background. KFWB, Warner Bros.—Actor, director, announcer. College graduate, experience: Pasadena, Cleveland playhouse. Student Maria Ouspenskaya—Interested position with future. Write: Servicemen's Want Ad Box No. 26, RADIO DAILY, 1501 Broadway, N. Y. C.

Time salesman, just released from Coast Guard, 10 years background space and time, 35 years of age, family now living in New York. Write, Servicemen's Want Ad. Box No. 27, RADIO DAILY, 1501 Broadway, New York City.

Hildegarde Host To Stars

Tallulah Bankhead and Edward Everett Horton, stars of stage and screen, will be heard as guests when Hildegarde's "Raleigh Room" returns to the airwaves over NBC on Tuesday, Sept. 11, 10:30 p.m., EWT.

"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.

Send Birthday Greetings To—

September 5
 Robert A. Baries R. C. Morenus
 Harold Sanford Norman Sichel
 John Henry Jerry Law



COUSIN JACK
 He rides herd over WKY's Sunrise Roundup Gang who raise the curtain on WKY doing every morning at 6:00 with tunes and tidbits.

WKY
 OKLAHOMA CITY
 The Katz Agency Representative

BALTIMORE'S
Listening Habit

W
C
B
M

MUTUAL BROADCASTING SYSTEM

JOHN ELMER President
GEORGE H. ROEDER General Manager

FREE & PETERS, Inc.
 Exclusive National Representatives

AGENCIES

JAMES F. EGAN, for the last five years vice-president and copy chief of Lennen & Mitchell, joined Kenyon & Eckhardt on Sept. 1st in the same capacity. Before his association with Lennen & Mitchell, he was for many years with Young & Rubicam.

RICHARD L. ARMFELD, former chief of bureau for Press Association, Inc., in Indianapolis, Ind., has joined the radio division of Agricultural Advertising & Research, Inc., Ithaca, N. Y., advertising and public relations agency. Armfield is processing news for a 15-minute, Monday-through-Friday news broadcast, sponsored by the Co-operative Grange League Federation Exchange, over a regional network.

GOLDMAN & GROSS has been named advertising counsel for Portrait Cold Wave Home Permanents, manufactured by H. H. Tanner & Company, St. Paul, Minnesota. Radio, newspapers and national magazines will be used. Harold Gross is account executive.

FALL AND CHRISTMAS advertising for Lenthic, Inc., will be the largest campaign in the company's history. Geyer, Cornell & Newell, Inc., is the agency. The company manufactures vanities, perfumery and men's requisites.

TWO ART DIRECTORS have joined Roy S. Durstine, Inc. They are: August J. Freis, formerly with BBD&O and the M. H. Hackett Company. For more than eight years Fries was art director of the merchandising department of General Electric at Bridgeport, Conn. . . . Also, Cornelius J. Prins, who was formerly on the art staff of Lord & Thomas and of Benton & Bowles. For the past three years he has been supervisor of the tool design and drafting department at the Eastern Aircraft division of General Motors at Tarrytown, New York.

U. S. Coast Guard Lauds Nation's Broadcasters

The broadcasting industry was praised for its co-operation in the celebration of the 155th anniversary of the U. S. Coast Guard recently in a letter from Commodore Ellis Reed-Hill, chief of the public information division, to J. Harold Ryan, president, National Association of Broadcasters. "Radio's part was outstanding," Commodore Reed-Hill wrote. "Both network and independent stations delivered messages and special programs which brought to practically every home in the land tributes to the service. On behalf of the officers and enlisted personnel of the Coast Guard, I desire to express thanks to the entire radio broadcasting industry for its public-spirited assistance and co-operation."

COAST-TO-COAST

— NEW JERSEY —

PATERSON—Adele Hunt's "Start Your Own Business" show on WPAT in which veterans are advised on facts involved in starting their own business is receiving a flood of audience response. . . . **ATLANTIC CITY**—Hackey's Restaurant, sponsor of WFBG's "Your Opinion" is also sponsoring their radio edition of the Miss America Beauty Pageant.

— ILLINOIS —

CHICAGO—Andre Villon, WGN serenader, claims that American women's keen humor, independence, emotional stability and mastery of makeup make them preferable to the continental types he knew so well as a cafe singer abroad. . . . **WBBM's** colossal keyboard entertainer **Two-Ton Baker** offers a variety of piano and vocal interpretations on his daily spot.

— NORTH CAROLINA —

RALEIGH—W. E. Debman, WPTF war correspondent received a citation for "courage and bravery" in accompanying an assault on Luzon last June. . . . **GREENSBORO**—"Groans By Jones" **WBIG** early morning show has had such success with its cakes for convalescent G.I.'s campaign that three or four regional hospital wards are treated each week-end.

— TENNESSEE —

MEMPHIS—**WHBG** was turned over to outside radio men and the entire staff enjoyed a 50 fryer-chicken picnic at a nearby resort. . . . **KNOXVILLE**—John "Rabbit" Weehunt, **WNOX** staff musician, in a V-J fervor wrote a song "Old Glory is Waving in Tokyo" which is being published by Roy Acuff and bids fair of becoming a hillbilly must.

— VIRGINIA —

RICHMOND—"Youth Center Parade," the half-hour juvenile musical show aired Saturdays over **WRNL** from Miller and Rhoads' Youth Center broadcast from Byrd Park on August 25 at a party given by the sponsors. The show, emceed by Capt. John Carnaghan, has a membership of young radio stars that grows weekly.

— MARYLAND —

BALTIMORE—**WFBR** has just signed a new five time weekly servicemen's show titled "Welcome Home" which lists returning Baltimoreans, their decorations and promotions, and outstanding veterans will be interviewed. . . . **Stewart Kennard** **WFBR's** director of special events returned after a cruise in the South Pacific on the battleship **U.S.S. Maryland**. Kennard took a portable wire recorder and will air recordings of the trip.

— ARIZONA —

TUCSON—Lee Little, enterprising manager of **KTUC** whose paper salvage campaign made **Atlantic Monthly's** "Accent on Living," has made the publication's same feature for the second time within the year with his "have your brakes tested" campaign which resulted in 23,958 cars being tested within two weeks. Not only has he won local pedestrian gratitude, but national publicity for his station, as well.

— WEST VIRGINIA —

MORGANTOWN—**WAJR's** new special events staff inaugurated a summary of national, state and local news to luncheon meetings of the Morgantown Kiwanis and Lions clubs. The presentation met with such success after the first broadcast that it will be extended to other service clubs within the Morgantown station's listening area.

— COLORADO —

DENVER—**KOA** has inaugurated a weekly quarter-hour vets' show titled "When The Boys Come Home" featuring business and civic leaders in informational and helpful discussions to benefit veterans. . . . **KLZ's** May Co. show, "Maytime Is Your Time" has switched from canned music to vocal duo "Sunny and Dusty" with organist Art Gow accompanying.

— UTAH —

SALT LAKE CITY—**KSL's** prize-winning Utah Anniversary celebration float has been requested by the historical museum on Temple Square to be placed on display. . . . **KALL's** new Mutual-Intermountain key which begins broadcasting Sept. 30, has added Reginald (Ted) Harden to their staff as news editor. **Bruce G. Thornton** has been hired as director of special features.

— IOWA —

DES MOINES—George Cremeens, special events director for **KRNT** originated a number of programs from the Glen L. Martin Company, Omaha, Neb. and the Army Air Base in Sioux City, Iowa at the request of the Army Air Force. . . . **KRNT** traffic manager, Gene Gragg has resigned and the spot will go to Helen Mekeus, former head of the transcription department.

— MICHIGAN —

DETROIT—Cited as the first radio station in America to institute a systematic plan of purchasing wartime bonds, **WJR** will intensify its effort for the forthcoming Victory Loan, according to P. M. Thomas, secretary-treasurer of the company. Since Pearl Harbor the **WJR** organization has purchased approximately two and a quarter million dollars in Bonds and Treasury Tax Certificates.

— OHIO —

CLEVELAND—Sally Green, 15-year-old blind girl had a leading role in **WTAM's** mystery show "In Another World" on August 27. Bob Spencer, show's producer said Sally handles an amazing number of characterizations. . . . **DAYTON**—**WING** is airing a daily "Sunny Side Up" variety live show for Swift & Co. in association with their Swift Cleanser promotional campaign.

— CANADA —

TORONTO—According to "Canadian Broadcaster," Mayor LaGuardia has been offered \$1,750 a broadcast to read "funnies" over the air when his term expires by a breakfast food manufacturer. . . . **Jim Coleman**, popular Globe and Mail sports columnist visiting newscaster **Alan Miller** in **CKEY's** newsroom, was ascertaining the time when the clock fell to the floor! He is now known as "The Face—that stopped the clock."

NEW BUSINESS

KOA, Denver: James B. Kenne contractors, six one-minute announcements weekly, direct; Colorado Potato Flake Company (potato chips) through Curt Freiberger Advertising Agency, Denver; night-time static breaks, one a week; Rockmont Envelope Company (Sky-Mail Stationery) 15-min.-musical program, Fri., direct; Continental Air Lines, through Gale E. Broyles Advertising Agency, Denver, one-minute announcements, three times weekly.

CKNW, New Westminster, B. C. Callander Radio Sales and Service Vancouver, one-minute spots, three times weekly, direct; Aristocrat Hamburgers, Vancouver, through Record Art Transcription Company, Vancouver, one-minute spots daily, Baxter Motors, New Westminster, one minute spots daily, direct.

CKEY, Toronto, Ont.: Pascoe's Limited (men's clothing) 156 spot announcements, Monday through Saturday to January 17th, 1946, through Frontenac Broadcasting Agency, Toronto; Riverdale Garage Limited, twenty-five-minute recorded programs 2:05-2:30 p.m., Sundays, renewed as of September 2nd, 1945, August 25th, 1946, through Frontenac Broadcasting Agency, Toronto; United Fruit Company, 260 spot announcements, Monday through Friday, August 15th, 1945, to August 13th, 1946, through Batten, Barton, Durstine and Osborne, Inc., N. Y.; Pannill Doc Company Limited, 21 flash announcements, Tuesdays, Thursdays and Saturdays, direct; Wartime Prices and Trade Board (meatless days) 26 spot announcements, through E. W. Reynolds and Company, Toronto; Wartime Prices and Trade Board (Emergency shelter administration) 36 spot announcements, through E. W. Reynolds and Company, Toronto.

Canadian Short Wave Station Beams To So. America

Montreal—Following a week of broadcasting to South America the international shortwave programs of **CBC** are judged successful in the area, having it is reported been heard clearly and strongly in both Central and South American countries. The broadcasts are in Spanish for most Latin American countries and Portuguese for Brazil. They have conveyed to the countries interested the proceedings at the provisional international civilization organization conference in Montreal. Shortwave broadcasts have also been directed towards Australia and New Zealand and these also have been plainly heard.

Decca Dividend

Directors of Decca Records Inc., declared a regular quarterly dividend at 30 cents per share on the stock of the company payable on September 29th to stockholders of record Sept. 15th.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

COL. 32, NO. 46

NEW YORK, N. Y., THURSDAY, SEPTEMBER 6, 1945

TEN CENTS

FCC Closes WDSU Case

CANNES, FRANCE

... Resting on the Mediterranean

By JACK ALICOATE

Publisher, Radio Daily

HERE we are at Cannes at the ultra aristocratic Hotel Du Cap Antibes overlooking the blue water of the romantic Mediterranean. . . . Our hop from Paris is practically the whole length of France and in passing over the great French Naval Base, at Toulon, we could almost reach out and touch the masts of the many warships still sleeping there. . . . We are here for a short rest, as the guests of General Eisenhower, and are awed by the immensity of this, the largest of all Army rest centers. . . . It is under the command of General Riley Ennis who was at the airport to meet us and direct our tour of inspection. . . . Imagine, if you will, the entire coast of Jersey and Florida with every hotel, tennis court, restaurant, golf course, theater and nightclub, given over entirely to Army personnel and you will have some idea of the magnitude of this adventure.

THE center includes the famous resort cities of Nice, Antibes, Juan Les Pins, Cannes and Grasse and the normal complement of restees covering every branch of the service is about 12,000. . . . The stay is seven days and all are housed at over 100 luxury Riviera hotels. . . . In addition the Army is operating 75 restaurants, 29 night clubs and four theaters. . . . Add to the limitless facilities of golf, tennis, fishing rinks, 50 boats for fishing, speed boats and a 1,000 bicycles all for free and one gets an incredible picture of mass recreation and entertainment never before attempted by one management any time anywhere. . . . Our chief aid and source of information is the popular

(Continued on Page 2)

Ole' Cowhand

Paul Whiteman will become an ole' cowhand when he takes the cast of the "Philco Summer Show" on a mythical visit to his "Walking Horse Farm" during next Sunday's broadcast over the American network at 6 p.m. "Pops," who knows his Texas, will introduce such tunes as "Cow Cow Boogie," "Jingle, Jangle, Jingle," and "Tumbling Tumble Weeds."

Special Listing

St. Louis—Four unions of reporters, typographers, stereotypers and mailers, due to the strike are publishing their own four-page daily paper. Despite the limited supply of newsprint paper, the sheet carries a two-column display box in which programs are listed of each of the network outlets—KSD, MOX, KXOK and KWK.

Truman Names Benton Assistant Sec'y Of State

Washington Bureau, RADIO DAILY

Washington—William Benton, founder with OPA Administrator Chester Bowles of the Benton & Bowles Agency, chairman of Encyclopedia Britannica and head of Muzak, was yesterday nominated by President Truman to serve as Assistant Secretary of State. Benton's assignment will be

(Continued on Page 5)

Halpern Leaving Souvaine To Join Owen & Chappell

Resignation was announced yesterday of David Hale Halpern, as vice-president and general manager of Henry Souvaine, Inc. program producers. Hale joins Owen & Chappell, Inc. on Sept. 10, as vice-president in charge of radio and television of the agency. Halpern is also an officer of the American Television Society and a member of the radio advisory committee of the American Civil Liberties Union.

Porter of FCC Offers Views On Radio in Magazine Article

Washington Bureau, RADIO DAILY

Washington—American radio has undergone an important change in recent years, with the emphasis shifting from competition for the public ear to competition for the advertisers' dollar, FCC Chairman Paul A. Porter writes in the current issue of the American Magazine, released today.

The FCC, said Porter, cannot accept

New Orleans Radio Station Exonerated In Charges by Senator Overton; Case To Be Studied in Nov.

Washington Bureau, RADIO DAILY

Washington—The FCC yesterday announced that its proceedings in the complaint of Senator John Overton of Louisiana, that WDSU, New Orleans refused him a fair break in political time during the 1944 election primaries were closed. Overton's chief primary opponent was E. A. Stephens, who with Fred Weber, former MBS manager and H. G. Wall, owns WDSU. No action will be taken against the station, although the Com-

(Continued on Page 5)

Mexico City Strike Spreads To Stations

Mexico City Bureau, RADIO DAILY

Mexico City—Eleven capital stations will be added Thursday to the strike started Monday by Radio Local Federal Electrician's Union against XEQK, XEL, XEPH. Walkout originally scheduled against all 14 postponed in case 11 permit negotiations. But station executives told union at

(Continued on Page 3)

Touring Broadcasters Returning This Weekend

The party of radio and trade paper executives which has just completed a tour of the ETO under War Department auspices, is scheduled to return to the U. S. on the week-end. Present sked has the troupe in Rome

(Continued on Page 3)

New Bourjois Production Set For CBS In October

Present "Romance, Rhythm and Ripley" show will leave the air on CBS October 4, to make way for another Bourjois sponsored program. "Powder Box Theater," which will

(Continued on Page 3)

Present Management To Continue At WOW

Omaha—Radio Station WOW, Inc., present lessee of WOW here, will take over the station under a new lease arrangement, the Woodmen of the World Life Insurance Society announced following the study of seven bids made for the station.

WOW also intends to reorganize to take over the new leasing arrangement, it was indicated Saturday with the report from Lincoln that articles

(Continued on Page 8)

Miner To Discuss Tele On CBS Symphony Period

"Television—Production and Program Side," will be discussed by Worthington Miner, manager of CBS television department this Sunday

(Continued on Page 7)

Heavy Demand

Requests for more than 30,000 tickets to the Don McNeill "Breakfast Club" broadcasts over the American web in New York this week has resulted in the network, and sponsors arranging to have McNeill return for a Madison Square Garden appearance later in the Fall. Sponsors of the show will also share the ballyhoo with American Network at the Garden.



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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

(Wednesday, Sept. 5)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	183	182 1/4	183	+ 1/4
Farnsworth T. & R.	16 1/4	16	16 1/8
Gen. Electric	47 3/4	47 1/8	47 1/2	+ 1/8
Philco	38 7/8	38 1/8	38 1/4	- 5/8
RCA Common	16 5/8	16 1/8	16 5/8	- 1/8
Stewart-Warner	20 1/4	19 7/8	20	- 1/4
Westinghouse	36 3/8	35 3/4	36 1/4	- 1/4
Zenith Radio	38 1/2	38 1/4	38 1/2	- 3/8

NEW YORK CURB EXCHANGE

Nat. Union Radio	5 1/8	5 1/8	5 1/8	- 1/8
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FMBI Committee Meeting

FMBI's executive committee, appointed at the Milwaukee board meeting, will meet Sept. 25, in New York, it was reported Friday. The future of the organization will be discussed at this meeting, which will be attended by Wayne Coy, WINX, Washington; Cecil Mastin, WNBC, Binghamton, and Gordon Gray, WMIT, Winston Salem.

20 YEARS AGO TODAY

(September 6, 1925)

Johnnie Johnstone of the WEA staff has figured a little in history, beside being an expert radio operator. He was a radio man in the Navy during the war. Johnstone was serving on the George Washington when President Wilson went to Paris for the second time on that ship.

REFERENCE RECORDINGS
IN CHICAGO

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

CANNES, FRANCE



... Resting on the
Mediterranean



(Continued from Page 1)

WAC Captain Margaret Sherman, in charge of Public Relations.

FOR the first time, since leaving Washington, we can come and go as we please. . . . On a three day pass as it were. . . . A few of our more hardy radio salts went on a big deep sea fishing trip. . . . Net result three herrings and a Swiss riding boot. . . . Those two daring cavalymen, CBS, Joe Ream and Billboard's, Joe Caida, went dashing into the hills atop fiery steeds. . . . Harry Wilder, Clair McCullough, Morris Novick and NBC's Bill Hedges, are somewhere in the Grasse Mountains trying to make a deal for some hot perfume. . . . Personally we are practically living at the pavillion at Eden Rock probably the most famous and swankiest swimming hole in the world. . . . The fact that the place is loaded with WAC officers and nurses had nothing to do with our decision. . . . One cannot help reminisce of the old days here at Juan Les Pins, where the ultra set of five continents gathered to swank and eat and drink and gamble. . . . Our travelled and sophisticated Liaison Officer Major Tom Dougall, seems to melt into the picture, either in formals or in swim suit. . . . Major Tom is from WXYZ, Detroit and among other things wrote and produced "The Lone Ranger."

LAST night we were the guests of the co-operative Gen. Riley Ennis, at his elaborate shore home, for a formal dinner. . . . Later, strictly in the line of duty, we went for a complete and thorough tour of as many night clubs as we could drink, ending at the idyllic provencial at Cap Antibes where the floor show and dance band, and by the way there are 29 Army band units giving out here, was the par of anything east side New York has to offer. . . . Illuminating aside, dancing partners were ample both as to quality and quantity.

THIS afternoon most of our outfit are winging it to Monte Carlo, obviously from an esthetic and historical standpoint. . . . Bidding them happy landing, we shanghied a car and drove to Nice, the zone exclusively for enlisted men and the dramatic center of this whole undertak-

ing. . . . From the kids themselves we got enough human interest material on the war to fill a book. . . . Here is the largest GI PX store in Europe. . . . Here officers are not allowed to enter for to them, the Nice zone is off limits. . . . Here saluting for a week is forgotten, here the beach, miles long is crowded with military merrymakers and the GI and his WAC gal can romp and play with abandon 24 hours a day.

THIS genial General Riley Ennis, captures our imagination. . . . He gets along on four hours, sleep and was in command of our toughest training program, the whipping into shape through a hot, dusty, back-breaking, nerve-racking grind of the armored units in the desert, back of Indio, California. . . . He is plenty tough and carried through just as his men carried through. . . . Here he is now running the biggest night club in the world.

MEDITERRANEAN INTELLIGENCE: Our invasion landings were at Raphael, a short ride away. There were no casualties at Monte Carlo among our returnees for those in uniform cannot play. . . . In Nice, the GI has a bar 100 feet long, the largest in Europe, serving good beer brewed by Army men. There is a hot black market here, cigarettes two frogs a pack and soap at three bucks a copy. . . . If you ride along the less frequented shore in early morning, it is nothing unusual to see French mademoiselles bathing in the nude.

Coverage ...in Philadelphia



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



Ice breaker

That's a Lake Michigan freighter making its way through a narrow channel in the ice.

It's built for that kind of work.

And in radio in Baltimore city, W-I-T-H is built to do a channel-opening sales job for you.

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

Glad to show you the facts any time.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

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

COMING and GOING

DAVID E. GREEN, publicist, returned this week from Hollywood where he attended the premiere of the Judy Canova program from the East and in addition to several other promotion and publicity matters.

JACK SKINNER, Mutual news editor, is spending his vacation with the 9th Regiment, New York, Guard, on maneuvers at Camp Smith, Westkill, N. Y.

EARL H. GAMMONS, director of CBS' Washington office, is in New York for a few days in conference at network headquarters.

LEON GOLDSTEIN, vice-president of WMCA, left last week for his annual vacation trip.

Leaving Broadcasters Returning This Weekend

(Continued from Page 1)

Yesterday, in Paris today and leaving Paris tomorrow on the first leg of the trip to these shores.

War Department plans to officially muster out the group either Saturday or Sunday. Whether the C-54 transport will stop at La Guardia airport first or continue direct to Washington is not yet known. At any rate, those that are able, will probably phone or arrive at their respective desks by Monday morning (and probably immediately announce the need of a vacation).

New Bourgeois Production Set For CBS In October

(Continued from Page 1)

Debut on Thursday October 11, 10:30 to 11 p.m. New show will feature the voices of Danny O'Neill, Evelyn Knight and the music of Ray Block's orchestra. Jim Amechee will be the master of ceremonies and will participate in the cast of five-minute romantic vignettes which will be a part of the show's format.

Mexico City Strike Spreads To Stations

(Continued from Page 1)

Conference that demands of 60 per cent salary increases plus unionization of all employees including artists unacceptable."

Vestinghouse Executive Gets Electrification Post

J. B. Trescott, Midwest district apparatus and supply manager for the Westinghouse Electric Supply Company, has been appointed Rural Electrification Authority representative in St. Louis, it was announced in New York by David M. Salsbury, vice-president and general manager. Trescott will be in charge of negotiation of contracts with REA, reporting to W. B. Meek, district manager in St. Louis, and M. P. Nickerson, general apparatus and supply manager at New York headquarters on sales problems.



How to sell character to youth

Since WOR for more than two decades has primarily been an instrument of the community, it is not strange that it should direct its energies toward combating the community threat of juvenile delinquency.

Nor is it strange that "IT'S UP TO YOUTH", the WOR program currently aired every Saturday morning, 9:30-10:00 A.M., should apply to a social-minded challenge the same audience-knowing skill that daily molds attitudes and produces action for hundreds of WOR sponsors.

Because the program-building routine was practically the same. First came authoritative research—probing the need, the possible techniques, the calculated effects. (Expert advisors in this case were New York's Metropolitan Youth Council and Dr. Frederic M. Thrasher, Professor of Education at New York University.

Then came the shaping of a new WOR show-idea—a youth-forum where teeners could listen to dramatized behavior-problems and sound off on the real whys and wherefores of

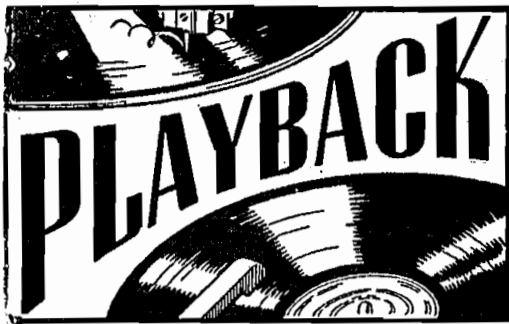
their waywardness; provide practical solutions to such basic delinquencies as truancy, petty thievery and vandalism.

The result: "IT'S UP TO YOUTH", already attracting appreciative notice from educators, religious leaders and civic authorities, as well as from the radio industry itself and a wide, sincerely impressed audience.

A pure-and-simple public service, "IT'S UP TO YOUTH" nevertheless reveals once more the WOR ability to influence people through carefully constructive programming. It is this highly developed facility which makes WOR one of the most effective known means to sell both progress and products to more than 18,000,000 people in one of the greatest listening territories on the Eastern Seaboard.

WOR That power-full station
at 1440 Broadway, in New York

Mutual



If a snide character approached you on the street and in husky tones asked "Wanna buy a genuine two-carat diamond ring for twenty-five dollahs?" Well, you'd either smile knowingly and keep out near the curb or examine the product to determine its genuineness. Anyhow your first reaction would be one of doubt. On the other hand, if a reputable jeweler advertised a sweeping reduction on all two-carat diamonds . . . selling them out at \$125 . . . you would be in the first line with cash in hand . . . if you were interested in a diamond.

We liken ourselves to the jeweler . . . but with a greater variety of gems to sell at prices way below expectations. Our jewels are NBC Syndicated programs . . . the same brilliant recorded productions you have been hearing so much about. Such outstanding shows as *The Playhouse of Favorites*, *Come and Get It*, *The Haunting Hour*, *Destiny Trails* and many others are now being offered to program users at the lowest rates in the history of NBC Radio-Recording.

This isn't a bargain sale . . . because the cost of these top-notch radio shows is actually on the upgrade. Programs that cost thousands of dollars to produce here at NBC are now available at lower-than-ever rates.

The *Haunting Hour*, half-hour mystery show which was priced originally at \$150 per program in New York, is now available for only \$100. *Modern Romances*, quarter-hour daytime program, originally brought \$5 per episode in Columbus, Mississippi; now it is \$3.50. *Destiny Trails* was \$50 in Chicago. Now this popular adventure program sells for only \$30 per show.

It all adds up to rate reductions of as much as 40 per cent on all NBC Syndicated Productions . . . and that is news for any radio time buyer. This week 970 stations all over the nation will receive individualized folders announcing this unprecedented reduction in rates for NBC Recorded shows. If in a few days your copy doesn't show up, write, wire or phone us in New York.



RADIO-RECORDING DIVISION

AMERICA'S NO. 1 SOURCE OF RECORDED PROGRAMS
New York • Chicago • Washington • Hollywood • San Francisco

A SERVICE OF RADIO CORPORATION OF AMERICA



California Commentary!

● ● ● TOMMY DORSEY and Xavier Cugat played a part in causing hundreds of Japs to surrender on Guam, according to Staff Sgt. Edward Stodel, marine combat correspondent, who is here on a furlough transfer en route to Washington. Ed, who operated his own Los Angeles advertising agency for several years before entering the service in 1943, used a reconnaissance truck, equipped with two loud speakers and an amplifier, and every night for two weeks took the truck through the jungles of Guam. He played Dorsey, Cugat and tango records to attract the interest of the Japs and followed the music with a talk calling for the surrender of his listeners. Hoagy Carmichael's career as a movie actor got another boost when Walter Wanger signed him to play a role in "Canyon Passage." Hoagy will also act as musical advisor and will write two or three numbers for the opus. Vic Hunter, Foote, Cone and Belding executive, threw a party for Herbert Marshall following the final show of "The Man Called X" summer series Sept. 4. Party was at Hunter's home.

★ ★ ★

● ● ● Daniel Lundberg has resigned as associate manager of XEQ, CBS' Mexico City outlet, and will do free-lance radio writing in Hollywood. He was also radio director in Mexico for the Office of Inter-American Affairs. Homero Rios, publicity director, XEW and XEQ, Mexico City, which are operated by Radio Programs de Mexico, is visiting Hollywood's radio row. Tom Breneman's initial screen role is a starring one and he is rather busy, as he has to go to the studio following his daily morning broadcast to work in "Tom Breneman's Breakfast In Hollywood." Andy Russell, Spike Jones and his City Slickers and the King Cole Trio, are also appearing in the production, and it is very likely that Bob Burns, Arthur Treacher and Andy Devine, Tom's fellow honorary mayors in San Fernando Valley, will also work in the flicker. James Schullinger, who served three years in the Air Force as a First Lieutenant fighter-pilot, has joined the CBS-KNX production staff as a contact producer.

★ ★ ★

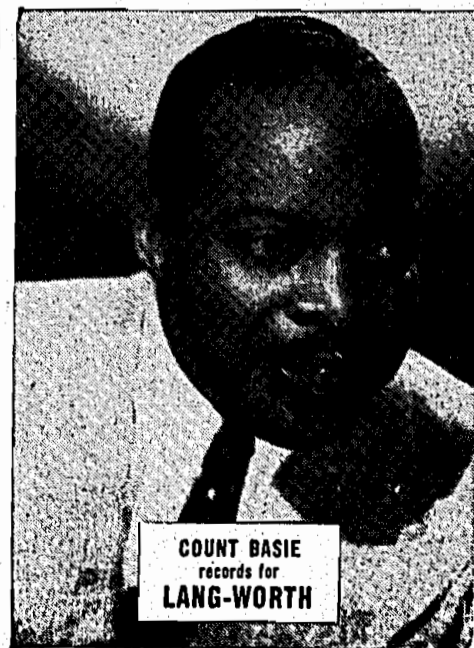
● ● ● Effective immediately, Al Jarvis is placing his entire staff on a five-day week. The six employees who help produce Al's "Make-Believe Ballroom" on KFWB hereafter will get two days off each week. Jarvis, however, continues to labor six days out of every seven. Scotty Beckett has been signed for the Irving Brecker comedy package, "The Life Of Riley," starring William Bendix, in an open audition over almost every moppet in radio. Kid actor will play "Junior Riley" in the weekly show, which returns to the air Sept. 8. The Pied Pipers have been signed as a regular feature of the new Frank Sinatra series, according to Mann Holiner, producer and agency executive. George Burns and Gracie Allen are having one last fling before settling down to another long session of broadcasting on Sept. 20. Having completed two tours of hospitals to entertain servicemen, George now is putting in two weeks on Southern California golf courses, and Gracie is visiting relatives—you've heard of Gracie's relatives—in the San Francisco area. This was a big week in the lives of Edgar Bergen's pals, Charlie McCarthy and Mortimer Snerd. With the war over, the boys got their first new suits in three years. They were outfitted—so they could be in the peak of style for their new radio series—by a Hollywood tailor. Tom Hargis, program director of KNX, has added Ned Sorrell, formerly of KDYL, Salt Lake City, as a staff announcer. Peggy Webber has been assigned the feminine lead in "Dr. Paul," new NBC daytime serial. Paul Lamkoff, composer-conductor, has resigned from Warners, and after 16 years in film industry will now concentrate on composing serious music for radio, with emphasis on educational and documentary programs.

CHICAGO

By BILL IRVIN

A RENEWAL for the Monday through Friday, 6:30 to 6:45 p.m. CDST period, placed by W. F. McLaughlin and Company (Manor House Coffee) was included in the new business announced this week for station WMAQ (Chicago) by Oliver Morton, manager of the NBC Central Division National Spot Sales Department. Simultaneously with the contract renewal it was announced that the program, *Supper Interlude*, currently sponsored by McLaughlin, will be replaced with a new program entitled "Manor House Party." The new show will feature Skip Farrell, radio and night club vocalist, the Art Van Damme Quartet and announcer Bill Evans. The 52-week contract, placed through Sherman and Marquette, Inc. was effective Sept. 3. It was also announced that "The Country Sheriff" sponsored by the Peter Hand Brewing Company (Meisterbrau Beer) through Mitchell-Faust Advertising Company, will be replaced by the transcribed show, *Boston Blackie* on Sept. 8. A tale of a modern adventurous Robin Hood, *Boston Blackie* features Richard Kollmar, prominent radio and Broadway actor. Program will be heard Saturdays from 5 to 5:30 p.m., CDST. New station break business for the week was headed by an order from the Paul F. Beich Company (Pecan Candy Bar), through Olian Advertising Company, calling for 13 breaks to run one a week for 13 weeks which began Aug. 30. Prest-O-Light Battery Company, through Ruthrauff & Ryan, Inc., placed an order for eight breaks to be aired between Sept. 10 and Oct. 29.

WGN program renewals have been announced for "Tom Mix and His Straight Shooters" and the "Lutheran Hour." A 56-week contract renewal for "Tom Mix" was ordered by the Ralston Purina Co., of St. Louis, through Gardner Advertising Co., of St. Louis, effective Sept. 3, originating in Chicago.



COUNT BASIE
records for
LANG-WORTH

FCC Closes Case Against WDSU; Station Found "Remiss" in Action

Truman Names Benton Assistant Sec'y Of State

(Continued from Page 1)

(Continued from Page 1)

Commission definitely found that WDSU had been remiss in its handling of the Overton time requests. Proceedings are closed, but the whole case will be studied, the FCC said, at the time the WDSU license comes up for renewal—in November of this year. Overton had combined specifically that Stephens had been heard on the station frequently, but that no time was granted him between 6 and 10 p.m.

"Equal Opportunities"

The Act, said FCC, is "explicit in requiring that, once a licensee has permitted his station to be used by a candidate for public office, he must afford 'equal opportunities' to all other candidates for the same office. While neither the act itself nor the Commission's rules and regulations define the term 'equal opportunities,' it is amply clear both from the statutory language and legislative history that the meaning of this term is not to be arrived at by the application of narrow, legalistic notions. The obligation imposed upon a licensee by this provision is not discharged merely by offering the same amount of time to each candidate. Quantity alone is not the sole determining factor, for it is a matter of common knowledge that the size of a station's potential audience, an important consideration in political broadcasts, is much larger during the early evening hours than in other portions of the broadcast day. Fifteen minutes during this choice listening period is much to be preferred to quarter-hour segments early in the afternoon or late at night.

"This is borne out by rate schedules adopted by station WDSU—which are in line with those of other stations—prescribing their highest rates for quarter hour periods between 6:00 and 10:00 or 10:30 p.m. Consequently, since Stephens was being allowed to broadcast during the choice period between 7:45 and 8:00 p.m., it cannot be said, and respondents do not seriously so contend, that their offer to make available to Senator Overton time after 10:35 p.m. represents a satisfactory fulfillment of the sta-

tutory requirement to afford him 'equal opportunities.'

B'cast Time Not Equal

"Nor can it be said that the belated offer to grant time to Senator Overton during these select hours on Saturday evenings was 'equal' to the time afforded candidate Stephens on Thursday evenings. Notwithstanding respondents' contrary contentions, the record indicates that political broadcasts on Saturday nights are generally conceded to be less effective than those on week nights. One has merely to compare the number of persons on the streets and in various public places such as theaters, restaurants and night clubs on Saturday nights with the number at similar places on week nights to realize that a station's potential listening audience, especially for serious political speeches as distinguished from dance music and similar programs, is greatly affected.

In this connection it is significant that candidate Stephens saw fit to make only one Saturday night broadcast during the campaign—and that on the last Saturday before the election.

Policy Censured

"In an attempt to justify the station's refusal to afford time to Senator Overton between 6:00 and 10:00 p.m. on week days, Weber testified that it was the established policy of WDSU not to cancel any regularly scheduled commercial program in order to clear time for political broadcasts and that such broadcasts are restricted to periods of sustaining time only. This statement of policy reflects such a complete failure on the part of respondents to appreciate their obligations as station licensees (to operate in the public interest) as to require severe censure of such policy. Under the Communications Act of 1934 and the Commission's rules and regulations, a station licensee has both the right and the duty to cancel such previously scheduled programs as may be necessary in order to clear time for broadcasts of programs in the public interest.

"Stephens, as majority owner of the licensee company, and as a candidate

for public office, was under a peculiar obligation to make certain that the operations of this station did not afford the opportunity for his opponents to complain that the public facility over which he had control was being used for personal political advantage. A station operator more sensitive to the requirements of the statute and the traditional practice in the broadcasting industry would have been more scrupulous in this respect. Station WDSU was not licensed by this Commission for the personal benefit of the licensee, but is required by the terms of its license and the regulations governing its operation to perform a service to the public. Had the record been clear that Stephens as a licensee of this Commission wilfully and deliberately used this privileged position to discriminate against his political opponents such as offense would warrant revocation proceedings. It appears, however, that Stephens, who was not the active manager of the facility, was perhaps more guilty of a lack of understanding of his obligations and responsibilities as a licensee than any wilful intent to utilize his broadcasting facilities unlawfully.

Service Continued

"In view of the foregoing, the Commission does not believe that the ends of justice or the enforcement of its statutory responsibilities require the elimination of an established service because of a single episode in which the licensee exercised questionable judgment in the operations of his station. It would appear that the only sanction which the Commission could apply would be after appropriate further proceedings to revoke the station's license and thus destroy a service which the Commission has heretofore found meets the standards of public interest.

Proceedings Closed

"Upon consideration of the entire record and the attendant circumstances in the instant case, the Commission therefore concludes that no further action need be taken at this time and that the instant proceeding should be dismissed. This proceeding should serve, however, to remind the licensee that the facility in which he has an interest is not an instrumentality to be used for his personal political advancement. Broadcasters have a particular obligation to avoid discrimination in political contests and broadcasters generally are conscious of this responsibility.

"In view of the foregoing, the proceedings in this cause are hereby closed, with notice that the facts disclosed in this record are subject to further review upon consideration of the station's overall operation when application is made for renewal of license."

to take over the International Information Organization started by Archibald McLeish, to whose spot he succeeds. Early Senate confirmation is expected, with no known opposition.

Benton's job will be to develop the department's new program of information about America for the people of the world. Whatever is retained of the OWI Overseas Branch by the State Department will be in his bailiwick, as well as—according to reliable reports—the information work, including broadcasting, retained from the OIAA setup, also taken over by the State Department.

Study OWI Functions

An exhaustive study of both OWI and OIAA functions is now going on, Secretary of State Byrnes revealed Tuesday, with definite plans for the State Department's setup to be revealed early in the Fall, it is hoped.

Long familiar with the potentialities of radio, Benton is expected to see to it that the program calls for the fullest possible use of radio by the department as an important instrument in international information.

Will Sponsor "Good Idea" Show On The West Coast

Los Angeles—Guittard Chocolate Company will sponsor the Columbia Pacific show, "That's A Good Idea," starting Oct. 27. Program, which is aired on Saturdays, 9:30-9:45 p.m., PWT, is currently under the sponsorship of the Wilshire Oil Company. Last program for this account will be on Sept. 15, after which program will be carried on a sustaining basis until Guittard takes over. Agency for the new account is Garfield & Guild of San Francisco, and contract is for 52 weeks.

Exclusive!
WIBG
990 ON YOUR DIAL
Athletics and Phillies HOME GAMES
PHILADELPHIA

this is **WDDO** 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

AGENCIES

MILNE & COMPANY, INC., Seattle, Washington and Garfield & Guild, Advertising, San Francisco, Calif., have been elected to membership in the American Association of Advertising Agencies.

COMPTON ADVERTISING, INC. announces that Robert B. Donnelly is joining the company as account executive on Ivory Soap. Donnelly, who has wide experience in sales and advertising work, has been recently with Gardner Advertising in St. Louis.

MILES LABORATORIES, INC., has renewed "National Barn Dance" for Alka Seltzer, effective Sept. 29th and will run for 52 weeks. Program is heard over NBC Saturdays from 9 to 9:30 p.m. and is handled by Wade Advertising Agency, Chicago.

SALLY CRAMER, formerly administrative assistant on the Jergens Woodbury account at Lennen and Mitchell, has resigned to join McCann-Erickson's staff as creative group head on the Revlon account, Stanford Briggs, general manager, has announced. She will be in charge of creative planning for Revlon Nail Enamel, Lip Stick and Face Powder.

CIBA PHARMACEUTICAL PRODUCTS, INC., Summit, N. J., manufacturers of ethical products for the medical profession, announces the appointment of Roy S. Durstine, Inc., as its advertising agency, effective January 1, 1946.

L. B. Morris Leaving RCA For Private Law Practice

RCA Victor Division of the Radio Corp. of America announces the resignation of Lawrence B. Morris, formerly vice-president and general counsel and recently director of labor relations of the RCA Victor Division, who is returning to the general practice of law in New York City. After Sept. 15th Judge Morris will be associated with Matthew H. O'Brien, formerly vice-president and general attorney of Celanese Corp. of America, with offices in the Empire State Building in New York City and Washington, D. C. He will specialize in trial work and labor relations.

Judge Morris joined the RCA Photophone Co. in New York City in 1928 as vice-president and general counsel, continuing in that capacity until 1932 when the RCA Photophone was merged with the RCA Victor Company. Two years later Judge Morris became vice-president and general counsel for RCA Victor and later for its successor, the RCA Manufacturing Company, with offices in Camden, N. J. Since 1941 he has served on a special assignment as director of labor relations. He has also served as a member of the board of directors of various RCA Victor subsidiaries and associated companies.

WOMEN IN RADIO

By MILDRED O'NEILL

VERA FONTANELLA thinks American soap operas with their problems of love, marriage, homelife or a woman's career are pleasantly relaxing—the sort of thing you like when you're weary, much as you might enjoy a Strauss waltz coming softly from a distance. We were surprised at this, too—and then she went on to explain. Her opinion of this phase of our radio is based on her own comparison with the Quaker Oats-sponsored serial she writes for our neighbors to the South, under supervision of the National Export Advertising Service. Sure, Latin Americans want all those ingredients in their radio plays, but they want more—more love, more emotion, more detail of married life, more melodrama—and they want a political flavor, too, and variety. Vera's serial doesn't have just one title—it's had five, and each time she changes the name, also is changed the locale, events and all characters except her two principals. This procedure is what it takes to keep her listeners happy on a total of 15 stations in Cuba, Colombia, Venezuela, Brazil, Puerto Rico, Panama, and the Dominican Republic. The story of Latin American radio is one of an industry far behind our own, but on the other hand, if Americans take their radio drama seriously, with the Latin Americans it would seem to be two-fold. Vera attacks her work with the idea she is writing for the blind, and so produces the stark realism demanded of her.

★ ★ ★

A tiny package of dynamite is Vera Fontanella who was born in Italy in 1917 and had her first writings published in Vienna in 1934. She attended the University at Rome and the dark days that followed, during which the banning of her writings against the Fascisti was the least, finally ended in her escape from Lisbon to South America where she met her husband, an advertising executive. After their marriage and a period of travel in South America, they came here together in 1943. The story of their experiences throughout the journey is being made part of a book by Vera. Upon arrival in the United States, she went back to free-lance writing and a year ago started the Quaker Oats program. Vera would like very much to write for American listeners. She'd like to give them something new and different in radio drama. But the book comes first.

★ ★ ★

We in radio know Dorothy Kirsten for her "Keepsakes" program, for her singing on Paul Lavalle's "Highways In Melody," and as a guest on many other musical shows. But radio is only one side of the musical life of this attractive young singer who so completely typifies the American versatility of which we have every right to be proud. Operetta was made to order for her, as is agreed by those who saw her in such as "The Great Waltz" or "Countess Maritza." As a Victor Recording artist, she is a best seller. From her first concert appearance at the New York World's Fair, her appearance on concert stages the country over was sought constantly. As Violetta, Mimi, Manon, Marguerite, Madam Butterfly and other ageless operatic heroines, she sang with most of the leading opera companies in this country. Right now she is singing leading roles at the Opera Nacional in Mexico City. But all of this is just a preamble to her shining hour—for when the coming season opens at the Metropolitan here, Dorothy Kirsten will be its newest star. As she looks back now to that day in 1940 when, as a promising young singer whose studies in Italy had been shortened by the war, she sailed back home to America and she knew not what, she smiles serenely.

★ ★ ★

If you like your theater-going to be off-the-beaten-track, WOR announcer Dan McCullough's production of "Murder Without Crime" at New York's miniature Cherry Lane Theater down in Greenwich Village is the answer, and the guarantee of a high-tension evening. Paula Houston, Richard Purdy, Wilson Brooks and Neva Patterson, all of radio, comprise the cast.

EQUIPMENT

Old Timers Club

The Old Timers Club of Emerson Radio and Phonograph Corporation held a Victory Dinner in the Jade Room of the Waldorf-Astoria last week. Vice-President, Max Abrams welcomed 21 new members to the organization, comprised of 139 employees who have worked at Emerson for 10 years or more. Ben Abrams, president, discussed post-war plans for the company in the radio and television fields and revealed plans for the newly created Special Products Division. Dorman D. Israel, vice-president, in charge of production, reviewed the war record of the firm and discussed military contributions made by the organization in the electronic field. William Margolies, is chairman of the Old Timers Club committee.

New KSL Studio

Designed to control the amount of echo and other imperfections of hollow, muffled broadcasting, KSL, Salt Lake City, has constructed new "polyacoustic" studios following experiment and research in the science of acoustics by station engineers. Studio walls and ceilings are constructed with curved surfaces which provide for greater absorption and resonance of sound while eliminating the "bounce" of sound and control its direction and diffusion. Results have been very satisfactory, KSL officials declare, and believe they have achieved something which several other stations throughout the country have been working on for some time.

Local Sales Manager At GE

Kansas City, Mo.—C. H. La France has been appointed local manager of the General Electric Company's new appliance sales office which is being established at Omaha, Nebr., H. A. Warren, central district manager of GE appliance sales, has announced.

"Miss America" Contest On American Television

For the first time in the history of the occasion, the Miss America Pageant at Atlantic City, N. J., will be televised by the American Broadcasting Company this week-end, sponsored by Tangee, Paul Mowrey, manager of the network's television division, announced yesterday.

The activities will be telecast over WABD, N. Y., WRGB-General Electric, Schenectady, N. Y., and WPTZ, Philadelphia. The reception given the contestants by the U. S. Army and the breakfast of judges and participants will be highlighted among the events seen and heard over the air, as well as the selection activities that will take place Saturday.

Tangee will present a \$1,000 prize to the runner-up in the contest, as an award has been otherwise arranged for the winner.

Program Parade . . .

JACK SMITH SHOW—CBS. Tues. through Fri., 7:15-7:30. Procter & Gamble (Oxydol). Somewhat of a departure from its usual soap opera used to advertise such products as Oxydol. Jack Smith sings nicely, excellent diction so the gals can get the lyrics; there is good musical accompaniment and a femme vocalist is heard also. Makes a good little musical quarter-hour at a time when they seem to be most popular.



DOCTORS TALK IT OVER—American. Tues., 9:30-9:45 p.m. American Cyanamid Co. (Biologicals). Discussions on matters of health, precautionary measures and allied subjects from a broad point of view characterizes this new series. Tuesday night premiere had an unusual angle in that the show was transcribed. This was an interview by Arthur Feldman, American's correspondent in London, with Sir Wilson Jamieson, eminent medical authority who frankly reviewed the state of health of the British people, birth rate, etc. during wartime. Subsequent shows will have American medic of note, in the flesh.

Four AM Stations Seek Power Changes Of FCC

Washington Bureau, RADIO DAILY

Washington—Application for power change was filed with the FCC yesterday by four standard broadcasters, including two who seek increases from five to fifty kilowatts. These two are Hildreth and Rogers, licensees of WLAW, Lawrence, Mass., and WGAR, Cleveland. WLAW operates on 680 kc, and WGAR on 1,220 kc.

An increase from one to five kilowatts is sought by the Ohio Broadcasting Co., licensee of WHBC, Canton, Ohio, which is on the 1,480 band. KWSC operated one 1,250 kc at Pullman, Washington, by the State College of Washington, seeks to change its assignment to 1,030 kc, and from five kilowatts day and night to five kilowatts day and one kilowatt night unlimited.

Porter of FCC Offers Views On Radio in Magazine Article

(Continued from Page 1)

far toward mending matters. But competition among stations and networks is so intense that usually the commercial sponsor has the last word."

While the blame often rests with the sponsor, Porter said, the responsibility rests with the licensee for objectionable operation.

The cry that arises whenever radio is criticized, particularly from Washington, that the American system of broadcasting is endangered is "nonsense," Porter declared. "There is scarcely a

whisper of support in America for a government owned system, on the other hand, the American public has the right, and the FCC a legal duty to advise and consider as to whether the public interest is duly regarded."

Any attempt to draw an analogy between press and radio freedom, in regard to advertising, is incomplete if it is not recalled that printed advertising must sell itself through its eye appeal, whereas radio commercials are forced upon the listener unless he wants to jump up and turn his radio off whenever a commercial starts. In addition, Porter said, advertisers in the press supply only their advertisement, with editorial judgment and responsibility reserved to the publication.

But, in radio advertisers supply program material as well, with licensees often failing to exercise their editorial authority to the fullest.

Two important questions loom today, Porter said: "What kind of limitations, if any, should be placed, and by whom, on radio commercials which seem to a large section of the public to be too long and repetitious or offensively silly and in bad taste?"

"Is broadcasting to become an almost exclusive medium for advertising and entertainment, or will it, in addition, continue to perform public service functions in increasing measure?"

Porter does not know the answer, he said suggesting wide public discussion of the problem.

The trend toward over commercialization, he said, is today reaching a danger-point.

"Radio is operating under a statute drafted 18 years ago, when no one could have foreseen the pattern of the future. Maybe the time has come for Congress to clarify public policy in this field. It is certain that if Congress did undertake a revision of the old Radio Act of 1927 it would not confine its considerations to the lengthy commercial announce-

ment. Congress would doubtless take up questions of whether news should be sponsored at all, and consider proposals that certain hours of good listening time be withheld from sale entirely, in order that stations would have no alternative but to broadcast sustaining public-service programs during that period.

"They might consider the question how radio can best be used to develop local talent in its own communities, and it would appear certain that provisions in the present act which requires the Commission to encourage and foster competition would be strengthened and not weakened. These and many more problems would run the gamut of legislative debate if Congress decided to act.

"Therefore it must be clear to the radio industry that if it is to avoid legislative intervention in certain phases of its operations, it should undertake to discontinue practices which are making the public angry.

"The industry needs the strong-will and resolution to co-operate in setting up its own system of controlling commercial excesses. Such self-regulation would enable radio stations and networks to re-establish and maintain their full editorial rights and responsibilities. It can be done. It will not be easy, but it will be far better than continuing the present dangerous drift. There are storms ahead, and now is the time to get things shipshape. There is already a cloud in the sky much larger than a man's hand.

"There is a saying about 'putting your own house in order, before the law does it for you with a rough hand.' It is an old, trite saying, but still true, as many a proud industry, from the railroads to the stock exchanges knows to its sorrow."

A. Laird, Agency Official, Dies In New Jersey

Allyn V. Laird, account executive with J. Walter Thompson since 1934, died early this week at Muhlenberg Hospital, Plainfield, N. J.

Before joining the advertising firm Laird had been with the National City Co., securities affiliate of the National City Bank of New York, since 1916. He has been an active member of several business organizations and the Community Chest of New Jersey.

Scotty Becket On "Life Of Riley"

Scotty Becket, juvenile movie actor, has been signed for the Irving Bracker comedy package, "The Life of Riley," starring William Bendix, according to Allan Meltzer offices. Becket will play the role of the "junior" Riley. The show which opens Saturday, Sept. 8th from Hollywood over NBC, will feature Ken Carpenter, and is sponsored by Teel.



JOHN R. CHARTERS, recently discharged from the Army Air Forces because of injuries received while on duty with the 12th Air Force overseas, has joined the editorial staff of RADIO DAILY.



DORIS GIBSON, for 26 months a WAVE at Corona, Cal., has joined WKY as a secretary. She is the station's first woman veteran.



HAL ENGEL, a veteran of four years service in the U. S. Army, has joined the NBC script Department as a staff writer, according to Richard McDonagh, director of the script division. Engel received his appointment through a successful interview with NBC's "Welcome Home Auditions," an employment service created by the network for the purpose of assisting veterans to obtain jobs in every phase of radio.



LIEUT. DICKSON MULLIN, discharged recently from the U. S. Naval Air Force, has joined the promotion and publicity department of KGO, San Francisco, California.

Miner To Discuss Tele On CBS Symphony Period

(Continued from Page 1)

3-4:30 p.m., EWT during the intermission of the CBS Symphony program. This is the fourth in a series of discussions by well-known radio men in the field of radio communications.

Miner's talk is designed to acquaint the public in a realistic perspective of tele and its potentialities for entertainment, public service and education. He will also discuss color as it affects programming, mobile unit equipment and techniques. He will also give an idea of what quality and types of programs color and large screen tele will bring.

RICHMOND COVERAGE AT PETERSBURG RATES
WIRE or WRITE
WSSV
Petersburg, Virginia

For TAILOR-MADE SPOTS and PROGRAMS

Follow the Crowd

TO...

U.S. RECORDING CO.
1121 VERMONT AVE.—WASH. 5, D. C.
WRITE-WIRE OR CALL FOR DETAILS

Annual WNAX Party Attracts Big Crowd

Yankton, S. D.—Around 70,000 farmers and their families attended the third annual WNAX "Midwest Farmer Day" program, which was staged in Yankton, Monday. Each year WNAX entertains the farmers of the five mid-west states, Iowa, Minnesota, Nebraska and North and South Dakota. The promotion was born with the war and as a co-operative program with the service forces to stimulate the production of food and farm products. A typical mid-west farmer is selected each year. The Iowa farmer, John Oeser of Westside, Iowa, was the winner this year, he and his wife will be rewarded with a trip to Washington, D. C. where they will be guests of President and Mrs. Harry S. Truman. Governors of the five states entertained at a banquet for the families. Admiral William D. Leahy, Rear Admiral Harold B. Miller, 42, the Navy's youngest Admiral; Rear Admiral Joseph James (Jocko) Clark, one of the heroes of the Pacific, the governors, and Gardner Cowles, Jr., president of WNAX. The entertainment included the radio show, "Ladies Be Seated," and the broadcast "Meet Your Navy," and the two hours, musical and variety program given by the band. Seventy-eight blue-jacket musicians from Great Lakes Naval Training station made the trip. The day's festivities started with an Indian ceremonial induction. The Admirals, Gardner Cowles, Jr., Ed Borroff, vice-president of the American Broadcasting Company and Johnny Olsen emcee of "Ladies Be Seated" were made honorary chiefs of Rosebud tribe of the Sioux. The program was started on the banks of the Missouri River. Since Yankton, S. Dak. has only a population of a little more than 6,000 the 70,000 farmers were advised to bring picnic dinners. They did. WNAX claims their midwest farm day features the biggest picnic party in the country.

Sponsor Quiz Show

Sponsorship of "People Know Everything," man-on-the-street quiz show, over WOV, New York, by the Buitoni Food Products Company was announced yesterday by Ralph Weil, station manager. Program is heard Monday through Saturday, 10 to 10:15 p.m.

Send Birthday Greetings To—

September 6

Marlo Groon Billy Mills
James E. Sauter Paul Tromalno
John Charles Thomas Fred Wood
Phil McHugh Bob Anthony

COAST-TO-COAST

— PENNSYLVANIA —

PITTSBURGH—Paul "Tiny" Fisher, 350 pound WCAE mikeman will replace Steve Filip as emcee on the "Chicago Varieties." . . . **PHILADELPHIA**—Ex-Navy Lieutenant Walter S. Gilbert has returned to his old job in the KYW engineering department after more than three years in the service. . . . John D. Scheuer, Jr., for the past four years a member of WFIL's program staff has been appointed production manager.

— DISTRICT OF COLUMBIA —

WASHINGTON—WOL will either eliminate or re-schedule practically all of its locally produced shows and a great number of new shows will be introduced, starting September 3rd. Probably the most drastic change will be the complete abolition of the "Morning Man" technique. Art Brown who has carried the entire early morning schedule will be shifted to a new show with a different format in the afternoon.

— MINNESOTA —

MINNEAPOLIS—C. E. "Steve" Stevens will continue in his present capacity of assistant sales manager of KSTP, Twin Cities, it was announced by Miller Robertson who becomes general sales manager Oct. 1. In addition to his present duties, Stevens will assume new responsibilities entailing the handling of regional sales. . . . **MANKATO**—Miss Delphine Brudellie has joined the KYSM staff as receptionist.

— NEW YORK —

WHITE PLAINS—Joan Schneider, WFAS' only full-time girl announcer is doubling on control room duty. She holds an FCC license. . . . **WATERTOWN**—WWNY has added Ward Hamilton to its announcing staff plus Charles Walker and ex-merchant marine George Gebhard to its engineering staff. . . . **BROOKLYN**—"Great Scott" the perpetually homesick Texan returns from Washington this week to resume his early a.m. platter chatter on WBYN.

— KENTUCKY —

LOUISVILLE—WAVE's musical director, Earle Keller, filing sheet music Aug. 14, noticed that index card V-J 1000 was "Japanese Sandman." Wondering as to the actual arrival of V-J Day, he commented on it to staff pianist Clifford Shaw. Several hours later the news broke over the wire. . . . **HOPKINSVILLE**—WHOP's manager F. E. Lackey, a resident of Hopkinsville for five and a half years, has been elected mayor of that city taking office January 1, 1946.

— OKLAHOMA —

TULSA—KVOO's new program director "Prof." Jim Randolph will resume teaching a course in commercial radio writing and inaugurate a new radio production course for Tulsa University this fall. . . . The stork visited KVOO's staff twice in August. Announcer Loon and Mrs. Goodwin became the parents of a son on the 13th. A week later newscaster Bud Jackson and wife announced the arrival of a daughter.

— INDIANA —

FORT WAYNE—The "way-to-a-man's-heart-thru-his-stomach" theory was recently tried by a fan who sent "Jackson" McLean, WGL announcer a luscious white cake in place of a card or letter. . . . Radio's and the Junior Chamber of Commerce's 25th birthday were observed at WOW when the J.C.'s presented a broadcast of a round-table discussion on the subject, "How Free is Radio."

— MASSACHUSETTS —

WORCESTER—Worcester's first complete and detailed weather program has been inaugurated by WTAG with the start of a five-minute "Weather Time" series, Monday through Saturday a.m.'s. . . . **BOSTON**—E. B. Rideout, WEEI's meteorologist celebrating 20 years of broadcasting on the station; appeared on seven programs, received a Parker "51" pen and pencil set from the staff and many other gifts from fans.

— CALIFORNIA —

SAN FRANCISCO—Harry Jacobs, KGO studio field engineer returned from a leave of absence to Columbia University in New York where he had been employed by the government. . . . **LOS ANGELES**—A survey of veterans who appeared on KECA's "Jobs for GI's" disclosed that seventy-five per cent are now working and very happy in jobs obtained through the program.

— NEW YORK —

NEW YORK CITY—Dick Gilbert, WHN star and founder of "Knights of The Turn Table," National Order of the Disc Jockey, announced that Tokyo Rose and Axis Sally have been barred for life from its record-spinners' organization. The ban will be forwarded to all station managers in the U. S. so that both gals, should they escape lightly from their imprisonment, will not be able to capitalize on their notorious careers in the near future.

— FLORIDA —

MIAMI—WIOD's recent interview broadcast with a Veterans Administration representative disclosed that payment accepted by attorneys for filing claims under the GI Bill of Rights was unlawful. Within a short while irate veterans phoned that such fees had been paid! . . . **GAINESVILLE**—WRUF reports a "first" in radio public service. Broadcasting an appeal for the apprehension of a stolen car, it was found. It had been parked in front of the station since midnight!

— TEXAS —

DALLAS—Army nurse, Lt. Anna Spellman, holder of the Bronze Star and veteran of four invasions in 20 months overseas was honored last month in a special broadcast over WFAA in which she received the Avon Women of Achievement award. . . . **SAN ANTONIO**—WOAI has added the UP radio news service to their facilities. They already had AP and INS leased wire. . . . **LONGVIEW**—KFRO's president, James R. Curtis and Mrs. announce a new firm member, J. R. Curtis, II, born August 18.

Present Management To Continue At WOW

(Continued from Page 1)

of incorporation were filed with Secretary of State providing for capitalization of one million dollars.

This would be divided into five thousand shares of common stock and five thousand of preferred, each share valued at one hundred dollars.

Under the original corporation setup, when it took over WOW in 1942, its capitalization was two thousand dollars. There were 750 shares of Class A preferred stock, 250 shares of Class B preferred and one thousand shares of common stock, all with a par value of one dollar each.

Regarding the new lease, Secretary W. C. Braden of the Society, stated:

"The board of directors of the Woodmen of the World Life Insurance Society has decided that it is more advantageous to the Society to lease or sell Radio Station WOW than for the society to operate same, that the most advantageous proposal filed with Society on August 23, 1945, was the lease proposal filed by WOW, Inc."

WOW, Inc., which John J. Gillin, Jr., heads, sought to lease the station for from 15 to 25 years at \$140,000 annual rental. Braden said the lease would run 25 years, but there would be several other changes. The Society's board, he said, computed the rental at \$120,000 annually instead of \$140,000. This, he added, was due to a different way of figuring amounts to be set aside for such major improvements as television.

Under the new leasing arrangement, in addition to the rental, 75 per cent of the corporation's net profit is to be set aside until a \$750,000 fund is obtained to make major improvements and secure the lease.

The new terms are considerably more favorable to the Society than the old terms under which the station was operating. The corporation proposed to pay \$97,992 annual rental for the first three years and \$68,160 annually for the last year under the old terms.

This lease was ordered cancelled by the Nebraska Supreme Court and later was sustained by the United States Supreme Court, on grounds that it was disadvantageous to the Society. Suit had been filed by a member of the Society, who charged WOW, Inc., wasn't paying enough.

Under the United States Supreme Court decision, the Nebraska judgment was ordered held in abeyance until the Society decided what to do with the station's license. No word has been issued on possible steps to secure court approval.

New Illinois Company

Pekin, Ill.—The Pekin Broadcasting Company, 2 Terrace Court, Pekin, has been incorporated with 3,000 shares of no par value stock to do radio broadcasting. Incorporators were W. Kenneth Patterson, George C. Udry and Emil L. Brandoni. Ralph Dempsey, Pekin, is attorney for the new corporation.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

COL. 32, NO. 47

NEW YORK, N. Y., FRIDAY, SEPTEMBER 7, 1945

TEN CENTS

FCC's Sales Proposals

ROME

... The Vatican and More Studios

By JACK ALICOATE

Publisher, Radio Daily

NEVER have we enjoyed a hop more than the trip from Nice to Rome. . . . Three thousand feet high out of Cannes we could see Napoleon's Island of Corsica a hundred miles away. . . . We passed directly over the island of Monte Carlo and close by the home of its famous saint. . . . Our first war flying training just have counted for we were at the actual control most of the way. . . . We were very enthusiastically welcomed at the airport by Colonel William Wedemeyer, Chief of Staff, who gave us a comprehensive briefing of our visit to Rome which leaves us hardly a minute to spare. . . . Hop on girls here we go again.

ONE can see Rome in a day or one can in a year. . . . We did it the hard way and saw Rome in three hours in Army cars for our C-54 is back in Paris is warming up to take us back to Times Square and time is precious. . . . We have visited Rome before but never under military rule. . . . The smart British and American officers in their summer sports give it a busy appearance and Rome and the Romans are definitely on the way back. . . . This is the only city on the continent where the shops have worth while merchandise. . . . True the prices are prohibitively high but the smart, attractive offerings are there as distinguished from London, Paris and Bern where the shelves are bare. . . . Food and coal are alarmingly scarce. . . . We were quartered in one of the great luxury hotels of the continent and hot water can

(Continued on Page 6)

Sub Debuts

When Louella Parsons goes on vacation this coming week, Dorothy Lamour will substitute this Sunday and Miss Parsons' daughter Harriet, a motion picture producer, will sub on Sept. 16, over the American network. Both subs will dig up and dish the Hollywood gossip in their five-minute commentary of Hollywood doings and events in Cinema Town.

AFN Producer

Corp. Ed King, formerly radio producer for NBC in New York and Chicago, has been named chief producer for the American Forces Network in the United Kingdom. While in Chicago, King produced such programs as Vic and Sade, The Baxter's, Author's Playhouse Series and others.

Valentine Quits To Join Radio Show

Police Commissioner of New York, Lewis J. Valentine, yesterday announced his resignation effective midnight Sept. 14, after nearly 42 years of police work—11 years as police commissioner of the city, to assume the role of chief investigator-commentator of the new "Gang Busters" radio program to be heard over the American Broadcasting Co. network

(Continued on Page 10)

Brewer Arrives In N. Y. To Direct BBC In N. A.

Charles Brewer, veteran BBC man has arrived in New York to assume the post of North American Director. He succeeds John Salt, recently transferred to England. Brewer has seen 20 years service in British radio and gained practical experience in all branches of broadcasting at Cardiff and Birmingham where he first specialized in the development of variety

(Continued on Page 11)

Coast Radio Men Optimistic Regarding Post-War Revenue

Los Angeles—Network and independent operators here expect heavy Fall and Winter business and no decline in post-war revenue. Lewis Allen Weiss, vice-president and general manager of Don Lee, reports commitments from advertisers will give the network its heaviest Fall and Winter business in its 16 years' history. Sidney N. Strotz, vice-president in charge of NBC's Western division, said business to date this year is up

Plans To Ask Congress For Revision In Communications Act Requiring Bids On Important Transfers

Commentator Cutback Indicated At Networks

First program casualty as a result of the fighting war being over appears to be that of the commentator at large with straight news dispensers continuing on their way for the most part. Consensus is that people, tired of the years of war news and world events, no longer wish to hear about

(Continued on Page 6)

May Extend FM Area Covered By No. 1 Group

Washington Bureau, RADIO DAILY
Washington—Extension of FM Area No. 1 in order to provide for the anticipated volume of FM licensees is already under consideration at the FCC. Although the area was originally intended to include only the New

(Continued on Page 2)

Rural Study By FCC Now Being Tabulated

The study of rural listener tastes by the United States Department of Agriculture Surveys Unit, undertaken for the FCC in connection with the forthcoming Clear Channels hearing,

(Continued on Page 10)

Washington Bureau, RADIO DAILY
Washington — Broad questions of future licensing policy—with a form of open bidding—were proposed by the FCC yesterday in release of the majority and dissenting opinions on the sale of WLW and other Crosley radio properties along with the Crosley manufacturing properties to the Aviation

(Continued on Page 10)

Halt Mexican Strikes As Wages Are Boosted

Mexico City Bureau, RADIO DAILY
Mexico City—Broadcasters here have made a rapid fire solution of the strike of radio technicians as indicated by the action of XEQK, XEL and XEPH whose employees struck on Monday. Broadcasters have signed a new collective bargaining agree-

(Continued on Page 8)

First Radio Workshop Opens Capital Sessions

Washington Bureau, RADIO DAILY
Washington—Washington's first radio workshop is now in the midst of a 10 day session at Wilson Teachers College, under joint sponsorship of WTOP, local CBS station and the D. C.

(Continued on Page 2)

Canine Stuff

Dogdom's finest, by droves, will have a two-hour "Canine Cavalcade" in the Lower Plaza of Rockefeller Center at Radio City Sept. 19, and have Wednesday afternoon to themselves and on-the-house spectators. It will be the 18th annual observance of Dog Week and many dignitaries will be on hand from dog associations, also Robert Ripley and Ilka Chase.



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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.

First Auto Ad

First advertisement to present the new post-war Nash "600" automobile will appear in national magazines this month. Schedule to follow will include other models, illustrations and copy stressing new features and improvements. Geyer, Cornell & Newell, Inc. is the agency.

20 YEARS AGO TODAY

(September 7, 1925)

Ever since radio first gave inventors something new to work with, lists of applications for patents in the Department of Radiant Energy and Wave Transmission, patents have grown tremendously. According to a gazette issued by the patent office, patents pending in this section number 2,247.

First Radio Workshop Opens Capital Sessions

(Continued from Page 1)

public schools. Classroom and practical work in script writing, production, and many other aspects of educational radio is featured. Members of the faculty include Dr. Lyman Bryson CBS director of education and civic affairs, Dr. Clyde M. Huber, chairman of the Radio Committee of the D. C. public schools, Dorothy Lewis, NAB; Mrs. Gertrude Broderick, executive secretary, the Federal Radio Education Committee; John Carlyle, formerly head of the department of Radio Arts at the University of Alabama former head of production for CBS, and currently chief of the Radio Section of the International Information Division, State Department; and a distinguished group of leaders in radio, government and education.

Visit to Studio

Drs. Bryson and Huber with WTOP, general manager, Carl J. Burkland opened the workshop. Students, drawn largely from the teachers in the D. C. public school system, will receive official credit for the 10-day course.

In addition to classroom sessions, the workshop has scheduled trips to WTOP to view production, rehearsal, and actual broadcasting of a variety of programs; a visit to the WTOP transmitter; an examination of the FREC script and transcription exchange; and a visit to the lavish Department of the Interior Broadcasting Studios.

Special prizes will be awarded to the student groups who produce the best scripts and do outstanding work on classroom utilization of radio problems during the course.

May Extend FM Area Covered By No. 1 Group

(Continued from Page 1)

England and Middle Atlantic States, the Commission is already thinking seriously of enlarging this area to extend as far west as Milwaukee, down through all of Illinois and thence astward to the Atlantic in the vicinity of Washington.

Such extension would mean more channels for this entire area, as well as. Probably, a limit of 20 kilowatts radiated power, whereas stations outside the area could have 50 kilowatts or more.

Extension Desirable

Although the needs of the interior are not believed quite as pressing as those of the Seaboard area, extension of the No. 1 area by the FCC is considered desirable by FM authorities. At the same time, there is a suspicion that such an extension might be partially designed to obviate any complaint by broadcasters which might tend to extend their operation on the 42-50 megacycle band that broadcasters might try to stay indefinitely at the lower frequencies was also a major factor in the Porter letter of last month ruling out the manufacture of two-band receivers. Although Porter's letter mentioned the importance of facilitating this change, in fact it was believed dictated in part by a determination not to leave the road open for additional industry pressure to retain its present frequencies.

NAB Head Pays Tribute To Role Of Byron Price

Byron Price, ex-chief of censorship, was praised in a letter from NAB President Harold Ryan recently. This letter was sent in answer to a statement by Price commending broadcasters' adherence to voluntary censorship.

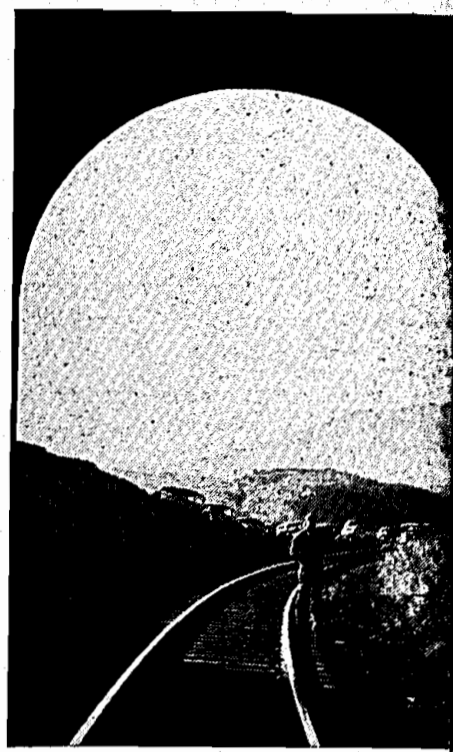
Said Ryan, in part: "The close of the war which brings with it so much hope to the American people, at the same time deprives them of your valuable services in war-time Washington. I know how eagerly you have looked forward to returning to your own work. It is the hope of the NAB staff and of those of stations all over the country that the future holds for you those rewards which you so richly deserve for your exceptional services to all of us."

FINANCIAL

(Thursday, Sept. 6)

Table with columns: NEW YORK STOCK EXCHANGE, High, Low, Close, Net Chg. Includes stocks like Am. Tel. & Tel., Crosley Corp., Farnsworth T. & R., etc.

Table with columns: NEW YORK CURB EXCHANGE, includes Hazelinc Corp., Nat. Union Radio.



Out of the dark

You can travel through the darkness in this Mt. Shasta tunnel for miles . . . and when you burst out into the open your eyes blink shut in the western sun.

It works just the opposite when time buyers who've been pounding along in the rut-cavern of old-time buying standards . . . learn about station like W-I-T-H.

W-I-T-H is an independent station in the five-station Baltimore town of Baltimore.

And when buyers get the proof that W-I-T-H produces the greatest number of listeners-per-dollar-spent . . . their eyes blink open with delight!

Facts to prove the W-I-T-H story are available.



W-I-T-H IN BALTIMORE

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

CKLW BEST RADIO BUY in the DETROIT AREA 5,000 WATTS DAY AND NIGHT 800 K MUTUAL

IN PHILADELPHIA Nearly everybody listens to WDAS BROADCASTS OF NEWS ON THE HOUR • EVERY HOUR That's why 78 percent of our sponsors renew regularly.

MAKING TRANSCRIPTION HISTORY!

THE NEW KENNY BAKER SHOW

" Sincerely -
Kenny Baker "



AMERICA'S FAVORITE TENOR!

WITH



★ DONNA DAE
Famous Fred Waring
Vocalist



★ JIMMY
WALLINGTON

★ BUDDY COLE
And His Men of Music

★ A great new transcribed show... planned for quarter-hour frequency, day or night. Currently produced in Hollywood on a 5-per-week basis. Enjoy the lilting rhythms of Little Miss Rhythm herself, lovely Donna Dae... the colorful emceeing of Jimmy Wallington... the smart music of Buddy Cole and his men... and the glorious voice of our singing star, Kenny Baker. Setting a new high in talent and production for local and regional sponsors.

WRITE, WIRE OR PHONE

FREDERIC W. **ZIV** COMPANY

2436 READING ROAD • CINCINNATI, OHIO
NEW YORK • HOLLYWOOD

OTHER CURRENT ZIV SHOWS: BOSTON BLACKIE • EASY ACES • PLEASURE PARADE
• THE KORN KOBBLERS • CALLING ALL GIRLS • SONGS OF GOOD CHEER • MANHUNT

LOS ANGELES

By RALPH WILK

HUNT'S Fine Foods takes over "What's Doin' Ladies?" Sept. 17, with Perry Ward in the emcee spot five afternoons a week over 20 stations on the American network.

Final program of "American Eagles In Britain" will be broadcast over BBC Sept. 8, with Bebe Daniels cut in from this end. Miss Daniels held her own "Purple Heart Corner" on the airshow for the last two years and, at the request of servicemen, will be on the blowout.

Louella Parsons is spending a month's vacation at Lake Arrowhead. Her daily column continues as usual with substitutes filling in on her Sunday night program.

Fred Raphael, head of Shapiro-Bernstein's Hollywood music synchronization department for the past eight months, has resigned in order to accept one of several offers to be announced. Raphael, associated with Loew's in New York for 17 years, organized a motion picture copyright information service, for Shapiro-Bernstein, which became highly successful.

Following the meeting, Brown and Weiss will entrain for Washington, D. C., where they will confer with the network's attorneys, Dempsey and Koplovitz. They will return to Los Angeles, Sept. 18. En route to New York, Weiss will stop over at Salt Lake City, where he will attend the opening of radio station KALL. While in Utah, he will address the Salt Lake City Rotary Club, the Ogden Rotary Club, and will also talk before a luncheon meeting of agency men and advertisers. KALL is a member of the Intermountain network, part of the Mutual Broadcasting System. General manager of the station is George C. Hatch.

George Back From Pacific; Resumes WGAR Post

Cleveland—Carl George, WGAR, assistant manager and special overseas correspondent back from six-month assignment in Pacific. Broadcast originations included Philippines, Guam, Saipan, Okinawa and Chungking. Highlights of 173 broadcasts included on the spot radio coverage of Borneo invasion using wire recorder, official commendation by Maj. Gen. J. M. Swing, commanding Eleventh Airborne Division for broadcasts with division during parachute operations at Aparri in Luzon and several shots from Chungking on V-J Day.

Ave Maria Hour

WMCA — Sunday — 6:30

For 10 years the number one Religious drama of the Americas.

IT'S A DONALD PETERSON PRODUCTION



Windy City Wordage . . .!

● ● ● The Dolores Gray-Wayne King blowup, predicted here last week, came off with a bang, just as insiders expected, but with somewhat different results than one of the parties in the controversy expected.

The feud between King and Miss Gray, singing star on his Jack Benny summer series, culminated in King's effort to buy up Miss Gray's contract, with four weeks to go, for two weeks' salary. The singer nixed the offer, whereupon King flatly announced that Miss Gray could no longer appear on the program. AFRA stepped in at this point and King not only was forced to pay her the remaining four weeks' salary in full but, at the insistence of the singer, was required to explain her absence from the show with the announcement that she has to depart for New York to begin rehearsals for a new Broadway play, "Slightly Perfect." . . . Walter A. Wade of Wade Advertising Agency tossed a party Wednesday night in the Merchants and Manufacturers Club in the Merchandise Mart welcoming Chet Lauck and Duffy Goff (Lum and Abner) back to the Chicago radio scene for three weeks of broadcasting. During their Chi stay the boys will confer with their sponsor, (Alka-Seltzer) and make some guest appearances, the first one on the National Barn Dance (same sponsor) Saturday Night. . . . Morgan Ryan, Grant Advertising Agency exec. to New York next week for a confab with Mayor LaGuardia about a radio show.

☆ ☆ ☆

● ● ● That was a nice tribute Breakfast Clubber Don McNeill paid to Walter Blaufuss, noted composer and conductor of the Breakfast Club Orchestra for eight years, who died Aug. 23 at a Chicago hospital where he had been suffering from a cardiac condition. Among his best-known compositions were "Your Eyes Have Told Me So" and the perennially popular "Isle of Golden Dreams." . . . Walter Greaza, the radio actor who hasn't missed a performance of the Philip Morris whodunit, "Crime Doctor," in five years, was flown to Chicago by Paul Czinner, producer of "The Overtons," to appear in the opening performance of the play on Labor Day. Subbing for Vic Sutherland, who is ill, Greaza received some favorable mentions from Windy City critics for his performance of a "self-satisfied tycoon." . . . Bob White, producer of ABC's Farm and Home Makers, has decided to take a few lessons in bed-making before starting on another trip. On a recent jaunt, the producer stopped at a small hotel for the night where upon entering his room, he discovered the bed still unmade. A few moments later a porter appeared in the doorway with some linen and said: "Here yuh are, suh. Go to it!" . . . Metopera star Richard Tucker, who was summer sub for John Charles Thomas, is singing the religious chants of the Jewish high holidays in Chi this week, for which he'll receive \$10,000. According to reports here Tucker will shortly wed the sister of Metopera star Jan Peerce.

☆ ☆ ☆

● ● ● WBBM tossed a cocktail party Wednesday afternoon for Doris and Frank Hursley, husband-and-wife scripters of the WBBM-CBS "Service to the Front" show whose script for the broadcast on the atomic bomb has just been published by the Syracuse University Press. . . . Producer Sherman H. Dryor of the WGN-Mutual series, "The Human Adventure," has come up with a natural for the program's third repeat of the Einstein theory of relativity broadcast on Sept. 12. Inaugurating a weekly guest star policy, Clifton Fadiman, Info Please emcee, and Col. Lemuel Q. Stoopnagle will take part in the Einstein program, with Fadiman explaining the theory to an earnest but somewhat dopey Stoopnagle.

SAN FRANCISCO

A LONG-DISTANCE record for audience enthusiasm was chalked up recently by Franklin Evans, new conductor of the KPO-San Francisco Midnight Special. From Knoxville, Tennessee, came a long-distance phone call, reporting excellent reception of the local show and requesting a special musical number.

Eleanor McClatchy, president of the McClatchy Newspapers and the McClatchy Broadcasting Company, has announced the appointment of Donald P. Seldon as personnel manager for the organization who will work with J. Brown Maloney the personnel director for the McClatchy Newspaper and the McClatchy radio stations—KFBK, Sacramento; KMJ, Fresno; KWG, Stockton; KERN, Bakersfield and KOH, Reno, Nev.

If you are wondering why those wonderful old classics like "Pride and Prejudice" and "Moby Dick" haven't been dramatized lately for the air lanes, KECA has the answer, bringing the initial airing of "The Playhouse of Favorites." This show will present dramatizations of well known and loved classics, old and modern. On Sunday, Sept. 2nd at 8:00 in the evening, "Moby Dick" was the story presented on the premiere of The Playhouse of Favorites.

H. D. Hover Enterprises, through Western Advertising Agency, has purchased time for the Hollywood Bowl on station KNX calling for a series of station breaks and one-minute announcements, starting Sept. 1 and ending Sept. 9. The Hills Brothers Company starts a 13-week participation period Sept. 17 on KNX, for Dromedary Products, in the combine "Sunrise Salute" and "Housewife Protective League" programs. Bio Company is the agency.

Miles Laboratories Renew "Barn Dance" On NBC

The Miles Laboratories, Inc. has renewed "National Barn Dance" for Alka Seltzer over the NBC network (Saturdays, 9:00 p.m., EWT). The contract, for 52 weeks, is effective Sept. 29. The Wade Advertising Agency of Chicago handles the account. The program is heard on 6 stations.



You are in GOOD COMPANY when you advertise on . . .

KMPC

LOS ANGELES
710 Kc.-10000 WATS

THE WEST'S GREATEST INDEPENDENT
NATIONAL SALES REPRESENTATIVE • PAUL H. RAYMER COMPANY

Now, as before, expect quality leadership in Collins broadcast equipment

THE NEW COLLINS AM transmitters and remote amplifiers, now ready, reflect characteristically advanced Collins engineering.

Notable transmitter refinements include extremely high fidelity, and increased safety factors through the use of oversize components throughout.

The Collins 21A is a superb 5,000 watt transmitter, with reduced power operation at 1,000 watts also available. Its response curve is flat, within $\pm 1/2$ db, from 30 to 10,000 cycles.

The Collins 20T is a 1,000 watt transmitter, of similar characteristics, equipped for reduced power operation at 500 watts if desired.

The Collins 300G is a 250 watt transmitter of equal fidelity, with reduced power operation at 100 watts available.

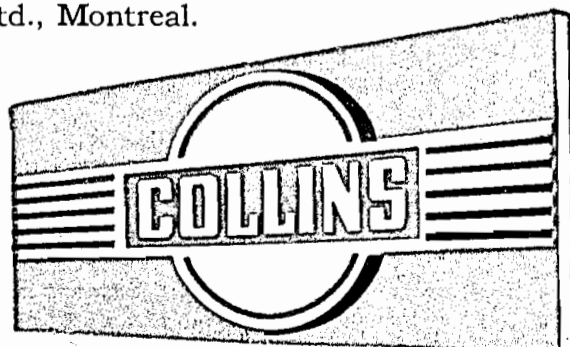
The Collins 12Y one channel remote amplifier is light, handy, simple and efficient. It is for unattended operation from a 115 volt a.c. power source.

The Collins 12Z four channel remote amplifier is a.c.-d.c. powered, the d.c. source being self-contained batteries which take the load automatically in case of a.c. line failure.

A complete line of Collins high-quality studio equipment is available for either AM or FM application.

An outstanding broadcasting station begins with outstanding equipment. We will be glad to know about your plans and submit complete recommendations. For additional detailed information, write the Collins Radio Company, Cedar Rapids, Iowa; 11 West 42nd Street, New York 18, N. Y. Collins equipment is sold in Canada by Collins-Fisher, Ltd., Montreal.

... FOR BROADCAST QUALITY, IT'S ...



THE VATICAN

... An Audience With
His Holiness

(Continued from Page 1)

only be had from seven to seven thirty in the morning.

IMAGINE the inconvenience to military Beau Brummels like MBS' Swezey, Truman's Reinsch and that continental dandy ABC's Mark Woods. We have been visiting studios for a number of days. . . . Yesterday it was Radio Nice, the day before it was Radio Monte Carlo and today it was Radio Roma. . . . Station Roma is a beautifully shined up station of the American Expeditionary Force and we saw it under the expert guidance of Captain Stanley Miller. . . . Captain Miller is a gentleman and a scholar and is thoroughly efficient and experienced in his knowledge of radio. . . . One character at Radio Roma really rates copy. . . . His name is Riccardo Arango and he is the local Orson Welles. . . . He is a militantly independent thinker, has spent time in every jail in Italy during the Fascist regime and now for Radio Roma is a writer, producer, director, news analyst, military correspondent and even does man on the street interviews. . . . The American Expeditionary Forces radio in the European area is in charge of a likable officer with a handle bars bright red mustache named Captain James Rawley.

We ran away from the group and had lunch at the famous restaurant Libotte with Colonel Ernie Culligan of the staff of General Clay, our old cinema friend in Rome, Johnny Perdicari and aristocratic Signora Yolanda who sees all and knows all and whose family socially goes back to the days of the Caesars.

JOHNNY PERDICARI is well known to the Twenty-One set and is now putting together a big Italian cinema theater combine. . . . The Rome military command is by joint American and British authority and is commanded by General Thoburn Brown of the Tennessee Browns. . . . His American unit participating are from the famous Fighting Fifth Army whose history combines efficiency, administration and military government. . . .

Their rest center, Fort D'Italia, is something out of this world.

COCKTAILS at the Palazzo Berberini with the Honorable and sociable Alexander Kirk, United States Ambassador to Italy which proved to be both a sartorial and artistic success for we all once again donned our formals. . . . Later en route to the Grand Hotel for a doggy reception by Anthony Ravell, suave director of the Voice of America in Italy, where we meet, break bread, lift glasses with Italian radio biggies.

HOME STRETCH: Tomorrow up bright and early for a formal visit to Vatican City followed by an audience with His Holiness the Pope. . . . Immediately thereafter Blackie Archer, our pilot will have the radio beam hot for a five hour hop to Paris. . . . We will immediately be alerted and may leave Paris any hour. . . . It's mighty hard to break away from all this gold braid and pampering but still is mighty good to think of getting back home where one can get a good cold bottle of beer, not have to use a G.I. issue hankie for a bath towel.

WE are winging it through a field of sunbeams high above the Mediterranean en route to Paris. . . . Farewell banquet tonight in honor of our ATC crew that has carried us with dispatch all over Europe then with speed to our big C Fifty-Four waiting to take us back home. . . . With good luck we will be in Times Square about the time that you are reading this. . . . Our excitingly educational tour came to a beautiful spiritual end about two hours ago when we left His Holiness Pope Plus the Twelfth after a delightful visit of more than an hour. . . . Pope Pius, nearing seventy, talks and acts like a man of fifty. . . . He was highly interested in what we had seen in devastated Europe and frequently questioned us upon our observations. . . . Is likeable, understanding, and above all, human. . . . Freely posed with us while photographs were taken and once when he thought the light was not just right he arose from his chair in his magnificent library, went over to window, himself, and adjusted the curtains. . . . Presented us each with a Rosary, gave special blessing to our respective families and seemed reluctant to have us leave. . . . Personally we said good-bye feeling that we had almost left the presence of a Saint. . . . Our excellent, highly informed Vatican Shepherd was Franklin Gowen, Myron Taylor's emissary in the Vatican.

WE were at it bright and early this morning. LaGuardia's Morris Novl's arranged meeting with Ferruccio Parri,

Premier, President Council Ministers, Italy. . . . Premier Parri thanked us for including Italy in itinerary. Hoped for fine, lasting relations between his country and ours. . . . Immediately we are on way to Vatican City for visit at Radio Vatican. . . . Station, primarily short wave, broadcasts in several different languages about six hours a day in charge of interesting Father Soccorsi. . . . Station, official Voice of the Vatican, closes each program not with commercial but with prayer. . . . Tour included stops at Pope's summer residence, Sistine Chapel with famous Michael Angelo Ceiling, group photograph in front of famous Jesu Christo Deo Statue where kings, potentates, diplomats have posed. To Cardinals' Room and of course to magnificent Church of Saint Peter, the most awe-inspiring in all the world.

LAST night with our pal Abel Green we stole away from gang to cut off little slice of Rome cinema society. . . . Had magnificent dinner at famous Firenze restaurant on Rome outskirts. Stopped at several beautiful private homes, each offering different rare Italian wine and ended up in typical Sweet Adeline fashion at Castle Villa Miami, home Luigi Miani which dominates one of seven hills in Rome. . . . Among those showing us Rome by moonlight were Conte John Perdicari, Doctor Albert Giacalone, Will Hays of Italy, Doctor Giannino, Italy's foremost cinema director-producer, bevy of most beautiful women we have seen this side of Jack and Charlie's. . . . About two in the morning our old pal, Colonel Ken Clark, Hollywood, points East, joined us, having flown from Naples and at three we thought it would be nice to phone New York. . . . In exactly two minutes we had a connection, reception was as clear as a demand for our rent from our landlord.

IT'S been a great trip. . . . we have been at it now, night and day, twenty-eight days. . . . Most of us are on the ragged side but few, like Texas Martin Campbell, Pennsylvania Clair McCullough, have actually gained weight. . . . Personally we never want see another studio, have been briefed by so many important generals that we could pass examination for admission war college with eyes closed and one hand tied behind our back. . . . Travels have taken us to Labrador, Greenland, Scotland, England, France, Belgium, Luxembourg, Germany, Austria, Riviera, Italy. . . . Good old radio beam carried us thirty-nine hundred miles. We have spent equivalent to six eight hour days in the air. . . . Add to this about four grand each way across the big pond and you can see that this junket is little more brisk than nine holes.

THINGS we will soon forget. . . . Seven a.m. arising. . . . Breakfast's porridge, dehydrated eggs. . . . Washing own sox,

Commentator Cutback Indicated At Networks

(Continued from Page 1)

local politics and set up in foreign countries, but prefer that the State Department experts take care of it and not the commentators.

Opinion prevails that such network standbys as Lowell Thomas, Gabriel Heatter, Walter Winchell, John E. Kennedy, Ed Murrow, Gram Swing will continue with a good audience along with others of the same type. Stations it is expected, will have at least one man doing an analysis of the news once a day, augmenting the regular news periods.

But generally speaking, the commentator-analyst is on the skids according to network officials who already have cancellations on their hands of several first line commentators. These cancellations will go into effect with the expirations of contracts or current 13-week runs.

Handling of news is considered public service and one that is looked forward to by most listeners. It is pointed out that newspapers did not necessarily go out of business after each war, but on the contrary the industry expanded in many instances.

Substitute program material is already in the works in so far as networks are concerned, with the greatest trouble being the 15-minute standard usually allotted to commentators. Where the so-called "world news roundups usually take up a half-hour the substitute shows have a better chance. These are gradually losing out also as to audiences, since they rarely develop spot news but take on feature story aspects.

Roundups, it appears likely, will change its policy of material and instead of the feature items or something of passing interest, the globe circling hookups will seek to use material designed to strengthen the ties between nations.

underthings, shining own shoes. . . . In our minds forever. . . . Courteous efficiency of conducting officer, Colonel Ed Kirby. . . . Vocal versatility of our own Judge Justin Miller. . . . Our inspirational talks with Generals Eisenhower, Patton, Chennault. . . . Sophisticated, subtle Marquis of Queensbury. . . . Audience with His Holiness, Pope Pius Twelfth. . . . Great part that women play in Army teamwork, including Wacs, Red Cross Nurses. . . . Universally gentlemanly GI's compared to cussing Yank, World War One. . . . Dynamic General Riley Ennis and his Cannes layout. . . . Wac that led Conga line V-J Day, London, mile long. . . . Blackie Archer, Nicky and Sally, our crew on radio beam, team of red hot flyers. . . . We personally are punch drunk but it all has been wonderful. . . . As soon as we file this at Hotel Scribner and say good-bye to our press buddies there, we are going out to get loaded with champagne right up to here. . . . Will tell you about it tomorrow if you stop by our old table at Toots Shor's at lunch time.

Chicago's

BEST NEWS
SERVICE
AP-UP-INS

W-I-N-D

560 Kc. 5000 WATTS

The Sky Was The Limit for **WGAN**

HIGHLIGHTS !!!

Dick Bates, WGAN program director, broadcasts air view of "Surrender Night" in Portland, Maine.

Rode WGAN's fast Grumman amphibian, Harold Hersey, pilot, used station's portable shortwave equipment which was picked up and rebroadcast to thousands of listeners.

Program 8:50 to 9 P.M., evening of August 14th, caught nearly 100,000 people celebrating in Portland streets or in automobiles converging from all eastern Maine.

Plane circled South Portland over shipyards where glow from welders' torches showed workmen "still at it" . . . thence over fleet in harbor to northeast, back inland over roads bright with crawling car headlights.

Roared above Congress (main) Street, watching thousands of milling people, cars swinging around bonfires, Monument Square jammed with "ants".

Plane took off from and landed at Portland's big busy airport, 10 minutes from downtown city.

Program pleased and informed thousands upon thousands of stay-at-homers in 14 counties in Maine and one in New Hampshire as well as in thousands of traveling automobiles.

Another in a long line of characteristic WGAN public service broadcasts . . . planned in advance.

ON "SURRENDER NIGHT" IN PORTLAND, MAINE



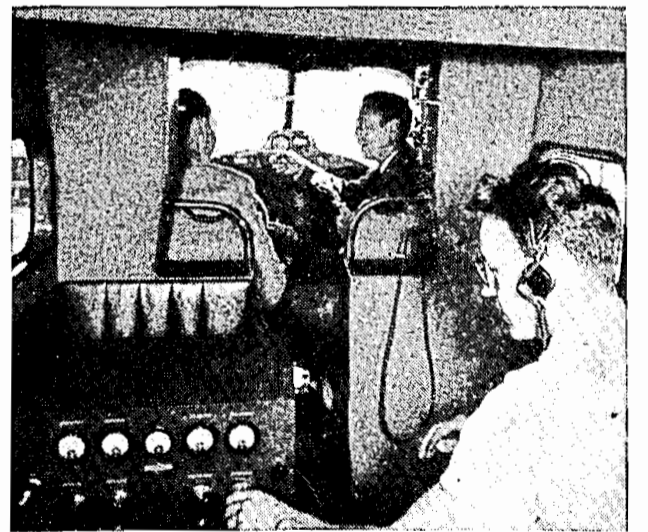
"Dick" Bates, WGAN program director and Harold Hersey, air pilot, plan route to be covered for WGAN "Surrender Night" broadcast from the air.



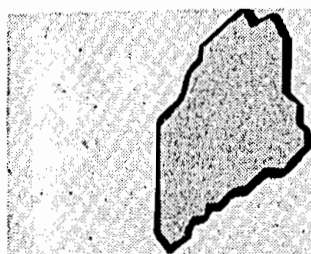
Dick Bates describing all he sees for his thousands of listeners.



Dick Bates really goes to town, broadcasting with head and shoulders in the plane's prop wash.



The WGAN Grumman amphibian interior looking toward pilot Hersey and commentator Bates over the shoulder of Warren Hamilton, WGAN technician.



WGAN

PORTLAND, MAINE

560 Kilocycles 5000 watts

NATIONAL REPRESENTATIVE—PAUL H. RAYMER CO.



AGENCIES

THE FOLLOWING MEMBERS of the Advertising Club of New York have been appointed to serve on the Advertising & Selling Course Committee for the 22nd year of the course: Herbert L. Stephen, Printer's Ink Publishing Co., Frederick B. Duncan, Fuller, Smith & Ross Inc.; Frank H. Birch, Criterion Adv. Co.; R. S. Evans, General Screen Adv. Inc.; Geo. P. Hall, James Jamison & Co.; Kenneth S. Heiberg, The Brooklyn Press; Harry C. Hoef, Pearson Engineering Corp.; Joseph T. Jaret, The Tuttle Press Co.; Thomas W. Jones, Acme Mail Service; B. L. Kamberg, Hirsch Weis Mfg. Co.; Charles B. Konselman, Wickshire, Spencer Steel Co.; Walter A. Lowen, Walter A. Lowen Placement Agency; S. Quentin Lupo, Flowery Manicure Products Corp.; William W. Mann, Paragon Oil Co.; W. E. Mitchell, Richardson Taylor Globe Corp.; Horace H. Nahm, Hooven Letters Inc.; Joshua B. Powers, Joshua B. Powers, Inc.; Arthur W. Rundle, Protekote Sales Co. Inc.; Eugene S. Thomas, Bamberger Broadcasting Service Inc.; and Eugene L. Van Houten, Standard Coated Products. Mr. Stephen, chairman for the past four years, again heads the committee.

THE JOSEPH MAXFIELD COMPANY, Providence, R. I., announced the addition this week of George Perreault as account executive, and M. Eloise Eichler, in the copy department.

THE CITY-WIDE INDEPENDENT CITIZEN'S COMMITTEE for the election of William O'Dwyer, Lazarus Joseph and Vincent Impellitteri has named The Blaine-Thompson Company to direct all its campaign advertising. Newspapers, radio, posters and special literature will be used.

MARGARET C. BOOSS, formerly with McCann-Erickson where she served under Dr. L. D. H. Weld for 14 years as assistant director of research and later as manager of market research, has been appointed as associate director of research for Federal Advertising Agency, Inc. Miss Booss is secretary-treasurer of the New York chapter of the American Marketing Association.

WMSA Joining American

WMSA, a new 250-watt station in Massena, N. Y., will join the American Broadcasting Co. on or about Oct. 1, 1945, according to Keith Kiggins, American vice-president, in charge of stations. WMSA, which will operate on a frequency of 1,340 kc, is owned and operated by the Watertown Daily Times, also owners and operators of WWNW, Watertown, N. Y. Harold B. Johnson is president and publisher.

Thomas R. McHugh and James H. Higgins, both now associated with WWNW, will be station manager and assistant station manager respectively of WMSA.

WORDS AND MUSIC

By HERMAN PINCUS

THE behind-the-scenes stories of many stars of the screen, stage and radio often attribute the successes of these stars directly to respective songs . . . offhand we might mention a few such instances. Nora Bayes and "Shine On Harvest Moon"; Al Jolson and "Sonny Boy"; Sophie Tucker and "Some of These Days"; Eddie Cantor and "If You Knew Susie"; Bing Crosby and "Blue of the Night"; Bob Hope and "Thanks for the Memory"; Rudy Vallee and "Vagabond Lover"; Fanny Brice and "My Man"; George Jessel and "My Mother's Eyes"; Morton Downey and "Carolina Moon"; Ted Lewis and "When My Baby Smiles at Me"; Benny Goodman and "Jersey Bounce." In a similar way, other top-notchers in show business, needed "Svengalis" not only to bring out their hidden talents, but whose confidence and dynamic personalities were largely responsible in bringing to the fore these artists . . . in this category we can list "teams" including Kate Smith and Ted Collins, Ruth Etting and "Colonel" Snyder, Bill Robinson and Marty Forkins, Frank Sinatra and George Evans, Deanna Durbin and Joe Pasternack, Glenn Miller and Don W. Haynes, Fred Waring and Johnny O'Connor, Alice Faye and Rudy Vallee, George M. Cohan and Sam Harris, Eddie Cantor and Gus Edwards, just to mention a few.

☆ ☆ ☆

We learned recently that songstress Martha Stewart had been signed for the films. . . after singing for some time with Claude Thornhill's orchestra, Martha, like Ginny Simms, Dinah Shore, Frances Langford, decided to step out on her own. . . execs at Victor Records liked her style and turned her over to Lewis Martin, musical director of popular music there, who not only supervised all her discs but selected the accompanying musical arrangements, utilizing as background strings, woodwinds and a French Horn . . . the success of the recordings of "My Heart Sings," "There Goes That Song Again," "There's No You" and "She's Funny That Way," was proven when other disc companies also followed this formula. . . with these songs as a springboard, Martha Stewart had 'arrived' . . . so meet Broadway's newest 'Svengali,' Lewis Martin.

☆ ☆ ☆

RADIOLOGY:—We commend General Foods for a smart bit of buying. . . we mean of course the fact that Post Toasties, MBS starting Saturday Sept. 15 will sponsor Roger Elliott's "House of Mystery," each adventure ended with the "Mystery Man" (Elliott) assuring the juvenile listeners that ghosts, witches, apparitions, etc. are purely imaginary . . . now if a program could be found to assure grown-ups that most of their fears are groundless. . . It happened again for the umpteenth time Sunday Aug. 26 . . . an excited 'case' called A. L. Alexander, "Mister Anthony" . . . When the "Maxwell House NBCoffee" hour resumes for the sixth year Sept. 20, the famous theme, 'You and I' will be conducted by its creator, Meredith Willson, recently honorably discharged from the Army.

☆ ☆ ☆

TIN PAN ALLEY-OOPS:— Now that the war is over and the Korn Kobblers who have been working in defense plants have been released, look for sensational radio news concerning this zany aggregation. . . Paul-Pioneer Music has a real contender for the Hit Parade in the ballad, "That Feeling in the Moonlight," written by Larry Stock, Jimmy Cavanaugh and Ira Schuster. . . Three compositions recently featured by the 'Silver Strings Orchestra' via WGY were written by Frank Heffer of NBC Music Clearance Division. . . Margarita, Latin-American vocalovely of WIPhiladelphia, has been given nine network MBSshots per week. . . just as easy on the eyes as on the ears. . . There's a zany novelty band heard via Mutual from Chin's in Cleveland which is ready for the big time. . . Hank Lawson's Orchestra. . . Fred Waring seems quite interested in a standard ballad titled, "Season's Greetings," penned by Morrey Davidson and Art Berman. . . tune sounds like a natural.

☆ ☆ ☆

PROMOTION

WLW Merchandising Meet

Approximately 50 members of WLW merchandising department will attend semi-annual meeting this weekend at the Hotel Gibson in Cincinnati. Speakers for three day session will include James D. Shouse, vice-president of Crosley Corp. in charge of Broadcasting; R. E. Dunville, vice-president and general manager of WLW and Harry Mason Smith, general sales manager. Marshall N. Terry, director of promotional activities will preside.

Progress In Cartoon

"A brief tour of our programming premises" is what the Mutual Broadcasting System calls its newest mailing piece. The "premises," portrayed in cartoon, are shown as a huge structure in process of being erected with ever-present "sidewalk superintendents" on hand. Mutual's star programs, such as Arch Oboler's Plays, Real Stories, Human Adventure, etc. are represented as main parts of a structure constantly growing. Copy tells a story of program planning by Vice-President Phillips Carlin.

Halt Mexican Strikes As Wages Are Boosted

(Continued from Page 1)

ment with radio local of Federal Electricians Union and the staff of XEQK at least has been granted an 80 per cent increase. Other outlets have also granted substantial wage rises, but general terms have not yet been disclosed.

Other settlements include that of XEQR, XERQ, XERC, XEBC, XEML and XELZ, thus preventing scheduled strikes against these stations. Negotiations are reported under way between management and employees of XEMX and XEDA whose employees were slated to walk out today. XEK and XEFM were set to go out on Sept. 10.

Agreements were reached through mediation of the Federal Board Arbitration and Conciliation.

Tob. Net Affiliate Pacts Extended To Two Years

Raleigh, N. C.—The Board of Directors of the Tobacco Network, Inc., met in Goldsboro, N. C., and voted to extend all affiliation contracts to two years instead of 12 months as formerly. Other routine business was transacted including plans for an extensive promotion campaign.

Directors in attendance were: Allen Wanamaker, WGTM, Wilson; Billy Hodges, Jr., WGTC, Greenville; Fred Fletcher, WRAL, Raleigh; Harry G. Bright, WGBR, Goldsboro; Paul Moyle, WFNC, Fayetteville and Louis N. Howard, WHIT and WJNC, New Bern.

Officials voiced optimism for prospects for adding considerable new business to the web.



**RADIO PREMIERE
SUNDAY NIGHT**

Sept. 9, 1945

**PREMIERE
SUNDAY NIGHT**

Sept. 9, 1945

The **THEATRE GUILD
ON THE AIR**

sponsored by

UNITED STATES STEEL

CORPORATION

★

Premiere Broadcast

BURGESS MEREDITH in "WINGS OVER EUROPE"

... the prophetic story of the atomic bomb which
Broadway called "fantastic" back in 1928

And also—in a gala preview of future programs—introducing Alfred Lunt, Rosalind Russell, Annabella, Edward G. Robinson, Rouben Mamoulian, Oscar Hammerstein II, Richard Rodgers and Philip Barry.

SUNDAY NIGHTS 10-11 e. w. t.

coast to coast over the stations of the American Broadcasting Company

No Revenue Decline Seen By Coast Radio

(Continued from Page 1)

air two years ago, fearing they would not have sufficient merchandise to supply their customers, are now buying time, while some war manufacturers who tried radio to hire workers, have entered retail field and are becoming regular users of radio. Frank Samuel, sales manager of American's Western division, points out that manufacturers of food products, who were hampered during war by lack of containers, are buying radio time. KGFJ reports its business has jumped 30 per cent since close of war with Japan and that it had added such accounts as Union Oil, Sparketta water and "Studio Girl Shampoo."

Most Southland broadcasters feel trend is away from news commentary, but Sidney N. Strotz said it is still cheapest buy for advertisers and that it is too early to tell whether commentators are losing ground. Harry Maizlish, manager of KFVB, reports two of his commentators, Sam Balter and John B. Hughes, are gaining new listeners, while Columbia Pacific has just sold a Nelson Pringle news period to Union Oil.

Don Fedderson, general manager of KMTR, Los Angeles, and KYA, San Francisco, said listening public, which developed "on the hour" news habit, will not lose it readily. George Whitney, sales manager of KFI, declares public is turning slowly away from news commentaries.

Clyde Scott, manager of KECA, reports that "Jobs For G.I.'s," a half-hour program, which is sponsored by Maier Brewing Co., over KECA, is proving very effective and that 80 per cent of servicemen interviewed on it have received the types of employment they sought.

Rural Study By FCC Now Being Tabulated

(Continued from Page 1)

is now being tabulated and the findings will be placed before the Commission next month as the hearings get under way. It was reliably learned that the study reveals that day time serials were listed near the top for popularity—while at the same time more listeners named the serials as their pet hate than any other type of program. One frequent complaint was that they did not concern farm people often enough.

Heads Lear Publicity

Homer Morgan Snow has been appointed advertising and public relations director of the Radio Division of Lear, Inc., it was announced by William P. Lear. He will be located in the New York offices of the firm. Mr. Snow was previously supervisor of the Market Research and Sales Analysis operations with Lennen & Mitchell, Inc., in a three year distribution study of the radio home receiver division.

FCC Proposes Revision In Station-Sale Procedure

(Continued from Page 1)

Corporation for about \$22,000,000. The FCC approved the sale a month ago by 4-3 vote, with Chairman Porter and Commissioners Jett, Denny and Wills voting to approve and Commissioners Durr, Walker and Wakefield opposed.

The Commission outlined a plan whereby all interested parties might apply for radio licenses, with selection to be made solely upon the grounds of public interest and no special group to be deprived of the license privilege. The plan calls for publication by the seller of the terms and conditions of the proposed sale and the name of the would-be buyer. "Other persons desiring to apply for the station would be invited to do so on the same terms and conditions. The Commission would consider all applications on their merits, with a view to granting the transfer on the basis of public interest," the Commission announced. Public hearing to get the trade and public reaction to this proposal will be set.

To strengthen its transfer procedure further, the Commission will recommend that Congress consider the desirability of adopting a yard-stick for measuring the appropriate value of a station so that the Commission's field of choice will not be unreasonably restricted by permitting sales at artificially high prices.

Congress will also be asked to consider the advisability of further defining the qualifications of licensees and particularly to determine as to what extent holding companies, investment banking groups, large industrial empires, large manufacturing companies and other businesses should be permitted to control radio stations.

Infirmities of Act

"A basic infirmity of the Communications Act, which this case serves to highlight, is the fact that under the Act, as it has been administered up to this time, a man retiring from the radio business has, for all practical purposes the power to select his successor," the Commission statement pointed out.

"Under the interpretation which has prevailed, his selection is final except in the very rare cases where he elects to sell to a party who is found not to be qualified. This is obviously a deficient procedure because a person retiring from the broadcast business is, in selecting a purchaser, likely to be influenced by many considerations which are quite unrelated to the question which should be paramount—namely, who is best qualified to continue to operate the station in the public interest."

"... The procedure which has prevailed in transfer cases is in sharp contrast to that prescribed for the consideration of applications for new stations although the standards prescribed by the Act are identical. In the case of licensing new stations the procedure followed insures that

everyone who is interested in applying for a particular broadcast frequency shall have the opportunity to do so. This usually results in a competitive situation where the Commission has a choice between applicants."

The Commission majority said that it had "no alternative but to grant the application unless the uniform precedents of 17 years of radio regulation are to be ignored and a complete reversal of administrative policy is to be adopted." The majority took the view that administrative agencies such as the Commission "have an obligation to adhere to uniform policies, and when developments dictate change, adopted after appropriate notice a rule of general application so as to avoid the color of discrimination in particular case." Moreover, the majority pointed out that to deny the WLW transfer on the ground that AVCO has substantial business interests in other fields would create a chaotic situation in the broadcast industry since doubt would be cast upon the status of scores of present radio licensees who, like AVCO, have extensive non-broadcast interests.

AVCO Meets Requirements

The majority further found that AVCO meets the citizenship requirements of the Communications Act, is financially qualified and is technically qualified. While the parties to the transfer did not segregate the price paid for the radio properties from the price paid for the Crosley manufacturing properties, the Commission said there was no evidence of trafficking in licenses and the record showed that the price paid would not adversely affect AVCO's financial responsibility, or the station's program structure.

A dissenting opinion issued by Commissioners Walker and Durr objected on the grounds that Aviation Corporation is a large holding company of a type which has been traditionally a matter of concern because of their use as an instrumentality for gaining control over large segments of the economy of the country without corresponding responsibility; that AVCO has failed to give the Commission a valuation on the broadcast properties, has not demonstrated even minimum qualifications by acquiring a knowledge of the duties and responsibilities of a licensee and that the Commission should not be bound by its precedents when such precedents conflict with public interest and statutory responsibilities.

Walker and Durr agreed that the procedure recommended by the majority for future transfer cases will remedy some of the deficiencies in the Commission's present procedure. They objected that the proposal to limit competition to those who are willing and able to meet the contract terms and conditions of the highest bidder seems "without warrant in the Act." Such competition, their opinion asserted, should not be in terms of

Valentine Quits To Join Radio Show

(Continued from Page 1)

beginning Saturday, Sept. 15 from 9-9:30 p.m., EWT.

His new boss will be Frank D. Waterman, Jr., president of Waterman's fountain pens. The program "Gang Busters" names names and places and dramatizes actual cases based on the theme crime does not pay. It is produced by Phillips H. Lord, who began the series 10 years ago.

Valentine said, yesterday: "I accepted the post of chief investigator-commentator of this new Gang Buster's program to broaden my activities in the field I love best and know best—law enforcement. I am not stepping out of the picture entirely.

"I have always wanted to be on the radio and finally after a thorough investigation discovered this program to be the one best suitable for presenting facts, names and places of actual cases solved by the police departments of the United States.

"This is not just a story program. It has authentic facts. I feel this will serve as part and parcel of my continuance to serve the people of these United States to the best of my abilities on this nation-wide radio program."

ability to pay the highest price, but in terms of public service to be rendered.

Commissioner Ray C. Wakefield's separate dissenting opinion opposed the transfer primarily on the ground that the transferee, on the basis of the record, is less qualified than the transferor, and hence the Commission could not properly make the finding required by Section 310 (B) of the Communications Act that the public interest would be served by the transfer. Wakefield stated that the same public interest which is inherent in the privilege of using a portion of the public domain free of charge requires that a transferor select a successor who will possess not only the bare qualifications to assume the duties incumbent upon licensees as required by the Act, but also the qualifications which will assure at least a comparable standard of service. He cited precedents in which the Commission had heretofore denied transfer applications where it appeared that the public interest would be better served by evidence adduced at the hearing. AVCO was not originally interested in the purchase of radio stations, considering the purchase of the properties involved in this case as "a package of equities," and that assuming control, were unacquainted with the needs of the community to be served, the bare essentials of the program structure, and the nature of their public and legal responsibilities as broadcasters.

He noted that there was adequate time in this case to find a fully qualified transferee.

Walker and Durr also expressed agreement with the grounds for denial set forth by Wakefield.

Program Parade . . .

E MORTIMER—WJZ. Wed., 10:30-10:45 p.m., EWT. Plymouth Shops. Unconvincing name announcer handles the spiel for sponsor, with Lee Mortimer, Daily Mirror columnist, doing the wordage in a voice that seemingly is anything but appealing to the women. No strong material as to either news, gossip or other related items is much in evidence and Mortimer hops from a no-account bit of Hollywood trash to a "scoop" about Gen. MacArthur and a movie offer. Consistent material would help. Theater tickets are reserved to those sending in suitable series.



SYMPHONETTE—WOR. Monday through Thursday, 10:30-11 p.m., EWT. Longines-Wittnauer Watch Co. Transcribed series outlets from coast-to-coast maintains an even balance of excellent classical and semi-classical music under the baton of Shel Piastro. Musicians making the recordings are selected from symphonic organizations and arrangements are specially made and adapted to the program's keen. Here is one ET series in which radio angles have been considered in advance. Commercials set an equally good example.

Hometown Radio Series Heard By Army Overseas

Washington Bureau, RADIO DAILY
Washington—Receipt overseas of three programs in AFRS new series "Music From Your Hometown" has been acknowledged by the Army, AB said Friday. These programs originated at WSM, Nashville; KSTP, Paul and Minneapolis, and KOMA, Oklahoma City. They are the first of a new series to be received and reported to have arrived in good condition and to be of approved quality. They will soon be broadcast to overseas troops, who are still listening to the first series "Let's Go Town."

Send Birthday Greetings To

September 7

Alan Devitt Dan Russell
John A. Stewart

September 8

Joe Bolton George Mannina
Jack R. Overall J. Harold Ryan
Nora Sidney Milton Watson
A. Bernard Chappel

September 9

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

COAST-TO-COAST

—LOUISIANA—

NEW ORLEANS—Emanating from WNOE, the port of New Orleans will be nationally saluted over the Mutual web by the Coca Cola "Spotlight Band" program on Sept. 22. The show will be broadcast from the new International House and shortwaved to Latin-American countries. The Army plans to make 853 platters of the broadcast for world-wide distribution. This will be the first time an American port has been saluted over the air, it is claimed.

—IOWA—

DES MOINES—As KRNT began reading the names of Iowa veterans landing on the east coast, a new kind of good neighbor campaign was introduced. "Phone the families of these returning soldiers. They may not have heard the broadcast." In response to this new service, hundreds of Iowans have phoned, written or made personal visits to confirm these reports, which were the first definite home-coming messages they received.

—ARIZONA—

PHOENIX—KOY's G. E. Wire Recorder fell face downward on the cement floor of the So. Pacific roundhouse while program director Jack Williams was recording a trip through that establishment. Chief engineer, Lewis Sublett shook the apparatus, spliced the broken recording wire, and operations were continued. Later, when the wire was dubbed onto wax, it was found that the supposedly delicate piece of equipment had turned out a perfect recording.

—CANADA—

EDMONTON—CJCA's "Blue-Gray" quartette originated when tenor Verle Allred was humming to himself in the barracks one day at Langley Field, Va. Bob Cassidy and bass Cecil Kincer heard him and extemporaneously joined in. To complete the quartette, baritone Jack Gurganus was called in. The boys are now one of the stations' finest sustaining features. . . . **TORONTO**—CKEY's staff has enthusiastically endorsed the station's latest department, the Cafeteria, where sandwiches and hot drinks are available throughout the day.

—NORTH CAROLINA—

RALEIGH—WPTF's new "find" is Bob Kohl, recently graduated from the University of North Carolina where he instructed students in radio writing, producing and acting. He has joined the program department as script writer. . . . **ASHEVILLE**—The Carolina Power and Light Co. has bought "Adventures by Morse," half-hour mystery show, to run 52 weeks on WWNC.

—OHIO—

CINCINNATI—James D. Shouse, vice-president in charge of broadcasting of the Crosley Corp., accepted, on behalf of WLW, the citation of the National Board of Fire Underwriters, "for outstanding public service in fire prevention." . . . **DAYTON**—3,120 fifteen-minute newscasts, under the continued sponsorship of the Famous Clothing Co. have been consecutively aired over WING by the same sponsor for 520 weeks.

—CONNECTICUT—

HARTFORD—Program Manager Harvey Olson of WDRC, has been appointed head of the radio department of the Randall School of Fine and Applied Arts in Hartford. . . . **NEW HAVEN**—With Chamberlain's furniture store sponsoring the daily 8:00 a.m. news period, all quarter-hour news programs on WNHC are now sponsored with Dave Harris the newscaster on the day time periods and Joe Burns on the night shift.

—GEORGIA—

COLUMBUS—August 13, WRBL's promotional department had streamers printed which read: "JAPAN QUILTS! Tune your radio on WRBL." Ten minutes after the President's announcement of the Jap surrender on Aug. 14, these streamers were placed in the windows of department stores throughout the city. . . . **ATLANTA**—Stan Raymond has joined the staff of WATL as director of news and special events and will broadcast the play by play descriptions of the U of Ga. football games.

—NORTH CAROLINA—

RALEIGH—As a part of WPTF's added emphasis on public service, the station has introduced a series of weekly programs dramatizing an outstanding news event, produced on the day of each event. . . . **ASHEVILLE**—Freddie Pelly has joined the announcing staff of WWNC. . . . **GREENSBORO**—The Ambassadors Quartet, heard over WBIG every Tuesday and Thursday, were recently announced as one of the quartettes winning honorable mention in the Renfro Valley Contest.

—WASHINGTON—

TACOMA—Jerry Geehan, associated with KMO since 1934 when he started as a sports announcer, has been appointed station manager. Geehan's background in sports announcing made him a leader in the founding of the Tacoma War Athletic Commission. During the past year the Commission, under Geehan's chairmanship, cleared \$30,000 for athletic equipment which went to men in the armed forces.

—CONNECTICUT—

NEW HAVEN—"Chuck Crosby" ex-GI now completing his education at Yale, airs his "Sports Parade" every evening over WNHC. Show is sponsored by State Machinery Company. . . . **HARTFORD**—Traffic Manager Sterling V. Couch of WDRC has been appointed program chairman and musical director of the Wethersfield, Conn. Exchange Club for the third straight year.

—SOUTH CAROLINA—

SPARTANBURG—Under the current expansion plan, the entire staff and equipment, except the transmitter, of WORD will be moved into larger quarters within the next 30 days. . . . WSPA announces the appointments of Roger Shaffer as assistant general manager and Guy Vaughn, Jr. as commercial manager. Mr. Shaffer will have full charge of station operations during the absence of Walter Brown, vice-president and general manager, who is now in Washington as special assistant to Secretary of State, James F. Byrnes.

COMING and GOING

C. L. MENSER, NBC vice-president in charge of programs is on his way to Chicago for a two-day business trip.

DONALD DWIGHT DAVIS, president of WHG, Kansas City, Missouri, is in New York on a business trip, visiting Mutual officials.

DICK DORSO of Century Artists, Ltd., leaves today for the Coast to conclude several important transactions involving both the New York and Coast offices.

ARTHUR SIMON, national sales manager of North Central Broadcasting System, Inc., is off to Chicago for a two-day session with executives of the network. He returns to St. Paul early next week.

BILL RIPLE of WTRY, Troy, N. Y.; ED WHITLOCK of WRNL, Richmond, Va.; JOE HARTENBOWER of KOMO, Kansas City, Mo., and HOWARD CHERNOFF of WSAZ, Huntington, W. Va., are visiting American's offices in New York.

HARRY MAIZLISH, general manager of KFVB, Hollywood, flew to Richmond, Ky. early this week where his brother Dr. I. Paul Maizlish, died suddenly of a heart attack. Death was fourth to occur in the family in a year.

W. S. POTE, FRED RANDY and LARRY FLYNN of WMEX, Boston, are in Grand Rapids, Mich. to attend Associated meeting of network officials.

Maestro RUBY NEWMAN, originally scheduled to go to Minneapolis with singer DANNY O'NEIL to organize his music for him, will remain there for the three week duration of the singer's engagement at the Radisson Hotel in Twin City.

Brewer Arrives In N. Y. To Direct BBC In N. A.

(Continued from Page 1)

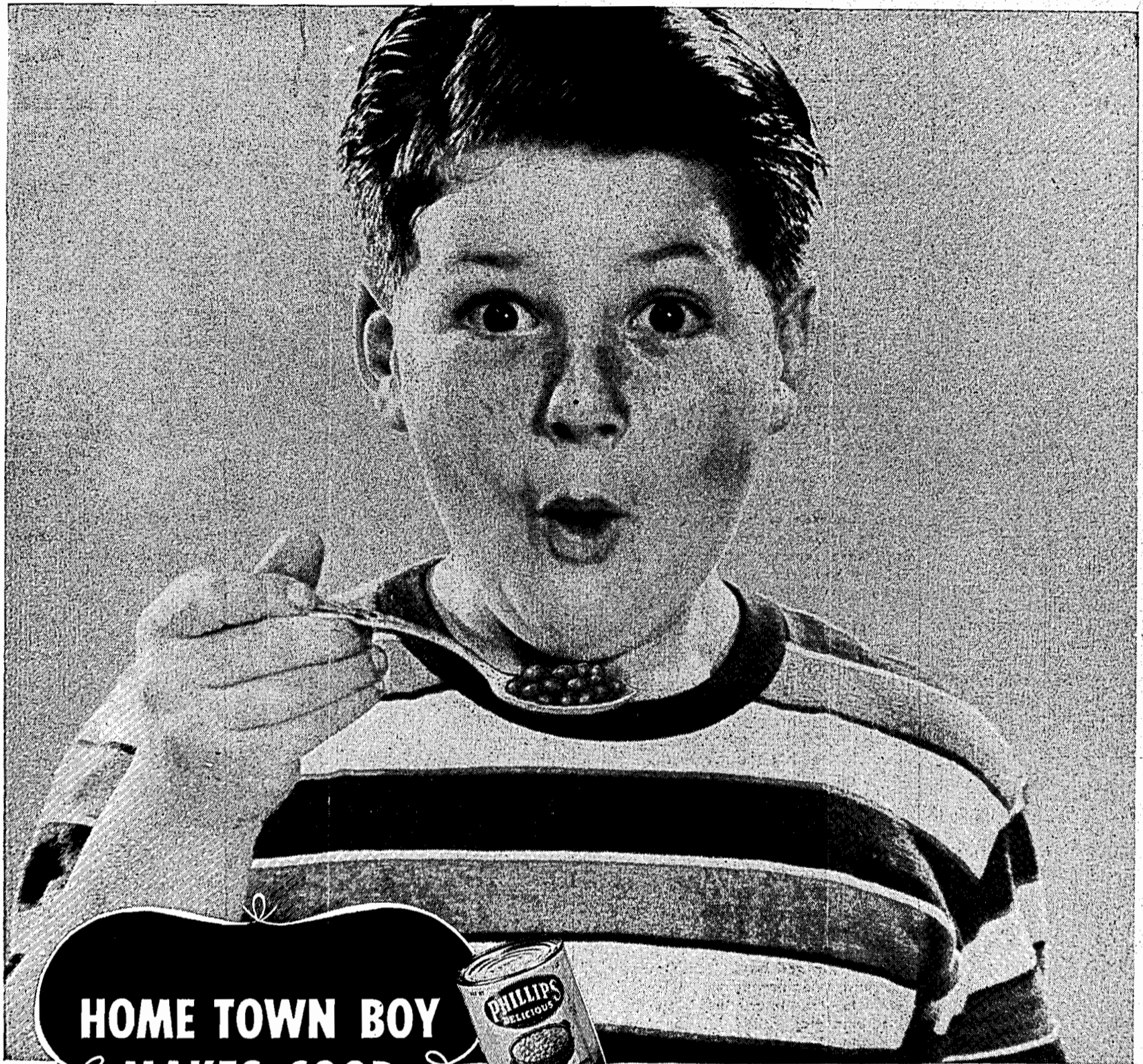
and light entertainment programs for that region. In 1933 he went to London as variety producer and two years later was appointed assistant director of variety. Before the war he was responsible for two BBC books titled "BBC Scrapbook" and "Flying High."

Brewer served in World War I, and in the late war he joined the RAF on the staff of the Bomber Command. In 1941 he transferred to the Fleet Air Arm where he engaged in communications work and later commanded training squadrons. In 1944 he spent some time in Paris as liaison officer between SHAEF and the BBC. He last visited the U. S. in 1935.



CHARLES BREWER

On his arrival, Brewer stated that there can be little doubt that the collaboration between the American networks and the BBC should be continued and expanded to mutual advantage.



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 AMERICAN BROADCASTING CO. ■ NATIONAL REPRESENTATIVE — JOHN BLAIR & CO.

WFBR

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 32, NO. 48

NEW YORK, N. Y., MONDAY, SEPTEMBER 10, 1945

TEN CENTS

European Party Returns

NAB Will Greet Miller In Wash. Oct. 1 And 2

Washington Bureau, RADIO DAILY
Washington—The NAB board of directors will meet at the Hotel Statler at Washington on Oct. 1 and 2 to greet Justin Miller as their new president. Although he attended several sessions of the board meeting held in Washington August 6 and 7, he took no part in the deliberations.

On the evening of Oct. 2, the board will attend an inaugural dinner honoring president Miller. Invitations will be sent to all the members of Congress, and high government administrative officials, ranking mili-

(Continued on Page 5)

BMB Committee Groups Begin Meetings This Week

Preceding the scheduled September meeting of the BMB Board of Directors, there will be a series of Advisory Committee meetings at BMB headquarters in which each committee will summarize their recommendations on Bureau policy and procedure for action by the Board. Meeting today, the Finance Committee under the chairmanship of Roger Clipp,

(Continued on Page 6)

Gunnisons Form Team For Program On MBS

New Mr. and Mrs. team will start on the Mutual network, Monday through Friday at 1 p.m., EWT on Sept. 17, in Marjorie and Royal Arch Gunnison, under the title of "Mr. and Mrs. Reporter." Program will originate in the living room of the couple

(Continued on Page 6)

Psychic

Listeners of Kate Smith's noon-day program have reason to believe she's psychic. Kate received over 300 telegrams from the 95th Regiment, ETO veterans requesting help in preventing their being sent to the Pacific. Last Monday she told the boys not to worry—authorities were notified. Thursday newspapers carried the story that the 95th would stay home.

Swan Song

Its wartime job completed, BBC's "American Eagle in Britain" program, on the air since November, 1940, was heard for the last time Saturday night on Mutual. Special two-way broadcast was arranged for the occasion, on which Phillips Carlin, MBS vice-president and Herbert Petley, director of WHN were heard. Bebe Daniels' farewell was also part of the show. About 25,000 U. S. servicemen have been heard on the program.

Ballantyne Predicts Boom In Radio Field

Appearing over the Mutual network on the "Reconversion and Jobs" program, John Ballantyne, president of Philco Corp. spoke on the radio industry's outlook in this direction last Thursday night. "None" said Ballantyne, "holds richer promise or a more exciting future, than radio, television and electronics."

Philco prexy traced the history of the miracle of radio after World War I and how it grew into a vast industry overnight. The tremendous role

(Continued on Page 8)

WOR To Place Emphasis On Spot News Features

Acting on the premise that post-war newscasts can be just as listenable as before and can maintain the peak audiences they have already es-

(Continued on Page 6)

Broadcasters And Publishers Back From Four Week Inspection Tour Of European Theatre Radio

New Web Elaborates On Launching Plans

In a lengthy statement issued Friday, Leonard A. Versluis, president of Associated Broadcasting Corporation, reviewed the company's plans for establishment of their new network, announced personnel, and clarified the situation as it relates to New York and Chicago. The network, Mr. Versluis announced, will start operation on a "full time" schedule September 16.

Referring to New York and Chi-

(Continued on Page 5)

Miner Gives CBS Views On Television Outlook

What the buyer of a television receiving set can expect now in the way of programs as compared to the selection he will have in future, was

(Continued on Page 6)

Webs Meet AAF Group Plan To Continue Programs

Plans to carry four of the 10 network programs produced by the Army Air Forces were made at a conference in New York last week between

(Continued on Page 6)

Party of American broadcasters and trade paper publishers who have been on a tour of the European Theater of Operations since August 10th under the sponsorship of the War Department returned to the United States by transport plane the past week-end.

During the four weeks abroad the industry leaders visited England, France, Germany, Italy, Holland and Belgium, inspecting the American radio operations and interviewing such military leaders as General Eisenhower and General Patton. In Rome, they had an audience with the

(Continued on Page 4)

NBC Parade Of Stars In 4th Annual Series

Fourth annual Parade of Stars, NBC program promotion campaign, prepared in co-operation with clients, agencies and NBC stars by the network's advertising and promotion department under the supervision of Charles P. Hammond, director, was set in motion on the week-end with

(Continued on Page 5)

Two "ABC" Contenders File Depositions Today

Depositions filed by both sides in the litigation over the "ABC" title brought by Associated Broadcasting Corp. against the American Broad-

(Continued on Page 2)

★ THE WEEK IN RADIO ★

FCC Reveals Broad Plan For Future Licensing

By MILDRED O'NEILL

IN CONNECTION with its approval a month ago of the sale of WLW, Cincinnati, and other Crosley radio properties along with Crosley manufacturing properties to the Aviation Corporation, the FCC this week released majority and dissenting opinions on the sale and outlined a broad plan for future licensing policy. It is expected that the procedure recommended by the majority for future transfer cases will remedy some of the deficiencies in the Commission's

present procedure.

The Federal Communications Commission made an announcement that clearly defines future FM operations. Licensees can look forward to being given definite band assignments in the near future and equipment tests will be under way by December 1; regular program service by the beginning of the new year. Holders of construction permits can now look for specific operating assignments in

(Continued on Page 2)

Honor Wainwright

Lt. Gen. Jonathan M. Wainwright, hero of Bataan and Corregidor, will speak over the American network next Thursday night at a dinner honoring him and several officers and men who were imprisoned in Japanese camps. The Commerce and Industry Association, Inc. will sponsor the affair and Mayor F. H. La Guardia will act as toastmaster of the evening.



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

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★ **THE WEEK IN RADIO** ★

FCC Reveals Broad Plan For Future Licensing

(Continued from Page 1)

the new band with equipment tests required by January 1, 1946 and program service one month later.

Paul A. Porter, chairman of the FCC, in an intermission talk on the CBS Symphony Hour, expressed the opinion that the ether channels belong not to networks, stations or the Commission, but to the public. He added the wish that the latter would assume a more active role as arbiters and final judges of radio as a service.

In closing the proceedings in the case of Senator John Overton of Louisiana against WDSU, New Orleans, the FCC found the station at fault in its handling of the Senator's requests for air time, but no action will be taken against it. It was announced the FCC will study the case at the time WDSU's license comes up for renewal next November.

It was announced from the White House that Sept. 15 would be the terminating date for the OWI Domestic Branch. Edward Klauber deputy director, revealed at a meeting of employees last week-end that the Bureau's functions had not been relegated to any other office. After September 15, broadcasters will deal directly with agencies, unless the NAB steps in temporarily.

Price Administrator Chester Bowles announced that ceiling prices

for tubes and parts sold as original equipment installations would be allowed increases in price from five to 11 per cent. Formalization will come in orders to be issued by OPA at a later date.

It was revealed that the new Philco million dollar plant will feature the world's longest continuous radio production line and will contain 300,000 square feet of space with eight parallel conveyor lines for high speed operation.

The first in a series of participating programs on the new Associated Broadcasting Corporation network is considered a radical departure in network programming. It consists of a full hour show which will be a vehicle for spot commercials purchased from the Raymond Morgan Agency of Los Angeles.

James V. Young, chairman of the War Advertising Council, revealed in a special V-J Day report that American business contributed more than one billion dollars worth of advertising to the war effort.

William Benton, one of the founders of the Benton & Bowles Agency, was nominated by the President to serve as Assistant Secretary of State. Benton will take over the International Information Organization.

BBC's "London Column" Will Review War's Events

On next Sunday BBC will review the history of the war from D-Day to final victory during the broadcast of the 100th edition of "London Column" which will be heard on WMCA, New York, at 10:30 p.m. Sunday and 40 other stations throughout the United States at other periods during the week-end.

Extracts of memorable broadcasts to be heard on this special 100th show will include Eisenhower's announcement of the invasion; sounds of the flying bomb and V-2's; Montgomery's announcement of victory in France; the historic broadcast by Stanley Maxted from Arnhem; the description of the crossing of the Rhine and Richard Dimbleby's account of Belsen concentration camp.

Two "ABC" Contenders File Depositions Today

(Continued from Page 1)

casting Co. will be presented today to Federal Judge Raymond in the U. S. District Court for the Western District of Michigan. Five days will then be allowed for the filing of briefs and two days after that for filing of reply briefs. With all of the testimony in. Judge Raymond is expected to hand down a decision by the middle of this month.

Present court angle is purely one of jurisdiction, since American contends jurisdiction does not lie in Grand Rapids where the suit was filed. Testimony was taken before a notary in Detroit late last week and this will be filed today with the court authorities.

FINANCIAL

(Sept. 7)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	184 3/8	184 1/8	184 1/8	- 1/8
CBS A	42	41 1/2	42	+ 1 3/4
CBS B	41	41	41	+ 1/2
Crosley Corp.	36 1/2	36 1/2	36 1/2	- 1
Farnsworth T. & R.	16	15 1/2	15 1/2	- 1/8
Gen. Electric	49 1/8	48 5/8	48 5/8	- 1/4
Philco	39	38 1/2	38 1/2	- 1/2
RCA Common	16 3/4	16	16	- 1/8
Stewart-Warner	20 1/2	20 3/8	20 1/2	- 1/8
Westinghouse	36 1/4	35 5/8	35 5/8	- 3/8
Zenith Radio	39	38 1/2	38 1/2	- 3/8
NEW YORK CURB EXCHANGE				
Nat. Union Radio	5 1/4	5 1/4	5 1/4

Yank Radio Stations Now Operating In Japan

West Coast Bureau, RADIO DAILY
 Hollywood — Yank occupational troops in Japan and Korea are listening to their own radio stations, it was learned by Col. Thomas H. A. Lewis, Commandant of Armed Forces Radio Service. Five mobile stations have been activated in Tokyo.

20 YEARS AGO TODAY

(September 10, 1925)

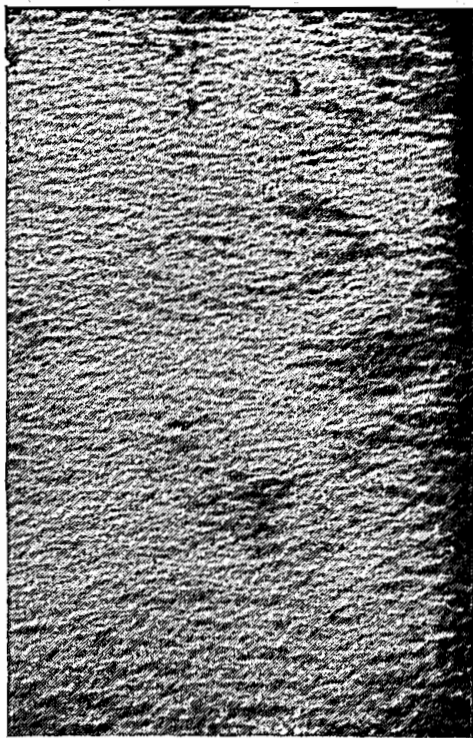
The return of Dr. Cadman and the Bedford Branch of the "Y" to the air the other day on local facilities, definitely establishes the fact that the Autumnal exercises have begun. . . . One of the stations rapidly coming to the front in programming is New York's WMCA.

NEWS AND THE POPULAR CLASSICS WITH A BLEND OF THE MODERN
 NEW YORK'S
WLIB
 THE VOICE OF LIBERTY
 1190 S. 4th St.

MUSIC has power

WDAS is the only Philadelphia radio station featuring three hours of classical music daily

No wonder WDAS audiences say "Thank You!"



Oil slick

You have to look pretty carefully to spot the oil floating up from a sunken submarine, on the surface of the water in that picture.

But we've made it pretty easy for you to spot how to reach more people for the lowest cost in one of the country's great markets

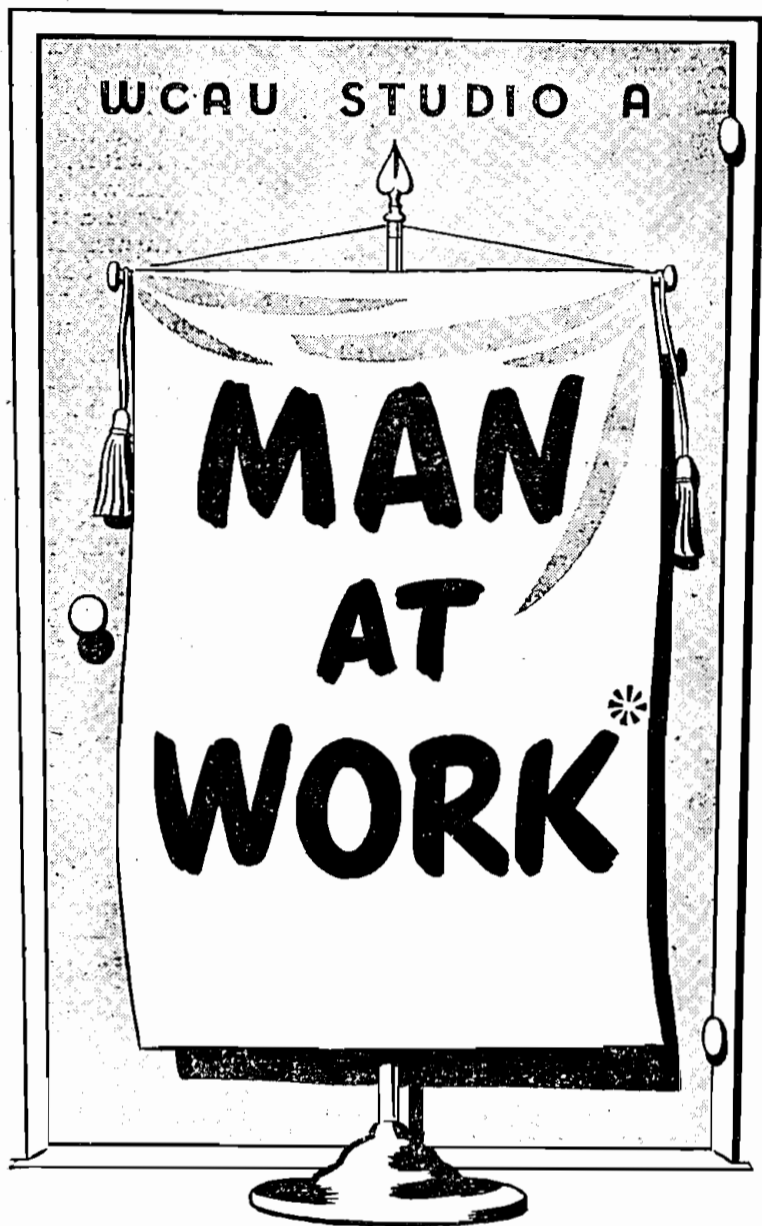
To tell the story of your product by radio in the city of Baltimore . . . you simply put the Radio Station W-I-T-H at the top of your budget list.

This successful independent delivers more listeners-per-dollar-spent than any other station in town.



W-I-T-H
IN BALTIMORE

TOM TINSLEY, President
 REPRESENTED BY HEADLEY-REB



***SELLING THE GOODS
ON THE WCAU
PARTICIPATION PROGRAM
"FOR WOMEN ONLY"**

His name is Creighton Stewart. He really knows how to talk to women—and how to sell them. In WCAU's long experience with women's programs, we have never heard a more convincing "talker-to-women." For sales to women in America's Third Largest Market, WCAU presents Creighton Stewart directing "For Women Only."

COVERAGE + PROGRAM = SALES

WCAU

50,000 WATTS ★ CBS AFFILIATE

PHILADELPHIA'S LEADING RADIO INSTITUTION

COMING and GOING

STANLEY FLORSHEIM, director of American's co-operative program department, has returned to his desk from a Chicago business trip. BARNEY CRAGSTON and LARRY SURLS, also of co-ops, have returned from jaunts to Baltimore, Atlantic City and New Hampshire.

TOM SLATER, manager of the special events division of the Mutual Broadcasting System, returns today from a week-end at the Atlantic Beach Club in New Jersey.

MARY MARGARET McBRIDE left Saturday by plane for London and Paris to gather human interest stories on the aftermath of the war. She is accompanied by Madame Juliet Nicol, well known French coutourier, and plans to make several broadcasts from abroad over WEAJ.

BEA SINGER, promotion writer in American's co-operative department, is back at her chores following a weeks' vacation at Westhampton, L. I.

Vet's Training Fits Them For Jobs, Says Bradley

Washington Bureau, RADIO DAILY

Washington—The specialized training and leadership experience acquired by millions of American war veterans will serve to make them more valuable citizens to their communities and industry, General Omar Bradley, chief of the Veterans' Administration, declared at a conference held here recently on veterans' problems, sponsored by the War Advertising Council and attended by military officials, business leaders and federal agency heads.

Contending that the returning serviceman will be a more valuable jobholder than pre-war, Gen. Bradley pointed out that many Army and Navy jobs are identical with, or closely allied to, civilian pursuits, and that "Vocational training combined with actual experience during their service years, plus courses ranging from plumbing to business management, have made this war's veterans the best trained and educated of any group returning from an American conflict."

Among business heads present at the conference, were Theodore S. Repplier, executive director, War Advertising Council, and Paul B. West, president, Association of National Advertisers.



"Funny how WPTZ Flint starts me swinging."



A Reporter's Report Card . . .!

● ● ● DAVID SARNOFF: Much talk in Radio Row about your new venture and why the secrecy? . . . COMMANDER JOHN S. YOUNG: Washington will announce any day now that the government will take over all Jap radio for the next 12 months. The job in charge of it all will be handed to you—if you want it. . . . SAM GOLDWYN: Is it true that you've invested a cool million in a new television setup? . . . BEATRICE KAY: Joan Davis is eyeing you for a permanent spot on her show. . . . MILDRED FENTON: Bernie Schubert sold your "Detect & Collect" quizzer to Goodrich starting Oct. 4th on ABC. . . . ALAN LADD: Your Paramount suspension will mean about ten guest shots for you on the air next month at two G's per. Think you'll be able to pay the rent? . . . FRANK SINATRA: If you're still looking for a comic to round out your radio show, he's right in your own backyard—Phil Silvers. . . . FRIEDA HEMPEL: After your concert tour and picture, how about a few guest shots? Radio is here to stay, you know, and you should grace it every so often. A Jenny Lind recital, for instance? . . . HAL BLOCK: Milt Josefsberg is the first writer to ever get a non-exclusive contract with Jack Benny—that is, until Benny pays him \$1,500 per. . . . FRED ALLEN: A wag around town has come up with the best suggestion yet as to what to do with Japan. He says they oughta be made to melt down all their remaining guns and ships, etc., and then be forced to rebuild the Sixth Ave. El.

★ ★ ★

● ● ● COMMISSIONER VALENTINE: A casual remark dropped by this column resulted in your changing your entire career after 42 years of gang-busting. We suggested your name as chief investigator-commentator on the new "Gang Busters" series taken over by Waterman when an agency man asked us whom we thought might fit the bill. . . . PAULA STONE: "Leave It to the Girls" shifting to Friday nites next week over Mutual. . . . HARRY COOL: ABC is so enthused over your Treas. Dep't airings that they may continue you on even after the campaign fades. . . . TOMMY DORSEY: Maggie Fisher's Piano Playboys, Cy Walter, Bill Clifton and Les Crosley, set for a series of guest shots. The trio of ivory-ticklers scored a big hit on your stanza yesterday. . . . MANNY SACHS: Wouldn't Geo. Simon be the answer for Columbia Records' proposed transcribed jazz show? . . . BARRY WOOD: Good luck on your return to the air tomorrow for Philip Morris. It might interest you to know that there was a heavy demand from your fans to come back, even tho' it meant giving up important coin from your personal appearance tour.

★ ★ ★

● ● ● HARRY JAMES: Betty Grable's feud with 20th-Century has the insiders giggling. When she came to N. Y. she demanded no publicity—so when the boys laid off, she got sore. . . . MAX MARCIN: CBS director, Dick Sanville, handed out 28 roles to servicemen during the past few weeks. . . . CLARENCE MENSER: Mert Emmert back in town again and talking about a farm program to emanate from San Antonio. . . . HAM FISHER: "Joe Palooka" will be produced in Chicago, altho' the writer, Hal Conrad, will remain here. What happens with Jack Hurdle, who set the deal? Hurdle, incidentally, gets out of the army in two weeks and you're all invited to his champagne party. . . . ARTHUR GODFREY: Art Brown, your competitor in Washington for ten years, starts his own ayem show via WHN next month. . . . SIGMUND ROMBERG: Your next show will hit the boards New Year's Eve under Mike Todd's banner. It will be your 79th show on B'way, equivalent in show business to Babe Ruth's all-time home run record. . . . MARK WARNOW: Read Danton Walker's line about your huddles with Sinclair Lewis and know that if he writes a book with music as a background, no one in Tin Pan Alley is better qualified to dish out the lowdown.

Broadcasters Return From European Trip

(Continued from Page 1)

Pope, and while in England were entertained by the BBC and met many British leaders.

The following is the list of radio executives and trade paper publishers who returned from inspection tour of the ETO: John E. Fetzer, WKZO, Kalamazoo; Robert D. Swezey, vice-president of Mutual; Joseph H. Ream, vice-president of CBS; J. Leonard Reinsch, managing director of the Cox Radio Stations and radio advisor to President Truman; Clair R. McCollough, managing director, Mason-Dixon Group; Martin S. Campbell, managing director, WFAA, Dallas; Morris Novik, manager of WNYC; Joe Csaida, business manager of The Billboard; Col. Harry S. Wilder, president, WSYR, Syracuse; Col. Ed Kirby, chief, Radio Branch, Army Public Relations; William Hedges, vice-president of the National Broadcasting Company; Justice Justin Miller, president-elect of NAB; Mark Woods, president of the American Broadcasting Company; Abel Green, publisher of Variety; Sol Taishoff, publisher of Broadcasting; John W. Ali-coate, publisher of RADIO DAILY.

Honor Bertram Campbell

Bertram Campbell, who served three years in Sing Sing through mistaken identity and later received a full pardon on the confession of a notorious forger, was honored as the "personality of the week" on the Don McNeill "Breakfast Club" in New York on Friday. Campbell was presented with a Gruen wrist watch by McNeill.

STARS OVER KMBC



BETTY PARKER

Like all KMBC personalities, Betty Parker is nationally publicized and nationally known! Betty is KMBC's graduate home economist conducting both "The Happy Kitchen" and "The Food Scout" programs. Hitch your advertising to a "Star" by phoning Free & Peters, Inc.

KMBC
OF KANSAS CITY

SINCE 1928 BASIC CBS
STATION for MISSOURI and KANSAS

NBC Parade Of Stars In 4th Annual Series

(Continued from Page 1)

mailing of material-filled bandboxes to the network's 155 stations. All promotional material included in the 1945-46 Parade of Stars is the result of joint planning by the program representatives, stations and networks. In a series of early Spring meetings conducted by the network in New York, Chicago and Hollywood, NBC station managers outlined to network representatives the types of material they could and would use. At subsequent meetings with talent, agency and client representatives, plans were made to build this material for the affiliated stations. As a result, the 1945-46 NBC Parade of Stars is a completely co-ordinated and streamlined audience promotion campaign. The new bandbox consists of kits for each network commercial program, providing a continuing campaign covering every phase of audience promotion. In addition, an expanded 40-page working manual, "How to Use" the NBC Parade of Stars, details ways of employing the wealth of material, released this year in record proportions. The bandbox is compartmentalized for convenience with kits segregated by days of the week, programs and types of promotional material. Nothing is wasted. The kits themselves even carry line drawings suitable for display purposes. Material provides complete campaigns in such promotional categories as on-the-air promotion, newspaper advertising, newspaper and general publicity, window and other displays, transportation advertising, outdoor advertising, direct mail, house organs, stunts, exhibition and contests. In addition to the 155 bandboxes of 19,000 program kits are over 100,000 individually-recorded star announcements and short entertainment spots made by top-ranking stars and casts of NBC programs for broadcast at local stations, ranging from 12 seconds to four minutes in length. Twelve special 15-minute continuities, tying together longer recorded entertainment spots, are included to furnish stations with ready-built programs. Also, fully-recorded quarter-hour programs utilizing four-minute spots by full network stars are being processed for early release to sta-

Associated Net Elaborates On Plans, Station Lineup

(Continued from Page 1)

Chicago the statement said: "Special arrangements concern WMCA and WOV in New York and WJJD and WIND in Chicago. The network does not have a straight affiliation contract with these stations but rather WMCA co-operates in the clearance of time with WOV as an alternate, and in Chicago, WJJD and WIND operate on the same basis."

The lineup of network outlets were named as follows:

"Network outlets include WMEX, Boston; WITH, Baltimore; WWSW, Pittsburgh; WWDC, Washington; WLEE, Richmond; WBNY, Buffalo; WTMV, St. Louis-E. St. Louis; WMIN, Minneapolis; WJBK, Detroit; KNAK, Salt Lake City; KMYR, Denver; KFOX, Los Angeles-Long Beach; KSAN, San Francisco; KWBR (Formerly KLS), Oakland; KWJJ, Portland; KRSC, Seattle, and WNHC, New Haven, Conn. WCKY, Cincinnati has agreed to provide facilities to Associated upon request for availabilities. In Chicago and New York there have been special arrangements made with WMCA, WOV, WJJD and WIND. The network does not have a straight affiliation."

Programming plans for the new web were also revealed. On this subject the network's statement said:

"Program structure of ABC makes a radical departure in at least one instance from accepted network procedure. This is the broadcast of a full hour participating program which has been purchased from, and will be produced by the Raymond Morgan Agency, Los Angeles, owners of 'Breakfast in Hollywood' and 'Queen For A Day.' The program will be heard 4-5 p.m., EWT, Monday through Friday, originating in Hollywood, and featuring Graeme Fletcher with the News, Robert Dillion with 'Missing Persons,' and 'Moods in Music' with Al Jarvis. This program offers spon-

sions as a continuing Parade feature. In addition to local "on the air" material, a series of all-star coast-to-coast network programs is planned for September, October broadcast. The bandboxes also contain 32,625 glossy prints, 34,875 picture mats, 14,625 individual program ad mats, 3,720 daytime and night-time program newspaper ad mats for each day in the NBC week, and 32,000 biographies and publicity stories. For the first time in the history of the Parade of Stars, public service and sustaining programs are represented with individual kits for each show.

Everett On "Big Town"

Michael "Red" Everett, who has appeared in the Broadway production of "Janie," and has played prominent roles in "Assignment Home" and "Weapons For Victory," will play the lead role of "Hoagy" in "Big Town," over WABC tomorrow night at 8:00. Everett also appeared recently in one of Norman Corwin's television productions.

sors an opportunity to use network facilities from coast-to-coast on a spot basis, something entirely new.

"The rest of the network program structure will follow the usual format with emphasis on public service features. Some which have already been scheduled, 'Let's Sing Navy,' a choral group of sailors and marines who produce some of the finest work heard on the air today, 'Fort Meyer Army Band,' the 'United States Navy School of Music,' 'Army Band,' and the 'Spars Band' will be among the musical programs heard regularly over ABC. In addition, there will be a 45-piece band and Army choral group, narration, and a bit of humor on 'Fort Belvoir Engineer Show.'

"Sports will be one of the major features of Associated, as well as news on the hour along with a major portion of popular music.

"Affiliates of the network will enter into the program picture to a great extent, as plans now call for them to feed their outstanding productions on a coast-to-coast basis, some of which will be offered on a co-operative basis, or for direct sale.

Porter To Be Heard

"ABC is receiving recognition from Washington in the form of Paul A. Porter, chairman of the FCC making the opening address, dedicating the coast-to-coast system to public service. Also on the dedicatory program, 2-4 p.m., EWT from Washington will be heard several nationally known public figures of major importance. In addition to the program from Washington, the network will cut in many of its affiliates with their own greetings, and a half-hour variety program will originate in Hollywood. Washington program production details will be handled by Ira Walsh, program director of WWDC, originating station for the dedicatory ceremonies."

NAB Will Greet Miller In Wash. Oct. 1 And 2

(Continued from Page 1)

tary leaders, the heads of many trade associations, newspapers and past presidents of NAB. Due to space limitations in the Presidential Room of the Hotel Statler, it is necessary to limit the number of broadcasters to be invited.

The committee in charge has asked each district director to designate three members from his district, one representing a large one, a medium, and one a small station. Limitations of invitations were likewise placed upon networks and local radio stations.

The toastmaster has not yet been selected, nor has the program been fully completed. In addition to the inaugural address by Justin Miller, retiring President J. Harold Ryan will speak. The entire board will be in attendance.

Ballet Russe On WNYC

New York's Municipal Station, WNYC, will broadcast the Ballet Russe De Monte Carlo from the City Center Sunday evening from 8:30 to 10 o'clock.

Exclusive!

**CHI' BEARS
'45 FOOTBALL**

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

560 Kc. 5000 WATTS



Paid eastern North Carolina farmers for 1944 flue-cured tobacco crop totaling 391,244,945 pounds.



GET YOUR SHARE OF THIS PROSPEROUS MARKET NOW! WE CAN HELP YOU.

Write Today for Further Information

WRRF

1000 WATTS

Washington, North Carolina

FORJUE & COMPANY, Natl. Representatives
New York • Chicago • Philadelphia

BALTIMORE'S
Listening Habit

W
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MUTUAL BROADCASTING SYSTEM

JOHN ELMER
President

GEORGE H. ROEDER
General Manager

FREE & PETERS, Inc.
Exclusive National Representatives

Program Parade . . .

ANDRE KOSTELANETZ—CBS. Thurs., 9-9:30 p.m., EWT. Chrysler Corp. Kostelanetz returns as a commercial to radio after an absence of more than a season and fills the old Major Bowes time. As usual Kosty has a magnificent orchestra and arrangements to match. Lily Pons, as first guest artist further enhanced the offering and Frank Parker, tenor, regular male singer on the show, was in fine trim. Chrysler line of automobiles came in for the credits.

★
HOBBY LOBBY—CBS. Thurs., 9:30-10 p.m., EWT. Anchor-Hocking Glass Corp. Dave Elman's program replaces Corliss Archer in the same time for this sponsor, due to the different type of product being plugged. Show has expanded its scope as to entertainment and has people appearing on the "We The People" order, also more musical fare mixed in for greater diversion. Otherwise the hobbies are still there and all jelled into an entertaining half-hour.

★
DINAH SHORE—NBC. Thurs., 8:30-9 p.m., EWT. General Foods Corp. Miss Shore returns for the season with the redoubtable Harry Von Zell as announcer, straight-man and comic, an orchestra, and Groucho Marx as first guest star. Miss Shore hasn't fallen off any as a topflight song-dispenser, was in excellent voice and salesmanship. Marx ambled along with his funny bone much in evidence and Von Zell was there to pick up all the loose ends. Certainly a welcome return considering the ups and downs of the sponsor's summer replacement setup.

Gunnisons Form Team For Program On MBS

(Continued from Page 1)
where listeners will hear them discuss national and international news in informal manner. Program was conceived by Christopher Cross, BBC publicity director in New York.

Gunnisons who were captured (and later repatriated) when the Japs took Manila, have been reporting the news for the past 10 years and their outlets include in addition to Mutual, Christian Science Monitor, North American Newspaper Alliance, Collier's and others.

KCOK Joins Don Lee Web

Hollywood—Addition of KCOK, Tulare, Calif., Oct. 1 as newest affiliate on Don Lee chain will boost number of member stations to 40 it was announced by Lewis Allen Weiss executive vice-president and general manager of network. KCOK, a 250-watt station operating on a frequency of 1,240 kilocycles will open in a new building being especially constructed to house it as soon as equipment can be installed. Herman Anderson is owner of KCOK and his son Sheldon Anderson is general manager.

Miner Gives CBS Views On Television Outlook

(Continued from Page 1)
discussed Sunday by Worthington Miner, manager of CBS television during the intermission period on the CBS Symphony program, 3-4:30 p.m., EWT. Miner pointed out that there are only nine stations now operating and all in certain metropolitan areas. For the man on the Coast to receive the Kentucky Derby and the one in the East to witness via tele the Rose Bowl game, is still a ways off, possibly two years or even five, in the opinion of Miner.

However, Miner stated that whatever interests the viewer, he will no doubt receive on his set, whether sports, fires, parades, or various public events. Set owners will become familiar with the manners and speech of political figures, all celebrities and public events. But purely from the local angle. Miner sets two-years as a minimum for network tele to span the continent. At that time Presidential press conferences will be common in the home, via tele.

Reputable televising organizations will no doubt program many important radio shows, said Miner, and leading writers and producers who have made radio reputations will have their wares on hand for television.

WOR To Place Emphasis On Spot News Features

(Continued from Page 1)
published, WOR announces a policy of increased effort in bringing to the mike more spot news features, with emphasis on local news and that of nearby communities of the type that have been crowded out due to the war. Toward this end the station has ordered a highly developed mobile unit and other equipment designed to be used so that it augments the regular newscast periods and services to dramatize the broadcasts in documentary fashion.

According to Dave Driscoll, WOR's director of news and special features division, the "loose and negative talk on the future of news broadcasts" should be dismissed as it is unsound thinking. "During the war" he said, "we broadcast a single story—the war, but there were hundreds of stories that were never told because of lack of time. Now these stories will take place right in our home town or nearby communities and the public is ready and waiting for the kind of news."

Driscoll also stated that the greater care in the selection of news from the wire services must be exercised, and that editors should be charged with the responsibility to dig out the human interest items and bright stories. Stations will also have to track down their own yarns in his opinion, and for that reason short-wave transmitters, recording equipment, both stationary and portable, remote facilities and every thing that enables the news department to bring in more news, will be used by WOR.

Example of the WOR policy is indicated in the signing Thursday after-

BMB Committee Groups Begin Meetings This Week

(Continued from Page 1)
president of WFIL, will review the Fourth Quarter operating budget and hold discussion on pricing of the proposed network subscription plan. They will also review the 1945-46 over-all budget for entire operation. Tomorrow, the By-Laws and Procedure Committee with Joseph M. Allen of Bristol Myers Co. as chairman, will cover By-Law revisions, and prepare a working draft on BMB's Code of Practice.

On Wednesday, the Advertising Industry Relations Committee, of which Linnea Nelson of the J. Walter Thompson Co. is chairman, will hear a report on present Bureau subscribers and will formulate plans for solicitation of new subscribers. Discussion will also be held on educational plans, and other matters pertinent to agency relations. This group will write a recommendation for Board action on future policy to be followed in cooperation with Canadian BMB. On Thursday, the Executive Committee, whose chairman is J. Harold Ryan, president of NAB, will meet to review all recommendations up for action by the Board.

Board Meets Friday

The Board of Directors will hold its meeting on Friday, the 14th, at the Waldorf-Astoria with Board Chairman J. Harold Ryan presiding. Also present at the meeting will be A. N. Halverstadt, of Procter & Gamble, who, as chairman of the Technical Research Committee, will report on the recommendations of his committee. Chief among agenda items are proposed plan for network subscription in the Bureau, and the elimination of primary, secondary and tertiary delineations of circulation levels.

Will Sponsor "Easy Aces"

Boston—The Stop and Shop Supermarkets starting Sept. 17, every Monday through Friday evening at 10:30 p.m. on WNAC, Yankee's key station will present "Easy Aces." This series featuring America's top comedy team for a decade and half was chosen by Stop and Shop executives because they feel that the listening public wants to laugh and to be entertained now that World War II is over. Agency servicing this account is Hirshon-Garfield.

noon of Commissioner Valentine, for 42 years on the New York police force, to do the "Gang Busters" program on the American network. WOR immediately contacted Commissioner Valentine even though he was signed to appear on a rival outlet in N. Y., and made available facilities to bid farewell or talk to the people of New York. Speaking from Mayor LaGuardia's summer home, Valentine did so exclusively on the WOR regular early evening news period via remote wire.

The short talk by Valentine proved to be his first official farewell message to the people of New York, the Mayor and the police department, also a fast review of his work. He wound up thanking WOR for the opportunity given him to "say adieu."



JAMES SCHULLINGER, who served three years as a 1st Lieut. fighter-pilot in the AAF, has joined the KNX, Los Angeles, Calif. production staff as contact producer. Prior to his entering the service, Schullinger was with Lord & Taylor as an assistant producer.

ROBERT PLATT, now a member of the continuity department of WIND, Chicago, was recently discharged from the AAF where he was attached to the 385th Bomb Gp. of the 8th Air Force, stationed in England.

STAN VAINRID who formerly served with the Air Transport Command in Brazil, Africa, Italy and France, is now with WIND as staff announcer.

DOUG BRUCE, recently discharged from the Royal Canadian Air Force, has become emcee on WIND's Night Watch Show.

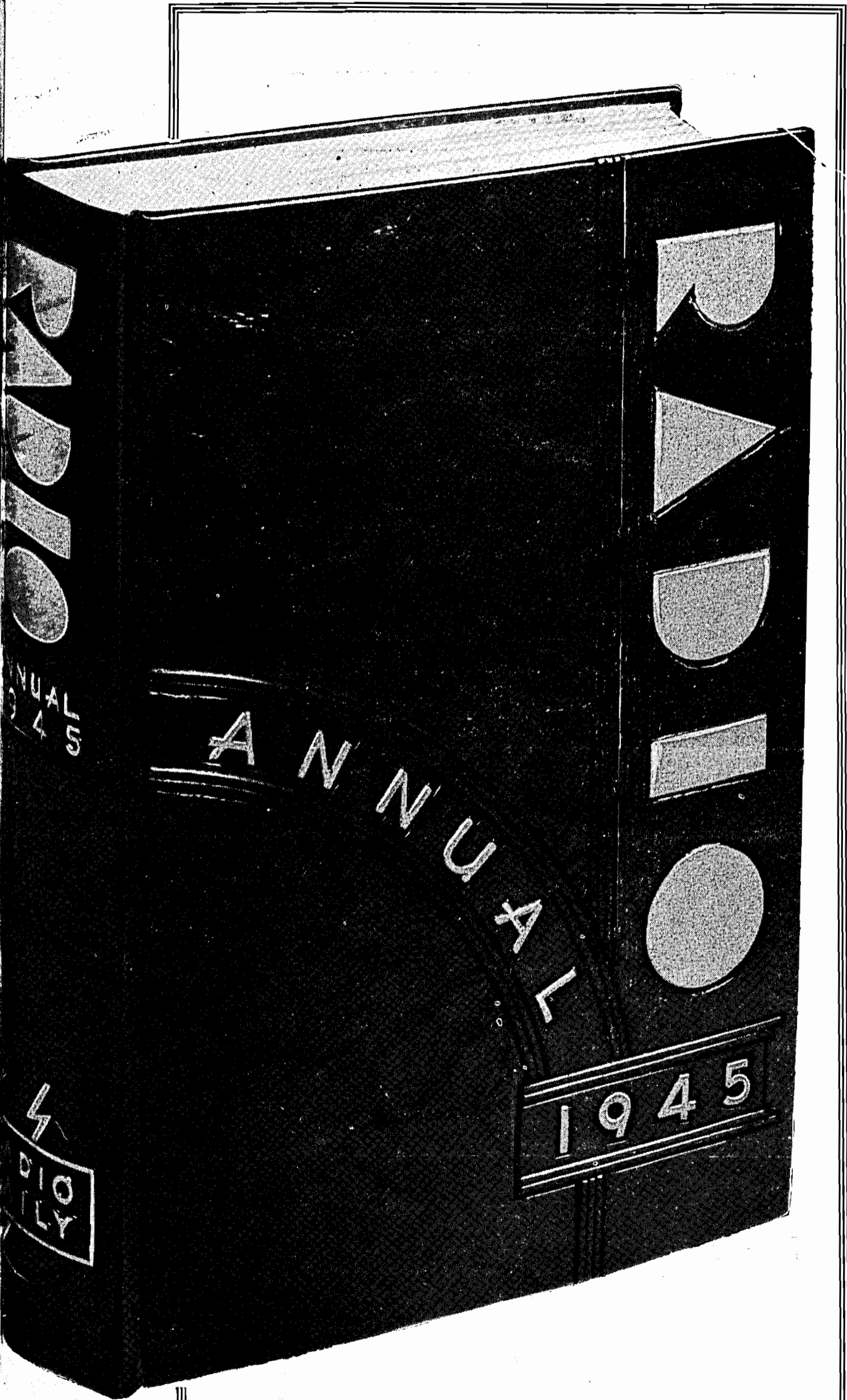
Webs Meet AAF Group Plan To Continue Program

(Continued from Page 1)
network representatives and Lt. Col. Frederick Brisson, chief of the Office of Radio Production, Army Air Forces of Washington. The decision for such procedure was reached following conferences with such network officials as Chester LaRoch and Adrian Samish, of the American Broadcasting Co., which will carry "Your AAF" at 10:30 p.m. Thursdays. Phillips Carlin and Adolph Opfinger of the Mutual Broadcasting Co. which will present "Return to Duty," the true drama drawn from real life, of a flyer's rehabilitation and reassignment, at 5:15 p.m. Saturdays and "Roosty of the AAF," the life of an AAF gunner now that the shooting is over, Sundays at 3 p.m.; and Niles Trammell and Clarence Menser of the National Broadcasting Co. which will carry "I Sustain The Wings," the program which originally featured the Glenn Miller Band previous to its overseas tour.

Wedding Bells

Chicago—Harry C. Kopf, vice-president and general manager of the NBC Central Division, and Miss Helen Hogue of the Park Dearborn Hotel Chicago, were married recently in the St. Andrews Chapel of the St. James Episcopal Church in Chicago. Rev. Frederick L. Gratiot officiated. Couple left immediately after the ceremony for a honeymoon in Mexico City.

Mrs. Kopf is a former account executive of the Russel M. Seeds Advertising Agency, Chicago. She resigned her position there on August 31. The groom, who has been associated with NBC since 1931, has been general manager of the network's central division operations since 1940.



**THE MOST
REFERRED
TO
BOOK
IN THE
ENTIRE
RADIO
INDUSTRY
IS NOW
AVAILABLE
TO A
LIMITED
NUMBER OF
ADDITIONAL
SUBSCRIBERS**

The 1946 Radio Annual Now in Preparation

Ballantyne Predicts Boom In Radio Field

(Continued from Page 1)

radio and electronics played in World War II, was also told, revealing that the industry at its peak, was producing more than three billion dollars worth of radio and radar equipment each year, an output as great as the entire automobile industry in 1939.

New radio sets, said Ballantyne, should be coming off the assembly lines in increasing quantities within the next 30 to 60 days, and it is entirely possible, as the WPB has estimated, that 3,500,000 receivers will be manufactured before the end of the year.

Now the radio industry is in a position to do much more than it did in the way of creating new jobs after the last war and the horizon is greatly expanded. Ballantyne stated that Philco's estimate of the pent-up demand is for at least 25,000,000 radio sets in the United States—nearly twice as many as the industry manufactured during its biggest peacetime year. Export market for sets and combinations has never been more promising and various countries have been starved for such merchandise for the past several years.

Ballantyne also took up the question of FM and said there was a big job ahead in designing and building these transmitters and receiving sets. It is entirely possible he said, that all sets will be FM in the homes, within a few years.

Vast and to some extent still unexplored field of electronics was well explained by Ballantyne who outlined many of the heretofore unheard of work being done through some of these tiny tubes. All of which, he concluded, adds up in many jobs. Survey by the RMA he said, revealed that some 145,000 people would be employed by the radio industry when reconversion was completed. This is a 68 per cent increase over pre-war level.

When television on a nation-wide scale is an accomplished fact, employment in the radio industry will be far greater than even these immediate post-war levels. With this vision ahead of it, Ballantyne saw the radio industry looking forward to the future with confidence that its accomplishments to date, "brilliant as they are, represent only a preview of things to come."

Attend Network Meeting

Lewis Allen Weiss, vice-president and general manager of the Don Lee Broadcasting System, and Willet H. Brown, vice-president and assistant general manager of the network, will attend the meeting of the Board of Directors of the Mutual Broadcasting System in New York Sept. 10 and 11.

AVAILABLE

Woman script writer. Well experienced, 4-A Serials... half-hour documentary. Write Radio Daily, Box 213, 1501 Broadway, New York 18, N. Y.

★ AGENCY NEWSCAST ★

CLOSING of a partnership deal between Myer P. Beck and George Glass and Associates of Hollywood, was announced this week. Beck will immediately open the firm's New York offices for the establishment of the Eastern publicity and exploitation headquarters. Glass will headquarter at the West Coast offices. Beck was formerly director of publicity for United Artists and before that was with Warner Bros. During the past few years he has been Eastern manager of the Birdwell Organization.

JOHN H. TINKER, JR., art director and a vice-president of McCann-Erickson, Inc., has been appointed assistant creative director in charge of art, it was announced this week by L. S. Briggs, vice-president in charge of Eastern operations and manager of the New York office. Tinker will assist William E. McKeachie, vice-president and creative director, in the management of the creative department.

GEORGE H. ALLEN, chairman of the national committee on personnel and placement for the American Marketing Association, announced this week the inauguration of a regular news bulletin for the dissemination of placement information, titled, the "AMA Jobletter," which will list marketing jobs available to veterans and civilians, as well as ex-servicemen and other marketing men looking for jobs during the current redeployment period.

Originally scheduled for mailing once a month, the Jobletter will be issued once a week, according to Allen, who finds that the flood of jobs and requests are already taxing the committee's cross-country facilities. Organized for some time before the fall of Japan, voluntary placement for marketing people throughout the country has been handled efficiently by the AMA. committee members in key cities throughout the nation. Chairman Allen feels that the present trends in marketing and the demands placed upon the committee are significant of the reputation of that organization, and that it exhibits a "healthy attitude toward the group."

JACK BAILEY, master of ceremonies on "Queen For a Day," Mutual's Cinderella program heard Monday through Friday at 2:30 p.m., EWT, has been signed to head the program

for the next five years. Production of the million dollar movie featuring the format of the radio show will get under way very soon, according to network officials, and will be supervised by Edward Golden, for United Artists.

RUTHRAUFF & RYAN, INC., has announced the appointment of Philip Cohen to the radio division of the agency. Mr. Cohen has been director of the OWI Domestic Radio Bureau and recently director of American Broadcasting Station in Europe.

DANCER-FITZGERALD-SAMPLE announces the addition of John Taylor to the agency's radio department in the New York office. He will handle the work of clients of the Chicago office. Edmund Abbott, recently discharged from the U. S. Army, has also joined the agency to oversee production of commercials on radio programs.

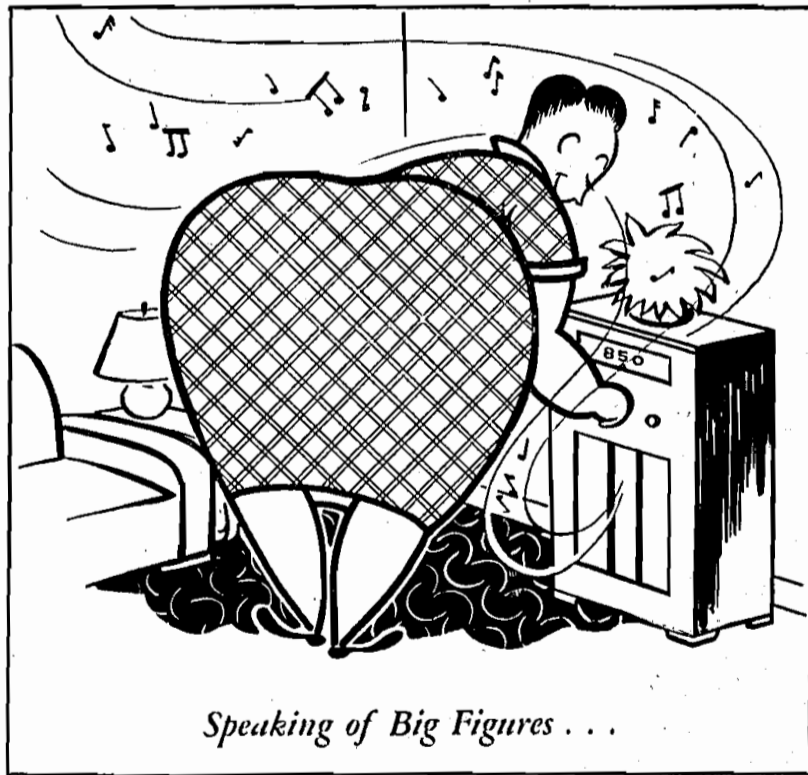
MARK SIMPSON MANUFACTURING COMPANY, manufacturers of Masco sound equipment and accessories, have just completed license negotiation with the Western Electric Company for the manufacture of amplifiers, sound systems and intercommunication equipment under Western Electric patents.

COAST-TO-COAST

—DISTRICT OF COLUMBIA—
WASHINGTON—Through an advertising campaign and hundreds of auditions, a voice was selected, unknown to Washington and to remain unidentified with any personal known to radio listeners, for WOL new "The Voice of Washington." The newscast, sponsored by GE, will be nothing but news with one brief identifying commercial. The large news-gathering organization ever set up by an individual station has been established to supplement AP, UP and Washington City News Service.

—UTAH—
SALT LAKE CITY—KALL-Intermountain network, announces that Colgate-Palmolive-Peet has purchased daily spots on a 52 week basis. The network has also been ordered for daily spots by Rex Devil Soot and Carbon Remover, and Tintex has bought five spots weekly. Utah Oil Refining Co. has contracted for nightly quarter-hour news roundup with Ted Harden as newscaster.

—SOUTH DAKOTA—
RAPID CITY—KOTA has chosen Mrs. Ruth Sherman of "Mixing Bowl" fame to direct their "Housewife '45" campaign now getting under way. Each Saturday a.m. during the campaign, Mrs. Sherman will be hosted to the Gold Star Mother of KOTA coverage area. Twenty-two Black Hills and Western South Dakota cities will be included.



Speaking of Big Figures . . .

Throughout the week, Monday through Saturday, WJW delivers more daytime dialers per dollar—23 to 33 per cent more than any other Cleveland regional station.

BASIC
ABC Network
CLEVELAND, O.

WJW

850 KC
5000 Watts
DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

Send Birthday Greetings To

September 10

Emory Deutsch Ira Horbert
Dorothy Lowell John Pugh
Lyle Van J. D. Van Amburgh

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

OL. 32, NO. 49

NEW YORK, N. Y., TUESDAY, SEPTEMBER 11, 1945

TEN CENTS

Business Outlook Bright

Fame Personalities Set For Bond Drive ETs

Industrial leaders throughout the country are responding favorably to the Treasury's invitation to record one-minute messages explaining the need for success in the victory loan. Already scheduled for recording on the "Industrial Leaders Speak" transcription which will be sent gratis to all radio stations for use during the drive are the following, Treasury revealed Friday:

F. U. Countway, president of Lever Brothers Co.; Randolph Burgess, president of the National City Bank N. Y.; Thomas Watson, president International Business Machines

(Continued on Page 2)

Gen. Wainwright Arrival Filmed For Television

The arrival in Washington yesterday of Gen. Jonathan M. Wainwright was shown over NBC's television station WNBT, New York last night at 4:45 p.m. The television camera crew were stationed at vantage points throughout the capitol recording on film the General's triumphant reception by the President and his appearance before Congress. The film was then flown to New York, processed immediately and aired that evening.

CC Denies KOMA Move; Other Commission Activity

Washington Bureau, RADIO DAILY

Washington—Denial of the application of KOMA, Oklahoma City to operate on 690 kilocycles the channel now assigned to KGGF, Coffeyville,

(Continued on Page 8)

Citation

Philadelphia — Katherine Clark, WCAU femme commentator just returned from a two months tour of Europe has a Russian citation. It all began when a group of Russian soldiers invited her to join in a hunting trip on the estate of Herman Goering. She bagged a fourteen point buck deer and the Russian soldiers presented her with a Russian sniper medal.

Suspending

Washington — OWI has announced that all local allocation and clearing functions of that agency will terminate September 15. Activities of the 13 OWI district offices will likewise cease on that date. Although these offices will be open for approximately 30 days beyond the Sept. 15 operational deadline, this will be only for the purpose of winding up their affairs in final liquidation.

Court Denies Motion To Examine Flamm

Justice McNally of the N. Y. Supreme Court last week denied the motion of attorneys for E. J. Noble to examine Donald Flamm before trial relative to the WMCA sale litigation. Justice McNally opined:

"The defendant moves for examination before trial of the plaintiff. The plaintiff alleges a conspiracy to defraud the plaintiff. The answer alleges four affirmative defenses and two counter claims. The matters upon

(Continued on Page 8)

Hymes Joins Biow Agency As Manager Of Radio Dept.

John Hymes, until recently sales executive at WNEW, New York, and prior to then for two years chief of station relations and deputy chief of the domestic branch of OWI in Washington, has been named business manager of the radio department of the Biow Agency in New York. Hymes,

(Continued on Page 2)

REC Opening Session To Host Radio Men Who Toured Europe

Opening luncheon session for the 1945-46 season of the Radio Executives Club of New York to be held Thursday, Oct. 4 at the Roosevelt Hotel, will play host to the group of radio executives and newspapermen who have just returned from a tour of the European battlefronts and capitals. Group has accepted the invitation to the luncheon of which

Washington Stations Forecast Boom In Commercial Business, During Fall And Winter, 1945-1946

Washington Bureau, RADIO DAILY

Washington—The coming season shapes as a banner year for Washington's six stations, with five definitely reporting a brighter-than-ever outlook and WINX, independent, not yet ready to issue any statement. Little let-up in Washington news coverage, either for local listeners or to feed the nets, is expected, with five stations here to serve as originating points for net news shows. These are WTOP (CBS); WRC (NBC); WOL (MBS); WWDC (Ass'd Broad-

(Continued on Page 7)

'Remember Our Men' Theme Of KGW Series

Portland—To emphasize the fact that disabled service men and women in Army and Navy hospitals will continue to need entertainment, even though the war is over, station KGW, Portland, Oregon, has launched a "Remember Our Men" campaign.

Radio, motion picture and stage

(Continued on Page 6)

West Coast Preferences Give 'Aldrich Family' Lead

West Coast preferences for programs over a two-month period falls on the "Aldrich Family" with Walter Winchell in second place, according to the C. E. Hooper report just released. In third place is "Crime Doc-

(Continued on Page 2)

WE Starts Reconversion Planning At All Plants

Many of Western Electric Company's war contracts for electronic and communications equipment have been cancelled outright and others have been reduced. At present the unfilled war orders are only about 40 per cent of the total on hand

(Continued on Page 2)

Broadcasters Seek Substitute For OWI

Independent broadcasters in the New York area are discussing plans to setup their own office for clearance of government agency messages following the announcement that local OWI regional office will suspend operations on November 15. It is the consensus of opinion that the services rendered by Harry Levin,

(Continued on Page 6)

Seldes Leaving CBS Post As Tele Program Director

Gilbert Seldes, director of CBS television programs, has resigned effective September 28, in order to be free to do independent work in the video field. No successor has been appointed.

Recognition

Syracuse—One of the best news pictures of the war—the shot showing Lt. Bernard Stapleton, of the Signal Corps raising the first American flag over the building of the Nippon News—gave WSYR (Syracuse) staff members a real thrill, because the officer who first put the Stars and Stripes over Tokyo was a WSYR announcer, "Bud" Stapleton.



Vol. 32, No. 49 Tues., Sept. 11, 1945 Price 10 Cts.

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545. Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(Monday, Sept. 10)

NEW YORK STOCK EXCHANGE

Table with columns: Am. Tel. & Tel., CBS A, Farnsworth T. & R., Gen. Electric, Philco, RCA Common, RCA First Pfd., Stewart-Warner, Westinghouse, Zenith Radio. Includes High, Low, Close, Net Chg. values.

OVER THE COUNTER

Table with columns: WCAO (Baltimore), WJR (Detroit). Includes Bid, Asked values.

Hymes Joins Biow Agency As Manager Of Radio Dept.

(Continued from Page 1)

who succeeds Frank Barton at Biow, has had many years of agency experience. He was chief time buyer for Lord & Thomas and served in a similar capacity for Foote, Cone and Belding.

20 YEARS AGO TODAY

(September 11, 1925)

Of considerable aid to radio would be the hope of Commander R. L. Michalson, D.S.O., Director of Wireless and Indian Posts and Telegraphs Department, for a chief and direct news service from the Dominions of Canada, New Zealand, Australia and South Africa with India.

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

Name Personalities Set For Bond Drive ETs

(Continued from Page 1)

Co.; Lewis Douglas, former director of the U. S. Budget, now president Mutual Life Insurance Co. of N. Y.; Captain Eddie Rickenbacker, World War I flying ace, Pacific Castaway in World War II, president of Eastern Airlines; James S. Adams, president of Standard Brands Inc.; Clarence Francis, president of the General Foods Corp; Benjamin Abrams, president of Emerson Radio and Phono Corp. and Emil Schramm, president of the N. Y. Stock Exchange.

With Richard Dana, writer of "Hit Parade" and other network programs, scripting in the East, and Andy White writing for the West Coast productions, the Treasury's new Victory Loan Series of "Music for Millions" programs is now well under way. Composer co-operation in writing new victory songs immediately following the recent luncheon-meeting in Washington has resulted in six programs being already scheduled for production.

Vic Mizzi's, "Buy an Extra Bond for Good Luck," sung by Mary Small; "Every Day is Thanksgiving" by Sammy Fain and Mitchell Parish, sung by Dick Todd; Robert Miller's "Buy Another Bond and Keep It" sung by Elton Britt, will be recorded in the East with Mark Warnow's orchestra.

On the West Coast, the new Jimmy McHugh - Harold Adamson tune, "We've Got Another Bond to Buy" has already been recorded by Bing Crosby with John Scott Trotter's orchestra; Frank Sinatra is set to record with Alex Strogel's orchestra, a new Jules Stein-Sammy Kahn song, "Buy a Piece of the Peace" and Time Spencer's "Buy a Bond Today" will be sung by Roy Rogers.

CBC Publication

"Radio," Canadian Broadcasting Company's staff monthly, is moving its editorial headquarters from Montreal to Toronto early this month. New quarters will be at the CBC national program office.

REFERENCE RECORDINGS IN CHICAGO

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

WE Starts Reconversion Planning At All Plants

(Continued from Page 1)

August 1, according to an announcement by C. G. Stoll, president. Unofficial advices indicate further cancellations will be received in the near future. The company's working force as the result of terminations now numbers approximately 70,000, a reduction since August 1 of some 15,000.

At one shop established specifically for war production in a rented building the company's war contracts have been entirely cancelled and operations have been closed down. At other locations operations on war contracts are proceeding on a reduced scale.

Reconversion was undertaken immediately after V-J Day and involves the complete dismantling of many war shops and the reinstallation of equipment for peacetime manufacture. Every available mechanic capable of performing this kind of work is engaged on a seven-day basis in order to shorten the reconversion time.

West Coast Preferences Give 'Aldrich Family' Lead

(Continued from Page 1)

tor," followed by "Take It Or Leave It."

Other program favorites in succession are: "Can You Top This," "Thin Man," "The Whistler," "One Man's Family," "Vox Pop," "Bill Lance," Dunninger show, "Dr. I.Q.," "Mr. District Attorney," "Breakfast in Hollywood," "People Are Funny" and "Michael Shane."

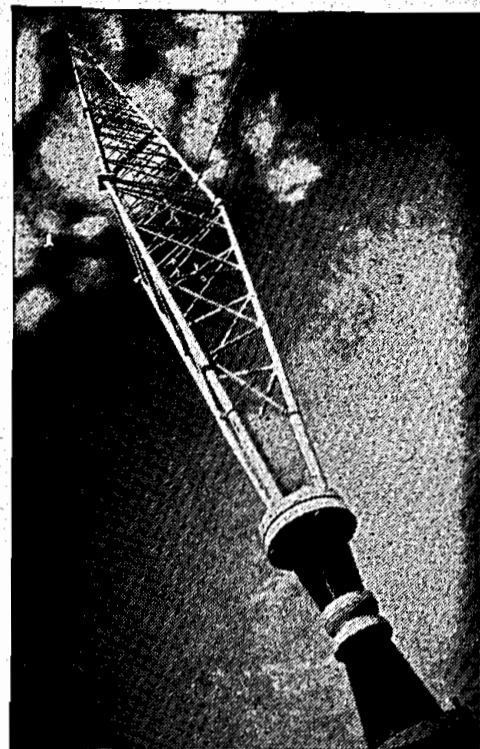
WEVD 5000 WATTS 1330 KC. ENGLISH • JEWISH • ITALIAN

National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.

Send for WHO'S WHO on WEVD WEVD - 117 West 46th Street, New York, N. Y.

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.



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

PETER DOELGER QUALITY

PROVES IT!



Peter Doelger Brewing Corporation, brewers of Lambic Lager and Peter Doelger Quality Beer, must have complete coverage in America's fourth largest market. So, from a modest beginning in 1943 the Peter Doelger Brewing Corporation has steadily increased its "spots" until today, at the start of its third straight year, PDQ is heard on WAAT 84-times per week, because they know:

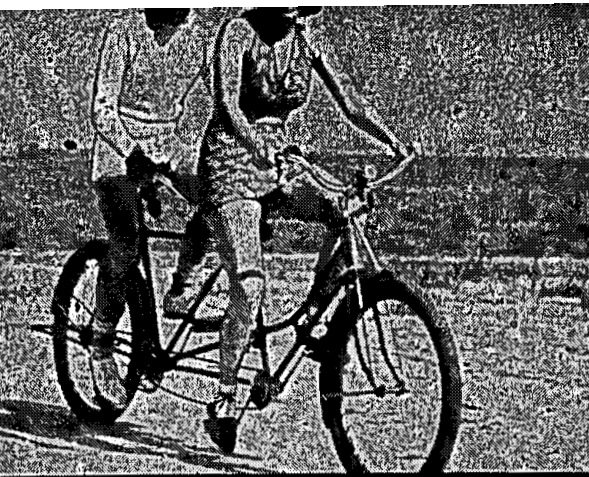
**WAAT delivers
more listeners per dollar
in America's 4TH Largest Market*
than any other station—
including all 50,000 watters!**

* Do you realize this market contains over 3½ million people; more than these 14 cities combined: Kansas City, Indianapolis, Rochester, Denver, Atlanta, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.

WAAT
970 KC
NEWARK,
N. J.

(National Representatives: Radio Advertising Co.)

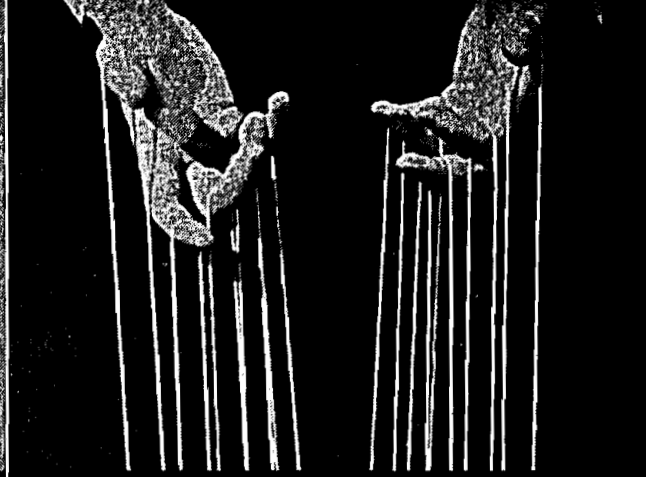
"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"



**A MARKET
BUILT FOR TWO**



**THE BEST PAIR FOR
A BALANCED MARKET**



**CONTROL OF TWO
NEW YORK MARKETS**



**A PUNCH IN
BOTH HANDS**



**TEAMWORK
GETS RESULTS**



**ONE COMPLEMENTS
THE OTHER**



**A DOUBLE HEADER
MEANS PULLING POWER**



**TEAMED FOR
PULLING POWER**



**BC
EQUA**

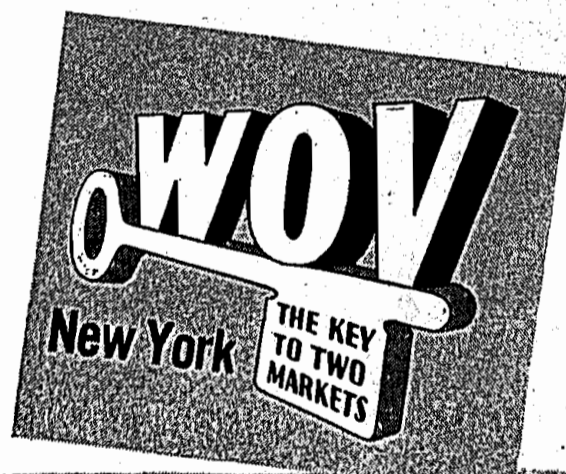
\$500.00 VICTORY

For an illustration and

“WOV IS THE KEY TO”

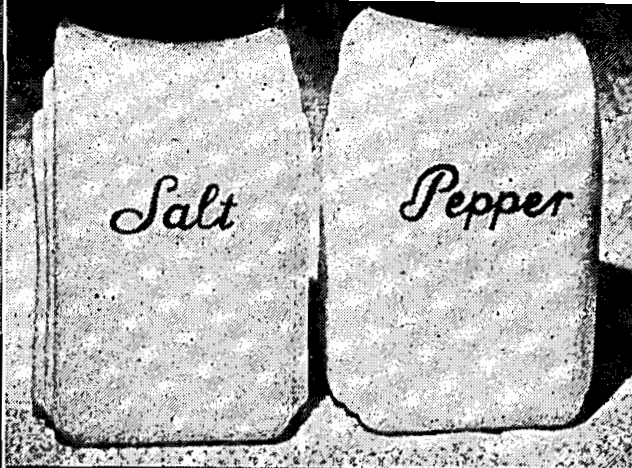
READ THESE SIMPLE RULES

- 1—The contest is open to everyone except employees of WOV, its advertising representatives and advertising agency.
- 2—Submit as many ideas as you wish but each idea must be confined to 100 words and include headline for advertisement and suggestion for photographic illustration.
- 3—All entries must be received or postmarked no later than midnight, October 15, 1945 and should be addressed to Contest Dept., Station WOV, 730 Fifth Ave., New York 19.
- 4—All entries become the property of WOV and contestants relinquish all rights to any suggestions they submit. No entries will be returned. Winning entries will be selected solely on the basis of their value in clearly and accurately stating WOV's story.
- 5—Duplication of ideas used in former WOV advertisements will not be accepted.
- 6—The names of winners will be announced in this publication during the month of November, 1945.
- 7—Prizes to be awarded are as follows: First prize, \$500.00 Victory Bond—second to fifth prizes inclusive, \$25.00 Victory Bond. (Amount of prize is maturity value.) In case of ties duplicate prizes will be awarded.

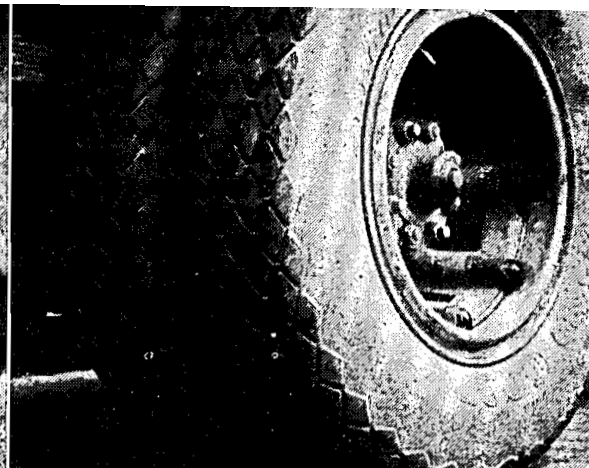




TWO GOOD GRIPS ON THE NEW YORK MARKET



ONE COMPLEMENTS THE OTHER



TAKES BOTH TO CARRY THE LOAD

BOND FOR AN IDEA

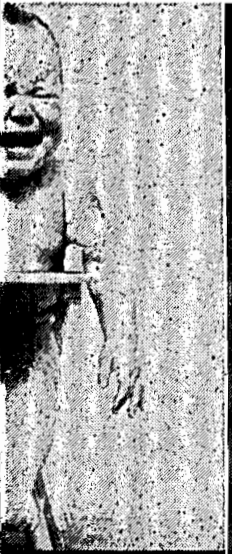
headline that will tell the story of how

TWO NEW YORK MARKETS"

In close to two years, full page advertisements have appeared in this magazine, describing WOV's coverage of two great metropolitan New York markets. These pages have explained how WOV offers a continuous, around-the-clock service ★ And now we need some more ideas for illustrations and headlines with which we can continue to advertise the story of WOV's night and day coverage ★ There's a \$500.00 Victory Bond waiting for you if you come through with the idea you think is the best. And there are \$25.00 Bonds for the next five months ★ Here are the facts upon which your illustration and headline should be based. *As the result of giving listeners the facts they want to hear, WOV enjoys a continuous, balanced*

audience from early morning 'til midnight. In the daytime, WOV overwhelmingly dominates metropolitan New York's Italian-speaking market of 520,000 radio homes. And, in the evening, during Hooper checking hours, WOV delivers one of the largest metropolitan audiences of any New York independent station ★ That's the story. So get busy and send us an idea (or as many as you want to). Illustrations and headlines reproduced here and which have been used in previous advertising may be of help. It will be fun. And it can be profitable to you. Read the simple rules and start jotting down your ideas now.

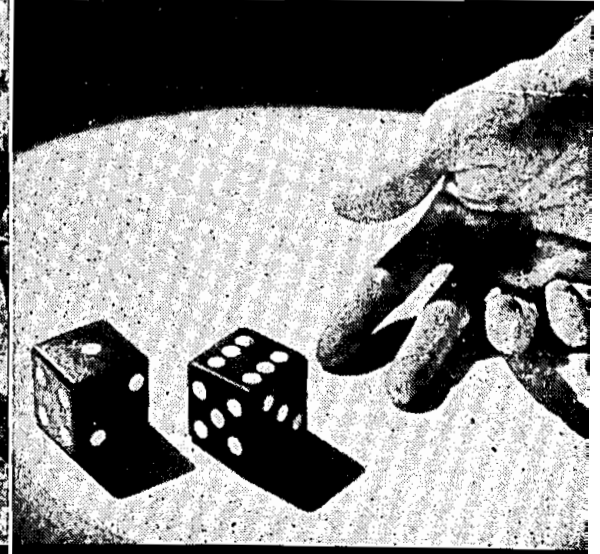
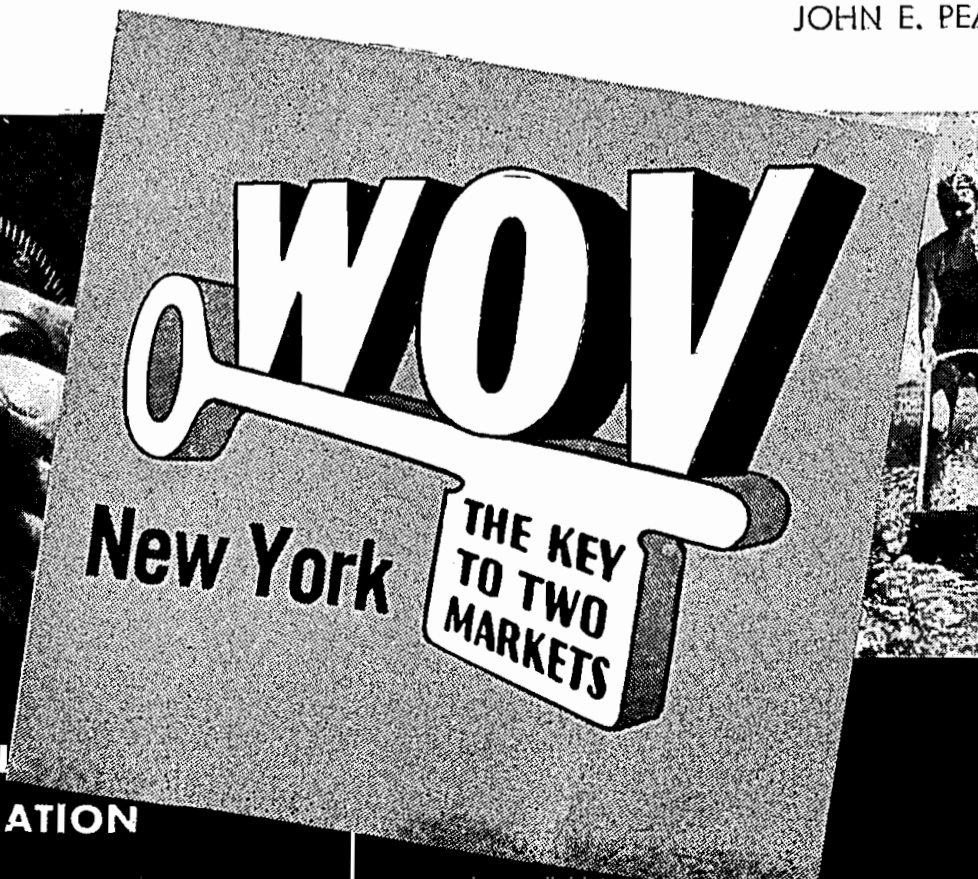
RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.



**OF
ANCE**



**THE R
COMBINATION**



**A NATURAL
IN NEW YORK**

THANKS, VARIETY-
AGENCIES AND AUDIENCE THINK
HERSON IS FIRST TOO!



Bill Herson's

"COFFEE WITH CONGRESS"

"FIRST REALLY DIFFERENT PROGRAM WITH A CAPITOL HILL FLAVOR TO COME OUT OF WASHINGTON"

... so says *VARIETY*

A completely new idea in morning programming is Bill Herson's "COFFEE WITH CONGRESS" broadcast every Saturday morning, 8:15-9:00 a.m. — It's another "First" for WRC...

First time members of Congress have been informally interviewed in their homes—over the breakfast table. Herson presents "little-known" facts about "well-known" law-makers in an ad-lib friendly chat with Congressmen and their families.

Another reason why Herson is Washington's No. 1 morning personality. For spot availabilities see NBC Spot Sales.

FIRST in WASHINGTON

Represented by NBC SPOT SALES



California Commentary!

• • • Two Armed Forces Radio Service shortwave transmitters in San Francisco are beaming news, special events and sports programs to the U. S. Army's mobile stations in Japan, which are rebroadcasting the timely happenings as quickly as received. Supplied with two months entertainment, back-logged, of transcribed programs from the AFRS headquarters in Los Angeles the Army stations in Japan and Korea soon will be placed on regular circuits flown by the Air Transport Command, which will allow servicemen to hear their fall radio favorites on transcriptions as they have for the past three years. The concept of mobile stations to be used in Japan was planned several months ago by Colonel Ken Dyke, Lt. Col. Ted Sherdeman, Major Graf Boepple, Chief of Radio for General MacArthur, and Captain Harmon Nelson. J. Hugh E. Davis, vice-president in charge of radio, Foote, Cone and Belding, is here from Chicago for the opening Bob Hope Pepsodent show. Don Prindle and Ken Niles are hunting at Jackson Hole. Before leaving for Jackson Hole, Don said he was afraid to take along his comedy partner, Wendell Niles, because Wen might shoot him for an elk.



• • • The Robert Mitchell Boy choir has been asked to share the vocal honors with Bing Crosby on the Christmas "Command Performance," transcribed special show to be recorded for servicemen overseas. "White Christmas" is the number they have been requested to sing with Bing. They will also do one request number of their own, "Santa Claus Is Coming To Town." Judy Canova likes to tell about the radio star who got a divorce from his wife twice. The second time was a repeat for the West Coast, Elvin Field, free-lance radio actor, plays an important role in 20th-Fox's "Captain Eddie," now being released. He worked in the East in radio for 10 years and also appeared in six Broadway shows before coming to the Coast. Stuart Hamblen, heard over KFWE, and his wife are planning a lion hunt in Utah. Lion hunting is anything but new to the Hamblens, who have killed three lions in Utah and one near Bakersfield.

"Remember Our Men" Theme Of KGW Series

(Continued from Page 1)

performers may participate in the campaign by signing a pledge, which reads: "In recognition of the fact that, although peace has come, the war may never be over for many of our service men and women, I pledge that I shall continue to entertain hospitalized veterans whenever and wherever I can."

KGW staff artists have signed the pledge 100 per cent, Arden X. Pangborn, station manager, reports, and other Portland radio stations are expected to follow suit.

Printed pledge cards are being provided by KGW without charge to radio stations, local committees and other groups interested in seeing that the hospitalized service men and women continue to be supplied with adequate entertainment.

The plan in no way conflicts with existing organizations, Pangborn explains, but, as a matter of fact, can easily be picked up or adapted by such organizations on either a local

Broadcasters Seeking Substitute For OWI

(Continued from Page 1)

regional chief of station relations in the New York area, has been invaluable to the broadcasters and they believe confusion in the channeling of governmental announcements will follow unless some office is setup to carry on this service function.

or national scale to serve as a lasting reminder of the necessity of continuing to provide entertainment for injured veterans even though hostilities have ceased.

Send Birthday Greetings To

September 11

Herb Hollister Al Reiser
Charles Stark Bill Comstock

AGENCIES

OLIAN ADVERTISING COMPANY, St. Louis, has been appointed to handle the account of the General American Life Insurance Co. of that city.

KCKN
The VOICE of
GREATER KANSAS CITY
24 Hours a Day
BASIC MUTUAL
AFTER 6 P.M.

1st CHOICE IN CHATTANOOGA IS

WOOD
20th YEAR
CBS
5,000 WATTS DAY AND NIGHT
PAUL H. RAYMER COMPANY
NATIONAL REPRESENTATIVES

37th Week

THE JACK KIRKWOOD SHOW

Procter & Gamble

Business Outlook Bright

Station Executives Look For Boom In Business

(Continued from Page 1)

asting), and WMAL (American broadcasting).

WWDC will place major emphasis on local news. With a recently enlarged news room staff of 10 men, none of whom will go on the air, thorough coverage of the local scene is contemplated. One feature will be an enlarged sport coverage.

Other innovations will be introduction of more youth programs, the exact form of which has not yet been determined, and, greater stress on studio and telephone request programs. A Saturday morning hour-and-a-half high-school program will be featured this Fall and Winter, and another for children under 14, is to be introduced. The exact form which a third youth's program will take has not been determined. Two of these programs will be sponsored and one sustaining. A program of school news delivered by a school child will be sponsored.

Envisions Five Year Boom

Said Ben. Strouse, WWDC, manager, "We expect a commercial radio boom in the next five years. The Washington Planning Commission expects no unemployment problem here. In fact the population increases we have experienced provide a great new audience irrespective of FM and tele."

WMAL also plans a heavy schedule of school programs. This is no innovation however, as WMAL has carried most of the proposed programs during several Fall and Winter seasons. An addition will be "News for Schools"—a simplified digest of the news for school children. Another new program to be started at 12:05 a.m., and perhaps transferred to another spot later, is "Commentators Comment," which will be a compilation of commentaries by different news analysts in a boiled-down running editorial.

WMAL station manager Ken Berkeley, said "We expect business to be

as good or better than ever before. We expect news programs to continue to attract a wide audience, as the listening value of a news program is in its preparation and delivery as much as in its content. A minor feature can hold audience interest as well as the battle of the bulge if it is well presented. While the end of the war means shifting of emphasis on news programs, we do not intend to curtail our news schedule any."

WTOP Optimistic

Carl J. Burkland, general manager of WTOP, remarked that "Business prospects are always good in Washington and the coming Fall and Win-

Business Survey

This is the first of a series of four articles on the radio business prospect for the 1945-46 season. Subsequent articles in the series will cover other sections of the country.

ter seasons are no exception. This busy, crowded city, has not been affected as have many other large communities, by the end of the war. There is still a labor shortage and people are still coming to Washington from all over the nation to fill the jobs that are waiting.

"In addition, advertisers who do business in Washington have already indicated that this will be one of the first major markets in which civilian goods will be heavily promoted as they appear."

As for WTOP news policy, Burkland added that "Our news set-up wasn't affected by the war's end because it was set up on a long range basis and few shows are 'war babies'. However, we are planning to discontinue one 15-minute program and

are talking to the sponsor about same right now."

WOL Emphasis On News

With its first year of operation by Cowles Broadcasting Co. under its belt, WOL is looking ahead with renewed vigor to its place in the Washington radio picture.

First department to feel the new impetus has been the news department. WOL believes that news will continue to be the most important part of the post-war picture and has gone ahead on the premise that post-war radio news dissemination will have to be handled on a completely different basis. First step has been the foundation of a WOL Washington Radio News Bureau to be staffed by the largest group of radio newsmen ever gathered by an individual radio station.

WOL anticipates a banner season commercially, with 1945 business already showing a 21 per cent increase over '44 and heavy business already signed for October starting dates. A power increase is to be sought, as well as FM, and tele authority.

Radio Washington "is on the threshold of the best years in its history," Carleton D. Smith, WRC general manager said. Smith, in an estimate

As for WRC specifically, "We expect to go all out to give Washing-

Expect Little Letup In Local Or Net News Cover

ton and surrounding areas the best in standard, FM, and television broadcasting," he said.

Launching tele and FM operation is WRC's number one objective at present. Permission to open a television station in the Wardman Park Hotel is now pending before the

(Continued on Page 8)

RICHMOND COVERAGE AT PETERSBURG RATES
WIRE or WRITE
WSSV
Petersburg, Virginia



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




WBAL
means business in Baltimore

50,000 Watts • NBC Network
Edward Petry & Co., National Representative

PEOPLE
BY THE QUARTER MILLION!

People are your market! People attend every WLS personal appearance! 237,225 paid to see WLS personalities just the first half of 1945. Add this to our million letters a year and you see why we can say WLS GETS RESULTS! Call a John Blair man for added facts today.



890 KILOCYCLES
50,000 WATTS
AMERICAN AFFILIATE
CHICAGO 7
The PRAIRIE FARMER STATION

REPRESENTED BY JOHN BLAIR & COMPANY

Biz. Outlook Good For Capital Stations

(Continued from Page 7)

District Zoning Commission. If given the green light, "We hope to have television in Washington by the first of the year," Smith has promised.

George Y. Wheeler, WRC program manager, explained that plans are afoot for some morning program revisions, but details are not complete. However, the trend, he stressed, is toward more live talent on local programs.

William R. McAndrew, WRC news and special events chief, agrees that Washington will continue to be the hub of national and world news. Consequently, WRC's news plans call for expansion, particularly in the domestic special event field and in the development of local news. He believes that although Washington is known as a "transient" city there is still a great market in native Washingtonians.

FCC Denies KOMA Move; Other Commission Activity

(Continued from Page 1)

Kansas, was proposed by the FCC. The application contemplated use of non-directional antennae which, according to the Commission, has been causing serious interference to WKBW at Buffalo, and to TGW at Guatemala City. KOMA, may file another application without prejudice, meantime operating on 1,520 kilocycles.

New Applications

The simultaneous application of KGGF to move its transmitter to a new site, install directional antennae, and other changes is generally approved but cannot be authorized, the Commission explained, until Oct. 7, when the 60-day period provided for the filing and proceeding of new applications expires.

Applications for one AM station, one FM station and two relay stations were received yesterday. Central Florida Broadcasting Co., Orlando, Fla., filed the AM application. Curtis P. Ritchie, Pueblo, Colo., filed the FM

Court Denies Motion To Examine Donald Flamm

(Continued from Page 1)

which the examination is sought relate to the defenses.

"The first and second defenses are predicated on consummation of the transaction by plaintiff with full knowledge of the acts complained of; the third defense is that the consideration received the plaintiff was in excess of the fair value of the subject matter of the transaction. The fourth defense is failure to commence this action within the time limited by law.

"It is the plaintiff's burden to establish reliance upon the acts and misrepresentations complained of as well as the damages in consequence thereof. The matters upon which the examination is sought relate to these matters. Accordingly the motion is denied."

application and application for relay stations were filed by the Utah Broadcasting and Television Co., Salt Lake City, Utah.

Returned Radio Execs To Be Dined By REC

(Continued from Page 1)

cers include Craig Lawrence, vice-president and Helen Woods, secretary. Claude Barrere of NBC Radio Recording Division, treasurer. Marvin Kirsch, RADIO DAILY and Bruce Robertson, Broadcasting, are on the membership committee.

Attendance of Justice Justin Miller at the REC luncheon as a member of the group which toured the ETO, will serve as an introduction of the new NAB president to New York and visiting radio folk.

Assigned To AFRS

Los Angeles—The Navy Department has assigned Capt. Richard D. Zern, USN, to Armed Forces Radio Service as Officer-in-Charge, Navy Unit. Col. Thomas H. A. Lewis, Commandant of AFRS, states that Capt. Zern will be assistant commandant.

Broadcasters and Publishers Arrive Home from European Trip



Photo by Public Relations Office, Air Transport Command

Completing a modern saga of the skyways, broadcasters and publishers returning from a four weeks' trip to the European Theater of Operations, alighted from a transport plane at LaGuardia Field Saturday night. They dined at the Raphael hotel, Paris, Friday night; breakfasted early Saturday morning at Santa Maria Island, Azores; lunched at St. Stephenville, Newfoundland, and arrived in New York in time for dinner Saturday night. Left to right bottom row: J. Leonard Reinsch, managing director of the Cox Radio Stations and radio advisor to President Truman; Joseph H. Ream, vice-president of CBS; Col. Ed Kirby, chief, Radio Branch, Army Public Relations; Joe Csida, general manager of the Bill-

board; Mark Woods, president of the American Broadcasting Company; Col. Harry S. Wilder, president, WSYR, Syracuse; John W. Alicoate, publisher, Radio Daily; Abel Green, publisher of Variety; Standing on steps going up are: Robert D. Swezey, vice-president of Mutual; William Hedges, vice-president of the National Broadcasting Company; Martin S. Campbell, managing director, WFAA, Dallas; Sol Taishoff, publisher of Broadcasting; John E. Fetzer, WKZO, Kalamazoo; Justice Justin Miller, president-elect of NAB; Clair R. McCollough, managing director, Mason-Dixon Group and Morris Novik, manager of WYNG, New York.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 32, NO. 50

NEW YORK, N. Y., WEDNESDAY, SEPTEMBER 12, 1945

TEN CENTS

News Interest Continues

G. E. Will Construct New 'Electronic Park'

Syracuse—Construction of buildings at "Electronics Park," General Electric Company's headquarters plant for its electronics department, will begin immediately at Liverpool, five miles from here, Dr. W. R. G. Baker, vice-president in charge of the department, announced.

The plant will be constructed on a 155-acre plot of ground so landscaped that it will be known as "Electronics Park." It will cost about 10 million dollars when all buildings

(Continued on Page 7)

Controversial Radio Script Dropped—Substitute In

Washington Bureau, RADIO DAILY
Washington — The controversial radio script "The Glass," concerning Negro problems in the armed forces, has been dropped and a new script on Negro problems will be substituted, it was learned here following a lengthy session yesterday between Col. E. M. Kirby, head of the Army's

(Continued on Page 7)

600 Guests Of WITH At Baltimore Party

Baltimore—Nearly 600 clients, advertising agency executives and friends of WITH gathered at the Hotel Belvedere here last night at a buffet supper given by Tom Tinsley, president and general manager of WITH, in appreciation of the support given his Baltimore station. Music for the occasion was furnished by Vincent Lopez and his orchestra and the Four Chicks and a Chuck.

Third Birthday

Special birthday broadcast will mark the third anniversary of "Spotlight Bands," Sept. 21, when the show originates from the Fairfield Air Technical Service Command, Dayton, Ohio. Tony Pastor and his orchestra will be heard on the MBS stanza, actually the 898th in the series which debuted Sept. 21, 1942 from Parris Island, Marine Base.

Location

Television has entered the Halls of Congress, with a definite spot allotted for the NBC tele cameras, alongside of those of the motion picture newsreels. Yesterday the House granted the first definitely assigned location in the Gallery, placed just to the right of the clock, directly facing the speaker. This assures all activity in line with the iconoscope.

New Tele Pact Set By American-Du Mont

American network and Du Mont television have entered into a new agreement whereby American will broadcast two half-hour tele programs weekly over station WABD, effective Oct. 2. According to Hubbell Robinson, Jr. the network vice-president in charge of programs and production, the time will be Tuesday and Thursday nights, under a 13-week contract at a cost of \$625 for each half-hour televised over the air.

In addition, American will have full

(Continued on Page 7)

Nusbaum Leaves Fox Co.; Opens Own Office In N. Y.

Mortimer A. Nusbaum has resigned as radio account executive for 20th Century-Fox to open his own public relations and publicity office, it was announced yesterday.

Occupying a suite in the General Motors Building, Nusbaum's office

(Continued on Page 2)

Associated Affiliates Meet; Officials Discuss Plans, Aims

Grand Rapids, Mich.—Station affiliate meeting of the Associated Broadcasting Corporation was held in Grand Rapids past week-end. Address by L. A. Versluis, president of the network, explaining the aims, plans and future hopes of the organization highlighted the meeting.

Bill Henderson, vice-president in charge of station relations talked to

Chicago Survey By Radio Daily Reveals Continued Popularity Of News Shows Despite End Of War

(Chicago Bureau, RADIO DAILY)

Chicago—A continued interest in news programs and news commentators, despite a decline in war news, a trend in programming away from service shows as such, and toward programs dealing with reconversion or slanted for the teenage element, and prospects of a full schedule of fall and win-

(Continued on Page 7)

N. Y. Stations To Cover Wainwright's Arrival

General Wainwright's arrival at 11:00 a.m. on Thursday at LaGuardia Field will be covered by WNYC, WOR and WLIB. The trip from the Battery to City Hall at 12:00 to 12:10 will be broadcast by WNYC's mobile unit in the parade. The reception at City Hall from 12:15 to 12:45 will be aired over WEFW, WABC, WOR, WLIB, WBNX, WNYC, WQXR and

(Continued on Page 2)

Camels Trying New Show As Successor To "Yanks"

R. J. Reynolds Tobacco Co. through William Esty agency will preview a new show for "Thanks to the Yanks" Thursday night and if found okay will be heard Monday nights at 7:30-8 p.m. EWT in the "Yanks" slot over CBS. War being over, Camel cigar-

(Continued on Page 2)

Allis-Chalmers Contracts For NBC Farm-Home Hour

Chicago—The Allis-Chalmers Manufacturing Co. (tractor and farm equipment) through Bert S. Gittins Advertising, (Milwaukee) will sponsor the National Farm and Home

(Continued on Page 4)

Tele Film Plant Planned For Florida

Reports emanating from Jacksonville, Florida, to the effect that Ted Collins, Kate Smith manager and partner would undertake a \$1,000,000 television laboratory enterprise in that city, were confirmed here yesterday by a spokesman for Collins, who pointed out however, that he

(Continued on Page 6)

Set Hearing Date For WINS-Crosley Deal

Washington Bureau, RADIO DAILY

Washington—FCC hearing on the proposed sale of WINS, New York, by Hearst Radio to the Crosley Corp.—now controlled by the Aviation Corp.—has been set for next Wednesday.

(Continued on Page 6)

Sprinter!

Staats Cotsworth thought he was busy when he had only a minute between broadcasts. But those were leisurely days. Cotsworth is on NBC's "C.M.H.", Wednesday at 11:30 p.m., and "Mr. & Mrs. North" at 8:00 p.m. Catch is that the latter does a repeat at midnight, a few seconds after "C.M.H." So he sprints from one studio to the other.—right nextdoor.



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

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FINANCIAL

(Tuesday, Sept. 11)

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. Row: Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows: Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

20 YEARS AGO TODAY

(September 12, 1925)

No summer season since the start of broadcasting in 1920 has been so noted for its absence of static, despite the record-breaking heat wave the early part of June. Reception has been as free of such interference as on any cold winter evening.

AVAILABLE

Woman script writer. Well experienced, 4-A Serials... half-hour documentary. Write Radio Daily, Box 213, 1501 Broadway, New York 18, N. Y.

Coming and Going

DONN CLAYTON, vice-president of North Central Broadcasting System, Inc., and ARTHUR SIMON, national sales manager, have returned to their desks in St. Paul and New York, respectively, following a two-day sales meeting of network executives in Chicago.

ARNOLD HARTLEY, program director at WOV, boarded a stratoliner yesterday for Chicago on urgent business.

SYDNEY H. EIGES, manager of NBC's press department, is back at his desk following his vacation.

BENEDICT GIMBEL, JR., president and station manager of WIP, Philadelphia, is in New York this week attending meetings of network board of directors.

HOWARD L. CHERNOFF, vice-president and managing director of WCHS, CBS affiliate in Charleston, W. Va., is back at his desk after a few days in New York conferring with executives at network headquarters.

JIM O'BRYON, Mutual Broadcasting System's director of publicity, has returned to his desk following a two-week vacation in Canada.

JACK HOOLEY, veteran American Broadcasting Company correspondent in the Pacific, arrived in San Francisco yesterday. He'll get a physical checkup and rest before being re-assigned.

DAN ERENREICH, WOR's production manager, is spending a week in Havana and other spots in Cuba. He will look over the radio situation during his stay.

N. Y. Stations To Cover Gen. Wainwright's Arrival

(Continued from Page 1)

WBYN. The parade from Washington Arch up 5th Ave. will again be carried by WNYC's mobile unit from 1:00 to 1:30 p.m. and WOV will pick it up at 57th St. for a broadcast in Italian. WHOM will record the parade as it passes them to rebroadcast at 5:30 p.m. American web will air the banquet at the Waldorf-Astoria from 9:30 to 10:00 p.m. as will WMCA, WNEW and WNYC. WINS will rebroadcast the affair at 11:15 p.m. and WJZ at 11:30 p.m.

Camels Trying New Show As Successor To "Yanks"

(Continued from Page 1)

ettes feels the need of something else, continuing with Bob Hawk as master of ceremonies.

New program is of the quiz variety, and so far has been kept under cover. Plan is to hold over the "Hobby-Lobby" audience Thursday night 9-9:30 and from 9:30-10 p.m. put the new program on for the audience only and note the reaction.

W. E. Dividend

At a meeting of the directors of the Western Electric Company held yesterday, a dividend of 50 cents per share on its common stock was declared. The Dividend is payable on Sept. 28, 1945 to stock of record at the close of business Sept. 21, 1945.

Nusbaum Leaves Fox Co.; Opens Own Office In N. Y.

(Continued from Page 1)

will concentrate largely on personalities of radio, stage, and screen at the present time, although eventually it is planned to include industrial public relations as well.

As radio account executive for 20th Century-Fox, Nusbaum handled the writing and producing of all radio advertising for that company. Prior to his affiliation with Fox, Nusbaum was associated for nine years with radio station WSAY in Rochester, New York, serving as station manager from 1940 to 1944.

Loaned To Treasury

Captain Robert G. Jennings, former radio director for H. W. Kastor and Sons Advertising Inc., who has been handling radio production for the Army Air Forces, has been loaned to the Treasury to assist in handling special programs for the Victory Loan Drive.



NETS NEED MENDING

There's a lesson for radio advertisers in that fisherman's chore. Little holes become big holes... and the fish get away.

When did you, as an advertiser, last check your radio nets?

Down here in Baltimore a careful check will show you that an independent station is the best buy in this 5-station town.

There are facts to prove that W-I-T-H delivers the greatest results at the lowest cost.

Hard-boiled facts that delight every sales-minded executive who sees them.

If the fish are getting away... maybe there's a hole in the 6th largest market that needs mending.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

Coverage ...In Philadelphia



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

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

A NEW SERVICE BEGINS OPERATION COAST-TO-COAST

September 16th—2 P.M.

Associated Broadcasting Corporation
A. B. C. Network — the new flexible
Streamlined Major Market Network
will begin 16 hour a day service to the
Radio Homes of the Nation.

All Big Cities at Minimum Cost

COVERAGE AVAILABLE

New York
Boston
Baltimore
Washington
Richmond
Buffalo
Cincinnati

Detroit
Chicago
Minneapolis
St. Paul
St. Louis
Denver
Salt Lake City

Los Angeles
Long Beach
San Francisco
Oakland
Portland
Seattle
New Haven

OTHER MARKETS ON REQUEST

SALES OFFICES

New York

122 E. 42nd St.
Murray Hill 5-3227

Chicago

360 N. Michigan
Central 4309

Hollywood

3055 Wilshire Blvd.
Exposition 1339

EXECUTIVE OFFICES -- Keeler Bldg., Grand Rapids

LOS ANGELES

By RALPH WILK



Reporter At Large . . . !

● ● ● Memos of a Midniter: Frank Sinatra, appearing at the Hollywood Bowl with Danny Kaye and Claudette Colbert, insisted on going on last. Result: Half the highbrow audience was heading for the exits during the middle of a chorus. . . . We know a guy who calls her Sylvia Fine-comb, because he says she gets in so many people's hair. . . . Funniest line in the Latin Quarter show occurs when Noel Toy sings: "Is It True What They Say About American Women?" Some heckler always manages to shout back: "Is it true what they say about Lee Mortimer!" . . . A coast pal writes that Charlie Vanda is now back at CBS and when you 'phone his office, this is what you get from his sec'y: "Colonel Vanda's office. No, the Colonel cannot make an appointment with you today. Just a moment please. I shall ask the Colonel. No, the Colonel says he will be very etc., etc., etc." . . . One American announcer makes so many fluffs during his daily chores that the control room lads now refer to him as "Fluffy" . . . These man-and-wife deals on the air are getting more common than B'way columnists. The latest to enter the sweepstakes are Al Helfer and his missus, better known to the trade as Ramona. . . . Henry Luce has abandoned plans for a fourth mag which, according to report, would have been tagged "Think." . . . The Fitzgerald-Julia McCarthy feud started over a mere rib by the former who figured the Daily News lass a close enuf pal to 'take' it. . . . That tremendous publicity campaign on Commissioner Valentine's entry into radio was engineered by Earl Mullin for American and John Irving Fields for the agency.



● ● ● Capsule Critiques: Joan Davis retains her throne and crown as Queen of Comedy, her opening show being merely Swanderful. In sum, Joan is bustin' out all over. . . . The Theater Guild's opener proved that all that is Guild doesn't necessarily glitter. Too bad Mutual hasn't a lend-lease deal on with American so that the show could have stemmed from its rightful home—the Guild Theater, now an MBS playhouse. . . . Winchell's return to the air was like sighting an oasis in a desert of mediocre commentators. . . . Can't understand why there are credits at the end of each "Maizie" show. Are they actually proud of being connected with it? . . . "Take It Or Leave It" is still one of the smartest of the quizzers—but some of Phil Baker's gags could use a lot of editing. . . . One of the coast femme commentators sounds like she's been taking diction lessons from Lassie. . . . Sunday nite's "Star Theater" remains one of radio's most consistent bores.



● ● ● Small Talk: Danton Walker guested on Hildegard's opener on the 11th. . . . Moe Gale dropping his radio dep't. . . . Paul Martin has resigned from NBC to free-lance, notably with "Right To Happiness" for Compton. . . . Max Meth, "Up In Central Park" maestro, giving a Town Hall concert this month and up for a big air show. . . . The Andrews Sisters plus oight-to-the-Bar Rancho plus "Duffy's Tavern" piling up a terrific box-office at the Paramount. Who says radio hurts the movie biz? . . . Tony Loader and Bob Maxwell couldn't see eye-to-eye on how "House of Mystery" should be done, so Tony pulled out as director. Meanwhile, he's got a big show coming up. . . . Nick Kenny, Mirror radio ed, and his brother Charlio have turned out an operetta tagged "With Sword and Song," based on the life of the famed New Orleans pirate-patriot, Jean La Fitte—the result of ten years' research. Mike Todd is said to be interested as well as a major film studio. One producer had Sinatra in mind for the lead role—but Nick couldn't see The Volco as a rugged pirate. . . . Jay Blackton, original conductor of "Oklahoma," has recorded three tunes for RCA-Victor with Eleanor Steber, Met Opera soprano, as soloist. . . . Tom Wallace again interviewing gals for "Blind Date" Thursdays between 2:00 and 4:00. . . . Bob Shephard announcing the Alan Young show.

CHICAGO

By BILL IRVIN

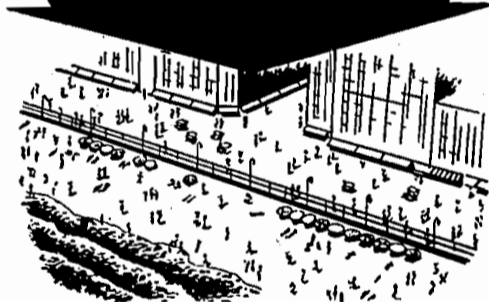
THE Chicago Daily Times has signed an 11-week WBBM contract to sponsor the "Kickoff Preview," program of sports commentary with John Harrington, effective Saturday, Sept. 22. The program will be aired approximately 15 minutes preceding the Saturday afternoon football broadcast on WBBM.

Atlas Brewing Co. of Chicago, through Olian Advertising Co. sponsored the broadcast of the Chicago Bear-Washington Redskins professional football pre-season game Tuesday night (Sept. 11) in Soldier Field. Game was aired over WIND starting at 8:25 p.m. Atlas Brewing Company will sponsor the broadcast of all regular season games of the Chicago Bears starting Tuesday, Sept. 18 and continuing through Sunday, Dec. 2.

Alex Dreier, featured NBC Chicago news commentator, has been renewed by Skelly Oil Company (Petroleum Products) through Henri, Hurst and McDonald, Inc., for 52 weeks, effective Sept. 10, it was announced by Paul McCluer, sales manager of the NBC Central Division. Program is aired Mondays through Saturdays from 7:00 to 7:15 a.m., CDST.

Shell Oil renewed its 15-minute news program over WMAQ this week.

ON THE BOARDWALK



IT'S WFPG 10 TO 1!

A recent certified poll* reveals that Boardwalk radios in Atlantic City are tuned to WFPG 10 to 1!

Atlantic City is the mecca of millions... ALL YEAR ROUND from ALL OVER the country. Reach a cross-section of America through WFPG, New Jersey's only American Broadcasting Company station.

For further details on the Friendly Group, contact Spot Sales — New York, Chicago, San Francisco, Los Angeles.

*Consumer Research and Survey Poll

Station WFPG..... 90%
Station "A"..... 9%
Outside Stations..... 1%



WSTV Steubenville, O. • WFPG Atlantic City, N. J.
WJPA Washington, Pa. • WKNY Kingston, N. Y.

"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.

COMING

27

NEW PROGRAMS ON WNEW

NEW PROGRAMS

MANUEL KOMROFF'S PROGRAM
Great short stories

WASHINGTON PREDICTS
Authoritative forecasts

CRIME ON OUR HANDS
Crime, quiz, prizes

BALANCING THE BOOKS
John Q. reviews and interviews

COMING ATTRACTIONS
Entertainment periscope

YOUR HOME TOMORROW
What's coming

FOLK MUSIC FESTIVAL
Fun with folk songs

THE AMERICAN NEGRO THEATRE
Comedy, drama, thrillers

TAKE MY WORD
How English words got that way and why

OFF THE BEATEN PATH
A test tube of new ideas

THE NEWSPAPER GAME
Thrillers from the City Desk

HISTORY OF THE METROPOLITAN
Music and anecdotes

RECORD COLLECTORS' EXCHANGE
Swap shop

HISTORY OF THE MOVIES
Flickers from then to now

STORY OF A BAND
What makes music click

SIDE STREET AMERICA
Back Page Drama

MOVIE MUSIC
Scores from the sound tracks

HIGH SCHOOL HOUR
Wher'in the 'teen agers take over

MR. WORDS AND MR. MUSIC
About the artists

CANDLES IN THE DARK
Religious "Answer Man" program

I'LL TAKE ROMANCE
Romantic comedies easy to take

ASSIGNMENT ON BROADWAY
Burns Mantle on current shows and what goes

NEW YORK AND A NEW WORLD
Helping get acquainted

THE PERFECT PROGRAM
Made perfect by you

INTERNATIONAL NEWSREEL
Around the world in 30 minutes

IT'S A CRIME!
A new idea in whodunits

and EASY ACES
one of America's most famous comedy shows.

ALL STARTING WEEK OF SEPTEMBER 17th!

Talk about your postwar programs. Here's 27 of 'em . . . all brand new . . . hitting the air for the first time week of September 17th. So informative . . . so down-right entertaining . . . that you can tune your radio to 1130—and let 'er percolate. Never even touch your dial!

Judging by listener surveys . . . that's just about what happens in tens of thousands of New York homes week in, week out. These studies show that—

WNEW is listened to by more people than any other non-network outlet in the country.

You've got to be good to win and hold an audience like that. And this coming season WNEW—with 27 sparkling new programs—will hold its listeners more closely than ever—besides adding thousands of new ones.

Isn't that the kind of station you need to build your postwar sales—*fast?*

WNEW

NEW YORK 22, N. Y.

TEN THOUSAND WATTS—ON THE AIR TWENTY-FOUR HOURS A DAY
REPRESENTED NATIONALLY BY JOHN BLAIR AND COMPANY

AGENCIES

TERMINAL RADIO CORPORATION has announced the return of Lt. Robert Corenthal to his position as advertising and sales manager after three years with the Army Air Forces. Lt. Corenthal has seen service in various sectors of the European theater, shuttling between Italy, Africa and Russia during the first bombing raids of the Army Air Forces in that area. Winner of the Distinguished Flying Cross, Air Medal with three Oak Leaf Clusters, and the Presidential Unit Citation, Corenthal has had wide experience in amateur radio and private flying circles.

GOLDMAN & GROSS, Chicago, has been appointed advertising counsel for Nancy China, Inc., manufacturers of figurines and novelties. National publications will be used on the account under supervision of Harold Gross.

BENTON & BOWLES, INC., has made known the addition of Rose Bialick to the publicity department of the agency. Miss Bialick was formerly with CBS press information and the Benjamin Sonnenberg office.

Tele Film Plant Planned For Florida

(Continued from Page 1)

confirms only the fact that the matter is a strong possibility.

Plan, it is understood, is for Collins to produce film especially for television, and also originate live programs for network television, when this development is a reality. Matter is in abeyance at the moment due to Collins wishing to get off on a firm foundation and further explore the potential status of the new art as it concerns the near future.

Due to the overcrowded condition of Hollywood and its relative higher costs of real estate, Jacksonville is hailed as a logical location for new motion picture and tele-film studios. Other independent producers are reported as also looking over the possibilities in Jacksonville where the municipal authorities are lending every possible aid.

**Worcester's Top 28
NIGHT TIME
Network Programs**

ALL on WTAG

Crime
Doctor **28.9**

Hooper Survey Dec. '44—Apr. '45

**WTAG
WORCESTER**

Associated Affiliates Meet; Officials Discuss Plans, Aims

(Continued from Page 1)

Hollywood Variety show originating in Radio Central, Los Angeles. From 3:30 p.m., EWT, WWDC will originate the Army band from Fort Meyer, followed by "Women of America," and at 4 p.m. the lines once again will be reversed to allow Radio Central in Los Angeles to feed Graeme Fletcher and the news to the full net under the sponsorship of Mendaco.

The opening day program schedule will be handled by WWDC, Washington; KWBR, Oakland; WMEX, Boston; KSAN, San Francisco; KMYR, Denver; KWJJ, Portland, Ore. and WTMV, St. Louis. WWDC will carry the major portion of the load, feeding in addition to the above mentioned programs, Mark Austaad with "Washington Reports," Sen. Vandenberg at 8:15 p.m., and at 11:00 that night a program of news featuring George Reedy, commentator.

Earl Waring Dunn, general counsel for Associated gave a report on the suit which is now in the federal courts, asking that American Broadcasting Company be enjoined from the use of the Associated network call letters. Clayton W. Kuning, vice-president and general manager, gave an explanation of the network rate card and was followed by sales reports from the Eastern, Central and Western division offices. Engineering problems were discussed by George Funkey, network supervisor of engineers. The sessions on Saturday were primarily devoted to network programming plans directed by Richard F. Connor, vice-president in charge of programming.

There was an opportunity for all of the affiliates present to put forth their ideas on program structure. Emphasis on news, sports and music will be maintained with news on the hour except when these five-minute news periods will be superseded by commentators such as Ross MacFarlane, Mark Austaad, James R. Young and others. Sports will be one of the major program segments of the net as well as music originations from the various stations. Affiliates present were W. S. Pote, Fred Randy, Larry Flynn from WMEX, Boston, Ira Walsh and Mrs. Helen Mobberly from WWDC Washington, Howard Johnson, Larry Sutton from KNAK, Salt Lake, L. W. McDowell, KFOX, Los Angeles.

From Long Beach, Edward Hoffmann, WMIN, Minneapolis, St. Paul, Roy Albertson, WBNY, Buffalo, A. G. Meyer, KMYR, Denver, Jas F. Hopkins, WJBK, Detroit, Myles Johns Michael Henry, WTMV, St. Louis, Jerry Akers and S. H. Patterson, KSAN, San Francisco. Heads of Associated division offices were also present—John Whitmore, Eastern division; John Hopkinson, Central division and Van C. Newkirk, Western division.

Associated will also carry the Minnesota football games this fall through the facilities of WMIN, Minneapolis-

St. Paul. Games to be carried will be Minnesota at home with Missouri, Sept. 22, Iowa Sea Hawks, Sept. 29, open October 13, Northwestern, Oct. 20, Ohio State, Oct. 27 and Indiana, Nov. 10.

There will be a cocktail party and buffet given in Washington the opening day to which governmental dignitaries, company officials, newspaper and radio executives will be invited. Commercial sponsors on the network include Mendaco through Raymond Morgan Co., Los Angeles for 52 weeks. Program to be heard Sunday 4-4:15 p.m., EWT featuring Graeme Fletcher and the news. Also Bible Institute of the Air through Smith, Buil & McCreery Agency, Monday, Wednesday and Friday from 11-11:30 a.m., EWT. "Haven of Rest" program through Broadcasting Advertising Agency, Los Angeles, Tuesdays, Thursdays and Saturdays from 11-11:30 a.m., EWT. Both accounts are 52 weeks contracts.

Programs will also come from KWBR, Oakland, featuring Ray Wade. KSAN will feed "San Francisco Calling" with Lee Girous, and Jack Buckingham's orchestra with "Music Beyond the Blue Horizon." New York will be the originating point for James R. Young, radio commentator, and author of "Behind the Rising Sun."

One of the outstanding features of the program structure for the opening day will be Magic Carpet program produced and directed by BBC in London, and dedicated to the opening of the network. WTMV, St. Louis will be the origination point for "Ray Schmidt—Sports," and a program of music with Bill Hart at the piano. John B. Hughes and the news will come to the full network from Radio Central, Los Angeles, and WMEX, Boston will feed a program featuring John Kiley at the organ.

Network has also signed a contract with the United Press for the use of their newspaper wire in the United Press compilation of newscasts.

Set Hearing Date For WINS-Crosley Deal

(Continued from Page 1)

day morning. The deal, involving \$1,300,000 to be spent over 10 years, is believed to be the largest on record for a single station, and was the subject of exhaustive inquiry during the recent hearings on the AVCO buy of the Crosley properties.

Award Radio Man

Clete Robert, American correspondent in Rome, was awarded the European African Middle Eastern Campaign Medal early this week in a ceremony held in the Italian Capital. Citation was read and offered by Lt. Gen. Joseph McNarney, on behalf of President Truman in appreciation of Robert's contribution in the area.

EQUIPMENT

Takes Canadian Post

The appointment of W. W. Richardson, C.A., as secretary-treasurer of Rogers Majestic Limited and its subsidiary companies is announced by R. M. Brophy, Montreal, president of the company. The new Rogers Majestic official is widely known in radio and electronic industry as general manager of the Radio Manufacturers Association of Canada and a manager of Canadian Radio Patent Limited, Thermionics, Limited, and latterly, of Sealair Patents, Limited. About year ago he became, in addition, secretary-treasurer of the Canadian Radio Technical Planning Board. Mr. Richardson took over his new duties as of Sept. 1.

Leaves RCA Organization

The RCA Victor Division of the Radio Corporation of America announces the resignation of Lawrence B. Morris, formerly vice-president and general counsel and recently director of labor relations of the RCA Victor Division, who is returning to the general practice of law in New York City.

BALTIMORE'S
Listening Habit

**W
C
B
M**

MUTUAL BROADCASTING SYSTEM

JOHN ELMER President
GEORGE H. ROEDER General Manager

FREE & PETERS, Inc.
Exclusive National Representatives

New Tele Pact Set by American-Du Mont

(Continued from Page 1)

ess to the Du Mont facilities and arrangements made for three hours rehearsals for each program, at the Du Mont studios. All television by American will be under the supervision of Paul Mowrey, the web's tele producer.

Current pact will take American WABD through Dec. 27, with a renewal clause which allows for an additional three weeks under the same arrangement.

Understood that in the event of a-rehearsals due to interference events not created by American, a rebate will be made to the network. American until recently had a tie-up with WABD and televised a series of programs. This was discontinued when Du Mont announced a new policy involving certain rates. Meanwhile, American has had tele shows over the General Electric outfit in Schenectady, WRGB.

Controversial Radio Script Dropped—Substitute In

(Continued from Page 1)

Bureau of Public Relations Radio Action and Truman K. Gibson, civilian aide to the Secretary of War on Negro problems. Gibson agreed that the script was "unfortunate" but took issue with Col. Bryan Houston's earlier attitude that anything on Negro problems for "request performance" was controversial.

A new script will be substituted, Gibson said, adding that "The Glass" had not been in rehearsal, as was reported.

Web Prevents Announcer Continuing Fight B'casts

Floyd Mack, supervisor of program operations at WOR, and a free lance announcer for the past 15 years, has been prevented from announcing the Friday night fight programs from Madison Square Garden by the American Broadcasting Company which has recently acquired the sports show. The network bases its opinion on the fact that Mack is employed by WOR, though Maxon, Inc., which handles the show prefers to retain him.

WANTED

An experienced sales manager for a growing Regional Network. Agency and general radio experience necessary. Excellent opportunity for hard-worker. Salary and commission. Send full details, reference and photo. Write Radio Daily, Box 214, 1501 Broadway, New York 18, N. Y. Replies confidential.

News Programs Popular Chicago Survey Reveals

(Continued from Page 1)

ter business all are indicated in a survey of Chicago radio stations on the threshold of the post-war era.

Programs Salable

The consensus among radio station executives here is that news programs are as salable as ever and that commentators, both local and network, should have no great difficulty holding their listeners. Many radio men view the situation as "stabilized," with neither an increase nor decrease likely in the number of news broadcasts.

One Cancellation

Station WMAQ, for instance, has a total of 17 news broadcasts daily, both local and network, and only recently turned down another such program on the ground that it already had an adequate news schedule. There has been only one news commentary cancellation, but that was ordered prior to V-J Day so no particular significance is attached to it by station officials. The John Morrell Company, makers of dog food, is dropping its sponsorship of the Saturday morning Alex Dreier commentaries—9:45 and 11:00 CDT—as of Sept. 22, the contract expiration date. On the other hand, Skelly Oil Company has just renewed for 52 weeks its sponsorship of Dreier's Monday-through-Saturday commentaries (7:00 to 7:15 a.m., CDT).

Other Stations Canvassed

Other Chicago stations, among them WGN, WBBM, WLS and WIND, also report a sustained interest in news programs. WIND, whose schedule of sponsored news reports every half hour throughout the day gives it perhaps a heavier quota of news than any other Chicago station, reports that many listeners have called to express their thanks for the frequency of the news broadcast. In addition, the station also features a solid hour of news from 7 to 8 each

morning and the commentaries of Capt. Michael Fielding.

"At present we haven't noticed any falling off of sponsor interest in news shows," said Norman Boggs, sales manager of WGN. "We feel that most listeners in the near future will continue to retain interest in news shows and will look to this medium to keep them abreast of news on troop occupations and domestic reconversion."

No Revenue Decline

A dissenting note came from WENR, American's key Chicago station, where the opinion seemed to be that while interest in news programs has declined, it is only an interlude and that interest will revive with future developments in the establishment of the peace.

The belief prevailed, however, that in any event there would be a shift in emphasis, with less stress on national and international happenings and more on local news.

Not only has there been no decline in post-war revenue but most Chicago stations are optimistic over the business outlook. One reported that all its time already is sold for fall; another that "the outlook is very good and will be for some time to come," while still another said that its "revenue is bigger than ever."

Post-war Programs Popular

The emphasis in programming is away from specific shows for various branches of the service and toward programs designed to benefit servicemen generally. WBBM's "Welcome

G. E. Will Construct New 'Electronic Park'

(Continued from Page 1)

are completed, equipped, various services installed and the grounds landscaped.

Floor area involved will be in excess of one million square feet. Buildings to be constructed include administration, reception, laboratory, transmitter, receiver, specialty, restaurant, service, boiler house and substation.

"Home" series of sponsored broadcasts from the Fort Sheridan (Ill.) separation center, and its sponsored "Jobs for GI Joe" will continue. The theme of WGN's daily sponsored series, "Service Center Canteen," originating from the Chicago Servicemen's Center, has shifted from "How's the war going?" to "Glad to see you home."

There is also a noticeable trend toward teen-age shows such as the one The Fair (State Street department store) has begun sponsoring at 5:15 Fridays over WCFL. The program, titled "Calling All Girls," is written and produced by teen-agers and originates before a teen-age audience in the store's 8th floor auditorium.



Perfect timing learned in war will be carried into sales work by many a returning veteran. And when it comes to radio time, time buyers from coast-to-coast know that Weed & Company men are ready with complete data on top-notch availabilities.

WEED AND COMPANY
 RADIO STATION REPRESENTATIVES
 NEW YORK • BOSTON • CHICAGO
 DETROIT • SAN FRANCISCO • HOLLYWOOD.

Here's YOUR Man!

One of the nation's most aggressive sales promotion and public relations men with a brilliant background of agency and account accomplishments is available NOW.

He's tops in the sales and promotional field. He's a big time operator with a proven record.

Write Radio Daily, Box 215, 1501 Broadway, New York 18, N. Y.



You need a 50,000 Watt station to sell the Denver Market (embraces the Mountain and Plains States Region). KOA is the only 50,000 watt station in Denver and within a radius of 500 to 550 miles in any direction.



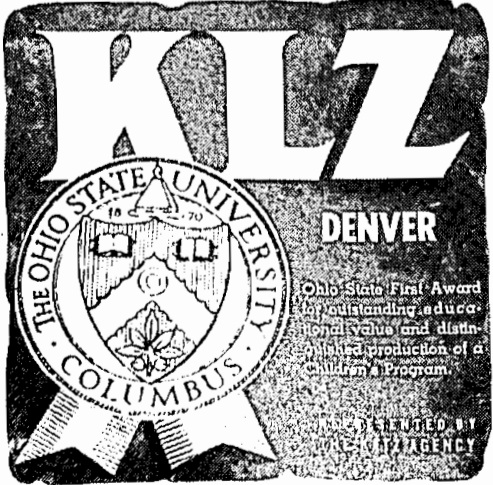
Program Parade . . .

GIVE AND TAKE—WABC-CBS. Sat. 10:10-10:30 a.m., EWT. Chef Boy-Ar-Dee Products. John Reed King, emcees a fast, entertaining and consistently smooth audience participation program. It is bright and cheerful in atmosphere and the femmes taking part seem to be at home and enjoy the proceedings along with the listeners. Prizes are varied and include a copy of the sponsor's spaghetti and sauce as a commercial reminder.

LIFE OF RILEY—WEAF-NBC. Sat. 8-8:30 p.m., EWT. Procter & Gamble. (Teel). William Bendix returns for the season with a new sponsor and on a new network. Program will undoubtedly ease the P&G headache that this spot provided in the past. Bendix continues great guns as the war-worker; he and his family weave in and out of humorous misunderstandings wherein the naive head of the house manages to get in the middle. Without question the best of the "Hey, Pop" formulas on the boards.

ILKA CHASE—WOR-Mutual. Sun. 1:15-1:30 p.m., EWT. Berkshire Knitting Mills. Actress, author and gal about town, Miss Chase debuts a new commentary series, which we presume most womenfolk will like, and probably a few men as well. Her style of course, is informal, chatty and nothing earth-shaking as to what she says, but she does make it interesting, and, she does have a sense of humor. First show is probably no criterion as to what's to come. Announcer is in for it, and as guest or "straightman," Peggy Allenby was on hand to take the other side of the mike with Miss Chase.

JOAN DAVIS—WABC-CBS. Monday, 8:30-9 p.m., EWT. Lever Bros. Co. (Swan soap). Miss Davis' invasion of the CBS stanza formerly held down by Burns & Allen is already way beyond the beach-head stage. Comedienne manages not to be encumbered by her announcer-comedian Harry Von Zell and does powerful well with the girl foils in Shirley Mitchel and one other. Andy Russell does the singing and Paul Weston wields the baton. Right now Miss Davis is ridin' "high, wide and handsome" in a breezy half-hour of fun.



COAST-TO-COAST

— COLORADO —
DENVER—A new radio program for servicemen and veterans of World War II, and the first of its kind in the U. S., "When The Boys Come Home," took to the airways over KOA. The primary object of the show is to "give it straight" to the personnel in the armed forces who are now, or will be in the future, eligible for veterans benefits.

— NEW YORK —
NEW YORK CITY—Charlotte Adams, who conducts WQXR's "Run of the House" has become a permanent panel member of WOR's discussion program "Opinion Requested." . . . **BROOKLYN**—Boyd Heath and his Serenaders debut over WLIB on Sept. 19. . . . **Dee Ferris**, Hollywood actress-model has joined the staff of WBYN to be featured in a new show called "G.I. Juke Box" which is beamed to convalescents in military hospitals around New York.

— TENNESSEE —
NASHVILLE—Ted and Wanda, WLAC hillbilly duo cheerfully air a 72-hour work week with their first spot at 5:30 a.m. and a last show at 4:45 p.m. . . . **MEMPHIS**—Lewis H. Brand, an ex-serviceman, is the latest addition to the advertising staff of WHBQ. Brand is a graduate of the U of Missouri school of journalism, p.g'd. at the U of Chicago and has had several years newspaper experience.

— MISSOURI —
ST. LOUIS—For outstanding work in both merchandising and promotion, KXOK has again received the annual American Broadcasting Company Award, presented to those affiliated stations throughout the nation whose overall merchandising and promotion program is, in the opinion of leading advertising agencies, outstanding in every respect. In 1944, the first year of the ABC awards, KXOK was similarly honored.

— NORTH DAKOTA —
FARGO—WDAY announces several staff changes and additions. Ex-Navy man, Meredith Williams has now become an operator on the engineering staff. Julius Hetland, back from a two-year leave of absence devoted to government research, resumed his job as chief engineer. Velma Sather, switchboard operator, takes over Mildred Gregeson's job as traffic manager, while Miss Gregeson devotes full time to the position of publicity director. Maxine Rudh is the new switchboard operator.

Send Birthday Greetings To—

September 12

Helene Daniels	John G. Gude
Eddy Howard	Richard Maxwell
Miriam Traeger	John Taylor
Jack Treacey	Ella Mae Morse

— CONNECTICUT —
HARTFORD—Postmaster William J. Rankin has sent a letter of thanks to announcer Henry Curth of WDRC for his repeated mentions on the "Breakfast Time" program of the need for putting zone numbers on the addresses of letters . . . "Report To Connecticut," WDRC's special Sunday Washington feature, is expected to resume now that Congress has reconvened.

— TEXAS —
SAN ANTONIO—Lorance Dossett has joined the announcing staff of KTSA, coming from KHQ, Spokane, Wash. Dossett will also air a program which he has originated titled "The Minister of Music" daily over the station. . . . **BEAUMONT**—KFDM, has purchased a 75 x 140 foot lot in Beaumont on Calder Avenue which will house their \$75,000 permanent home. Construction will begin as soon as materials are available.

PROMOTION

Network Premiere
 WWDC, Washington, has scheduled six musical shows, six news broadcasts and three women's forums week as regular network features over the new Associated Broadcasting Corporation network which begins operation at 2 p.m. Sunday, Sept. 16. FCC chairman Paul A. Porter will initiate the new network from the band auditorium of the Naval Training Station at Anacostia, on the date.

WBBM Facts
 WBBM, Chicago, has completed a brief factual report of operation based on a year's survey of daytime listening habits in the Chicago area. In book form, the information drawn from Hooper, Nielsen and CBS Listener Diary reports is to the point and quickly digested, and offers a sharp picture of the area.



Jimmy Evans

FOOTBALL FORECAST

85% ACCURACY RECORD

12 Years of Successful Merchandising Through Football Predictions

"...sells the sponsor's merchandise"

JIMMY EVANS—noted All-American star, sport analyst and radio commentator.

- FEATURE SPORTS PROGRAM AVAILABLE FOR THE FIRST TIME ON TRANSCRIPTIONS.
- FORECAST CHARTS—THE PERFECT MERCHANDISING TIE-IN.
- MARKETS GOING FAST!

Mr. Bright writes . . . "The Jimmy Evans show is a natural for any station to sell . . .". This is a typical comment from a man who knows!



STARTING DATE SEPTEMBER 21ST

WRITE OR PHONE US COLLECT

CRITERION RADIO FEATURES, INC.

CENTRAL 1453

360 NORTH MICHIGAN AVE. CHICAGO 1, ILL.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 32, NO. 51

NEW YORK, N. Y., THURSDAY, SEPTEMBER 13, 1945

TEN CENTS

NABET's Web Walkout

FCC Adopts FM Rules; Sets New Assignments

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday announced formal adoption of its FM rules, including some regulations outlined in its August 24 memorandum. As indicated at that time, there is no limit on the extent to which an FM broadcaster may air the same programs his AM affiliate is presenting. At the same time, the Commission released a list of new band assignments for present FM operators or holders of FM construction permits.

The assignments released yesterday.
(Continued on Page 2)

New Electronic Device Developed By Engineers

A new electronic device known as the Antennalyzer which solves the problems of location and arrangements of radio towers has been developed by RCA, Dr. George H. Brown, announced at a Washington meeting of the Institute of Engineers. The Antennalyzer is heralded as a new magic brain in the field of radio and consists of 52 electron tubes. The associate circuits can be adjusted to duplicate all characteristics of a projected antenna.

New Midget Recorder Developed In Canada

Montreal—A Quebec manufacturer is producing a new pocket-size recorder for use by detectives, newspapermen and other investigators. It contains a small cylindrical two volt wet cell battery the size of a type-
(Continued on Page 5)

New Quiz Twist

"What Did I Say," sidewalk quiz show which features rapid fire statements by Ken Powell, will debut in front of the WOR-Mutual Building, Monday, at 11:45 p.m. Participating people will be asked to repeat the Powell statements correctly, word for word, and will be awarded tickets to popular radio shows for their accuracy in handling the double talk.

End War Time

Washington—Abolition of war time was voted unanimously yesterday by the House, with Sept. 30, as the date for setting back the clocks one hour to standard time in the respective zones. Bill to end the present emergency daylight saving time was introduced by Rep. Lyle H. Boren, Republican from Okla. It now goes to the Senate where swift concurrent action is expected.

BMB Readies Sked Of Web Assessments

Schedule of assessment fees on network subscriptions was approved for final board action by the BMB Advisory Committee which is holding a series of meetings this week by way of summarizing its recommendations on Bureau policy and procedure for the board meeting to be held tomorrow. Current expenses, and the budget for the third-quarter were
(Continued on Page 5)

NBC Signs Chicago Comic For Web Buildup In N. Y.

Chicago—Jimmy Edmonds, radio comic billed as "The Professor" has been signed to an exclusive five year NBC contract and will be brought to New York on November 1 for a sustaining build-up. Edmonds made an audition record with Charlie
(Continued on Page 4)

Coast Business Outlook Promising For New Season

Los Angeles — Agreeing with the consensus of broadcasters opinion in the Washington and Chicago areas, Los Angeles leaders forecast a new era of radio propseprity during the 1945-46 season and are not concerned over any prospect of a decline in news programs. The broadcasters, interviewed in survey conducted by RADIO DAILY, are of the opinion that the great demand for consumer goods will open many new accounts for

Strike Without Notice Disrupts NBC And American; Union Head States Men May Be Back Today

Harvester Co. Buys Half Hour On NBC Web

Plans to inaugurate a new series of weekly half-hour programs on NBC under the sponsorship of the International Harvester Company starting Sunday, October 7, 2 to 2:30 p.m. was announced yesterday by Lloyd O. Coulter, vice-president in charge of radio for McCann-Erickson, agency for the company.

Program will star Raymond Mas-
(Continued on Page 7)

New Promotion Spot Series Inaugurated By WBBM

Chicago—WBBM inaugurated a series of five-minute live promotion spots Monday. A new idea in local radio promotion, the spots will be broadcast during sustainers and participating programs, bringing listen-
(Continued on Page 4)

Pres. Truman Endorses Marketing Forum Plans

Following a conference between President Truman, Don G. Mitchell, vice-president of the Sales Executives Club of New York, Elon G.
(Continued on Page 5)

Unprecedented in the 19 years of network history, a wild-cat strike of engineers employed by NBC and those of the American Broadcasting Company, walked out of their stations last night at 6 p.m. EWT, one hour and twenty minutes after receipt by the two networks of a wire from the union president to the effect that a
(Continued on Page 6)

Elmer Davis Resigns As Director Of OWI

Washington Bureau, RADIO DAILY
Washington — President Truman yesterday accepted the resignation of Elmer Davis as OWI chief, effective Saturday. Neil Dalton, head of the Overseas Branch of OWI will assume the duties of director during the liquidation.

Nothing definite has been revealed regarding Davis' future plans, but
(Continued on Page 6)

FM To Play Large Role In Stromberg Production

FM will play a large part in Stromberg-Carlson's efforts to provide dealers with top quality radio instruments as quickly as possible. Lee McCanne, vice-president and general manager,
(Continued on Page 5)

Time Out

Figuring that most of the staffs will be looking out the windows where close enough and others will be fretting or staying out anyway, organizations in radio and advertising are giving time off the respective staffs to take a gander at the General Wainwright parade today. Line of march will be up Fifth Avenue and past the fringe of Radio City.



Vol. 32, No. 51 Thurs., Sept. 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

(Wednesday, Sept. 12)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	185 1/2	185 1/8	185 1/2	+ 1/2
CBS A	40 1/2	40 1/4	40 1/2	- 1/2
Farnsworth T. & R.	15 7/8	15 3/4	15 3/4
Gen. Electric	49 5/8	48 3/4	49 1/2	+ 1/4
Philco	38 3/4	38 3/8	38 3/4	+ 1/8
RCA Common	16 1/4	15 7/8	16	- 1/4
RCA First Pfd.	86	85 3/4	85 3/4	+ 1/4
Stewart-Warner	21 3/4	21 1/2	21 1/2	+ 1/8
Westinghouse	35	34 1/2	34 5/8	+ 3/8
Zenith Radio	38 3/4	38 1/4	38 1/4	- 1/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	33	33	33
Nat. Union Radio	5 1/4	5 1/4	5 1/4

OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	28
WJR (Detroit)	26	27

Arleen Whelan On "Dunninger"

Arleen Whelan, stage and screen star, will be Dunninger's guest on "The Dunninger Show" Friday, Sept. 14 (NBC, 10:00 p.m., EWT). Joining Miss Whelan as judge will be Byron Harvey, Jr., vice-president of the Fred Harvey System.

20 YEARS AGO TODAY

(September 13, 1925)

E. B. Rideout, *WEEL's* meteorologist, sent out an appeal to "all within range of my voice" to write him a detailed report of weather and air conditions insofar as static is concerned. Reports have been coming in from as far West as the Rocky Mountains.

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

FCC Adopts FM Regulations; Permit Challenge By Sept. 25

(Continued from Page 1)

day may be challenged on or before Sept. 25.

The Commission explained that in making its assignments of New York stations to the new FM band it had considered two methods, the first calling for assignment in the same order in which the stations now lie. This would have meant, said FCC, that "some of the existing networks would be given facilities which initially would be considerably better than those of other networks, and thus an unequal competitive situation would result. Moreover, under this system, some of the independent stations which were pioneers in FM—including the inventor of FM—would be given the least desirable assignments. Finally, this method would result in saving for late-comers the best facilities in New York instead of making them available to those who pioneered in FM broadcasting.

Alternative Plan

"The second alternative plan involves making a choice among existing licensees on the basis of the best information presently available to the Commission. The Commission recognizes that it would be better to make such a choice after a hearing. However, the Commission is of the opinion that public interest requires FM broadcasting to get started as soon as possible, and hence some authorizations without a hearing are necessary if FM broadcasting is not to be handicapped by a slow start. Moreover, as has already been pointed out, stations will be given an opportunity to object to the Commission by Sept. 25 concerning the specific assignments," the FCC explained.

Equal Facilities

The Commission assigned the frequencies with the maximum service area beyond the 1000 UV/M contour to existing stations, "since these stations are pioneers in FM broadcasting. In making assignments to the networks, the Commission has endeavored to assign substantially equivalent facilities for all the networks. As a result, the facilities assigned to the network pioneers have a somewhat smaller service area beyond the 1000 UV/M contour than in the case of the non-network pioneer FM sta-

tions in New York. This should result in maximum service to listeners in the New York area. The programs of the network stations are available either from the networks-owned stations or from their affiliates. Hence, listeners living beyond the 1000 UV/M contour of the network-owned stations will have an opportunity to compete for affiliates in this area. So far as non-network stations in New York are concerned, their programs are not available from any other station as in the case of network programs.

Thus, the listening public gains by making available to the non-network stations those frequencies which have a maximum service area beyond the protected 1000 UV/M contour.

It was explained that with its new frequency, WNYC-FM will be provided a smaller service area beyond the 1000 UV/M contour than the others. This is in accordance with the showing previously made by WNYC that the station's purpose can be served with a service area limited to the area of New York City.

"This Is My Best" Returns

Columbia networks' "This Is My Best" returns to the airwaves after a summer recess on Tuesday, Sept. 18, on WABC, 9:30 to 10:00 p.m., from Hollywood, with Herbert Marshall and Rosemary De Camp co-starring in a dramatization of Rachel Maddux's novel "Turnip's Blood." Script was written by Milton Lazarus, author of "Song of Norway."

SCRIPT WRITER NEEDED?

Then try a *good one* with strong network credits — available immediately. To hypo your program rating. Write RADIO DAILY, Box 216, 1501 Broadway, New York 18, N. Y.



Thanks

We're glad that smart time buyers have a streak of some of that you-know-what that's illustrated by the picture.

For they were the boys who scrapped to keep us on many a radio list.

They ignored the razzle-dazzle of big-name call letters . . . and stayed right in there saying, "But your big buy in Baltimore is an independent. Look at these W-I-T-H facts."

Those facts are available to anyone who has a sales problem in this, the country's sixth largest city.

If you want to reach more listeners for every dollar you spend . . . W-I-T-H is your buy.

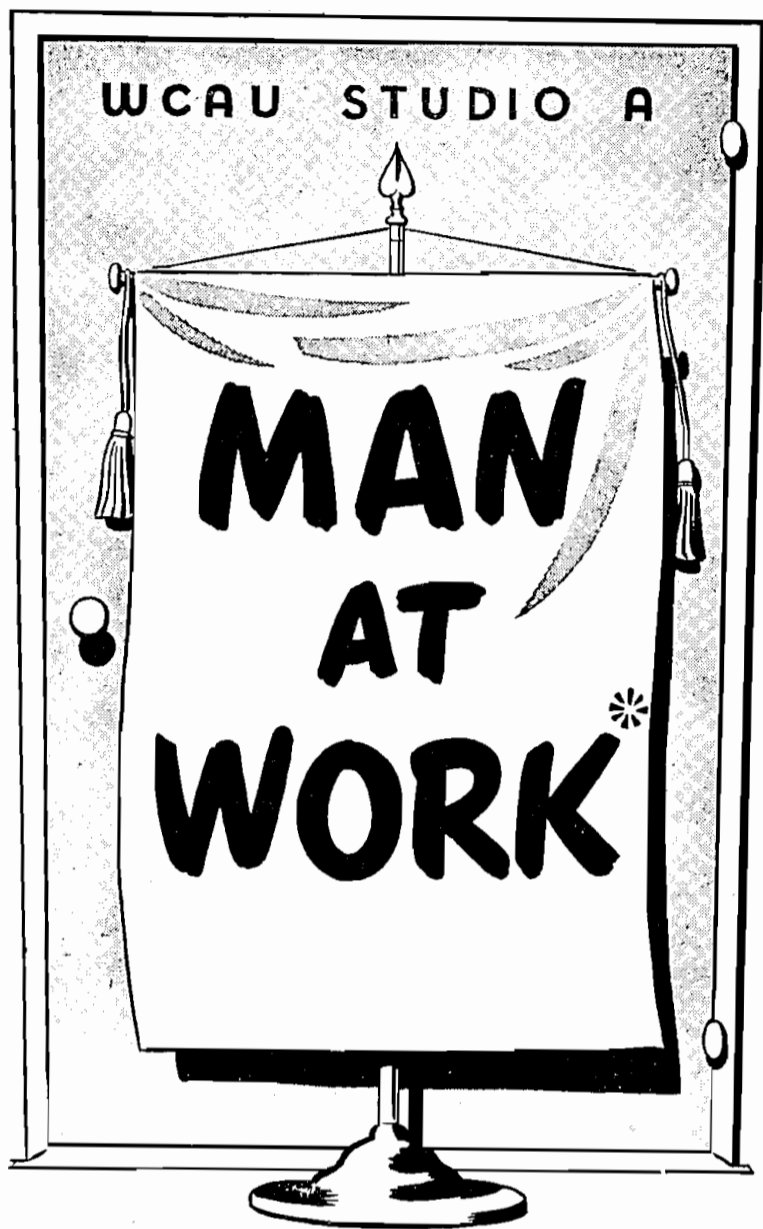


W-I-T-H
IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

IN PHILADELPHIA
Nearly everybody listens to
WDAS BROADCASTS OF NEWS . . .
ON THE HOUR • EVERY HOUR

That's why
78 percent of our sponsors renew regularly.



***SELLING THE GOODS
ON THE WCAU
PARTICIPATION PROGRAM
"FOR WOMEN ONLY"**

His name is Creighton Stewart. He really knows how to talk to women—and how to sell them. In WCAU's long experience with women's programs, we have never heard a more convincing "talker-to-women." For sales to women in America's Third Largest Market, WCAU presents Creighton Stewart directing "For Women Only."

COVERAGE + PROGRAM = SALES

WCAU

50,000 WATTS * CBS AFFILIATE

PHILADELPHIA'S LEADING RADIO INSTITUTION




If H. G. Wells' "Time Machine" had been handy several days ago, we could have used it to good advantage. It all started when the Baldwin, Bowers and Stachan agency came to us and said, "We want something different in the way of spot announcements for Hunt Club Dog Food." The baying of hounds was a pretty hackneyed idea so we dropped that . . . but it got our thinking started. Why not introduce each announcement with a characteristic "call to the hunt," using an Old English hunting horn? Back over the centuries climbed our research department and finally returned with authentic manuscripts giving the various hunting calls used during the Middle Ages. The result is a series of 50-second recorded announcements for Hunt Club Dog Food that are quite distinctive.

Music in Miniature by Fram is the title of a new custom-built series of five-minute shows which NBC-RRD has just created, written, produced and recorded for the Fram Oil Company of Rhode Island. The show was made up of the Fram Orchestra of top radio musicians under the baton of Norman Cloutier, with NBC announcer Don Gardner performing the spoken parts. Special arrangements of such old favorites as "Song of India," "Jingle Bells," and "Carmen" were performed by this versatile nine-piece combination in a smart swing style.

Smilin' Ed McConnell was featured on a recent series of NBC-Recorded quarter-hour programs for Aladdin Lamps. Produced by Presba, Fellers and Presba agency of Chicago, these sparkling little shows feature the happy style of Smilin' Ed with songs, patter and easy-to-listen-to commercials. Eighty stations are on the distribution list for this new show.

Which all points up the fact that NBC Radio-Recording is equipped to handle any writing, production and recording assignment that might be puzzling regional or national spot advertisers.

NBC
Radio-Recording Division



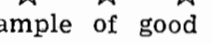
AMERICA'S NO. 1 SOURCE OF RECORDED PROGRAMS
New York • Chicago • Washington • Hollywood • San Francisco

SERVICE OF RADIO CORPORATION OF AMERICA

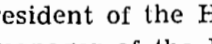


A Reporter's Report Card . . .!

● ● ● THE ascending popularity of star vocalists such as Frank Sinatra, Dick Haymes, Perry Como, Dinah Shore, Ginny Simms, Andy Russell, Johnny Thompson and other top-notch radiolites, throws the spotlight on those responsible for the arrangements and background music. While discussing this subject with Russell Case, the new director in charge of popular music at Victor, we learned that the most helpful accompaniment involves a forceful yet delicate musical treatment. The new school of conductor-arrangers—such men as Paul Weston, David Rose, Toots Camarata, Van Cleave and of course Case himself, frankly base their musical creations on Debussy, Delius and Ravel. Just as Frank Sinatra candidly admits he is a "bed-room singer," so, too, do these leaders lean heavily on the sexual quality of musical instrumentation advocated by proponents of the Debussy, Delius or Ravel school of theory and music appreciation. . . . Case states that Andre Kostelanetz is really the father of the modern school of color in popular music. However, he and the modern recording conductors go "Kosty" one step further by adding a compelling dance beat for the younger generation. This color, continues Case, as in a distinctive painting, must be in perfect relation to the main theme, which of course is the voice of the vocal artist, which must find a true blending in the accompanying music. A perfect arrangement fills in each rest and pause, though forcefully, yet still remains just background music and never, under any circumstances, fights or clashes for the attention of the listeners' ears. Case believes that one of the greatest influences on modern singers is Tommy Dorsey, who discovers many fine singers and succeeds in teaching them interesting and modern phrasing. Some of the graduates of the Dorsey Band include Sinatra, Jo Stafford, Connie Haines and Freddie Stewart.



● ● ● A shining example of good radio promotion complementing their merchandising plans was the Philco Company's kick-off for the Don McNeill "Breakfast Club" show on the American network last week. . . . Philco invited McNeill and his gang to Philadelphia last Thursday for luncheon at the factory and to entertain the 6,000 employees and their families who gathered on the company's outdoor parking lot. . . . Significance of the event was the friendly get-together of Philco executives with the McNeill crowd and the evidence of excellent employee relations in the staging of the entertainment. . . . John Ballantyne, president of the company; James Carmine, vice-president in charge of merchandising, headed the group of executives who stood with employees on the Philco parking lot and applauded the antics of the Breakfast Club crew . . . with them were John Gilligan, advertising manager of Philco, James Skinner, general manager of the accessory division; Max Enelow, vice-president of the Hutchins Advertising Company; H. Pierson Mapes, manager of the Hutchins New York office; Courtney Pitt, public relations director of Philco and Jane Kalmus, publicity director of the Philco radio account. . . . Other guests included Pete Jaeger of the American Broadcasting Company, Roger Clipp, president of WFIL, Philadelphia, Marvin Kirsch, business manager and Frank Burke, editor, RADIO DAILY.



● ● ● Jeff Alexander who batons the "Jerry Wayne CBS Show," has collaborated with Monto Sohn on a new ditty titled "Thanksgiving in August" . . . Soon confabbing with Fernando Castro, head of the Latin-American Division of Poor International, Marla Grover, composer of "Ti-Pi-Ti-Tin" and "Magic Is the Moonlight" and Consuelo Velasquez who wrote "Boname Mucho" . . . two of Mexico's grandest and most gifted composers . . . Bonny Goodman may succeed the Andrews Sisters on the Nash-Kelvinator show . . . Ted Wilde will publish "The Liberation March," composed by 11-year-old Joanne Slator.

AGENCIES

McCANN-ERICKSON announced this week the appointment of Hunter Snead to its merchandising and sales promotion staff in the New York office. Snead was formerly New England manager of McGraw-Hill's aeronautical publications, and prior to that with West Virginia Pulp & Paper Co.

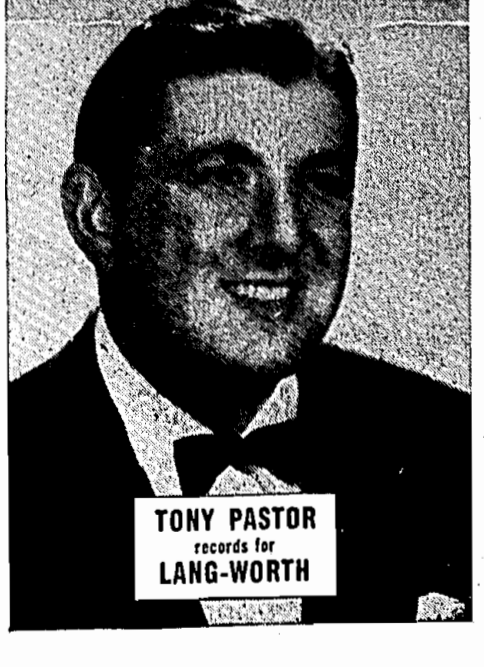
EDWARD L. BERNAYS, has announced the appointment of Stanley H. Silverman, chief of the radio special events section of the Overseas Office of War Information, to his organization. In his governmental capacity Mr. Silverman has covered such outstanding events as the International Monetary and Financial Conference at Bretton Woods, The United Nations Relief and Rehabilitation meeting at Montreal and the United Nations Conference at San Francisco, to obtain material for multilingual broadcasts for OWI.

New Promotion Spot Series Inaugurated By WBBM

(Continued from Page 1)
ers samples of talent heard on top WBBM commercial programs. The sustainers and participating programs chosen for the special spots will be cut to 10 minutes during the campaign with five-minute cut-ins of live talent, vocal, orchestral, dramatic, sports and so forth, giving listeners samples of other programs on WBBM.

NBC Signs Chicago Comic For Web Buildup In N. Y.

(Continued from Page 1)
Spivak's orchestra and Clarence Menser, vice-president in charge of programs at NBC, went to Chicago to watch Edwards work in the College Inn of the Hotel Sherman. As a result of the Menser visit Edmonds was signed as an exclusive NBC artist.



BMB Readies Sked Of Web Assessments

(Continued from Page 1)

viewed and the forthcoming budget approved as prepared by the Finance Committee.

By-Laws and Procedure Committee will approve a Code of Practice work-draft for Board Review tomorrow and it was planned to work on Code more thoroughly for final action by the Board at their January meeting. It was the wish of the Committee to have the bureau rules and regulations well understood by subscribers before station reports are issued to them.

The Advertising Industry Relations Committee yesterday reviewed a new presentation now being prepared on BMB study. The issue of a booklet giving the complete workings and operational procedure of BMB was approved and a resolution regarding the deadline for station subscription the first study was adopted for board action. Horace Stobin, a director of Canadian BMB, discussed a policy of exchange operation between the two bureaus' station information and a resolution on this point was adopted for board decision.

The executive committee meets today with the board committee to discuss the complete network subscription plan.

The Advertising Industry Relations Committee yesterday reviewed a new presentation now being prepared on BMB study. The issue of a booklet giving the complete workings and operational procedure of BMB was approved and a resolution regarding the deadline for station subscription the first study was adopted for board action. Horace Stobin, a director of Canadian BMB, discussed a policy of exchange operation between the two bureaus' station information and a resolution on this point was adopted for board decision.

The executive committee meets today with the board committee to discuss the complete network subscription plan.

Truman Endorses Marketing Forum Plans

(Continued from Page 1)

Borton, president of the Advertising Federation of America and Charles Murphy, attorney for the Federation and Sales Executives Club, which took place Sept. 10, Borton gave out the following statement:

"We discussed with the President the program for the forthcoming forum on Marketing to be held in New York City under the auspices of the Sales Executives Club of New York in collaboration with the Advertising Federation of America and the National Federation of Sales Executives.

"The President indicated his agreement with us that marketing, including merchandising, styling, selling and advertising, must function effectively if mass production is to produce full employment and a higher standard of living. We know we can produce on a tremendous scale; we now must demonstrate our ability to sell with like efficiency. The President assured us that he will send a personal message to the Marketing forum which begins on October 22."

New Midget Recorder Developed In Canada

(Continued from Page 1)

writer ribbon spool containing enough wire .004 inches thick to record for an hour. Instrument also includes a magnetic recording head and a small electric motor, a small disc microphone and a switch to turn the electricity on and off completes the set.

The recorder can be carried in the pocket and its fidelity of reproduction is clear and it has been found useful by the Army in recording battle progress and the sound of specified shots. The machine will be available in several sizes and models and arrangements are being made to meet an anticipated public demand. The machine is praised by H. D. Pound, president of the Professional Radio Technicians Association who says its advantages are that it can be operated by child or adult alike. Previously the smallest portable recorder was the size of a portable phonograph, weight 45 pounds and carried 15 pounds of batteries. Records from the new set, he said, can be played thousands of times without wearing out and may be erased by passing the wire over a special magnet.

FM To Play Large Role In Stromberg Production

(Continued from Page 1)

stated recently. He revealed that engineering designs had been prepared for all possible allocations discussed by the FCC, and now that the new band is definite, have been incorporated in three entirely new chassis units, each providing reception on AM, short wave, and double limiter operation on the old and new FM bands. These will be housed in more than 20 different cabinet or cabinet finish models, covering a price range from \$100 to \$500.

He pointed out that Stromberg-Carlson's production problems were eased by pioneering in FM and access to research patents.

NEWS AND THE POPULAR CLASSICS WITH A BLEND OF THE MODERN

NEW YORK'S

WLIB

THE VOICE OF LIBERTY

1190 On Your Dial

WDOD SINCE 1925*

"THE BEGINNING OF RADIO IN CHATTANOOGA"

CBS doing the

best job in Chattanooga

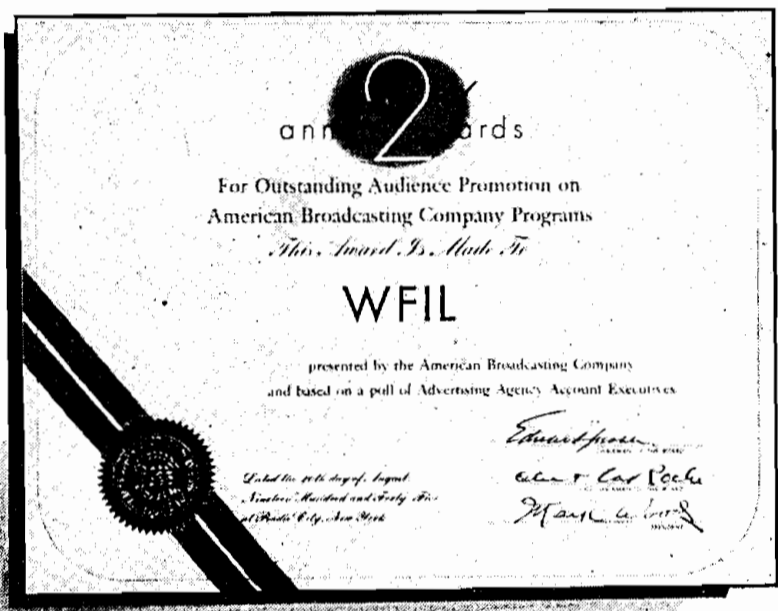
5,000 WATTS DAY AND NIGHT

PAUL H. RAYMER CO. NATIONAL REPRESENTATIVE

First in Chattanooga

Again...

WFIL wins ABC award for Outstanding Audience Promotion



For the second successive year advertising agencies using American Broadcasting Company facilities have handed an orchid to WFIL for outstanding audience promotion of ABC network commercial programs. To those agencies and to the American Broadcasting Company WFIL is deeply grateful.

WFIL renews the pledge it made a year ago — "That WFIL will always seek to promote, publicize and merchandise its clients' programs to the fullest extent and with every available means at its command."

IN PHILADELPHIA

WFIL

MEANS PROGRESS and PUBLIC SERVICE

Represented Nationally by THE KATZ AGENCY

NABET Wild-Cat Strike Disrupts NBC And American Network Skeds

(Continued from Page 1)

strike would be called in 30 days. Striking men were members of the National Association of Broadcast Engineers and Technicians, of which A. T. Powley is president and chairman of the bargaining committee. Powley issued a statement disavowing the strike, but contending that the webs had broken off negotiations. This was denied by NBC and American.

At the midnight conclusion of the meeting arranged by network officials between themselves and the executive committee of NABET, it was stated that A. T. Powley, union president, assured the webs that he and his group would make every effort to have the technicians back at their posts early this morning. Mark Woods stated that both NBC and American in turn would resume negotiations looking toward a settlement of the current wage dispute, provided the men returned to work.

Meeting started at 9:15 p.m. in Niles Trammell's office and representing NBC were: John MacDonald, vice-president in charge of finance; Charles F. Detmar, RCA attorney and Edward F. McGrady, RCA vice-president in charge of labor relations. Earlier in the evening, Frank Mullen, vice-president and general manager was on hand, as well as David Sarnoff. Representing American at the confab were: Mark Woods, president; Robert K. Kintner, vice-president and Joseph A. McDonald, legal counsel.

Immediately after the confab, Powley and his committee returned to their headquarters in the Hotel Pennsylvania to contact the striking engineers.

Strike of technicians actually concerned the owned and operated or managed stations of the two networks, six belonging to NBC and four to American. The NBC outlets where NABET men are employed are WEA, New York; WMAQ, Chicago; WRC, Washington; WTAM, Cleveland; KPO, San Francisco and KOA, Denver. In KFI, Los Angeles, not owned by NBC, the NABET men struck in the studios. American outlets are: WJZ, New York; WENR, Chicago; KGO, San Francisco and KECA, Los Angeles.

Leave Transmitters Open

Technicians who quit the various transmitters, including WEA's at Port Washington, Long Island and WJZ, at Lodi, New Jersey, left them open which enabled the stations to remain on the air if someone was found to operate them and know how to shut them off later. Both NBC and American immediately went dead as networks to all intents and purposes. WEA and WJZ, key outlets of the two webs were dead at 6 p.m. and WEA resumed at 6:20 with local newscast; H. V. Kaltenborn filled in with another newscast at 6:29 and Bill Stern did some sports

stuff at 6:40; organ music filled in from 6:45 to 7 p.m. and at that time the first regularly scheduled network show (Chesterfield) went on 7-7:15 p.m.

WJZ and American network had the first regular commercial show on at 8 p.m. when Lum 'n' Abner came through from Chicago. This was possible via a straight phone connection. NBC was also operating with the aid of special telephone lines.

Web-Affiliate Confusion

Web headquarters in New York, both NBC and American meanwhile knew that programs were not going through the network and many affili-

Aid Offered

WOR which also employs NABET technicians immediately offered the use of its auxiliary transmitter to WEA and WJZ, but since their own transmitters were in use, the offer was not accepted. Technicians at the WEA plant said they did not turn off the transmitter due to the fact that if they were to be turned on again too soon, the tubes were apt to explode with considerable resultant damage also danger to individuals present.

ates phoned in along with out-of-town papers relative to the programs not coming through. This situation obtained the rest of the night and mixed schedules were the by-word on the key outlets.

Both NBC and American broadcast full reports as to the reason and status of the strike, filling in the press via teletype and reporters present at both webs. Other outlets also carried press association accounts of the strike.

WJZ Airm Statement

Both WEA and WJZ made announcement of the difficulties due to strike, with WJZ offering a more elaborate one. Early throughout the evening the following was frequently read over the air:

"Ladies and gentlemen: A statement from the American Broadcasting Company: The American Broadcasting Company tonight is unable to broadcast all of its regularly scheduled programs, because the National Association of Broadcast Engineers and Technicians—the union of our engineers—has called an unexpected strike.

"In a telegram received here late this afternoon, the union gave the American Broadcasting Company notice that its members would strike 30 days from now. This notice was in accordance with the provisions of the Smith-Connolly Act. However, in direct violation of the statements in this telegram, the union engineers at 6 p.m., EWT, quit their jobs. We will continue to present a variety of programs.

"However, because of the strike

some of the regularly scheduled programs may not be resumed. The American Broadcasting Company asks the indulgence of its listeners in this emergency until such time as the union members return to work and normal programming is restored."

Later in the evening as the confab was taking place between union men and the web officials, Mark Woods, president of American issued the following statement, which was also read over WJZ. Woods' statement follows:

Mark Woods Statement

"The American Broadcasting Company tonight was unable to present all of its regularly scheduled programs because of an unexpected and unauthorized strike of the members of the National Association of Broadcast Engineers and Technicians, the union of our engineers.

"The walk-out occurred at 6 p.m., EWT, tonight without previous notice. Late this afternoon, the American Broadcasting Company received a telegram from the union giving us notice that its members intended to strike 30 days from now. This was in accord with the provisions of the Smith-Connolly Act and, had it been adhered to, would have given us a chance to work out any differences between our company and the engineers. However, in direct violation of the statements in their telegram and of the law, the union members abruptly quit their jobs.

Headache

Rebates to clients whose programs were on key outlets only, partial or no networks, will receive the usual rebate due for non-broadcasting such as in emergency cases when big war news broke and programs were cancelled accordingly.

Neither network could hazard a guess as to how many thousands of dollars were involved in web losses. It is estimated that last night alone would reveal a staggering loss in network time alone. NBC has 155 affiliates, and American 197. The logs of all these outlets will have to be checked, 352 in number for some sort of a figure. It is believed that the webs will probably write off the entire night as a total loss in revenue from operations.

"The American Broadcasting Company has been negotiating with the union over the provisions of a proposed new contract since last Thursday, Sept. 6. We have been unable, thus far, to come to a full accord with the union because of its unusually high demands for salary increases, which are unjustified and inequitable.

"Failing to reach agreement with the union, we offered to submit the matter to the American Arbitration Association—or any other impartial

Elmer Davis Resigns As Director Of OWI

(Continued from Page 1)

it was generally believed that he would return to radio—probably CBS. Davis has been chief of OWI since its inception in June 1942.

In a letter accepting Davis' resignation, President Truman wrote: "The OWI made an outstanding contribution to victory and this has been recognized by our military commanders. Your work in all fields has been widely and justly acclaimed. Under your wise leadership the American people were kept fully informed concerning their Government's vast program.

arbiters—and to be found by any decision reached.

"A. T. Powley, president of the union and chairman of its bargaining committee, in the telegram informing the American Broadcasting Company of the union's intention to strike 30 days from now, charged that we had refused to recognize his organization as the bargaining unit for our engineers.

"This charge is absolutely without foundation. We always have recognized the National Association of Broadcast Engineers and Technicians as the bargaining agency for engineers in our employ. The negotiations which we have been carrying on and which, in fact, were still in process when the sudden strike occurred, is ample proof of this.

"In Mr. Powley's telegram he said: Quote we stand ready to continue bargaining on all issues except wages—unquote. On the other hand, the American Broadcasting Company stands ready to continue bargaining on all points including wages.

"We recognize the union as the bargaining agency for engineers in our employ, but we hope that the union management will be able to speak with authority for the membership in a manner consistent with the powers they are presumed to have as bargaining representatives. In other words, we hope they will be able to end this wildcat strike and resume negotiations.

This did not concern either CBS or Mutual. Latter does not own stations and CBS has a contract which includes IBEW men.

NABET is not affiliated with either the AFL or CIO, but is an independent union. Negotiations broken off followed a flat ultimatum for a minimum rise in wages of 40 per cent and a maximum of 60 per cent.

At American, George Milne, chief operating engineer worked at the master controls. Master control used by both networks is the same, until American expands into its own quarters. This was one of the reasons why during the night the network signals sometimes got mixed up. About 350 engineers were affected in NBC employ and nearly 100 at American. Various network supervisors stepped into the breach and helped fill the void of the departed NABET men and this kept programs of a sort on the two key outlets.

West Coast Business Outlook Good; L. A. Area Broadcasters Optimistic

(Continued from Page 1)

consumer goods, including household appliances, foodstuffs and wearing apparel," Thornburgh said. "The automotive field should also yield much business for radio."

Lewis Allen Weiss, vice-president and general manager of Don Lee, is very enthusiastic about the future and said commitments will give the station its biggest fall and winter business since its inception 16 years ago.

Strotz Optimistic

Sidney N. Strotz, vice-president in charge of NBC's Western division, is very optimistic over future business.

"Although there will be some unemployment due to reconversion, I do not believe manufacturers who are reconverting will lose any time buying radio time. The smart manufacturer will want to plug his product well in advance of the time it is ready for market." This is the belief of William R. Ryan, manager of KFI.

Frank Samuels, sales manager of American's Western division, anticipates heavy fall and winter business for his network.

Retailers Interested

"We are receiving many nibbles for half-hour periods from retail merchants," said Clyde Scott, manager of KECA. He pointed out the Harley Machine Co., which used KECA during war to secure workers, has gone into the retail business and has bought time over his outlet for its new business.

"We expect excellent business for the next three years and we base this on the reports we get from advertising agencies that are in close touch with their sponsors," said Robert O. Reynolds, manager of KMPC and president of the Southern California Broadcasters Association. He anticipates a full schedule for the fall and winter, but points out station is reining certain periods for public service.

"I see no letup in business for the foreseeable time," said Frank Berend, sales manager of NBC's Western division, "and I know of eight or nine advertisers on the Coast who would

like to buy night time periods on our net."

Harry Maizlish, manager of KFVB, and Calvin Smith, president and general manager of KFAC, see no slackening in business, with both reporting much renewal of business on their stations. Bullock's, a leading Los Angeles department store, has sponsored a half-hour show on KFAC for 15 years.

News Program Outlook

Some decline in sponsored news programs is already evident in this territory and most broadcasters are not pushing sales of news periods.

KFI is losing one or two of its sponsored news periods and this will enable it to arrange a better balanced program structure, giving more time between the news programs. KFI will ask former sponsors of news and news commentaries to come up with new program ideas or will submit new programs to them.

Following close of war with Japan, KGFJ dropped two of its four news periods and expects later to eliminate one of the two remaining news programs.

NBC Western division reports no cancellation of news or news commentaries and Frank Berend, sales manager, sees no decline in this type of business, feeling that much important news is still developing. Columbia Pacific, and Don Lee report no cancellations of news or news commentaries, nor does American's Western division.

Maizlish, manager of KFVB, reports that interest is growing in Sam

Balter and John B. Hughes, two of the station's commentators, while KECA, KMPC and KFAC have had no cancellations of news or news commentaries. KMTR, which has had no sponsored news broadcasts, has sold Commentator Averill Berman's news commentary period to the CIO Mondays through Fridays, 6:30-6:45 p.m.

New Business Listed

New business on NBC Western division includes Grove Laboratories, Planters Peanuts, Picsweet Peas and Safeway Stores. Among new Don Lee accounts are Fitch Shampoo, Rayve Shampoo, Staze, Inc., Renzee Watch Co., Berkshire Knitting Mills, Groves Laboratories and Phillies-Bayuk. Columbia Pacific's new fall and winter business includes S. & S. Fine Foods, Chemical, Inc., Union Oil Co., Campbell's Soup, Day and Night Mfg. Co., Vick Chemicals, S. A. Moffat Co., McMahan Furniture Co.

New accounts on American Western division, with which KECA is affiliated include U. S. Steel Co., Ford, the Sweets Co., Goodrich, Hunt Bros., Philco, Waterman Fountain Pen, Williamson Candy Co., General Mills, B. Harris Co.,

KMPC's new business includes Mennen's, Langendorff Bread, Blue-

Harvester Co. Buys Half Hour On NBC Web

(Continued from Page 1)

sey as narrator, Howard Barlow's 70-piece orchestra and the 24-voice Lyn Murray chorus and from week to week will feature such guest vocalists as Marian Anderson, Gladys Swarthout and Jan Peerce.

The new Harvester Company show will originate in New York and will be produced by Russ Johnston, vice-president in charge of radio production for the agency.

Bryson To Discuss Bases

Lyman Bryson, CBS director of education, will discuss the future status of United States naval bases in the Pacific during his "Problems of the Peace," over WABC, Sunday, Sept. 16, from 1:30 to 1:45 p.m., EWT.

bonnet Margarine, Lever Bros., Colgate-Palmolive-Peet, Thrifty Drug Co., Southern Pacific, Associated Oil.

New business at KFI: Gallo Wines, Chevrolet, Steero Buillon Cubes, Studio Girl Shampoo. New accounts at KNX are Sontag Drug store, Barker Bros, Fletcher Oil Co., Longine's Mennen's, Seeck & Kade, Inc.

New accounts at KGFJ, which reports a 30 per cent increase in business since close of war with Japan, include Union Oil, Sparkeeta and Studio Girl Shampoo.

From Alaska to Charlotte. N. C.—from Buffalo, N. Y. to Monroe, La.—it's the

JIMMY EVANS FOOTBALL FORECAST FEATURE PROGRAM IN ALASKA IT'S KINY - JUNEAU KTKN - KETCHIKAN



JIMMY EVANS Sports analyst, radio commentator, All-American athlete.

Sports fans in Alaska will hear this football feature through the facilities of these two enterprising stations. A "first," we believe, for a sport news program on transcription. Week-end game predictions (12 year, 85% accuracy record), recorded in Chicago studios and broadcast to Alaskan listeners Friday nights!

Congratulations, owner Edwin A. Kraft and stations KINY and KTKN!

Far and near, coast-to-coast, stations are signing up; (Forecast charts too—for merchandising tie-ins.)

It's not too late for availabilities. Wire or phone us—collect. Starting date, September 21st.

CRITERION RADIO FEATURES, Inc.

Central 1453

360 N. Michigan Avenue

Chicago 1, Illinois

Send Birthday Greetings To -

September 13

- Margaret Banks John McNamara
- Bob Miller Gretta Palmer
- Michael M. Sillerman Leith Stevens
- Arthur J. Daly Russ Johnston

Exclusive!

WIBG

990 ON YOUR DIAL

Athletics and Phillies HOME GAMES

PHILADELPHIA



THE Amazing DICK GILBERT

It will probably **AMAZE** you to learn that **DICK GILBERT**, the original singing disc jockey, attracts more listeners* for one solid hour than any of the fine programs offered by the four competing 50,000 watters in the New York Area . . . the world's Number One Radio Market!

5 to 5:15 p.m.	Rating	% of Listeners	5:15 to 5:30 p.m.	Rating	% of Listeners
DICK GILBERT...WHN	3.7	20	DICK GILBERT...WHN	3.7	22
Key Net Station A . . .	3.0	17	Key Net Station A . . .	3.0	18
Key Net Station B . . .	1.3	7	Key Net Station B . . .	1.0	6
Key Net Station C . . .	1.3	7	Key Net Station C . . .	1.3	8
Key Net Station D . . .	1.0	6	Key Net Station D . . .	1.0	6

5:30 to 5:45 p.m.	Rating	% of Listeners	5:45 to 6 p.m.	Rating	% of Listeners
DICK GILBERT...WHN	3.3	16	DICK GILBERT...WHN	3.3	17
Key Net Station A . . .	3.3	16	Key Net Station A . . .	2.3	12
Key Net Station B . . .	1.3	6	Key Net Station B . . .	1.3	7
Key Net Station C . . .	1.0	5	Key Net Station C7	3
Key Net Station D . . .	1.7	8	Key Net Station D . . .	2.0	10

DICK GILBERT constantly **AMAZES** sponsors with his uncanny sales-ability. **AMAZING** results are habitual with the **AMAZING DICK GILBERT**.

For complete **AMAZEMENT**, wire or call today.

*Pulse of N. Y. Aug. 1945

WHN

50,000 WATTS • NEW YORK

Represented by RAMBEAU

METRO • GOLDWYN • MAYER • LOEW'S AFFILIATE

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 32, NO. 52

NEW YORK, N. Y., FRIDAY, SEPTEMBER 14, 1945

TEN CENTS

NABET Calls Off Strike

Wainwright Welcome Broadcast By Stations

Radio coverage of New York City's reception to General Jonathan M. Wainwright was considerably handicapped by the NABET technicians' strike, which started Wednesday evening, but the networks affected, American and NBC, were fed a running commentary of the entire occasion by WNYC, both pooled and otherwise which aired the proceedings from the moment the hero of Corregidor's huge transport plane arrived at LaGuardia Airport.

WNYC and WOR carried the ar-

(Continued on Page 4)

Re-Open Communications To Shanghai, Hong Kong

Announcement of the re-establishment of direct press communications between Shanghai and the United States by Press Wireless and the renewal of communications traffic by RCA with Hong Kong were made yesterday. Two-way radio telegraph circuits have been set up between Shanghai and Los Angeles and New York City by Press Wireless, J. W. Chaplin, director of communications, announced yesterday.

FCC Tentative Dates On Int'l Outlet Order

Washington Bureau, RADIO DAILY

Washington—The FCC yesterday adopted Order No. 110-A providing that the license terms for international broadcast stations presently licensed shall end at the earlier of the following dates:

(A) April 1, 1946 or (B) the first

(Continued on Page 2)

Portable

Mindanao—This Philippine Island is celebrating the opening of its Armed Forces radio station WVTT. Operations and broadcasting are housed in a grass walled, grass roofed shack, with the transmitter set up in a portable shack. Lieut. W. M. Strause, formerly of WMFJ, Daytona Beach, Fla., is the officer in charge. Mindanao is second largest of the Philippine Islands.

Like Father—

Bing Crosby's four sons did nobly Wednesday night as comedy and vocal support to Frank Sinatra on the first of his series of CBS shows. Oldest boy did a vocal imitation of Bing and then changed voice and tempo to imitate Sinatra. The new Sinatra show, incidentally, got off to a flying start with Frankie doing his own announcing a la Crosby.

New BBC Director Meets N. Y. Press

Declaring that the potentialities of programming from the United States for British consumption are great, Charles Brewer, new North American director for the BBC, met the press at a luncheon Thursday at the Ambassador Hotel in New York.

Mr. Brewer, a production man of 20 years service with the BBC, said America was "lush" with new ideas for programs of special interest to

(Continued on Page 7)

NBC Personnel Changes Announced By Hedges

James M. Gaines, Philip I. Merryman, William S. Duttera and Harry F. McKeon have been named by William S. Hedges, NBC vice-president in charge of the newly-formed Planning and Development Department, to key positions on his executive staff.

Effective Oct. 1, Gaines leaves his

(Continued on Page 2)

Adv. Council To Administer Network Allocation Plans

The War Advertising Council announced yesterday that following liquidation of the Office of War Information's Domestic Radio Bureau, Saturday, Sept. 15th, it will administer the network allocation, national spot and special assignment plans at least through the Victory Loan, which ends December 8. The move was made to meet the urgent information needs of various government agen-

Negotiating Is Resumed Simultaneously By Both Networks As Conciliator Wins After Pessimistic Day

IRE Winter Meeting Planned For January

Annual winter technical meeting of the Institute of Radio Engineers will be held at the Astor Hotel in New York, January 23 to 26, Edward J. Content, chairman of the meeting, announced yesterday.

It is anticipated that approximately 150 commercial exhibits will be included in the displays. Unprecedented interest in all the exhibits is being

(Continued on Page 7)

Galaxy Of CBS Stars Set For Carnegie Hall Show

Helen Hayes, Phil Baker, Andre Kostelanetz and Patrice Munsel will be among the CBS stars to participate in a hour and one half of entertainment which will originate in

(Continued on Page 2)

Freedom Of Speech Issue Endorsed By Editors

Washington Bureau, RADIO DAILY

Washington—Congressman Gordon L. McDonough announced yesterday that Wilbur Forrest, assistant editor of the New York Herald Tribune, and Ralph McGill, editor of the Atlanta

(Continued on Page 7)

Walkout of NABET members at American and NBC network owned and operated stations, ended at 7:30 p.m. EWT last night and simultaneously negotiations were resumed relative to wage scales and a new contract. Official announcement of the return of the strikers was made by J. R. Mandelbaum, U. S. Labor Dept. Conciliator, who entered the dispute late yesterday.

(Continued on Page 6)

'Illegal Lease Pacts' Bring License Denial

Washington Bureau, RADIO DAILY
Washington—The FCC announced yesterday that it proposes to deny the renewal applications of WKBW and WGR, Buffalo, N. Y., because of "illegal lease agreements" between the licensed Buffalo Broadcasting

(Continued on Page 7)

FCC Urges Servicemen To Rush FM Plans Now

Washington Bureau, RADIO DAILY
Washington—"Since it is not possible to reserve FM channels for future assignment, servicemen planning to enter broadcast business are urged to submit their applications

(Continued on Page 2)

'Der Fuehrer's Face'

Berlin—Berliners had an opportunity, for the first time, recently to hear a rendition of "Der Fuehrer's Face," when it was broadcast over the American Forces Network there. The record was by Spike Jones and was announced by Cpl. Wayne Howell of Nashville, Tenn., who gave it a big buildup. Reaction by the Germans to the lyrics has not been announced.

cies during the next few months, the Council said, anticipating difficulties that may occur from the sudden termination of OWI's Domestic Radio Bureau.

Official announcement of the termination of all OWI radio activities was contained in a letter addressed to advertisers who have participated in the allocation programs by George

(Continued on Page 4)



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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

(Thursday, Sept. 13)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	186	185 1/2	186	+ 1/2
CBS A	40 1/2	40	40 1/4	- 1/4
Farnsworth T. & R.	15 7/8	15 3/4	15 7/8	+ 1/8
Gen. Electric	49 3/8	49	49	- 1/2
Philco	38	37 3/4	38	- 3/8
RCA Common	16	15 3/4	16
Stewart-Warner	21 3/4	21 1/2	21 5/8
Westinghouse	36 1/2	36 1/4	36 1/2	- 1/4
Zenith Radio	38	38	38	- 1/4

NEW YORK CURB EXCHANGE

Nat. Union Radio	5 1/8	5	5 1/8	- 1/8
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OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	8 7/8	9 5/8
Stromberg-Carlson	22 7/8	23 1/8
WCAO (Baltimore)	28
WJR (Detroit)	26

Grace Moore On RCA Show

Grace Moore, soprano of the Metropolitan Opera Company, will guest on Tommy Dorsey's "RCA Show" at 4:30 p.m. Sunday over NBC.

20 YEARS AGO TODAY

(September 14, 1925)

Advent of the Atwater-Kent programs on local airwaves marked an all-time high in musical entertainment of class. Radio fare promised on the series includes stars of the Metropolitan Opera as well as world-famed concert artists. . . . BBC has built low-power relay stations for the benefit of listeners who can afford crystal sets only.



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

NBC Personnel Changes Announced By Hedges

(Continued from Page 1)

current post as assistant director of the NBC Advertising and Promotion Department to become manager of the new department; Merryman, director of Facilities Development, has been transferred from the Stations Department; Duttera was moved over from the Engineering Department to become Allocations Engineer; while McKeon, controller, will serve as financial advisor to the Planning and Development Department.

Gaines joined NBC in February of 1942 in the Stations Department, becoming assistant director of Advertising and Promotion in January, 1944. Merryman came to the network in 1927, and assumed the director of Facilities Development post in 1940. Duttera came to NBC's Engineering Department in 1931.

Advertising-Promotion Men Upped

Three key advancements in the NBC Advertising and Promotion Department involving James H. Nelson, Charles B. H. Vaill and Charles Philips were announced by Charles P. Hammond, director.

Effective Oct. 1, Nelson, currently network sales promotion manager, becomes assistant director of the Advertising and Promotion Department. He takes over the post vacated by Gaines.

Vaill, who now is WEAJ promotion manager, assumes the post vacated by Nelson. Philips, promotion manager of KOA, NBC managed and owned station in Denver, will come to New York to take the WEAJ promotion managership.

Ray Baker To KOMO As Commercial Manager

Seattle—Announcement was made by O. W. Fisher, president of "Fisher's Blend Station," KOMO, that Mr. Ray Baker, network sales representative for NBC in the San Francisco area, was appointed commercial manager effective Sept. 1.

Born in the State of Washington, Baker was graduated from Stanford University. He was Oakland manager for Pacific Railroads Advertising Company in 1936, and with KFRC, San Francisco, for six years. He has been with the National Broadcasting Company since 1942.

FCC Urges Servicemen To Rush FM Plans Now

(Continued from Page 1)

promptly," the FCC said yesterday in an official press release. The statement appeared in response to uniformed men seeking to file applications now but to send engineering data along at a later date—upon their discharge from the service.

The Commission explained that "in a public notice of Sept. 4, 1945, the Commission announced that it proposes to make 'conditional grants' of FM applications, affording the applicants a period of 90 days in which to file engineering details of the proposed operation. It is believed that this procedure will facilitate the filing of applications by servicemen, and will enable them to qualify for FM licenses.

"The Commission recognizes the difficulties confronting military personnel in completing their applications for broadcast facilities, and, accordingly, consideration will be given to requests by applicants in the Armed services for reasonable extension of time to submit engineering data.

"Since it is not possible to reserve FM channels for future assignment, servicemen planning to enter the broadcast business are urged to submit their applications promptly."

FCC Tentative Dates On Int'l Outlet Order

(Continued from Page 1)

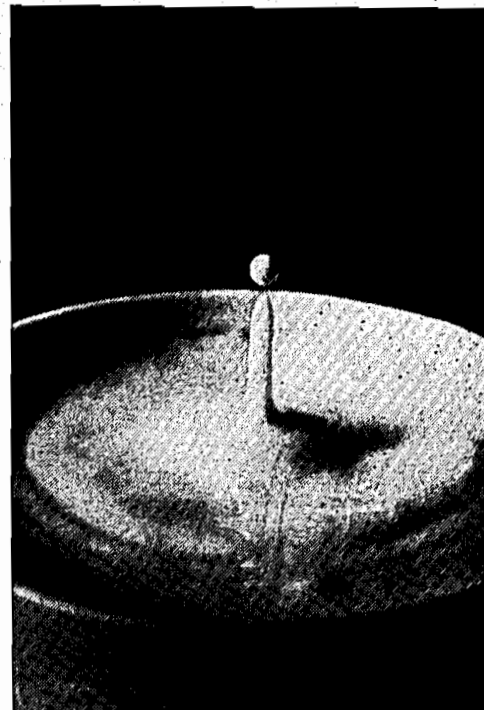
day on which its operations are not controlled, by agreement or otherwise or other governmental agency supervising the operation of international broadcasting.

It also provides that the normal license term of one year is suspended until further order of the Commission.

Galaxy Of CBS Stars Set For Carnegie Hall Show

(Continued from Page 1)

Carnegie Hall, New York, and will be broadcast over WABC-CBS, 3 to 4:30 p.m., next Sunday. The program is being staged as a preview of the network's fall and winter offerings. Norman Corwin will have charge of the production and co-ordination of the program.



Picture of a splash

It's just a tiny splash. And if that's not the kind you want to make when the fight on advertised brands gets under way . . . we'd like to point out some radio facts about one of the country's biggest markets.

The town is Baltimore.

It's the sixth largest city.

It has five radio stations.

One of those stations is the successful independent station, W-I-T-H.


Facts assembled by outside sources, prove that W-I-T-H delivers more listeners-per-dollar-spent than any other station in town.

That's important to remember . . . when American markets open up again.



W-I-T-H
IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

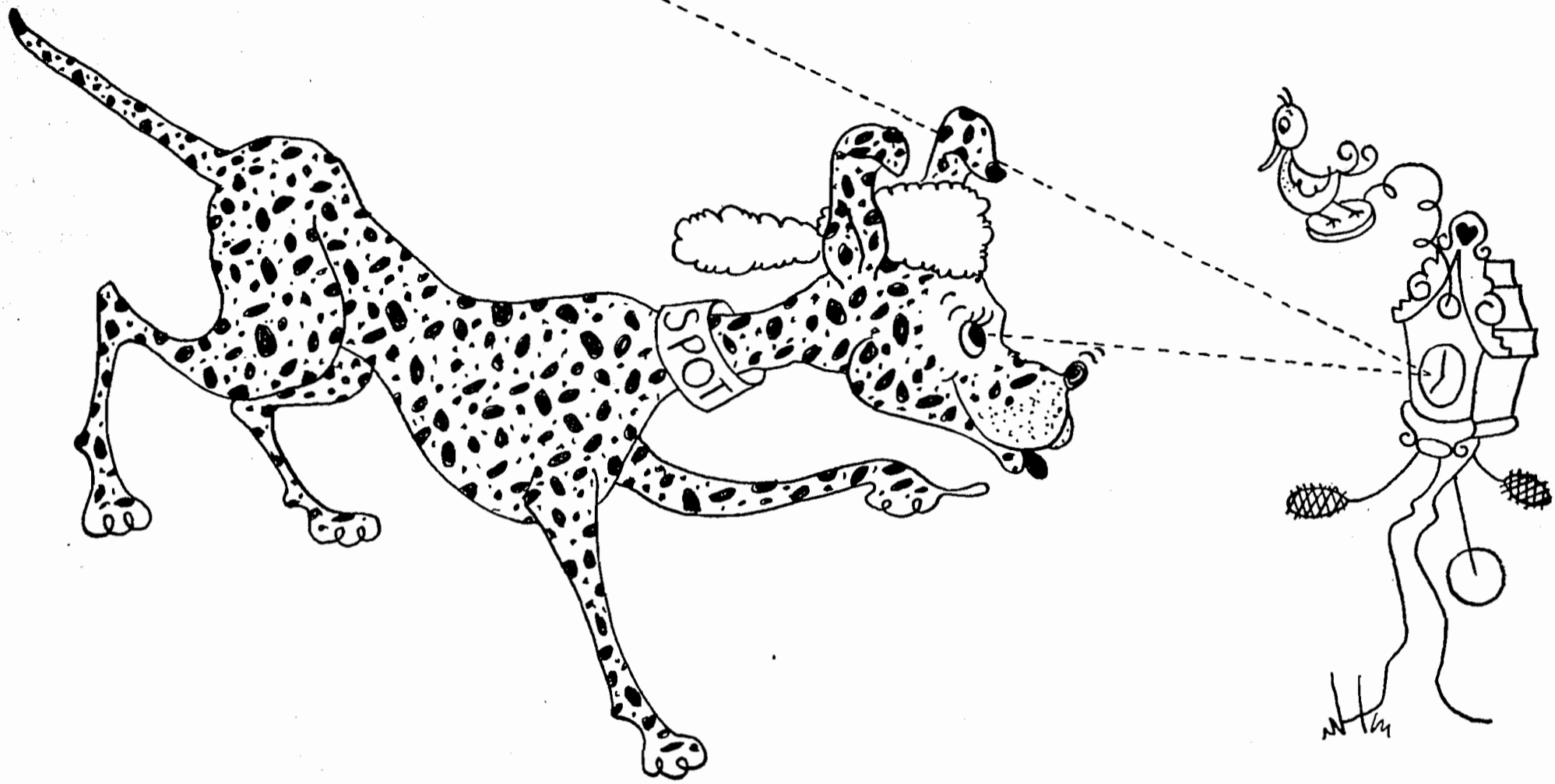


MUSIC has power

WDAS is the only Philadelphia radio station featuring three hours of classical music daily

No wonder WDAS audiences say "Thank You!"

Time Buyers!



CALL ON "Spot" FOR GOOD HUNTING

- WEAF.....New York
- WBZ & WBZA.....Boston, Springfield
- WGY.....Schenectady
- KYW.....Philadelphia
- WRC.....Washington
- KDKA.....Pittsburgh
- WTAM.....Cleveland
- WOWO.....Ft. Wayne
- WMAQ.....Chicago
- KOA.....Denver
- KPO.....San Francisco

"SPOT" spelled backwards is "TOPS"—and, seriously, that's the service "Spot" is rendering to many time buyers with spot problems. Maybe he can't *always* flush the exact time you have in mind. But the truth of the matter is that many a well-known advertiser has found that "Spot" is super at turning up something that fills the bill.

For NBC Spot Sales specialists have at their fingertips all the vital facts about spots . . . facts that may open your eyes to some great opportunities.

Call on "Spot" today for good hunting on one or some, or all of NBC's eleven essential stations . . . stations which will deliver your sales messages to 55% of the radio families in the United States . . . families whose buying power is 34.2% greater than the average for the whole country . . . families who buy all kinds of products—fast and often.



NBC SPOT SALES

New York, Circle 7-8300 . . . Chicago, Superior 8300 . . . San Francisco, Graystone 8700
 Washington, Republic 4000 . . . Cleveland, Cherry 0942 . . . Hollywood, Hollywood 6161
 Denver, Maine 6211 . . . Boston, Hancock 4261

Wainwright Welcome Broadcast By Stations

(Continued from Page 1)

rival of the liberated general at 11:00 a.m. from broadcast installations at the field, and relinquished the parade coverage to New York units as the military motorcade began its scheduled trip along the designated route. WNYC's mobile unit transmitter picked up the commentary at South Ferry, with Mike Jablons, station's manager of news and special events, at the mike describing reaction in the financial district, and remained on the air until the parade stopped at City Hall for the official reception and speeches of Mayor LaGuardia and Gen. Wainwright at 12:15. Independent stations at that time picked up the broadcast from the radio stand at the scene, as did CBS with Robert Trout and WOR with Ken Powell, carrying the ceremony until 12:52 when the motorcade began its procession up Fifth Avenue, to the frenzied plaudits of New York's citizenry.

WNYC Welcomes Hicks

At Washington Square, George Hicks, veteran American Broadcasting Company correspondent, joined the Municipal station's mobile unit, and through the courtesy of WNYC aired his eye-witness account of the welcoming throng and its reaction for listeners of WJZ. Pickups followed then from various points along the route, with Hicks and Jablons sharing the commentary.

The reception and banquet to General Wainwright was aired by American, with Frank Marx, network's technical adviser, handling the transmitter controls. WNYC again fed local independent stations with the address by the General and guest speakers.

Indies Have Busy Day

Independent stations throughout the day relayed accounts of the events on "Wainwright Day" in the regular news broadcasts, as well as direct pickups from points of interest during the parade throughout the city. Among special programs for the day, WOV aired the famous last message broadcast from Corregidor by Cpl. Irving Strobinger over three years ago when the island fortress fell into Jap hands, and interviewed his mother and the mother of Sgt. Meyer Levin, famous gunner in the crew of Capt. Colin Kelly.

CBS' television station WCBW last night carried special motion pictures of the General's arrival and welcome throughout the city.



A Reporter's Report Card. . . !

● ● ● HAL HACKETT: Kay Kyser, who is turning his band over to Phil Harris, is asking \$200,000 for the rights to "Kollege of Musical Knowledge." His big headache, meanwhile, is getting a release from his film commitments. If he retires, as he insists he will, it will only be until the expiration of his personal contract with Geo. Washington Hill. . . . JOHN J. ANTHONY: Mrs. FDR will give her answer Monday as to that program which would have her doing a sort of 'Mrs. Anthony.' 'Little men' with problems would ask her questions on the air and she would hand out advice. . . . MILTON BERLE: The Andrews Sisters will move into your old spot on CBS Wednesday nites starting Oct. 3rd, with Curt Massey and a guestar policy. Andre Baruch will do the announcing. . . . WALTER WINCHELL: Did you hear the Fitzgeralds' all-out rave on your daughter's performance in "Devils Galore"? . . . EDDIE BRACKEN: Your latest escapade at a Calif. camp in which you insisted that all officers be removed from the front rows has you now on the very thin line. We're for the GI's—but don't sell all the brass short. You've no doubt heard about a fellow named Wainwright. . . . FATHER FLANAGAN: Isn't "Boys Town" about to be sold to P & G with Spencer Tracy playing your role? . . . MIKE TODD: Hear you're going in the music publishing racket.

★ ★ ★

● ● ● MARTIN BLOCK: Here's one for the book. Al Jarvis coast record-spinner who sued you some time back over the title, "Make-Believe Ballroom," is now doing a thing over KFWB tagged "Can You Tie That?" which is a copy on Alan Courtney's "Audition Hall of the Air." Can you tie that! . . . FRANKIE CARLE: Al Rylander and Sammy Geisen have devised a musical quiz for you called "Take A Chance." . . . ED BEGLEY: The wags are saying that things are so tough with you that you're doubling as Carl Eastman's Chinese butler. . . . CHARLIE KENNY: "Amanda," which stars your wife, Joy Hathaway, is enjoying almost double the Hooper this year over last. . . . ARCH OBOLER: NBC's prestige dramatic series, "The World's Great Novels," preems tonite with Frank Papp directing. . . . LT. SEAMAN JACOBS: Nice job you and T/5 Lester Lewis are doing getting top-flight entertainment down at the pier to greet the incoming GI's from the battlefronts. . . . WM. GRIFFIN: Your columnist, Johnny Kane, has a new show on WBYN called "In Old N. Y. With Johnny Kane."

★ ★ ★

● ● ● RUDY VALLEE: Nice feud between you and Russell Birdwell since you walked out of the PRC picture on his book, "I Ring Doorbells." . . . EDW. G. ROBINSON: You've turned down three big radio commercials and we know the reason why. You won't take a set show until Vick Knight is out of the service and we don't blame you. . . . ROBERT INGER-SOL: What's the huddle between you and Henry Luce and how come? . . . BOB HOPE: Madeleine Carroll is expected back in Hollywood before the year is out—and will be put right to work. Red Skelton is another that Hollywood is expecting very soon. His radio show is already being set up. . . . BING CROSBY: Your sponsors may use an unknown singer on Kraft Music Hall if you don't return. . . . SIGMUND ROMBERG: Your pal, Oscar Hammerstein, was turned down when he tried to get Dinah Shore for the 'Julie' role in 'Showboat' which he will revive for Billy Rose. . . . MARK WARNOW: When Dick Todd was asked by the Treas. Dep't to do transcriptions, he said okay providing they used your music. He didn't know you were the Mr. Big with the Treas. Music Dep't. . . . MILTON BLOW: When is that musical show replacing "It Pays to be Ignorant"? . . . NORMAN CORWIN: Wasn't Harriet Van Horne's review on Oboler's book poetic justice? . . . IRVING BERLIN: England has made some terrific switches on your song titles, but what I like best is what they did with the trolley song. It's called: "Clang, Clang, Clang, Goes the Tram Car."

Ad Council To Direct Web Allocation Plans

(Continued from Page 1)

P. Ludlam, chief of the Domestic Radio Bureau.

James W. Young, chairman of the War Advertising Council, in a message to advertisers, pointed out that "sudden termination of the OWI Domestic Radio Bureau not only left certain war-related campaigns without adequate organized radio support, but threatened to put the industry into the same chaotic conditions which existed prior to the formation of the Radio Bureau." He explained that a number of Federal agencies, relying largely on radio support for orderly presentation of their several needs, approached the Council with the proposal that the machinery of the Bureau be kept intact under the former's auspices at least until the end of the Victory Loan.

Agencies whose information needs will be covered by the Council during the period, Sept. 15 to Dec. 8, are: the Treasury Department, Office of Price Administration, War Shipping Administration, U. S. Army, U. S. Public Health Service, American Red Cross, National War Fund and Department of Agriculture.

In carrying out the program, services of former staff members of the Domestic Bureau of OWI will be used, under the direction of Joseph A. Ecclestein, formerly head of the allocation division, assisted in Washington by Gordon Kinney, Lee House and Virginia Russel. In New York, Harold Rosenberg will assist, in Chicago, Mrs. L. S. Schwartz and in Hollywood, Robert Coleson.

W. E. Dividend

At a meeting of the directors of the Western Electric Company held yesterday, a dividend of 50 cents per share on its common stock was declared. The dividend is payable on Sept. 28, 1945 to stock of record at the close of business on Sept. 21, 1945.

Heatter Show Adds Stations

Twenty-seven new stations have been added to the Mutual web carrying the Gabriel Heatter show by Erwin, Wasey and Company in behalf of their clients, Kreml Hair Tonic and Shampoo and Forhan's Toothpaste.


Ave Maria Hour

WMCA — Sunday — 6:30

For 10 years the number one Religious drama of the Americas.

IT'S A DONALD PETERSON PRODUCTION

**RICHMOND
COVERAGE
AT
PETERSBURG
RATES**
WIRE or WRITE
WSSV
Petersburg, Virginia





...WMAQ at 12:00 NOON

The Fair Store, one of Chicago's most important department stores, having successfully used radio to sell their merchandise, recently decided to inaugurate a new campaign. They wished to make a deeper impression on the 2,855,700 families who comprise the second largest market in the United States and who spend over \$3,500,000,000 annually.

WMAQ has been carrying a campaign for the Fair Store since September of 1944. When they decided to put on this new and larger campaign it is of great significance that they again chose WMAQ—the Chicago station most people listen to most.

And so The Fair currently sponsors Moulton Kelsey Monday thru Friday at 12:00 noon and Greg Donovan at 5:00 pm with up-to-the-minute news. These two features are an integral part of WMAQ's program schedule which is the finest in the world.

WMAQ—morning, noon and night—reaches the people who listen and buy. Information concerning time availabilities furnished upon request.



The Chicago station most people listen to most

670 ON YOUR DIAL

Resume NABET-Network Negotiations Simultaneously With End Of Strike

(Continued from Page 1)

day afternoon at the Hotel Pennsylvania headquarters of the union.

Conference regarding negotiations was held last night and shortly adjourned to 11 a.m. this morning when they will be resumed in effort to affect a complete settlement of the points involved in the dispute. First bulletin to this effect was made over WJZ as the 7:30-7:45 p.m. AFL program speakers were about to sign off.

Not all of the 550 striking NABET members immediately returned to their stations, but a sufficient number to make possible smooth normal network operation. At 8 p.m. NBC had no difficulty in bringing in the Dinah Shore show from the Coast as originally scheduled. As fast as additional technicians were contacted they were informed to return to their jobs.

Strike lasted officially 25½ hours, from 6 p.m., EWT Wednesday night to 7:30 p.m. last night, and climaxed a hectic day for all concerned, particularly the network representatives. No additional word was issued by either network or the union after the terse statement covering all three was issued concerning Conciliator Mandelabum's fruitfull intervention. Both sides were pessimistic as to the outlook and both sides were adamant in their respective stands. Union wanted immediate contract negotiations resumed before returning the men to work, and the two networks insisted that the men return to work before negotiations would continue.

Negotiations to be resumed at 11 a.m. today will have as a major point, the consideration of an increase in wage scales of a possible 40 per cent minimum.

Attorneys Confer

Events during the day prior to the back to work decision were a continuous round of effort by attorneys for the networks to reach some sort of a conference which would result in the men going back to work, and negotiations resumed. Joe McDonald, for American arranged a confab of attorneys representing the webs and the union. Present were McDonald, Tom Dunn attorney for NABET and Charles F. Detmar of RCA-NBC;

Fair Play

Ironically, while Philadelphia was cut off from American web program service by the network engineers strike Wednesday night, WFIL broadcast a full employment day rally from Convention Hall. Originally scheduled as one of WFIL's regular public service pickups for rebroadcast at 11:45 p.m., WFIL aired it live at 8:30 p.m. carrying fervent speeches by the president of Philadelphia Industrial Union Council of the CIO and a local Congressional spokesman.

Harry Block, CIO local president called upon business to immediately provide work for the new peacetime jobless. Michael J. Bradley, Congressional representative, took industry to task for not fulfilling its post-war employment plans expediently. Thus while listeners were shut off from national network programs, local affiliate WFIL let the public listen to a CIO labor rally for full employment.

In New York, Democratic nominee for Mayor, Gen. William O'Dwyer, scheduled to be heard over WJZ 9:30-9:45 p.m. last night, was cancelled by ALP, the party refusing to broadcast while the strike was in progress.

On the other hand, the AFL, went through with its scheduled broadcast at 7:30-7:45 p.m. last night on WJZ with two talks titled, "White Collar Workers in the Post-War World." Howard Coughlin, regional director for white-collar organization of the AFL and Walter Collier, attorney and regional War Labor Board director, were heard.

this did not develop during the afternoon into a definite formula. Later in the day, a representative of the Conciliation Service of the Labor Dept. arrived and opened a confab at the NABET headquarters at the Pennsylvania Hotel.

NABET Stations

Although the two networks involved in the walkout managed to have fairly normal operations, not all stations were readily fed by the two webs. NABET out-of-town membership, apart from the network owned and operated stations, include 30 affiliated stations of the networks. This further complicated matters for the key stations seeking to feed them programs.

In all about 550 technicians were on strike, all but 150 being employed by NBC.

NBC Reviews Events

Yesterday morning NBC issued a long statement reviewing the events of the strike. Network stated it was a matter of regret the domestic service to the American people and international service for the government had been disrupted by the wild-

cat strike by members of NABET. . . Loss of service to millions of Americans and the lack of consideration for the hundreds of artists and other personnel of the company prevented from carrying out their normal work. . . is an attempt by the union to disrupt NBC operations in order to secure an unjustified wage increase. That the NABET demands were of such character, said NBC, "We will leave to any impartial body that will examine the facts."

Salary Status

NBC statement further said: "Late yesterday afternoon we urged the committee to abandon its ultimatum position and to secure from their members authority to bargain collectively with us. We felt that we could reach an agreement satisfactory to both sides by that procedure. We urged that failing to agree on further negotiations on any other basis than the terms of the ultimatum, both sides should submit to arbitration. In the present contract with us under which we both have been operating, the union agreed to arbitration as a principle should disputes arise.

"The members of NABET are currently receiving from NBC an average of \$3,600 a year and under the terms of the old contract received regular annual merit and seniority increases. Salaries currently being paid to NABET members by the National Broadcasting Company range from \$230.00 to \$482.75 a month. In addition they also received pension, vacation and sick leave benefits.

"We advised the members of NABET that we were willing to give every consideration to reasonable increases under the terms of a new contract and were proceeding in good faith to work out a fair agreement when the committee sent its telegram calling for a strike vote under the terms of the Smith-Connally Act which provides for 30 days notice to the company.

"Fifteen minutes after receipt of this telegram all NABET engineers of the NBC left their posts without warning and without notice. The NABET negotiation committee states that this action was not authorized.

No Platter Angle

"We are now operating the NBC network as best we can. We have asked for mediation and arbitration. We believe that this strike is a threat not only to the NBC but to the entire American public under the intolerable idea that force and undemocratic methods should replace all our ideas of fair bargaining and replace all of our government agencies and laws designed to prevent labor disputes. The NABET union members stand self convicted as being completely unwilling to negotiate under any other than a dictatorial ultimatum and a desertion of their duties without notice. . . .

"The statement of Mr. Powley, president of NABET, is completely in-

AGENCIES

GEORGE H. Plagens, sales promotion copy chief of the Columbia Pacific Network, left CBS Aug. 17 to join the advertising department of Capitol Records, Inc. of Hollywood. John Asher, present sales promotion production manager, moves up to take Plagens' place as copy chief while Leslie Ecklund, also of the sales promotion department, will take over Asher's duties.

JAY GARRON, formerly with the Ray-Tele agency free lance radio actor has joined the staff of Pa Roberts Theatrical representatives.

error as to the position of NBC in respect to the committee as the negotiating agent for the union. The NABET union has resented our negotiations with the members of the American Federation of Musicians in which a jurisdictional dispute arose. This matter was settled by the National Labor Relations Board and subsequent court decision.

"This question was not an issue in the current demands of NABET for salary increases of from 40 to 60 per cent. References to the so-called platter-turner dispute, in which no NABET member was ever threatened with a loss of job or earnings, is an attempt to justify the unwarranted action of the NABET members in leaving their positions without notice."

Woods Wires Powley

About the same time that NBC issued its statement, Mark Woods, president of American sent a wire to Powley by way of answering NABET's position that the men would not go back to work until "contract negotiations" were resumed. This wire read: "In reply to your attorney's telegram of this morning our position on the unauthorized strike of NABET members is the same as outlined to you at our meeting last (Wed.) night, namely we will resume negotiations of all terms and working conditions including wages when and only when members return to work. Your assertion that we refused to continue negotiations in good faith are flagrant misstatements of facts.

"As you know we have continually offered to resume negotiations immediately if you will end this illegal walkout."

Exclusive!
CHI' BEARS
'45 FOOTBALL
W-I-N-D
CHICAGO
560 Kc. 50000 WATTS

You are in GOOD COMPANY when you advertise on . . .

KMPC
LOS ANGELES
710 Kc.-10000 WATTS
THE WEST'S GREATEST INDEPENDENT
NATIONAL SALES REPRESENTATIVE • PAUL H. RAYNER COMPANY

Winter Meeting Planned For January

(Continued from Page 1)

own by electronic manufacturers, Content, said.

General committee for the coming winter meeting is composed of Austin Wiley, Howard Frazier, William B. Edge, Stuart L. Bailey, George W. Wiley and Elizabeth Lehman. Subcommittee chairman in charge of the various activities are Frank Marx, arrangements; C. M. (Buck) Lewis, banquet; H. F. (Hank) Scarr, Exhibits; Raymond F. Guy, Finance; Bill Whitmore, Publicity; A. E. Haron, Papers; Dorman D. Israel, Printed Program; Harold P. Westman, Registration; Don H. Miller, Social Features; George B. Hoadley, Actions Committee Activities; William H. Crew, Technical Committees Activities; Philip F. Siling, Hospitalities; Helen M. Stote, Women's Activities, and George T. Royden, Standings Committees Activities.

Inaugurates G.I. Series

A special program for discharged servicemen has been inaugurated by the United Press. The UP wire is carrying a series of 13 five-minute strips on the G.I. Bill of Rights and veterans affairs. The special feature, titled "The Veteran and His Problems" will be written by Frank Peazer, Washington reporter and veteran.

Send Birthday Greetings To

September 14

Gene Thomas Ann Barbinel
William Meikle Christy
Mose Gumble Edna Whittington
Harry Salter Richard Herbert

September 15

Robert Benchley Phil Brito
John Conte William Hard
Lee Meyers Jack Robbins
T. F. Seawell James Wallington

September 16

Mary Hunter Andy Russell
James W. Ingoldsby

WANTED

An experienced sales manager for a growing Regional Network. Agency and general radio experience necessary. Excellent opportunity for hard-worker. Salary and commission. Send full details, reference and photo. Write Radio Daily, Box 214, 1501 Broadway, New York 18, N. Y. Replies confidential.

'Illegal Lease Pacts' Bring License Denial

(Continued from Page 1)


Corp. and the Churchill Tabernacle. These included terms under which the applicant corporation "could not voluntarily or involuntarily assign, transfer, surrender or otherwise dispose of its license without the written consent of the Tabernacle" and in the event the applicant corporation should fail to carry out its obligations under the contract, all the right, time and interest in said property both real and personal, including the license for the operation of station WKBW, would revert to the Churchill Association.

In addition, a clause reserving certain specified hours of broadcast time over one of the stations for the "sole, exclusive and absolute disposition" of the Churchill Tabernacle prohibited the applicant from using these hours for the broadcasting of any other program which it may deem of greater public interest. The Commission, in its proposed findings, found that "the applicant has thus divested itself of its right, power and duty to exercise full and complete control over its stations during all of the hours for which it is seeking a license to operate and has rendered itself incapable of assuming the complete and ultimate responsibility of operation in the public interest imposed by the Communications Act."

The Commission will however, permit the licensee the re-licensing to it of one of the stations, provided it is shown that no further effort is to be given the illegal agreement between the station and the Churchill Tabernacle. While the second station can not be re-licensed to the Buffalo Broadcasting Corp. because of the duopoly rule, the Commission will permit it to apply for a transfer of the station.

New Tele Series

Milton Bacon, CBS' story teller of Americana, inaugurated a twice a week series of television programs over WCBW on Tuesday. He illustrates his tales with films, photographs, maps and drawings.



DR. WALDO E. STEVENS
Widely traveled author, lecturer and authority on international affairs, is weekly WKY feature with news commentary.

WKY
OKLAHOMA CITY
The Katz Agency Representative

Freedom Of Speech Issue Endorsed By Editors

(Continued from Page 1)

Constitution, have endorsed his resolution urging that United States delegates at all future peace conferences advocate and urge the adoption of freedom of religion, freedom of speech, and freedom of the press, by all nations with whom we have dealings.

"With the coming of peace," McDonough declared, "no single factor is of greater importance to the preservation and maintenance of world peace than a free uncensored international press which can gather facts and present the truth so that the peoples of the world can co-operate with mutual trust and enlightened understanding."

New Promotion Manager

Chicago—William W. Wilson, Jr., has been appointed sales promotion manager of the central division of the American Broadcasting Company, E. R. Borroff, vice-president of the Central division, has announced. Wilson, former assistant to the sales manager of the National Gypsum Company, Chicago, replaces Karl Sutphin, who left for Army service in May.

New BBC Director Meets N. Y. Press

(Continued from Page 1)


Britain. He said that British people were intensely interested in programs originating here and singled out "Trans-Atlantic Quiz" as a program that enjoyed a high rating abroad.

Dwelling upon the wartime co-operation between BBC and the American network, Brewer said it was the earnest wish of BBC to continue this spirit of co-operation. He indicated that the interchange of programs would continue and forecast post-war innovations in programming.

The new director for BBC expects to make a tour of 20 American cities in the near future for the purpose of getting better acquainted with the American radio picture. This is his first visit to the United States in 10 years.

Jack Owens Returns To Radio

Jack Owens, singer heard on the "Breakfast Club" and the "Tin Pan Alley" shows, resumes radio work in Chicago next Monday after having been ill since June with rheumatic fever.

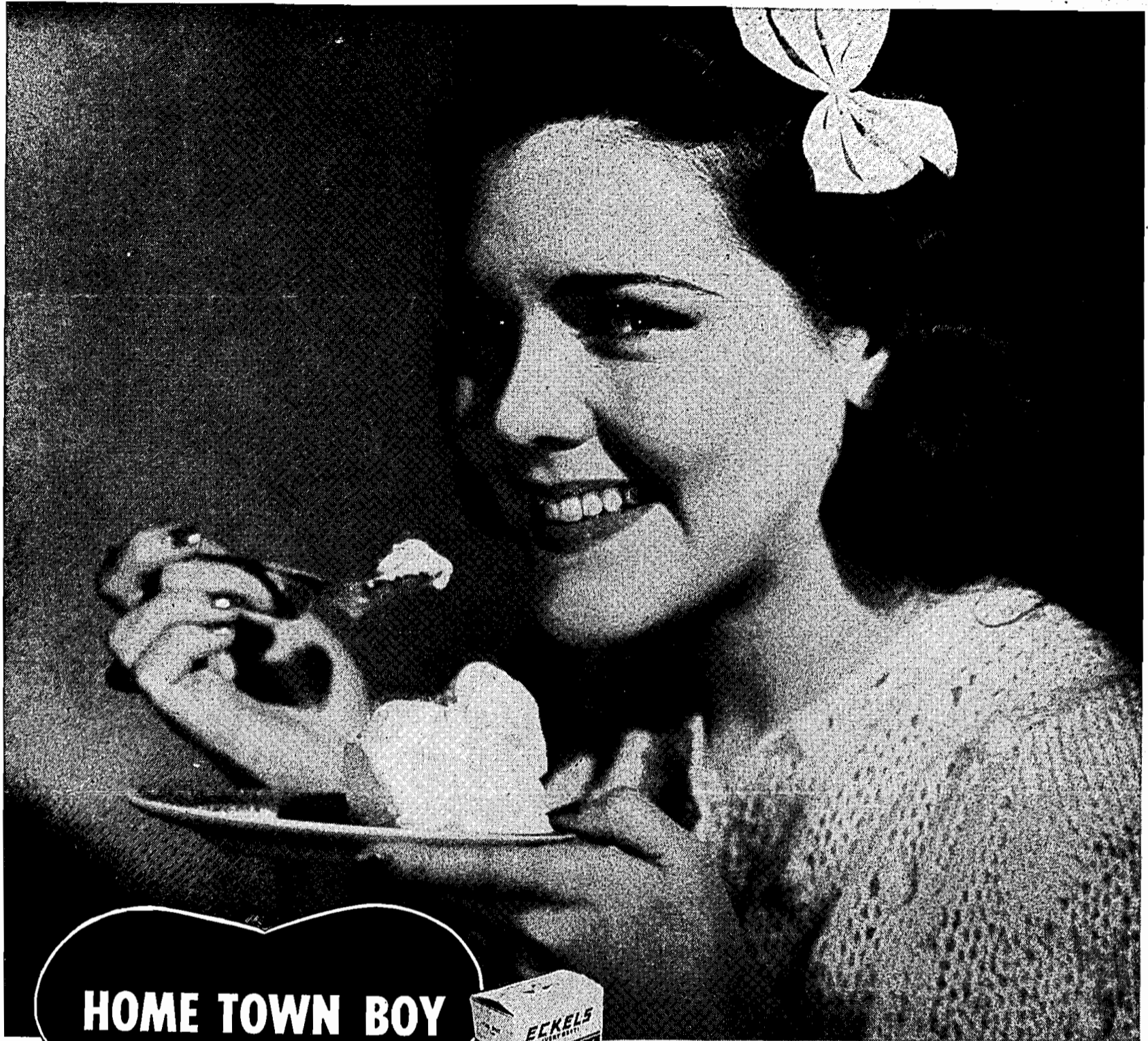


KCMC
TEXARKANA
U.S.A.
• AMERICAN
• MUTUAL
1230 Kc.

POST WAR TEXARKANA IS READY

Agriculture, oil, dairying, stock raising, fruit growing and manufacturing all contribute toward a balanced and prosperous postwar Texarkana. Reach this vast market of over 359,000 people via KCMC.

For availabilities, write Frank O. Myers, KCMC, Inc., Texarkana, U. S. A.



**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 — AMERICAN BROADCASTING CO. ■ NATIONAL REPRESENTATIVE — JOHN BLAIR & CO.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 32, NO. 53

NEW YORK, N. Y., MONDAY, SEPTEMBER 17, 1945

TEN CENTS

Time Sales Up 25% In '44

Porter Pays Tribute At Debut Of 5th Web

Washington Bureau, RADIO DAILY

Washington—American radio supremacy is augmented by the inauguration of a fifth national network, FCC chairman Paul Porter said yesterday in the Associated Broadcasting Corporation's initial program from WWDC, Washington.

Formation of a new network at this time, Porter said, "is consistent with our spirit of progress. It is a symbol of the American determination to face the post-war period, not timidly, but with the courage to push on to new goals of achievement. Coming as (Continued on Page 7)

New Eddie Cantor Show Returning To NBC, Sept. 26

Thelma Carpenter, comedienne, Bert Gordon, Harry Von Zell and Leonard Sues and his orchestra will be featured with Eddie Cantor when the Cantor show returns to the air on NBC, Wednesday, Sept. 26, at 9 p.m. New Cantor show written by Izzy Ellinson, Bobby O'Brien, Leonard Soll and Joan Quillan will put more emphasis on plot than in previous seasons.

Unit Liquidating The OWI Will Be Headed By Kuhn

Ferdinand Kuhn, Jr., a veteran of 13 years with the New York Times and for the past two and a half years deputy director of the Office of War Information, has been named head of the Interim International Information Service, the temporary unit within the Department of State which will (Continued on Page 7)

Oboler Fantasy

Arch Oboler's "Rocket From Manhattan," an adventure-fantasy which occurs in the year 2000, will be aired on WOR-Mutual, Thursday, from 10 to 10:30 p.m. Story concerns people who journey to the moon, but find when they return that the power which propelled them has strangely affected the earth. Jack Meakin wrote a special score, and will conduct.

Recognition

Helen Hayes is wearing a new gold button which marks her as a lifelong, honorary member of the U. S. Cadet Nursing Corps. Special citation commended "her generous personal effort" in recruiting for the Corps, in which Miss Hayes is the first civilian to receive honorary membership.

NABET-Web Meetings On Strike Issue Held

Preliminary discussions were held Friday by officials of NABET and executives of the NBC and American Network in an effort to iron out differences on matter of wage scales, contracts, status of television engineers and whether or not platter-turners are included in the union's jurisdiction. The meeting followed the return to work of the striking NABET engineers who went out at 6 p.m., Wednesday and returned to (Continued on Page 7)

Associated Makes Deal With BBC For Program

Deal between BBC and the Associated Broadcasting Company has been worked out whereby the new web will carry a 15-minute sustaining program entitled, "Radio Newsreel," Mondays through Fridays from 7:30 to 7:45 p.m., EWT. Schedule will become effective today, September 17. On Sunday, opening day of the network, BBC contributed a half hour program.

Radio's 25th Anniversary To Be Celebrated In Nov.

The week of November 4th has been set aside by the radio industry in celebration of its twenty-fifth anniversary, J. Harold Ryan, president of NAB, announced Friday.

Plans for nation-wide observance of the anniversary week were discussed and approved by the NAB public relations committee and network representatives at a meeting last week. The web executives par-

Net Revenue Of Industry \$246,339,532 Apart From Talent Sales-Other Items Which Showed Increase Of 47%

Washington Bureau, RADIO DAILY

Washington—Net time sale revenues of \$246,339,532 were reported by the four major and five regional networks and 875 standard stations in the United States, Hawaii, Alaska and Puerto Rico for 1944, as compared with \$195,704,153 reported by nine networks and 841 stations for the previous year, or an increase of 25.87 per cent, the FCC reveals.

In addition, these networks and stations received \$28,959,079 in 1944 from the sale of talent and other in- (Continued on Page 7)

BMB's Board Meeting Acts On Resolutions

Discontinuing use of the term, "circulation," and adopting "BMB Index of Station Audience," as the official name for the measurements it will conduct, the Broadcast Measurement Bureau board of directors' meeting, held Friday under the chairmanship of J. Harold Ryan, was in accord on approving the resolutions submitted by the various advisory committee (Continued on Page 6)

Discuss Time Allocations For Gov't Announcements

Plans for allocation of broadcast time for government announcements on local stations comparable to the system announced Thursday for network allocations, were under discussion at meetings, in Washington (Continued on Page 7)

Trade Shows In Prospect After First Of New Year

With the prospects of the Office of Defense Transportation easing the ban on conventions both the Television Broadcasters Association and FM Broadcasters, Inc., may hold winter (Continued on Page 7)

Public Service Plan Mapped By Ad Council

The War Advertising Council has announced the development of a new public service program for American business, predicated on the idea that "in peace, as in war, the informed and intelligent co-operation of the people is the priceless ingredient of a working democracy."

The program has for its goal the (Continued on Page 6)

News Programs Set By West Coast Sponsors

Hollywood—Three sales and one renewal of news programs on NBC's Pacific coast network, was announced by Joe Alvin head of news and special events. Grove Laboratories (Continued on Page 6)

Departure

A departure from the usual debate format on "America's Town Meeting" will be heard over the American web on Thursday when Raymond Swing, Hanson Baldwin, Sen. Owen Brewster and another, as yet unnamed, speaker take part in a roundtable discussion on the question "Who Should Control The Atomic Bomb?" George V. Denny, regular moderator, will direct.



★ THE WEEK IN RADIO ★

NABET Strike Highlights Week

By MILDRED O'NEILL

Vol. 32, No. 53 Mon., Sept. 17, 1945 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher
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FINANCIAL

(Sept. 14)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., CBS A, Crosley Corp., Farnsworth T. & R., Gen. Electric, Philco, RCA Common, RCA First Pfd., Stewart-Warner, Westinghouse, Zenith Radio.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Nat. Union Radio, Du Mont Lab., Stromberg-Carlson.

20 YEARS AGO TODAY

(September 17, 1925)

WNYC's Sunday night listeners may be glad to hear that although the Brooklyn Mark Strand has gone off the air for the time, not all of its artists have quit the microphone. WMCA's Lullaby Lady is Rosalie Erck, a Brooklyn girl who was one of the popular soloists of those Sunday night concerts.

WITHOUT any advance notice whatsoever, NBC and the American Broadcasting Company found a wild-cat strike on their hands at 6 p.m. Wednesday evening by engineers, members of NABET. This took place one hour and twenty minutes after the networks had received a wire from the union president announcing a strike in 30 days. Upon quitting transmitters, technicians left them open. Both WEA and WJZ aired announcements of the situation. Thousands of dollars are involved in rebates that will have to be made to clients for the loss of air time.

Strike which lasted officially over 25 hours ended at 7:30 p.m., EWT, Thursday night upon announcement that a new contract of wage scales would be negotiated. Though not all of the 550 NABET members immediately returned to their posts, normal network operation went into effect from that time on. Negotiations on the new contract were still going on Friday, with the major consideration a 40 per cent minimum increase. WOR offered its facilities for the dissemination of strike news on the opening day of the strike.

Leonard A. Versluis, president of Associated Broadcasting Corporation reviewed plans for the new network which started on a full-time schedule Sept. 16. Versluis' statement clarified the New York and Chicago setup which involves WMCA and WOV here and WJJD and WIND in Chicago.

Justice McNally's opinion of last week on the question of examination before trial of Donald Flamm by E. J. Noble's attorneys in the WMCA sale matter was revealed. The justice denied the motion for examination on the basis that "it is the plaintiff's burden to establish reliance upon acts and misrepresentations complained of."

Formal adoption of FM rules was announced by the FCC. FCC verified an indication of its August 24 memorandum—that no limit would be placed on the extent FM broadcasters may air the same programs as AM broadcasters. New list of new band assignments for present FM operators or permit holders was also released.

War Advertising Council announced

that following liquidation of OWI, it will administer network allocation, national spot and special assignment plans at least through the coming Victory Loan.

American broadcasters and trade paper publishers returned over the week-end from a four-week tour of the European theater of operations. It was announced that the opening luncheon, session, October 4, of the Radio Executives Club of New York will host the group. Luncheon which starts the 1945-46 season of the club will also serve to introduce Justice Justin Miller, new NAB president, to New York.

RADIO DAILY's survey of the Chicago area revealed that the end of the war has had no effect on listeners' interest in news and commenting programs, but brought about a decline in service shows and a slanting toward reconversion and youth programming.

New agreement between the American Broadcasting Company and Du Mont television has been revealed, whereby American will do two half-hour tele shows weekly over WABD beginning October 2. Deal involves a 13-week contract.

BMB Advisory Committee held a series of meetings by way of summarizing its recommendations on policy. A schedule of assessment fees on network subscriptions was approved and current expenses and the third quarter budget reviewed.

Gleason Leaves American; Completing Book On Jazz

Ralph J. Gleason, has resigned as trade-news editor of the American Broadcasting Co. effective immediately. Gleason is currently completing a book in collaboration with Edward Rice, Jr. of "Look" magazine, which is scheduled for spring publication by Duell, Sloan & Pearce. Titled, "The Jazz Story," the book is a documentary history of jazz in pictures.

Otis Addresses Group

Lee Otis, Columbia Broadcasting System's day news editor, delivered an address before the Rotarian Club, Elizabethtown, Pa., last Friday.



New type lifebelt

Here's a close-up of that air-inflated lifebelt you've been hearing so much about. See that small cylinder? It's the same type of charger used to charge soda water for your highball. These belts can keep a man afloat until he's picked up... but if the charge should leak out it can be blown up with lung power.

Quite a development. It works fast... and is dependable.

If you're looking for an emergency belt operation for pre-testing a copy appeal... that works fast and is dependable—we've got just the thing for you.

It's a radio station in the country's sixth largest city. It's the successful independent station that delivers more listeners-per-dollar-spent than any other station in town.

Most time buyers will recognize that this advertisement could only be signed by one station... but in case you haven't heard... it's W-I-T-H in Baltimore.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

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

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.

1939 — \$3,292 PER FAMILY

1940 — \$3,727 PER FAMILY

1941 — \$5,206 PER FAMILY

1942 — \$5,718 PER FAMILY

1943 — \$7,595 PER FAMILY

In 1944 — \$7,607 per Family



It's not a post-war dream. It happened in 1944!
In that year, Hartford families averaged \$7,607 in Effective Buying Income, 92% ahead of the average for the nation.

In the same year, Connecticut led all 48 states with \$5,920 in Effective Buying Income per family.

Hartford, and its trading area of 26 smaller towns, is Connecticut's Major Market. You can sell in this market quickly, effectively and economically with radio advertising on WDRC, Basic Columbia Station for Connecticut.

CONNECT IN CONNECTICUT BY USING WDRC!

FREE LITERATURE—Write Wm. F. Malo, Commercial Manager, WDRC, Hartford 4, Connecticut, for literature on programs available for sponsorship, and new Market Study of WDRC's Primary Area.



WDRC

HARTFORD 4 CONNECTICUT

W D R C - F M

BASIC CBS
Connecticut's
Pioneer
Broadcaster

AGENCIES

ADVERTISING CLUB OF NEW YORK, announces its 22nd Annual Advertising and Selling Course, opening October 8th, containing 32 lectures. Lectures will be followed by clinics on six different subjects: Copy, Sales Promotion, Radio and Television Production, Advertising Production, Export Advertising and Sales Training.

FRED NAHAS, Houston public relations man, has been appointed general manager of the Industrial Music, Inc., newly formed music distributing firm with offices in the Cotton Building, Houston, Texas. Ted Taylor is president of the new distributing organization.

WILLIAM MORRIS agency is representing Lee Wallace Teleshows, producers of package shows for television. Material includes consumer quiz shows, human interest and headline dramas, and one-minute time and weather announcements which are at present available for sponsorship. Bob Emery is directing Wallace dramatic programs.



Notes From An Aisle Seat . . . !

● ● ● U. S. Navy, supposed to start a 26-week series on the American net last week tagged "Fast Carrier Task Force," cancelled out and is giving up the U.S.N. Radio Production unit in Hollywood. . . . Mayor LaGuardia will get 75 G's per annum for the show—but it'll be a co-op deal. . . . Sgt. Bob Eberle replaces Johnny Johnston tonite on the Chesterfield show and will fill in for the two weeks until Perry Como returns. . . . Hires show dropping its guestar policy. . . . Is Roma Wine going to the Peck agency? It would seem so with Cy Hess, former director of advertising for Schenley, now a V.P. with Peck. . . . Chet Cheek, formerly with Standard Oil, now with WOREcording, thanx to Pete Maddox and Harry Lockwood. Good luck, Chet. . . . Lew Parker starts rehearsals today in the new Dick Kollmar musical. . . . Jackson Beck narrating "CMH" . . . Lee Wallace landed his first running part in "Front Page Farrell" . . . Nancy Sheridan taking over the lead on "Valiant Lady" . . . Geo. Schreier has resigned as a flack with American press dep't to take over publicity for the Scholastic Sports Institute. . . . Wally Gould up with a new quizzer called "Mixed Doubles" and using a tennis format. Trying to snare Bill Tilden as emcee. . . . Washington is giggling because while there was a big drive on to get that post for Chester Bowles, his ex-ad agency partner, Harvey Benton, wound up with it. . . . T/Sgt. Howard Reilly in town, 50 lbs. lighter, and looking slightly terrific. . . . Bob Taplinger will be out of the Navy this week. . . . Earl Wilson now drawing 50 G's annually from the Post Syndicate.



● ● ● Here's the kind of story we love to run. Everybody in radio knows "Uncle Jim" and Marion Harkins, famous vaude team of two decades ago. Jim has long been associated with the Fred Allen show. But what we never knew 'til now was that their 19-year-old daughter, Mary, a page girl up at NBC, had an out-of-the-world singing voice. It all came about when she asked Jerry Jerome's pianist, Bill Clifton, for an audition. Clifton did a rave on her voice and had Ross Fillian, producer of "Atlantic Spotlight" give a listen. Result: Mary has been inked in for a guest shot on "Spotlight" Oct. 6th.



● ● ● Memos of a Midniter: Prettiest wife in radio, in our opinion (lovelier today than she was 12 years ago as a film star) is Mrs. Stu Erwin—better known as June Collyer, a regular Collyer ad girl. . . . Wonder if you could call Shep Fields' crew—over-saxed. . . . Or say that John Vandercook is talking through his beard. . . . Irv Cahn evidently didn't care much for "Mr. Strauss Goes to Boston." He says it should've stood in Bedford. . . . In response to our item the other day about it being too bad Mutual didn't have a lend-lease deal on with American so that the Guild airer could stem from the Guild Theater, Ed Kobak phones that he and Nick Pricaulx, of American, did try to work something out but the program skeds utilizing audionces couldn't be ironed out. . . . Gary Stevens wonders if you'd call one of those heavily-in-debt guys a 'radiowe star' . . . Add mad ideas for a guest shot: Carl Brisson, the male Hildegarde, and Hildegarde, the female Carl Brisson, on the same show and driving the engineer crazy with their prancing around. . . . Wonder if anybody knows Baukhage's first name. . . . Joan Davis is just as sparkling in her newspaper column as she is on the air. She describes Hollywood as a place where the most important Factor is Max and where a gal with one good figure can make four good figures wookly. She also says the only difference between a B'way wolf and a Hollywood wolf is three thousand mtlos.



● ● ● Radiokays: Ed Sullivan's Harvest Moon champs at Loew's State, which is tying up traffic for blocks. . . . Frankie (The Voice) Gallop's high-class intoning on the Helen Hayes stanzas. . . . The nitely airings over WHN from Roosevelt Raceway.

Program Parade . . .

INFORMATION PLEASE—WEAF-NBC.

Monday, 9:30-10 p.m., EWT. Socony-Vacuum Oil Co. Back from a tour abroad where they entertained servicemen and women, the three musketeers returned to their commercial biz Monday night in a session that was probably not their best show and maybe not their worst. Just an "Info. Please" program with no special brilliancy attached. Fred Allen and Moss Hart were the guests. Otherwise the cast is the same. Folks sounded a little sleepy, perhaps a few shows will pep them up.



"THE NEBBS"—WOR-MBS. Sun. 4:30-5 p.m., EWT. Knox Company. Premiere of this half-hour dramatization of the comic strip of the same title finds Gene and Kathleen Lockhart as "Pop" and "Mom" and once again Pop is in there pitching for a fall. Despite the obvious angles, the script was well done and there were numerous laughs en route. In this instance the timid father undertook to lead the Boy Ranger troupe for a night in a nearby woodlot, gets lost immediately, but searching parties find him and he laughs last, having found a lost necklace for a \$100 reward.

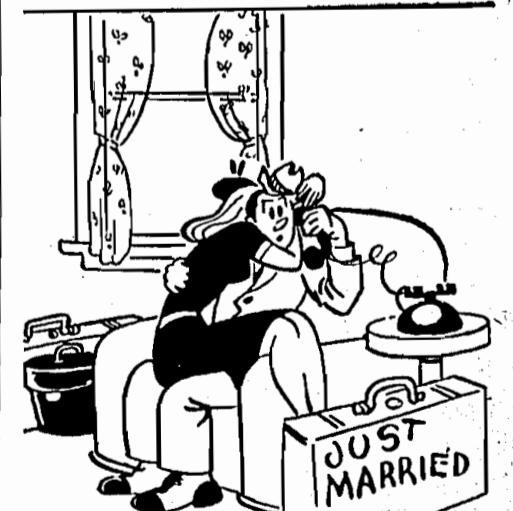


TRUTH OR CONSEQUENCES—WEAF-NBC.

Sat. 8:30-9 p.m., EWT. Procter & Gamble. (Duz). Resuming his series from the Coast, Ralph Edwards revealed a smart piece of showmanship in running off the beaten path of his zany antics to come up with a strong human-interest item. Thus the body of the show included a three-way hookup. Soldier in the Pacific—his wife and kids in the Middle West—and of course Edwards in Hollywood. Good drama, bringing home the fact that the war is not over for everyone. A part from this Edwards' program did okay for P&G in its usual manner.

Valentine Guest Of Hildegarde

Lewis J. Valentine, retired Police Commissioner of New York, will appear tomorrow on Hildegarde's "Raleigh Room" program on NBC. Lou Holtz also will guest on the show.



"Sure I know WFDF Flint needs me—but I gotta write my own continuity for this one."

BALTIMORE'S
Listening Habit

W
C
B
M

MUTUAL BROADCASTING SYSTEM

JOHN ELMER President
GEORGE H. ROEDER General Manager

FREE & PETERS, Inc.
Exclusive National Representatives

WTAM ... of the PEOPLE

... by the PEOPLE ... for the PEOPLE

WTAM is close to the people. About twenty five per cent of its time is given to *public service* features. Clubs, community gardens, churches, schools and civic projects look immediately to WTAM for cooperation . . . and *get* it. It is this close and constant association with the PEOPLE that gives WTAM a greater percentage of listeners than any other Cleveland station, ***MORNING . . . AFTERNOON and EVENING.**

**Hooper Listening Index . . . June-July 1945*



FIRST in CLEVELAND

WTAM 

50,000 watts

Represented by NBC SPOT SALES

SALT and PEANUTS . . . down to earth daily on WTAM. Personal appearances nightly over WTAM's primary area



LEE GORDON, TOM MANNING and CHET ZOHN of WTAM "front" for Ringling Bros. calliope



Cited for "courtesy" by WTAM, Mrs. CLARA FIELDS wins "Truth or Consequences" Award



Sound effects from IN ANOTHER WORLD . . . drama series by Western Reserve students

Public Service Plan Mapped By Ad Council

(Continued from Page 1)

use of at least 30 million dollars worth of advertising a year to help create public understanding of important national problems.

In a detailed presentation of the plan, entitled "From War to Peace,—the New Challenge to Business and Advertising"—the Council referred to business' contribution of more than one billion dollars worth of advertising in support of home front information campaigns, and the enlistment of the vast news facilities of newspapers, magazines and radio, as measures which "enabled this nation to fight through our first global war with a minimum of compulsion."

The Council pointed out that "the government owns no newspapers, operates no domestic radio stations, produces no motion pictures, and has no regular advertising budget," therefore making it obvious "that business provided the entire power for the wartime information mechanism and circulated millions of war messages, through every medium of mass communication, to every nook and cranny in the land."

The need for an organized method of harnessing advertising power in the public interest did not end with the termination of the war, Council officials declared. On the other hand, it was pointed out that "many reconstruction and post-war problems will be as serious as those faced during the war, and the future welfare of business and advertising is interlocked with the future welfare of the American people."

Highlights of the new program are involved mainly with two points: (1) Projects selected for advertising treatment must be truly in the public interest, and not solely in the interest of any one group. (2) There must be adequate checks and balances, to prevent misuse of power. Future campaign will deal with problems growing out of an act of Congress requiring public understanding or action, or those certified by a three-quarters vote of an advisory committee selected to represent the people.

Advertising space and time required for chosen programs, and the creative work to complement them, will be secured as it was in wartime, —on a voluntary basis. The peacetime Council will be financed by all branches of the advertising field.

Directors of the organization are considering changing the name to "Advertising Council."

Gets Bendix Post

Jack T. Dalton has been named manager of distribution for radio and television of the Bendix Aviation Corporation's Radio division, it was announced Friday. Dalton was formerly district manager for Bendix in the metropolitan New York territory. W. H. Autenrieth has been named district manager for metropolitan New York.

FM Assignments By FCC Announced In Washington

Washington Bureau, RADIO DAILY

Washington—In announcing formal adoption of its FM rules, the FCC released frequency and power assignments for existing FM broadcast stations and outstanding construction permits. They are as follows:

City	Call Letters	Channel Number	Radiated Power (KW)	Antenna Height	Frequency Power
Baton Rouge, La.	WBRL	41	20	500	96.1
Binghamton	WNBF-FM	44	10.5	657	96.7
Boston	WBZ-FM	39	20	455X	96.7
Chicago	WBBM-FM	57	10	668	99.3
Chicago	WDLM	59	20	479X	99.7
Chicago	WEHS	61	12	616	100.1
Chicago	WGNB	55	20	472X	98.9
Chicago	WWZR	55	12	611	98.5
Columbus	WELD	53	20	341X	94.5
Detroit	WENA	45	10.5	663	98.9
Detroit	WLOU	43	20	362X	96.5
Evansville	WMLL	44	20	281X	94.7
Fort Wayne	WOWO-FM	40	20	300X	95.9
Hartford	WDRC-FM	32	7.9	758	94.3
Hartford	WTIC-FM	28	9.5	673	93.5
Indianapolis	WABW	35	20	290X	94.9
Kansas City	KOZY	60	20	500	99.9
Kansas City	KMBC-FM	50	20	500	97.9
Milwaukee	WMFM	22	20	310X	92.3
Nashville	WSM-FM	62	8.5	720	100.1
Philadelphia	KYW-FM	26	20	382X	93.1
Philadelphia	WCAU-FM	38	20	366X	95.5
Philadelphia	WFIL-FM	32	20	464X	94.3
Philadelphia	WIP-FM	30	18	520	93.9
Philadelphia	WIEG-FM	36	20	358X	95.1
Philadelphia	WPEN-FM	40	20	455X	95.9
Pittsburgh	KDKA-FM	31	6.5	783	94.1
Pittsburgh	WTNT	33	20	500	94.5
Rochester	WHEF	53	20	387X	98.5
Rochester	WHFM	55	20	261X	98.9
Salt Lake City	KSL-FM	61	8.5	720	100.1
Schenectady	WGFM	37	6	805	95.3
Schenectady	WBCA	39	6	805	95.7
South Bend	WSBF	67	20	312X	101.3
Springfield, Mass.	WBZA-FM	56	20	500	99.1
Superior, Wis.	WDUL	22	20	500	92.3
Worcester, Mass.	WTAG-FM	71	20	477X	102.1
Worcester, Mass.	WGTR	69	9.5	680	101.7
Alpine, N. J.	WFMN	65	6.0	795	100.9
New York, N. Y.	WQXQ	63	11.5	632	100.5
New York, N. Y.	WABF	53	15	567	98.5
New York, N. Y.	WGYN	61	4.0	905	100.1
New York, N. Y.	WFGG	59	7.2	747	99.7
New York, N. Y.	WHNF	57	20	455X	99.3
New York, N. Y.	WNYC-FM	51	15	560	98.1
New York, N. Y.	WBAM	45	15	559	96.9
New York, N. Y.	WABC-FM	47	5	850	97.3
New York, N. Y.	WEAF-FM	49	1.6	1258	97.7
Jersey City, N. J.	WAAW	41	13.5	590	96.1

Rural stations. (Located at present sites).

City	Call Letters	Channel Number	Radiated Power (KW)	Antenna Height	Frequency Power
Mt. Washington, N. H.	WMTW	50	10	97.9
Winston-Salem, N. C.	WMIT	47	200	97.3

The following metropolitan stations may operate from their present sites with the power indicated below until such time as the Commission considers all of the applications in the Los Angeles area:

City	Call Letters	Channel Number	Radiated Power (KW)	Antenna Height	Frequency Power
Los Angeles, Calif.	WMTW	50	4.8	870	99.7
Los Angeles, Calif.	WMIT	47	4.8	870	100.1

This antenna height is based upon previously authorized antenna constructions, and a minimum antenna height of 500 feet above average elevation will be required in the future unless a showing is made to the contrary that such an antenna height is not feasible.

Assembly Lines Roll

Representing a gain of nearly three weeks on the earlier hopes to be in production by October, the first home radio receiver since April, 1942 rolled off the Stromberg-Carlson assembly lines inaugurating a production schedule three times greater than that of any previous year. Two assembly lines are now in operation and it is expected that several more will be added by October 1.

Radio Stock Offered

Initial financing in behalf of the Hamilton Radio Corporation, manufacturers of radio receiving sets and radio-phonograph combinations, was undertaken with the offering to the public by a banking group headed by Van Alstyne, Noel & Co., of 100,000 shares of common stock at \$5.75 a share. Net proceeds, approximately \$454,000, will augment working capital.

BMB's Board Meeting Acts On Resolutions

(Continued from Page 1)

meetings held last week. Meeting was held in New York.

As the availability of network data will change the character of BMB service from annual reporting to almost daily servicing; thus maintaining high interest in these projects at all times, the plan submitted for network participation was unanimously adopted so that advertiser and agencies should be able to obtain net unduplicated figures in this form to evaluate station combinations.

Other Resolutions

Inasmuch as county and city index figures are the ultimate objective of BMB measurement, the board approved a classification of measurement that, subject to validation by statistical analysis now in progress, BMB confine its publication of county and city reports to index figures without classification by audience levels. Any subscriber electing to classify BMB figures by audience levels will be instructed by BMB rules to include index figures with a clearly stated and prominently displayed description of the terms used and the levels selected for the classification of the index.

Realizing the need for advance notice to subscribers on matters to be covered in BMB rules and regulations, it was resolved that no subscriber become a party to any survey purporting to incorporate the method of the bureau unless actually conducted by them. Further resolution included the adoption of a policy of reciprocal co-operation between BMB and Canadian BBM for the exchange of index data.

News Programs Set By West Coast Sponsors

(Continued from Page 1)

bought "Okay for Release" with Wilson Bud Foster and John Storm. Mondays through Fridays on five stations at 5 p.m. Bozeman Packing Co. Seattle is sponsoring news also with Foster over five stations at 10 p.m. Saturdays and Larry Smith's participating program heard at 9:15 a.m. daily has been sold three days a week over KDYL to Whipples department store, Salt Lake City. Program also was renewed for five full days over KFI by Slavicks jewelry store, Los Angeles.

Lily Pons To Canada

Lily Pons, who recently returned from France where she sang at the anniversary celebration of the Liberation of Paris, left last week by plane for Canada. The Metropolitan Opera and radio star will give three performances of "Lakme," in Montreal, Ottawa and Toronto, Sept. 15th, 17th and 20th—returning to the States in time for a guest appearance on the Andre Kostelanetz Chrysler show.

Printer Pays Tribute At Debut Of 5th Web

(Continued from Page 1)

does with the echoes of the war ringing in our ears and with no reprint of the future neatly spread before us, this event is in line with the finest traditions of the American spirit of enterprise. It gives me great pleasure, therefore, to salute the Associated Broadcasting Corporation's network as a force in building the greater America tomorrow. May it become a welcome guest in American homes."

NABET-Web Meetings On Strike Issue Held

(Continued from Page 1)

their posts at 7:30 p.m., Thursday pending negotiations. Spokesmen for both the networks and the union indicated Saturday that they would require several meetings to complete their negotiations and that these meetings would probably continue throughout the week. J. R. Mandelbaum, U. S. Labor Dept., Coordinator, said the meetings were progressing "in a spirit of cordiality" and seemed optimistic regarding the negotiations. Neither the networks nor NABET issued any statements Friday. It has been agreed, according to reports, no further press statements would be forthcoming until the final decision had been reached. Normal service was resumed on Thursday with NBC and the American Friday with all of the striking engineers returning to their posts.

Unit Liquidating The OWI Will Be Headed By Kuhn

(Continued from Page 1)

to conduct the overseas information program of the United States until Dec. 31 of this year. The I.I.S. is the unit which now liquidating the wartime information activities of the Government in Latin-America, Europe and Asia. The process of reduction and liquidation will be carried on at an accelerated pace during the coming weeks. Named to assist Kuhn are: Francis Jamieson, formerly of the AP, who is continuing as acting director of I.I.S., and Charles M. Hulton, former associate professor of journalism at the University of Oregon and Stanford University, who has been assistant director for management.

Send Birthday Greetings To—

September 17

Mary Charles Bob Hotz
Gabriel Heatter Frank Novak
Alice Yourman Yvette

Industry's Net For '44 Soars Far Above Levels Of 1943

(Continued from Page 1)

cidental broadcast activities as compared with \$19,613,621 for the year 1943, or an increase of 47.65 per cent. After deducting operating expenses, and before Federal income tax, these stations and networks reported operating income amounting to \$90,272,851 as compared with \$66,475,586 for the year 1943 an increase of 35.80 per cent.

The four major nets and their 10 key stations reported total revenues from the sales of time aggregating \$84,068,954 in 1944 as compared with \$71,027,292 for 1943. Combined broadcast revenues of these networks and stations were \$79,030,449 in 1944 as compared with \$64,301,538 for the previous year; and broadcast income (revenues less expense before federal income tax), and excluding net losses from other than standard broadcast operations amounting to \$741,680 for 1944 and \$351,092 for 1943 amounted to \$20,283,746 for 1944 and 19,455,701 for 1943, or an increase of 4.26 per cent.

General Improvement

In general broadcasters reported a substantial improvement in the results of operations for 1944. Excluding the 10 key stations of major networks for which the reports did not include adequate segregations of expenses between these stations and network operations, the average broadcast income of clear channel stations with operation power of 50,000 watts, unlimited time, amounted to \$496,247 per station in 1944, or an increase of 24.01 per cent over 1943.

Such income reported by the clear channel unlimited time stations with operating power of 5,000 to 20,000 watts averaged \$129,534 per station, or an increase of 109.43 per cent over the corresponding amount reported for 1943.

The average broadcast income reported by regional unlimited stations

Discuss Time Allocations For Gov't Announcements

(Continued from Page 1)

on Friday and Saturday. Proposals advanced by representatives of OPA, the Department of Agriculture, Public Health Service, War Shipping Administration, and the National War Fund outlined a procedure whereby a part of information needs would be worked out calling for specified time and sent out to local stations through the facilities of the NAB.

Because of the difficulties of adjusting announcements for nationwide distribution to all localities, local offices of the various agencies would be empowered to substitute announcements suitable to local needs, providing that no additional time would be asked of broadcasters.

Advising the group of agency representatives were George Ludlam and David Frederick, of OWI, and C. E. Arney, of NAB.

amounted to \$114,380 per station in 1944, as compared with \$79,784 in 1943 an increase of 43.36 per cent. Local unlimited time stations reported average broadcast income of \$23,421 per station in 1944 and \$12,682 in 1943, showing an average increase of 84.68 per cent. Broadcast income reported by local unlimited time stations affiliated with major networks averaged \$25,815 per station in 1944, or an increase of 70.86 per cent over the average for 1943, while local unlimited time stations not affiliated with a major network reported an average increase of 85.58 per cent over 1943.

Forty-one stations reported losses (total broadcast expense in excess of total broadcast revenues) in 1944 as compared with 94 of the 841 included in the statistics for 1943. The average loss per station in 1944 was \$3,764, while the average loss in 1943 amounted to \$5,348. Only 27 of the stations reporting losses in 1944 were affiliated with major networks, while there were 42 in 1943.

The total number of stations affiliated with major networks and included in the statistics for 1944 was 689, and for 1943 the number was 604. The average broadcast income of the 689 stations amounted to \$94,004, an increase per station of 28.82 per cent over the average of \$72,975 for the 604 stations in 1943.

Back From Japan

San Francisco—Jack Hooley of the American web, the first correspondent to return to this country from Tokyo, stopped in San Francisco, Friday en route to New York for conferences with network officials. Hooley, who first went to Guam as a pool reporter for the four major networks in April joined American's Pacific staff, covered Okinawa campaign, thence going to Manila. On August 30, Hooley entered Yokohama with the First Army of occupation troops.

MANAGER

MANAGER, with fine record of sales and executive ability desires to make a change. Fourteen years newspaper, promotion; five years general manager with well known station. My present employer knows of this advertisement. Can produce the best in references. Write,

RADIO DAILY, Box No. 217,
1501 Broadway
New York City

To Mark Radio Anni. Week Of Nov. 4

(Continued from Page 1)

presented to all of the nation's broadcasters.

Other plans include network programs dramatizing twenty-five years of radio; local observances of the twenty-fifth anniversary in all communities served by radio throughout the country and governmental recognition of the industry.

Department heads of the networks are scheduled to meet with Willard Egolf of NAB at a luncheon meeting Wednesday at the Waldorf-Astoria to discuss the week's observance. Later a meeting of the NAB public relations committee will be called to crystallize the industry's planning.

Trade Shows In Prospect After First Of New Year

(Continued from Page 1)

meetings, it was learned Friday. The TBA membership is reported desirous of holding a meeting and exhibit sometime after the first of the year in New York. This gathering would bring together all of the television interests and displays of their new line of television receivers. FM manufacturers are in favor of a similar meeting and show at which the new line of receivers and other equipment can be shown.

Durham

North Carolina's third largest city. (1940 U. S. Census) City-county is one compact unit with estimated 100,000 pop. Durham makes 25% of nation's cigarettes.

Duke

University is another factor which helps make Durham an unusually steady market. For dominant coverage, one inexpensive buy does the trick. To control Durham you must have . . .



OWNED BY
DURHAM HERALD-SUN
NEWSPAPERS

Represented by Howard H. Wilson Co.

Announcing A NEW RADIO SERVICE

Geared for NEW-DAY ACTION

A group of seasoned station representatives with outstanding reputations for creative selling—as radio craftsmen and merchandisers—have joined together to form *Lewis H. Avery Inc.* Conveniently located offices in Chicago and New York are now in full operation.

LEW AVERY says . . . *"It is our aim and objective . . . to bring the business of station representation out of the doldrums of passivity into the realm of aggressive activity*

. . . to see that advertising agency and client receive complete and specific data regarding stations, markets, time periods and programs available—careful attention to every detail—and

a constant personal follow-through once the order is obtained

. . . to give radio stations, agencies and advertisers alike, service geared to the new world at peace, with its many-sided new competition."

Photo by BACHRACH



B. P. (TIM) TIMOTHY

Probably the best known radio station representative in Chicago. Tim has had nineteen years of experience covering all the major media—from the advertiser's side of the desk as well as the selling of advertising. One year on a national magazine, four years as advertising and sales promotion manager for a large advertiser—11 years as national advertising representative for a large newspaper—and three years with a major radio station representative.



LEWIS H. AVERY

A pioneer in commercial radio and today one of the best known authorities in the radio broadcasting industry. Thoroughly familiar with the problems of both station and advertiser, as he has worked for the advertiser, the agency, the station and as station representative.

For two years Lew Avery was an announcer on one of America's leading pioneer 50,000 watt stations—two years assistant advertising manager of a public utility—three years associated with a large agency—seven years commercial manager of two leading Buffalo stations—nearly three years with a major radio station representative—and the last three years Director of Broadcast Advertising for the National Association of Broadcasters.

Photo by H. TARR, Inc.



ARTHUR H. MCCOY

A recognized authority on what makes for successful radio offers.

To round out his university training Mac spent two years doing radio survey, advertising research and market analysis work. The last six years with a major station representative in Chicago and then in New York have confirmed his reputation as a keen analyst and sound merchandiser.

LEWIS H. Avery INC.
Radio Station Representatives

565 Fifth Ave.
New York 17, N. Y.
Plaza 3—2622

333 No. Michigan Ave.
Chicago 1, Illinois
Andover 4710



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 32, NO. 54

NEW YORK, N. Y., TUESDAY, SEPTEMBER 18, 1945

TEN CENTS

Strong Spot Biz In N. Y.

Hurricane Warnings Carried By Stations

Miami—Hurricane-lashed Florida depended on radio to a great extent the past week-end for storm warnings, disaster mobilization of various agencies, and the comforting news that the storm had spent itself in that area and was moving toward the sea.

In Miami 24-hour service was maintained by stations since last Friday. The stations co-operating with the state and government in issuing hurricane warnings and bulletins on the development of the storm included WIOD, WQAM, WFTL in Miami and WKAT at Miami Beach.

The WJNO installation completed
(Continued on Page 6)

AFRS Gets Jump On Santa; Records G.I.'s Xmas Shows

Los Angeles—Today is Christmas Day—at least in spirit—for many Hollywood radio and movie stars who will meet to record the "Christmas Command Performance" for the Armed Forces Radio Service.

The cast who will gather for the special recordings today include Harry James, Jerry Colonna, Bob Hope,
(Continued on Page 6)

CBC To Increase Power Of CJBC, Toronto Outlet

Montreal—Canadian Broadcasting Corporation announced that it is planning to increase "at the earliest possible date" the power of its Dominion Network Toronto outlet—CJBC—to 50 kilowatts. The statement said
(Continued on Page 6)

Crowded Afternoon

"Stars In The Afternoon" offered by CBS Sunday at Carnegie Hall required: three technicians, four production men, three announcers, one sound man, four conductors, three secretaries, a 75-piece orchestra, several agency consultants, Carnegie Hall's staff of ushers, CBS' ushers and stage hands, two theater managers, and 15 separate programs comprising 45 stars and supporting players.

WWDC With 13 Shows Launches New Web

Washington Bureau, RADIO DAILY

Washington—WWDC's first day as an originating station for nationwide net shows passed off smoothly Sunday, with 13 programs going out over the new Associated Broadcasting Company's wires from WWDC. Some of these shows were not carried locally, and the strain on the station's two control rooms was heavy, but there were no casualties.

The Hotel Willard was the scene
(Continued on Page 2)

Cowan Resigns OWI Post; Will Enter Private Business

Louis G. Cowan, chief of the New York office, overseas branch of OWI since its inception, resigned yesterday to re-enter private business as head of his own radio production and non-theatrical movie production office. Cowan, originator of the "Quiz Kids"
(Continued on Page 2)

Sales Executives Highly Optimistic For Record-Breaking Fall-Winter; See Prosperity In Post-War Era

NABET-Web Meetings Are Still In Progress

Officials of NABET and executives of the NBC and American networks held closed meetings yesterday which continued late into the evening but no information was available as to how far discussions have progressed on the matter of wage scales, contracts, television engineers' status and platter-turners' jurisdiction.

As reported in these columns yesterday
(Continued on Page 7)

"Ford Show" Over CBS Will Start On October 2

Ford Motor Company, for their motor cars, will present "The Ford Show" on the full CBS network beginning October 2, for 52 weeks. J. Walter Thompson is the agency.

The program will feature Jo Staf-
(Continued on Page 2)

Mexican Strike Situation Has Prospects Of Improving

Mexico City—Strike that threatened XEBZ, XERO, XEML, XEQR, XEL, XEAI, XEQK, XELZ has been settled, according to an announcement made by the radio section of the National Electricians Union. Statement de-
(Continued on Page 7)

Survey of stations covering New York and metropolitan area, reveals a symposium in keeping with the optimistic note struck by broadcasters throughout the country to the effect that the outlook for spot business was never better in the history of radio. In appraising the business situation as it concerns the 1945-46 season,
(Continued on Page 3)

OWI Official Praises Job Of Broadcasters

Tribute to radio station managers and program managers for their service to governmental agencies during World War II through the OWI allocation plan was voiced by Harry C. Levin, regional chief of the station relations division of OWI in New York yesterday. Levin, in letters addressed to station managers and pro-
(Continued on Page 2)

FCC Applications Include AM, FM And Television

Washington Bureau, RADIO DAILY
Washington—Applications for two AM, an FM and a television station were accepted for filing at the FCC yesterday. The Wichita Beacon Broad-
(Continued on Page 2)

Assassins?

Lesley Woods, radio actress currently in rehearsal with the Irwin Shaw play, "The Assassin," is forming a troupe among members of the show's cast to entertain wounded servicemen while the play is trying out on the road and later while it's on Broadway. Lesley has War Dept. citations to show for her morale work during the course of the conflict.

G. I. Hit Parade Differs From U. S. Web Version

Paris—A comparison of tunes appearing on "Your Hit Parade" and its European counterpart of GI song favorites broadcast by the American Forces Network shows a marked divergence in soldier and civilian choices, according to Major Robert M. Light, AFN program director.
AFN broadcasts a European Thea-

ter Hit Parade every week, featuring the ten top tunes in the European Theater based on requests received by the networks' stations in France, England and Germany. Some of the high-ranking tunes are typical GI favorites, many of which never make the grade in the States. On the other hand, many top tunes which
(Continued on Page 6)

De Groot To 'Times'

Roy de Groot, who during the war period had been a leading radio writer-producer in the radio bureau of the OWI's overseas branch, has been named radio production director of the New York Times, owner of WQXR, New York. He will have his office in the Times Annex. Prior to joining OWI, de Groot was with the March of Time.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Monday, Sept. 17)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	183	181 3/4	181 3/4	- 1 3/4
CBS A	40	40	40	...
CBS B	40	40	40	...
Farnsworth T. & R.	15 1/2	15 1/4	15 1/2	+ 1/4
Gen. Electric	47 1/4	46 1/2	47	+ 3/8
Philco	37 1/2	36 5/8	36 5/8	- 3/4
RCA Common	15 5/8	15	15 1/2	+ 1/4
Stewart-Warner	21	20 1/2	21	+ 1/8
Westinghouse	34 3/4	34 1/8	34 3/4	- 3/8
Zenith Radio	36 3/4	36 1/2	36 3/8	- 1/2

NEW YORK CURB EXCHANGE

Hazeltine Corp.	31 1/4	31 1/4	31 1/4	- 1 3/4
Nat. Union Radio	5 1/8	5	5 1/8	- 1/8

OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	22 7/8	23 7/8
WCAO (Baltimore)	28	...
WJR (Detroit)	25 1/2	...

20 YEARS AGO TODAY

(September 18, 1925)

Radio Week in New York City was celebrated at a banquet for the industry. It was generally conceded that station WEAJ and ten other stations did a splendid job of bringing the speeches and incidental entertainment of the banquet to the listening audience.

JOB WANTED

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

Ben Ludy, GEN'L. MGR.

WIBW

The Voice of Kansas TOPEKA

WWDC With 13 Shows Launches New Web

(Continued from Page 1)

of a gala reception Sunday afternoon, with hundreds of Washingtonians—members of the press, of Congress, of the FCC and other Federal agencies on hand to welcome the new net. Associated officials were on hand, as well as representatives of the other networks.

Memento for Porter

FCC Chairman Paul A. Porter, who sounded the gong which inaugurated the new web's coast-to-coast service Sunday afternoon, was presented a desk set with the gong mounted upon it. The inscription said, "The first sound heard over the Associated Broadcasting Company network from coast to coast was the tone sounded by this chime—rung by Paul A. Porter, chairman of the Federal Communications Commission, at 2 p.m., EWT, September 16, 1945."

Associated Broadcasting Corporation's second day of network operation featured live and recorded programs originating from such key cities as Washington, D. C., San Francisco and Grand Rapids, with a mixture of news, music and sports.

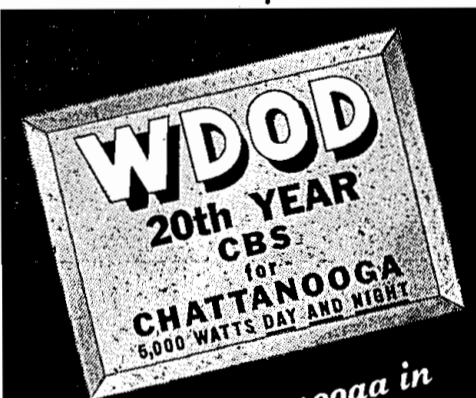
The new network officially began a coast to coast, 16 hour a day operation in major cities throughout the United States Sunday, originating from WWDC, Washington, which featured congratulatory talks from outstanding national figures during a two-hour dedication broadcast.

FCC Applications Include AM, FM And Television

(Continued from Page 1)

casting Co., Wichita, Kansas, and the Pekin Broadcasting Co., Pekin, Ill., were the AM applicants. Operation on 1,490 kc with 250 unlimited is sought for Wichita, and on 1,140 kc with 250 watts day time for Pekin.

James A. Noe, Lake Charles, La., was the FM applicant.



first in Chattanooga in

LISTENING AUDIENCE
ADVERTISING VOLUME
PUBLIC SERVICE

OWI Official Praises Job Of Broadcasters

(Continued from Page 1)

gram heads of 68 stations in New York and New Jersey, said:

"Without your generous, never-failing help, the U. S. Government, in the person of the OWI Domestic Radio Bureau, could not have done the job of informing the people of New York City and vicinity, about the important and often crucial home front tasks that had to be done, before we could win this war.

"Uncle Sam doesn't hand out ribbons or citations to civilians. They go to the men and women who fought the good fight in uniform. But I hope you'll take individual and personal satisfaction in having an equal and important part in winning that fight."

Cowan Resigns OWI Post; Will Enter Private Business

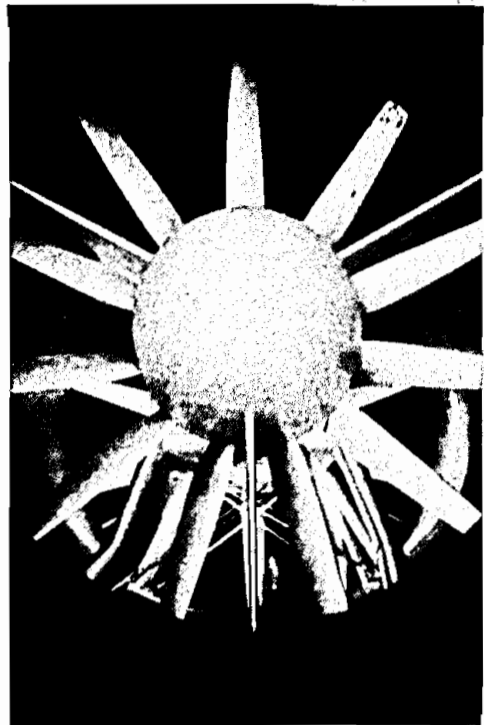
(Continued from Page 1)

radio show, will be succeeded by Thomas A. Malley at OWI. Other changes at the overseas branch of OWI include the promotion of Werner Michel to head of the radio production division and Lawrence G. Blockman as chief of policy co-ordination. Cowan will take a vacation, his first in four years, before entering private business in New York.

"Ford Show" Over CBS Will Start On October 2

(Continued from Page 1)

ford, singer; Lawrence Brooks, now appearing in "The Song of Norway," and Robert Russell Bennett's orchestra. The show will be broadcast Tuesdays, 10:00 to 10:30 p.m., EWT.



Makes 600 mile gale

Two sets of fans, as shown in this photograph, force air through the test section of a wind tunnel at Moffett Field, California. They develop a gale of 600 miles per hour ... speed almost equal to a bullet.

It's far from being the largest test chamber ... but it has the highest velocity for a tunnel of this size.

Not the largest, it says ... but man, how it produces! And we're using this story because there's a parallel in it for radio station W-I-T-H in Baltimore.

We're not the biggest, either. But this successful independent produces more listeners-per-dollar-spent than any other station in town.

It will pay you to take a look at the facts. Remember ... it's W-I-T-H, the independent in Baltimore.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

Coverage ...in Philadelphia



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

Strong Spot Biz In N. Y.

Current Billings At All Time High Is The By-Word

(Continued from Page 1)

station executives, sales and otherwise, indicate that wherever wartime accounts dropped out, new clients filled the breach with plenty to spare.

With New York more or less a barometer for the rest of the country as to the flow and trend of spot business, rise in billings seems assured in the post-war era for the major portion of stations everywhere. Consensus in the New York area is that business did not drop after V-J Day but in most instances picked up, with new accounts still coming in.

New products plus reconversion to old brand names is an important factor in the opinion of many sales executives, while such products and new brands born of the war will double their efforts to maintain their respective positions. Sponsor interest in news continues strong in so far as straight news is concerned.

Overall Picture Good

Overall picture as painted by radio executives is cheerful and reflects extreme confidence in the immediate future of spot business. Opinions and statements of executives in the New York area follow:

HUGH KENDALL BOICE, vice-president in charge of sales, WQXR: "We have a greater volume of contracts on hand for future delivery than at the same time last year. The final quarter of 1946 will probably be the largest in the station's history."

"There is continually increasing evidence that manufacturers who were unable to supply consumer goods during the last few months are rapidly resupplying dealers and are diverting production that formerly went to the Armed Forces into commercial channels. These manufacturers are planning the resumption of local radio activity to insure their market."

"There is also an increased interest in local radio on the part of retailers, and more of this type of business is bound to develop both on the part of the larger stores and the smaller specialty shops."

"While in the automobile field the resumption of spot radio may not be as fast as in some others, auto manufacturers, too, will eventually come into the market, and in my opinion the first six months of 1946 should exceed 1945."

\$2,000,000 Gross

BERT LEBHAR, sales director, WHN: "The fiscal year ending August

31, 1945, was the biggest ever experienced by WHN, and we expect a bigger one this year. We expect gross billings to exceed two million dollars."

"The soundness of the Independent Station as an advertising medium was discovered during the war years, and it will be solidified in the post-war era. Many new sponsors have utilized WHN air time, and have signed long-term contracts for the post-war period, substantiating this feeling of optimism."

Sales Trend Upward

R. C. MADDUX, vice-president in charge of sales; WOR: "The fall and winter of 1944-45 was the greatest in WOR sales history, and it is too much to expect a tremendous increase over those record-making figures. It is reasonable, however, to expect the sales trend, which has been upward for the past five years, to continue."

"With the end of the war, WOR had only one sales cancellation, and that was for an institutional program sponsored by the Sperry Corp. featuring the reports of Paul Manning from overseas. The effects of the release of canned goods has been reflected already in the sponsorship of our participation programs, and food products, which has always been our largest sponsor classification, provide excellent sales prospects within the next few months. The same is true of the publication field now that paper and supplies have been released."

Brokers Sponsor Series

"We also are finding new interest among clients who have never used radio before. Merrill, Lynch, Fenner & Beane, members of the Stock Exchange, are sponsoring a new series of reports on business conditions every Monday through Saturday following the 'Herald Tribune' news at 11:25 p.m."

"In the field of durable goods, there is evidence of a three to six months waiting period while these companies effect their reconversion plans."

"There has been much discussion about the salability of news since the war's end. At WOR our news programs still carry the highest ratings, and we expect them to continue to do so. Certainly sponsor interest in them has never been more active. Two new news sponsors are Barbasol and Musterole for Paul Schubert, 6 p.m. Monday through Saturday commentaries. Cream of Rice Cereal has just signed Frazier Hunt over WOR from 9 to 9:15 a.m. Staze will sponsor the 10 a.m. news when it becomes available."

"As for 'Breakfast With Dorothy and Dick,' Martha Deane, Bessie Beatty, John Gambling—they are practically ready to tack up the SRO sign."

Spot Boom Inevitable

HERMAN BESS, vice-president and local sales manager, WNEW: "The automotive industry and home appliance makers, to single out but a few, will return to peacetime stan-

dards with renewed vigor and a determination to reach every available market. They will take advantage of spot radio to reach consumers in all levels of society. In addition to getting business from established firms, radio will fall heir to an abundance of revenue from new manufacturing firms invading the domestic market. I am confident that radio spot business, as a result, will boom for years to come."

New spot business on WNEW includes Sterling Furniture, Westinghouse, Musterole, Barbasol, Wildroot, United Fruit, Rum and Maple Tobacco, Alexander's Department Store, Paradise Wines, Spic and Span and others.

Fall Biz Starts Earlier

CHARLES STARK, vice-president and general manager, WMCA: "There is a much heavier demand for commercial time on WMCA this Fall than in previous years. Fall business started about three weeks earlier than usual here, indicating a definite upswing throughout the industry. Sponsors are buying more programs, both live and recorded, necessitating a revamping operations structure and eliminating a sizeable percentage of available time for spot announcements."

IRVING R. ROSENHAUS, general manager, of WAAT-Newark, predicts the biggest Fall in the history of the station. "Business for the year is 25 per cent ahead of 1944," he stated, "and the reservations for an October start have been extremely heavy. Although several industrial accounts were lost with the termination of the war, this business was more than picked up within 10 days after V-J Day, and 11 new advertisers have already contracted for time on the station with several other major buyers pending."

Healthy Activity

ARTHUR HULL HAYES, general manager, WABC: "All the signs seem to point to continuing healthy activity in the local radio picture."

"WABC is going into the last quarter of what will undoubtedly be its best year so far. Our accounts are numerous, and diversified. Most of them seem to be of a mind to continue their campaigns right on

Trend Is To Shows Away From Minute Announcements

through the end of the year and into 1946. There is virtually no talk of retrenchment. On the contrary, many of our advertisers are now investigating the possibilities of increasing their campaigns on WABC. Some already have done so. (One for instance, has more than trebled its advertising on WABC within the past few months).

"In addition, I look forward to a significant resumption of local radio advertising by many companies which had to withdraw from the consumer field during the war. As plant reconversion nears completion. I'm sure these companies will lean heavily on radio to re-establish themselves in their old markets, and to open new markets."

'Language' Angles

RALPH N. WEIL, general manager, WOV, predicted that with the war's ending, business will show a healthy rise in the next six months. Weil said "WOV's business which increased 16 per cent for the first half of 1945 over the same period in 1944 is bound to increase even more because advertisers who formerly sponsored Italian language programs exclusively are starting to buy additional time in the English broadcasting period."

Italian sponsors who have already bought time in WOV's English period are Bisceglia Wine Co. and Buitoni Macaroni. Bisceglia's program is "Songs from Paradise" heard daily. Buitoni Macaroni buys a quarter hour Bing Crosby recorded program, "Buitoni Brings You Bing," Monday

(Continued on Page 7)

OFF THE AIR
**REFERENCE RECORDINGS
IN CHICAGO**

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

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



50,000 Watts • NBC Network
Edward Petry & Co., National Representative

A NEW APPROACH TO...

SPONSORS

LOCAL STATIONS



THE **NBC**

**1945-46 PARADE
OF STARS**



NETWORK

AGENCIES

STARS

JOINTLY PLANNED

- It's coming...*NBC's 1945-46 Parade of Stars*... Radio's most effective year-round promotion campaign... now better than ever because it's *custom-made!*

For the first time in the history of radio's greatest promotion drive, this entire campaign was jointly planned in a series of coast-to-coast meetings between the National Broadcasting Company and (1) local stations, (2) sponsors, (3) advertising agencies, (4) radio stars.

The result of this co-operation is that the Parade of Stars bandboxes—now being put to use by NBC stations from coast to coast—contain a collection of the most effective promotional tools ever used for the NBC Parade of Stars.

More and better recordings made with the help of Radio's greatest stars, newspaper advertisements, scripts of live shows, the displays, the promotional folders, the publicity stories and pictures—all add up to radio's biggest big-time exploitation.

Big every year, this year bigger than ever, NBC's 1945-46 Parade of Stars launches a new chapter in its year-round promotion of the greatest shows in radio . . . programs designed to continue to keep NBC "*the network most people listen to most.*"

National Broadcasting Company

America's No. 1 Network



A service of Radio
Corporation of America

"Hit Parade," In U. S., Differs From GI Type

(Continued from Page 1)

have ridden the crest of popularity for weeks in America remain unknown quantities abroad.

Of the 10 tunes most featured back home on the August "Your Hit Parade" only four figured on AFN's score sheet. At this writing, several weeks after its emergence as league-leader back home, "Atchison, Topeka and Santa Fe" has not yet rated a place in the GI's Hit Parade.

According to Pfc. Irving Winehouse, Bronx, N. Y., producer of AFN's replica of America's weekly song showcase, it takes about three months for a new American Hit Parade success to show up on the overseas honor roll.

On the other hand, soldiers' favorites popular over here may rank among this year's crop of misses at home. Recent vote-getters here are "Nancy," popularized by Frank Sinatra's recording; "Robinhood" and "Don't Squeeze the Banana," Louis Prima novelties which rank among the most sensational song successes in the European Theater; "Why is a Private a Private," a typically GI tune sung on an non-commercial record by Ethel Merman; and "3-Day Pass," especially written for Celeste Holm's USO tour by Oscar Hammerstein. Among the tunes on the August "Your Hit Parade" which did not appear on AFN's popularity listing were "Atchison, Topeka, and Santa Fe," "If I Loved You," "Gotta Be This Or That," "Till the End of Time," "The More I See You," and "I Wish I Knew."

During the same week the above tunes were being played on "Your Hit Parade" in the States, the 10 most popular choices in Europe were, in order: "Sentimental Journey," "Laura," "Dream," "There I've Said It Again," "Bell-Bottom Trousers," "I Should Care," "My Dreams Are Getting Better All the Time," "Nancy," "Candy" and "Robinhood."

Disparity in selections are due to the time lapse before new tunes percolate across to troops, and also to the fact that many favorites are made by AFN record spinners whose preferences do not always coincide with their colleagues in the States and who emphasize songs with a GI twist.



California Commentary!

● ● ● To launch his new "Truth Or Consequences" season, Ralph Edwards tossed one of the finest parties of the year at the Beverly Hills Hotel. Among the fellow NBC artists who attended were Edgar Bergen, William Bendix, Rudy Vallee and Judy Canova. Edwards is also playing in "Bamboo Blonde," at RKO, and Producer Herman Schlom, Director

Anthony Mann (formerly of radio), Alan Carney, Wally Brown and Russell Wade also joined in the fun. Others at the party included Floyd Holm of New York; Gil Ralston and Gail Smith, Cincinnati; Hal Bock, Charles Smith, June Duprez, Lou Wasserman, Frank Ford, Frances Westerman, Irving Brecher, Jay Stewart, Martha Currie, Les Raddatz, LoRayne "Skippy" Pyle, William Burch, James Wright, Whila Wilson, Cliff Arquette, Les Goodwins, Phil Davis, George Jeske, Al Paschal. September is a busy month for Van C. Newkirk, vice-president in charge of western operations for Associated Broadcasting Corporation. On the eighth his daughter announced her engagement; on the 14th he celebrated his birthday; on the 15th he observed his twentieth year in broadcasting and on the 16th helped in launching Associated as a new national network.

☆ ☆ ☆

● ● ● Cabbies on the corner of Hollywood and Vine have taken Ann Sothern, star of "Maisie," as one of their exclusive group! Each time she passes by their stand the boys receive a cheery "Hi'ya"—and the boys respond with a MAISIE yell that just about shatters the local store windows! Agnes Moorhead, recently starred in "Suspense," has scored 10,000 appearances before the "mike" during the last 20 years. Miss Moorhead, who's appeared in every type of radio drama, says that a few thousand more could be added to that figure—but she'll let it go down on record as 10,000. George Fisher movie gossip commentator heard over KECA, sends a copy of each broadcast to a Marine in the Pacific, who uses the items in a gossip column which he writes over there. Warren Weeks, who was an announcer on KEX and KGW, Portland, Oregon, before coming to Hollywood, has joined the KECA announcing staff.

AFRS Gets Jump On Santa; Records G.I.'s Xmas Shows

(Continued from Page 1)

Frances Langford, Judy Garland, Mel Blanc, Herbert Marshall, Cass Daley, Ed "Archie" Gardner, Jimmy Durante, Johnny Mercer, Dinah Shore, Frank Sinatra, Bing Crosby, Ginny Simms, Ken Carpenter, the Mitchell Boy choir, and Kay Kyser.

Early recording of the special Christmas show was arranged, according to Colonel Thomas H. A. Lewis, so that the transcribed entertainment will reach the GI's who are spread out all over the globe.

WITH Signs Two-Year Pact

Closing of a contract between WITH, Baltimore, Md., and Schwimmer and Scott, Chicago, for a two-year run of "Tello-Test," half-hour quiz show, has been announced by Tom Tinsley, owner and president of the station, and Fred J. Vosse, for the agency. Program will be aired six days a week starting on or about Oct. 1st.

CBC To Increase Power Of CJBC, Toronto Outlet

(Continued from Page 1)

it was expected the change would be made effective during 1946.

The change would place the Toronto outlet of the Dominion network on the same power basis as CBL the Toronto outlet of the Trans-Canada network.

Pending the increase of power at CJBC, the CBC has reached a temporary arrangement with CKEY whereby network sponsors may also use that outlet for the Toronto area. The announcement said the arrangement would be discontinued when the power of CJBC is increased to 50 kw.

Welcome George Denny

Touring George Denny of "America's Town Meeting," fame will be welcomed home in the Town Hall Club, New York, at a cocktail party tonight. Except for a two weeks vacation, Mr. Denny has been on tour since last June visiting many of the key center cities of the nation.

Hurricane Warnings Carried By Stations

(Continued from Page 1)

last January withstood the test of the Florida blow and served Palm Beach County, being on the air 65½ hours continuously from the time the storm hit at 6:30 a.m., Friday, until 12:05 a.m., Monday. WJNO installed lines in the Miami Weather Bureau and set up a regular series of broadcasts handled by Ernest J. Carson, chief of the Miami weather bureau.

As the hurricane approached the Jacksonville area, stations there kept listeners advised and presented storm warnings at regular intervals. The stations participating included WTAX, WJHD, WMBR and WPDQ.

James Le Gate, general manager of WIOD, NBC outlet in Miami, characterized radio's co-operation as another fine example of the industry's public service. "Without question the warnings issued by radio stations and their co-operation with the Red Cross, Civil Air Patrol and other agencies saved many lives and much property damage," he declared.

Van Druten On Premier

John Van Druten, eminent playwright, will be George Freedley's first guest on "Theater Time" premiere, Wednesday, Sept. 19th, from 8:30 to 8:45 p.m., on WNYC. Program is first of a series in co-operation with the New York Public Library Collection, of which Freedley is curator. Tennessee Williams and Newbold Morris are scheduled for later programs, discussing the topic, "The Municipal Theater." Production is under the supervision of Nathan M. Rudich.

Stars On "Report To Nation"

Screen stars Paulette Goddard and Burgess Meredith were guests of narrator John Daly on CBS' "Report to the Nation" Saturday night as the program moved from the Sunday night slot, 10:15 to 10:45 p.m.

**RICHMOND
COVERAGE
AT
PETERSBURG
RATES
WIRE OR WRITE
WSSV
Petersburg, Virginia**

38th Week

**THE
JACK
KIRKWOOD
SHOW**

Procter & Gamble

Survey Shows N. Y. Spot Biz Strong With No Let-Down Following Victory

(Continued from Page 3)

through Saturday, in addition to their new show "People Know Everything," a man-on-the-street quiz heard nightly.

Weil concluded that his bright outlook for WOV's business is based on the additional fact that advertisers "Products forced out of the market because of the war will naturally return to radio now."

CRAIG LAWRENCE, executive vice-president, Cowles Broadcasting Co., general manager, WHOM: "Foreign language billing is holding its own in spite of reduced time."

"English billings developing—especially afternoon on 'WHOM Caravan' and 11 p.m. to midnight, 'After Hours Singing Session.'"

"Sales manager, Jack Compter, reports prospects are good for early revival of retail and distributor advertising of heavy goods, automotive, appliance and home furnishing lines which was eliminated or greatly reduced during the war."

Combination Sell-Out

JOHN McNEIL, manager, WJZ: Detailed story on the business outlook for WJZ includes a memorandum just handed me by Robert Garver, our sales manager. Let me amplify this report by stating that the outlook for business during the coming season is very good by all the signs we can read. WJZ in the first eight months of this year was 22 per cent ahead of the first eight months in 1944, which was the greatest revenue year in our history. The month of August itself was 27 per cent ahead of the same month last year.

"One of the most encouraging aspects of the business is that 65 per cent of our total non-network revenue came from the sale of time for programs, news and participations rather than chain-break and minute spots. We will soon announce a line-up of early morning programs which we

believe will be so well integrated that WJZ's time from 6 a.m. to 9 a.m. will assume a new importance. We have a whiz bang of a new program replacing Ed East and Polly which we think will be the talk of the trade.

"Memorandum from Galen Drake reporting on the status of his two WJZ participation programs, which are sold in combination, with the early morning one available separately, reveals the shows are full as of Sept. 17, as far as the combination is concerned. The Sunrise Salute has room for three or four additional accounts only.

"We are prepared to lose one or two of our very good accounts due to the change from wartime to peace, but all indications point to practically two new accounts ready to take over anything given up by old accounts leaving."

Participating Revenue

Garver memo on WJZ new business includes program sales as follows: Diana Corset Co. Inc.; Hartford Textile Co.; Ferd Muhlen, Inc.; Newspaper Institute of America; Products Distributing Co. and Rubsam & Horrmann Brewing Co. All are 15-minute or half-hour shows once or more weekly. New participating accounts number 23 and new spot announcements are 17 in number.

The Galen Drake participating sponsors of which the new ones include American Home Products, Caltone Corp.; Hubinger Co.; McIlhenny Co.; O'Cedar Corp.; Rosefield Packing; Curtis Pub. and Mrs. Eggers Baking Co. are bringing the program a total gross revenue of \$446,880 annually, according to Drake's memo to McNeil.

Spot Tempo Maintained

SIDNEY J. FLAMM, managing director, WPAT: "The demand for local and national spots has maintained its tempo right through the last few months and with few exceptions there has been no change in the type of business seeking to use radio facilities. The only radical change we have experienced was the cancellation of help wanted business from the New Jersey war plants but these spots and programs were immediately taken up by the normal class of business. We have reached the maximum in spot sales and at present there are no availabilities on WPAT with the exception of a few participations in specialized shows.

"This seems to answer very definitely our pessimistic friends who thought that V-E and V-J Days would inaugurate a depression period until full reconversion was put into effect. Some of our new accounts are Peerless Pen & Pencil Co., N. Y. Herald Tribune, Chateau Martin Wines, 26 Coffee, Abelson's, RKO Pictures, Treslure, Zero, Great Eastern Stores and many other accounts. The inquiry for time from national and local firms who are converting to

peacetime operations is at an all-time high and if this interest is indicative of the trend for radio business, the future is bright indeed."

WILLARD SCHROEDER, general manager, WINS: "Advertisers who have been using our services continually during the war months are continuing. The one or two exceptions to this statement apply to strictly war plants who had been running "help wanted" commercials.

"To offset this slight loss, however, we are securing contracts from new advertisers which lead us to believe that this will be the best fall in the history of the station.

"Ruppert's Brewery has just purchased time to air the finals of the International League Baseball games this week and next week. American Home Products has purchased a half-hour daily for 52 weeks, also effective this week.

"There is a general interest among advertisers and agencies that we feel will materialize in a substantial increase in radio billing."

Sees Revenue Levels Steady

JAMES V. McCONNELL, manager, NBC National Spot Sales Dept. (includes WEAf): "All signs point to increased activity and a maintenance of higher revenue levels by NBC National Spot Sales Department for the 1945-46 season."

EDGAR H. TWAMLEY, general manager, WLIB: "From where we sit it looks as though a considerable amount of national spot business will develop during the fall months, and that many of these campaigns will probably carry forward throughout the year. This belief is based on inquiries presently being received from the large agencies for availabilities and the constantly reiterated thought on the part of these agencies that their clients will soon be getting back into highly competitive situations.

"Although local business has been sustained on a fairly even keel on WLIB, we believe that the acceleration in radio advertising by retailers will start somewhat later in the season after dealers have had a chance to refurbish their stocks, but we believe that once the retail sponsorship

NABET-Web Meetings Are Still In Progress

(Continued from Page 1)

terday, officials of both parties agreed over the week-end that no further press statements would be forthcoming until a final decision on the issues involved had been reached.

Spokesmen indicated over the week-end that several meetings would be required to competently review the matters which caused the walk-out last Wednesday, but negotiations are being carried on with optimism under the direction of J. R. Mandelbaum, U. S. Labor Dept. conciliator.

Meanwhile normal service has been resumed for both networks since Friday, when all of the striking engineers returned to their posts.

Mexican Strike Situation Has Prospects Of Improving

(Continued from Page 1)

clared that new contracts had been signed involving salary raises and improved working conditions.

Strike at XEPH which began September 3 is reported as continuing due to the fact that executives refuse to negotiate with the Union until the Federal Board of Arbitration rules on the legality of work stoppage. It is hoped that the threatened paralyzation of 10 additional stations scheduled for September 22 will be avoided through meetings of labor and management.

Wedding Bells

Howard Stanley, formerly of WTOP, Washington, D. C., and now with the promotion department of CBS in New York, was married last Saturday in the Nation's Capital to Freddie Hampton.

picks up, it will gain tremendous momentum for some time to come.

"In addition to this, we look forward to a considerable amount of political business from the end of September until election time."

Send Birthday Greetings To—

September 18

- | | |
|-------------|--------------------|
| Joe Bradley | Mildred Fenton |
| Joan Ellis | Sherman K. Gregory |
| Bill Fields | Ann Lester |
| E. E. Hill | Don Shaw |

NEWS AND THE POPULAR CLASSICS WITH A BLEND OF THE MODERN

NEW YORK'S

WLIB

THE VOICE OF LIBERTY

1190 On Your Dial

SCRIPT WRITER NEEDED?

Then try a good one with strong network credits — available immediately to hypo your program rating. Write RADIO DAILY, Box 216, 1501 Broadway, New York 18, N. Y.



"UNCLE BEN"

Every Sunday morning at 8:00 is "Funny Paper Time" for Oklahoma kiddies. For 15 years Uncle Ben and cast have been dramatizing The Sunday Oklahoman comics.



PRESIDENT TRUMAN SAYS:

"American Radio is in good hands"



FREESPEECH MIKE

THE GOODWILL STATION, INC., DETROIT

Michigan's Greatest Advertising Medium

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

“. . . Our lawmakers demonstrated admirable foresight by decreeing that America, as the birthplace of radio, should have a free, competitive system, unfettered by artificial barriers and regulated only as to the laws of nature and the limitation of facilities. . . .

“The American system has worked and must keep working. Regulation by natural forces of competition, even with obvious concomitant shortcomings, is to be preferred over rigid Governmental regulation of a medium that by its very nature must be maintained as free as the press. . . .”

Harry S. Truman
President of the
United States of America

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 32, NO. 55

NEW YORK, N. Y., WEDNESDAY, SEPTEMBER 19, 1945

TEN CENTS

'Frisco Prospects Bright

WDOB-AFM Outcome Concerns All Radio

Stations throughout the country are watching with interest the final outcome of the case before the NWLB which involves station WDOB, Chattanooga (CBS affiliate) and the American Federation of Musicians. Dispute which was referred back to the NWLB by the regional War Labor Board in Atlanta, concerns the question of whether stations must continue to hire musicians to compensate for various encroachments on the employment field of musicians.

M. T. Van Hecke, chairman of the regional board said the dispute involving WDOB and the AFM presents
(Continued on Page 5)

New Mutual Co-op Show Set With Many Sponsors

New record by a co-op program is indicated in the Erskine Johnson show which starts over Mutual on Oct. 1, Monday through Friday 4-4:15 p.m., EWT, according to B. J. Hauser, MBS director of Co-operative programs. Johnson, a Hollywood movie commentator, already has orders from sponsors on 137 stations on a straight
(Continued on Page 7)

Naval Officer Joins WCAU As Assistant To President

Philadelphia—Commander Joseph L. Tinney, director of public relations Fourth Naval District with headquarters in Philadelphia joins WCAU today as assistant to the president. The first reserve to be
(Continued on Page 2)

Corn-Antennas

Topeka, Kansas—Fourteen Kansas and Nebraska farmers left the Kansas State Fair here richer by cash prizes ranging from \$15 to \$1 awarded in the sixth annual WIBW "Tall Corn Contest." Tallest stalk entered was 18 feet three inches in height, shorter than winners in previous years, grown by a Shubert, Neb. farmer. The area is famous as a grain producer.

Attlee Talks Today

Prime Minister Attlee's speech on the situation in India will be broadcast to the U. S. today by the British Broadcasting Corp. and re-broadcast by MBS, and the American Broadcasting Company at 4:15 p.m., EWT. Attlee's talk to the British people will concern the attitude of the new Labor Government toward India and the problems of the colonies.

WABD Closing Down; To Alter Tele Setup

WABD, Du Mont television station in New York, leaves the air Thursday night until December 15 in order that the switchover can be made from Channel 4 to Channel 5, Samuel Cuff, general manager of WABD, announced yesterday. The suspension of television transmission of activities during the period of technical readjustment has been approved by the FCC.

When WABD resumes in December
(Continued on Page 8)

Brown Leaving Post As RCA Adv. Director

Charles E. Brown, advertising director of the Radio Corporation of America, Camden, has resigned effective October 1, RADIO DAILY learned yesterday. Brown, who formerly served as NBC advertising director, according to reports, has been offered an executive post with a major network.

Manufacturers Of Radio Parts Given OPA Ruling On Prices

Washington Bureau, RADIO DAILY

Washington—Manufacturers of all radio and radio phonograph parts except tubes, metal stampings, screw machine products and cabinets were yesterday authorized by the OPA to deliver original equipment parts to radio set manufacturers at prices that may be adjusted upward later when final reconversion pricing factors,

Sales Total Of This Year Ahead Of 1944; Newscast-Popularity Undiminished; Web Outlets, Indies Share Boom

North Central Seeking Two Midwest Outlets

Washington Bureau, RADIO DAILY

Washington—North Central Broadcasting System, according to reports, will file applications with the FCC for two new stations which will be key stations for North Central and Mississippi Valley networks and will be used as points for originating programs.

An application is being filed for a 10 kilowatt full time, 940 kilocycles,
(Continued on Page 4)

Canadian Short Waver Sends Program to Palestine

Montreal—For the first time in the history of the International Service of the Canadian Broadcasting Corporation, Radio Canada has sent a Hebrew program directed to the Jews of Palestine by arrangement with the
(Continued on Page 7)

NABET Negotiations With Networks Continues

Negotiations between the American and NBC networks with NABET which have proceeded evenly to date, have not yet resulted in reach-
(Continued on Page 2)

San Francisco—Both network and independent stations in this area are feeling very optimistic about the fall and winter business. All stations report that the volume of business to date this year is ahead of the same period for last year.

There has been no apparent let-down in interest in news programs either by sponsors or by listeners. Wade Thompson of KQW (Columbia) states that he believes this interest will continue for some time—at least
(Continued on Page 5)

"Mr. D. A." Is Leader In Hooper Nite Ratings

Evening ratings for the two-week period ending Sept. 15, (which does not include some newcomers) are led by "Mr. District Attorney," with Walter Winchell, second and "Lux Radio Theater," in third place. "Attorney" is at the 18.8 mark, according to the C. E. Hooper report.

Wayne King, revealed the highest
(Continued on Page 6)

CBS Promotion Show Originating On Coast

Second "Stars in the Afternoon" promotional show by CBS will be heard next Sunday 3-4:30 p.m., EWT coming from the West Coast and highlighting the network's programs which originate there. Last Sunday
(Continued on Page 8)

Plug De Luxe

Bob Hawk's song, "Thanks to the Yanks," is now published and on Monday night's program over CBS there will be a big sendoff. Special choral group is set. Van Steeden's orchestra will be augmented and Dolly Dawn will give it special treatment. Incidentally Hawk starts his new Camel show any week now, replacing the "Yanks."

now under study, are determined. The adjustable pricing may be used only for parts sold for installation as original equipment in radio sets.

In addition, no manufacturer may use adjustable pricing unless he has filed with the OPA a list of the prices he actually used in March, 1942, in sales of original equipment, parts for
(Continued on Page 5)



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

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Coming and Going

LEONARD A. VERSLUIS, president of Associated Broadcasting Corp., and **ROY C. KELLEY**, executive vice-president of the network, are in New York for conferences with eastern division personnel.

LEWIS ALLEN WEISS, vice-president and general manager of the Don Lee Broadcasting System, and **WILLET H. BROWN**, vice-president and assistant general manager of the organization are back in Los Angeles after having attended the Mutual network board of directors' meeting in New York.

KAY KYSER, is back from a USO Pacific tour and tonight will resume his role on NBC with his "College of Musical Knowledge" program. The ol' professor was abroad for more than two months.

REX SCHEPP, commercial manager of WIRE, Indianapolis, in Chicago on station business.

BEN SELVIN, of Majestic Records, on one of his periodic flying trips to Chicago.

MARIE CLIFFORD is back at WHFC, Cicero, Ill., following a vacation spent in Ohio.

JOSEPH B. CARRIGAN, owner of KWFT, Columbia network affiliate in Wichita Falls, Tex., is spending a few days in Gotham before leaving for New England and Chicago.

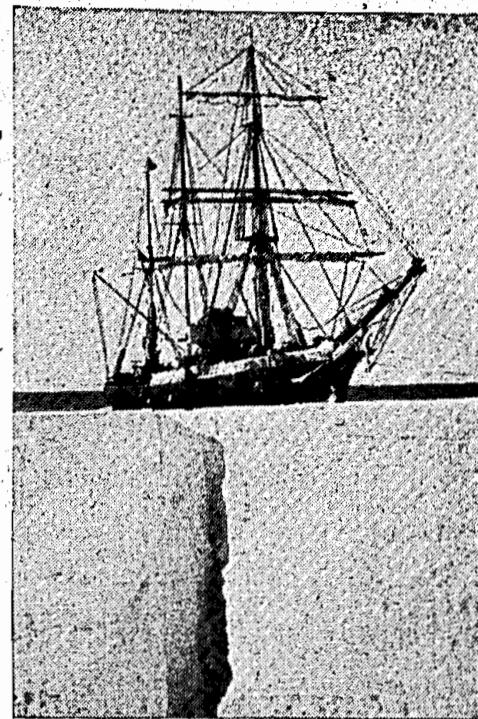
RUSS CASE, new conductor of the Bert Wheeler program heard on Mutual, has arrived from the West Coast, where he conducted the Dinah Shore recordings.

ODIN S. RAMSLAND, commercial manager, KDAL, Columbia affiliate in Duluth, Minn., is here on station and network business.

ARTHUR CHURCH, president of KMBC, Kansas City, Mo., is in Gotham for conferences with executives of the Columbia network.

GORDON HEATH, WMCA announcer, is on a leave of absence during the Philadelphia run of "Deep Are Our Roots," stage play which will shortly debut on Broadway, and in which Gordon has a leading role.

HERBERT L. KRUEGER, commercial manager of WTAC, Worcester, Mass., visiting at CBS' home offices in New York.



Explorer

That's the U.S.S. Bear Modrec up in the Antarctic. She nosed around Little America on innumerable explorations.

If you've been reading these W-I-T-H ads you know that right about now we're going to make a crack about, "You don't have to explore around Baltimore if you want to find out what's the best radio buy in town."

For it's a fact that figures (from outside sources) prove that W-I-T-H produces the greatest number of listeners for each dollar spent.

If part of your job is setting up radio budgets, we'd be glad to have you look over the W-I-T-H facts. In a five-station town . . . you might overlook the fact that an independent station is your big buy.



W-I-T-H

IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

FINANCIAL

(Tuesday, Sept. 18)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	183 1/4	181	183 1/4	+ 1 1/2
CBS A	40 3/4	40	40 1/2	+ 1/2
CBS B	40 1/4	40	40	...
Farnsworth T. & R.	15 3/4	15 5/8	15 3/4	+ 1/4
Gen. Electric	48 7/8	47	48 5/8	+ 1 3/8
Philco	37 1/2	37 1/4	37 1/2	+ 7/8
RCA Common	15 7/8	15 3/8	15 7/8	+ 3/8
RCA First Pfd.	86	86	86	+ 1/4
Stewart-Warner	22 1/8	21	22 1/8	+ 1 1/8
Westinghouse	36	34 1/2	36	+ 1 1/4
Zenith Radio	36 3/4	36 1/2	36 3/4	+ 1/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	34	32 1/2	34	+ 2 3/4
Nat. Union Radio	5 1/4	5	5	- 1/8

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	8 3/4	9 1/2
Stromberg-Carlson	22 3/4	23 3/4

FM Station In Operation

Tom Tinsley, president and owner of WITH, Baltimore, Md., has his FM station, W3XMB, now in experimental operation, it was announced over the week-end. Station goes on the air daily from 6 to 11 p.m., and is the first outlet to broadcast on FM in Maryland.

20 YEARS AGO TODAY

(September 19, 1925)

WEEP's meteorological service handled by E. B. Rideout advises listeners in advance when storms are approaching that will make reception of the WEEP signal unreliable. Listeners are told which stations to tune in beyond the storm area.

STORY RESEARCHER'S SECRETARY

Young lady, radio, motion picture and newspaper background, desires permanent position. Qualified experience, script and production. Write Radio Daily, Box 218, 1501 Broadway, New York 18, N. Y.

Naval Officer Joins WCAU As Assistant To President

(Continued from Page 1)
 called to active duty in the Philadelphia district in 1939, Tinney formerly served as executive director of the Pennsylvania Highway Safety Council, was also the executive of the Continental Distilling Corp. of America.

NABET Negotiations With Networks Continues

(Continued from Page 1)
 ing the stage where an official statement may be issued.

Possibility is that a recess may be called today until next Monday. This is due to NBC officials leaving today for Shawnee on the Delaware where the annual NBC management committee meeting is to take place. Officials taking part will not be back until Monday and a recess is believed likely until that time.

Fifth Ave. Chinese Parade Aired By WHOM Via ET

Yesterday's parade along Fifth Avenue by 15,000 Chinese, which marked the 14th anniversary of Japan's attack on Manchuria, was recorded by WHOM and broadcast over the station from 5:30-6 p.m. Dale Morgan was commentator.

Franklin T. Woodward, W. E. Attorney, Dead

Franklin T. Woodward, general patent attorney for Western Electric Company from 1937 until his recent appointment as consulting patent attorney, died yesterday morning following a heart attack at his town residence, the Holly Hotel, New York City. Mr. Woodward, 63, had been in failing health for some time. Funeral services will be held at 3 p.m. Wednesday, from the Port Washington Methodist Church, Port Washington, L. I. Until the services the body will be at the Knowles Funeral Home, Port Washington.

Born in Washington, D. C., Sept. 15, 1882, Mr. Woodward was graduated from Dickinson College, Carlisle, Pa., in 1901.

Emerson Promotes Glad

Phil Glad, manager of field inspection at Emerson Radio and Phonograph Corporation the past two years, has been appointed southern sales manager for the firm, Ben Abrams, president, announced.

Prior to his joining the Emerson Corporation, Glad was chief engineer of the Radio Section Facilities Branch in the Army Signal Corps, and before that field representative for the National Union Tubes and Associated Radio Components Co., at Birmingham, Ala.

IN PHILADELPHIA

Nearly everybody listens to

WDAS BROADCASTS OF NEWS . . .
ON THE HOUR • EVERY HOUR

That's why

78 percent of our sponsors renew regularly.





TIME!

Perfect timing learned in war will be carried into sales work by many a returning veteran. And when it comes to radio time, time buyers from coast-to-coast know that Weed & Company men are ready with complete data on top-notch availabilities.

With time their full-time business, Weed men are ready but not waiting. They are on the alert for new budgets seeking placement, and they help time buyers place them properly. The better stations, nationally represented by Weed & Company, know that "time will sell."

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

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

North Central Seeking Two Midwest Outlets

(Continued from Page 1)

by the Independent Broadcasting Company of Des Moines, Iowa. John W. Boler is president of this company and will be a stockholder and director.

Another application is being filed for a five kilowatt on 580 kilocycles, by the Middle West Broadcasting Company, Inc. of St. Paul, Minnesota, for a construction permit for a station in St. Paul (The Executive Offices of NCBS are located in St. Paul). He will also be stockholder and principal officer of this company. While these companies are separate entities, they have been organized by Boler, who is principal stockholder in the network corporation. Associates with John W. Boler in either the Des Moines Company or the St. Paul Company have not been announced.

North Central has heretofore originated its programs from studios of affiliated stations, neither owned nor controlled by the North Central Broadcasting System. It is understood that a strong bid is going to be made by Boler for C.P.'s for these two stations on the basis that North Central has the right to have its own facilities from which to originate its programs, just as has any other network.



Reporter At Large . . . !

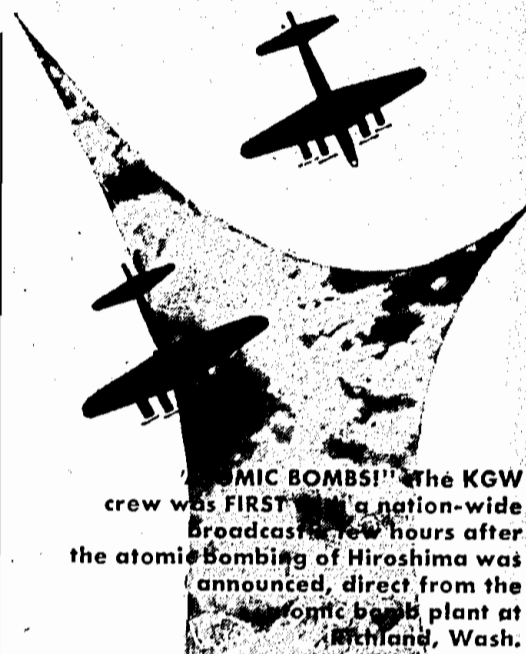
● ● ● Small Talk: Three air shows have already been scripted for Red Skelton, his army discharge is that imminent. . . . Bill Benton, U. of Chicago vice-prez, will head the revised OWI setup. . . . Here's a study in reverse: When Eddy Duchin was a headline attraction and Carmen Cavallero was just coming up, the former threatened to quit MCA if Carmen were given booking plums. Now the situation is changed considerably. With Cavallero a tremendous 'name' and Duchin on the comeback trail, it's Cavallero who threatens to pull out if Duchin is given the edge. . . . The ciggie companies aren't exactly gonna fall in love with Magazine Digest's November article which attempts to prove that cigarets can kill you. . . . New personnel changes in the J. Walter Thompson coast office will see Cornwell Jackson in as V.P. and manager of Hollywood office, Norman Blackburn as bus. mgr. and talent buyer and Carroll Carroll editorial supervisor. . . . Texaco Star Theater will have a complete change of format later in the month with James Melton remaining as singing host. . . . Two major nets have sent reps to Europe in another attempt to sign Gen. Eisenhower to an air contract. . . . The army is not releasing Wm. Saroyan, according to report, until they figure out some way of keeping him from publishing his book, which is a devastating portrait of how citizens are turned into fighting men. . . . Horace Heidt, who gave up his band because of the MCA squabble and who owns half of Calif., is going into the package producing biz, as who isn't?

☆ ☆ ☆

● ● ● Earl Wilson's swell piece in Pageant tagged "Things I Never Knew 'Til Now About Walter Winchell" recalls a few other itmes we just learned about the fabulous WW. For instance, that Walter is making a one-man stand against the Chicago Tribune-inspired libel law in Illinois and is baiting it every chance he gets to see if it has any teeth. Also that when he appeared on a recent 20th-Century "Wilson" broadcast, he immediately turned over \$4,500 of the five thousand dollars stipend he got to Catholic, Protestant and Jewish Charities, the remaining five hundred going to Spyros Skouras for Greek Relief. And finally, that H. V. Kaltenborn, who continued that Walter didn't belong to the Radio Analysts, should realize that Winchell stopped joining anything a long time ago so that he'd never have to pull his punches for a "brother member."

☆ ☆ ☆

● ● ● Memos of a Midniter: Hildegard has that look of a salesgal waiting on seven cash customers at the same time. . . . With all those man-and-wife 'living room' broadcasts, we know a team that was turned down because the sponsor didn't like their apartment. . . . Perry Lafferty, former CBS producer-director and now a Capt. in the Air Force, has teamed with Herman Levin, personal mgr. of Sono Osato and the Golden Gate Quartet. They've acquired the rights to commercial broadcasting from Frank Dailey's Meadowbrook and intend to revive the old "Matinee at Meadowbrook" series, with important guest names and a boy and girl script. . . . Gary Stevens wants to know who's gonna write Mayor LaGuardia's script—Dick Tracy? . . . Geo. Jaycox, formerly with Col. Records, new V.P. in charge of production for Bob Theiele's Signature Records. They figure their plant will be geared to press a million records a month by Oct. . . . The Wessons signed for another 13 weeks on Chesterfield Supper Club. The comics are inked in for the Capitol Sept. 27th—only nine weeks after they closed at the Paramount. . . . Best of the coast femme gossipers, in our opinion, is Radie Harris, who always comes up with live items and top-name guosts. . . . Aside to Tom Luckenbill: You sure came up with a winner in "Mystery in the Air," with Jackson Beck in the lead. Its rating of eight wasn't bad, you know, for a summer replacement. . . . Congrats to Miss Hughes, new trade paper publicity director of WITH, Baltimore. . . . The Broadcasting Bowling League gets under way Oct. 11th. Hey, fellas, how's about lotting a Radio Daily team in?



"ATOMIC BOMBS!" The KGW crew was FIRST in a nation-wide broadcast a few hours after the atomic bombing of Hiroshima was announced, direct from the atomic bomb plant at Richland, Wash.



first in War!



first in Peace!

It looks funny now, but this photo, dated April 11, 1925, is of the FIRST remote pick-up amplifier used in the city of Portland. This installation was at the Presbyterian church.

first in Audience Influence!

Science has made great strides in the 23 years KGW has been serving the Pacific Northwest. Station KGW has never rested on its past achievements, but has kept pace with all developments. No wonder this station delivers such a large and loyal audience to the radio advertiser!

ONE OF THE GREAT STATIONS OF THE NATION

KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PERRY & CO. INC.

ON THE BOARDWALK



IT'S WFPG 10 TO 1!

A recent certified poll* reveals that Boardwalk radios in Atlantic City are tuned to WFPG 10 to 1!

Atlantic City is the mecca of millions... ALL YEAR ROUND from ALL OVER the country. Reach a cross-section of America through WFPG, New Jersey's only American Broadcasting Company station.

For further details on the Friendly Group, contact Spot Sales—New York, Chicago, San Francisco, Los Angeles.

* Consumer Research and Survey Poll

Station WFPG . . . 90%
Station "A" . . . 9%
Outside Stations . . . 1%



WSTV Steubenville, O. • WFPG Atlantic City, N. J.

WJPA Washington, Pa. • WKNY Kingston, N. Y.

WDOD-AFM Outcome Concerns All Radio

(Continued from Page 1)

issue which should be determined on a nation-wide basis. Joseph A. Midway, counsel for the AFM told the board that many other local outlets were most certainly watching the outcome of the dispute. Phil B. Whitaker counsel for WDOD said that when the station's 1944-45 contract with its AFM local expired last March the station's owners believed they no longer needed the services of the seven staff musicians. The AFM then asked the WLB to order the prior contract extended pending further negotiations. In New York, spokesman for the AFM told RADIO DAILY that the dispute was purely a local matter involving the station and the AFM. Pointed out however that in the event the WLB decides that WDOD was within its prerogative in not continuing to hire staff musicians, hundreds of other stations will probably follow suit, possibly precipitating a major argument. Yesterday's move by President Truman in ordering the Labor Department to take over the duties of the WLB is expected to hasten a decision.

OPA Rules On Prices Of Radio-Parts Mfrs.

(Continued from Page 1)

radio receivers, electric phonographs, and radio phonograph combinations, and modifications of such parts. Radio parts prices for replacement in the repair sets are not affected by the action, and continue to be the highest prices individual sellers charged during March 1942. The adjustable pricing order is being issued to facilitate production and delivery of parts to radio set makers, and permit set manufacturers to go ahead with output of new sets. "As soon as sufficient parts manufacturers file with us requested cost data on original equipment parts, we plan to issue final increase factors to replace the interim factors announced August 31, 1945," an OPA official said, and added, "Members of the radio parts industry advisory committee have told us cost data will be filed with us promptly."

"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.

Golden Gate Area Forecasts Bright Prospects For Business

(Continued from Page 1)

until after the war criminal trials in Europe and Japan. Commercial sponsors of news programs over this station are all continuing their contracts. In fact an entirely new news program is being built up and will be started soon at the request of a new customer. KFRC-Mutual reports sales volume ahead of last year and continued full interest in news programs, both network and local. They have a new Junior Miss type of program titled Calling All Girls which is getting a good response from teen-age listeners. KPO (NBC) and KGO (American), as well as KYA, KSFO, KROW and other independent stations give similar reports both as to sales volume and interest in news programs by sponsors and listeners. KROW is getting exceptional listener response by giving names of Northern California war prisoners being liberated from Jap prison. Recently on a news program John K. Chapell gave the names of three men just liberated and within a half hour had two long distance and one local phone call from relatives of all three men.

Audience Participation Popular

There seems to be a strong trend here towards audience participation programs with exceptionally good reactions from home listeners. Man-on-the-street programs have recently been started in both Oakland and San Francisco by KFRC, KYA and KROW. To add to their interest guest stars are being pulled in on the programs for interviews. These include radio and movie stars visiting in the city and prominent local people. KQW also has a daily street inter-

ABC Department Changes

Announced realignment of the sales-service department of the American Broadcasting Company indicates the following changes: Robert Saudek, department manager, will be replaced by Alfred R. Beckman, formerly of the traffic department. Saudek has relinquished the post to work under Mark Woods and Chester A. La Roche on special sales problems. Gordon G. Vanderwarker has been transferred from general sales to become supervisor of the sales-service department in which Gladys A. York has been named account supervisor.

Wrigley Sponsors Gene Autry

William Wrigley, Jr., Co., effective September 23, will sponsor a new series on CBS, "The Gene Autry Show," starring the singing cowboy who has recently returned from three years in the Army Air Forces. Commercials on the Sunday, 5:30-5:45 p.m., EWT, program will be for Wrigley's Chewing Gum. The 52-week contract was negotiated through J. Walter Thompson.

view program from Union Square with Bob Goerner asking the questions of passers by.

Retailers Interested

One new trend is the report from several stations that the department stores and other large retail establishments are planning on sponsoring programs this fall and winter. Some of the commercials used on these programs will feature special articles of merchandise, but one prominent department store manager is planning a program with commercials of a strictly institutional or good-will nature. Several large jewelry retail firms are testing out radio results by using commercials featuring one or two items of merchandise. Good customer response has been reported by several stores after using these tests on programs which they sponsor each week.

One network station reports that they are getting more requests for local time than they are able to furnish, due to the large amount of time being used by network programs. This situation is helping to boost the sales volume of the independent stations who are actively out after the business, and who are putting on programs that attract local listeners.

All stations in this area seem to feel that the lifting of Federal restrictions on manufacturing is going to mean a very definite increase in business, especially from manufacturers of electrical appliances, radios, automobiles, etc. Several oil companies are already building programs to be started in the near future, and automobile tire companies are also showing interest. As fast as reconversion is accomplished and raw materials are available it is believed that manufacturers will renew old programs and start new ones.



There's a choice selection of low-cost daytime station break periods available on KOA that you can make sparkle with a high-powered, result-getting sales message.

Ask your NBC Spot Sales Representative for a schedule.

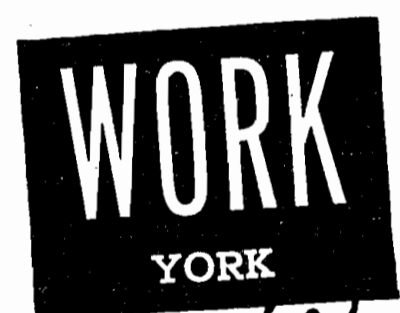


Represented by NBC SPOT SALES

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**



Program Parade

"STARS IN THE AFTERNOON"—CBS. Sustaining, Sunday, 3 to 4:30 p.m. Viewed and heard from a second tier side box at stuffy old Carnegie Hall, this CBS promotional potpourri was essentially Norman Corwin's afternoon. Corwin used the characters and 'living room' of the Aldrich Family as a vehicle to introduce network personalities. The rest was largely a walk on of tried and true personalities and formats such as Helen Hayes, "Thanks to the Yanks," "Take It Or Leave It," "We the People" and "Inner Sanctum." Maybe the show aired better than it was heard through a faulty p.a. system at Carnegie Hall. "Stars in the Afternoon" twinkled but did not glow.

★

"GANGBUSTERS"—WJZ-American. Saturday, 9 to 9:30, Sponsor; Waterman Fountain Pens. Lewis J. Valentine, retired police commissioner of New York City, felt a little short of the advance ballyhoo of the new show, through his handling of the lines on the new 'crime does not pay series.' While Valentine has the background, voice and authenticated stories to dramatize, he fumbled a bit with the script on the initial airing. Valentine's radio technique will improve, no doubt, with future airings.

'Mr. District Attorney' Leads In Hooper Evening Ratings

(Continued from Page 1)

listeners-per-set with 3.02; average evening audience rating is 6.4 up 0.3 from the last report and down 0.4 from a year ago. Average sets-in-use are reported at 22.5. This is 1.1 more than the last report and 0.5 less than a year ago. Average evening available audience is 72.1 an increase of 3.2 over the last report and down 0.2 from the same period a year ago.

"Take It Or Leave It," again has the highest sponsor-identification index, with 87.1. Wayne King had the highest number of women listeners per listening set with 1.71. Lowell Thomas (limited network) and Philco "Summer Hour," had the largest number of men listeners per set with 1.02 and "Lone Ranger," had the most children listeners per set with 0.83.

Other programs among the first 15 were, in succession, Charlie McCarthy, "Take It Or Leave It," "Your Hit Parade," "Screen Guild Players," Lowell Thomas, "Man Called X," Victor Borge Show, "People Are Funny," "Mr. and Mrs. North," Jack Haley Show, "We The People," and H. V. Kaltenborn.

Coleman Successor Named

Emily Newman has been appointed assistant to the director of operations at CBS, replacing Merritt H. Coleman, it was announced over the week-end. Coleman will assume new duties with CBS in connection with television operations.

WOMEN IN RADIO

By MILDRED O'NEILL

THIS is the first in a series of "Guess Who?" stories that I plan for one week of each month. There's no contest involved—merely the variation of an old theme. If you like the idea, won't you write and tell me, and also, send in an entry. Entries will be chosen for factual interest and geographic variety. Each "Guess Who?" will be identified the month following.

★ ★ ★

"Guess Who?" . . . has a lovely smile, big green eyes and long curly brown hair. . . . She was born in Philadelphia, raised a Quaker, and is a descendant of a signer of the Declaration of Independence. . . . As a child, studied dramatics. . . . Was introduced to radio by way of the Roxy program for "Castoria" on which she sang children's songs. . . . Has appeared on network broadcasts with such well knowns as Fred Allen, Walter Winchell, Ilka Chase. . . . Was chosen from hundreds of applicants as woman commentator for Paramount Newsreels. . . . Is an ideal television type and has appeared before the television camera as a femcee and in dramatic parts. . . . This month she is celebrating the anniversary of her own two shows on different New York City stations.

★ ★ ★

Adele Hunt's program on WPAT in Paterson, New Jersey, is designed mainly for women, but she has many male admirers, with the number increasing every week, and here's why. Adele's daily program is titled "Hunt For Happiness," and knowing that happiness besides being a state of mind is a state of economic well-being also—and that hosts of returning servicemen will be seeking just that, she has introduced a special feature every Friday for the returned soldier which she calls "Start Your Own Business." This is her own idea of how best to interpret the G.I. Bill of Rights. Adele is very grateful for the cooperation she's receiving from established business men who come at her request to the microphone to give her listeners the benefit of their knowledge and experience. Although the feature has been going but a few weeks, Adele says the response from servicemen and their wives has already proven its value.

★ ★ ★

All through her childhood and during school days, Lesley Woods dreamed of becoming a "sob sister." Whether or not this was a very practical dream, she never had the opportunity to find out because by the time she was out of school, she had done so well in summer stock that Broadway and radio were beckoning and she turned to what she was sure would be highly lucrative fields, if a little short of the childhood dream. But, in a way, she's been able to eat her cake and have it too, for within the past couple of years Lesley has found herself in the role of a newspaper woman—radio-wise. It seems that she was called on by a director one day to portray the part of a news gal which she handled with such vim and vigor that ever since, when a script calls for a "sob sister," she's it. Currently Lesley is doing Ann Williams on CBS' Casey, Crime Photographer, and Kate Ward on the WEAFF Front Page Farrell program. Also, she's appeared with Boston Blackie, Mr. District Attorney, and many other shows in similar roles.

★ ★ ★

When Virginia Travers, Compton publicity chieftess, gets done juggling figures and graphs in that search for the rating value of publicity, she should know a thing or two about the intangible. . . . Betty Benfield who quit the Martha Deane office to don a Red Cross uniform and go overseas, has returned to New York. . . . Did you know that the oh-so-handsome Bill Edwards of "Our Hearts Are Growing Up" used to be known as Bill Felter when he was an apprentice in the art room at Benton and Bowles seven years ago? . . . After being batted around from time to time and day to day on WOR, "Boston Blackie" hopes it has found a resting place on WJZ, from October 4 at 7:30 p.m. on. . . . If the New York Post Syndicate develops that proposed radio column, will Leonard Carlton be the editor? . . . Helen Phillips is awfully proud of a new promotion place now in preparation on NCAC's packages and personalities.

RADIO DAILY, as a gesture to honorably discharged servicemen and women, offers free position want ads to those seeking employment in radio. Only restriction is that the copy be limited to 25 words or less.

Publicity—Are you looking for a capable radio publicity assistant? Entertainment and Radio background—2 years college—eager to learn. Full of ideas. Write: Servicemen's Want Ads: Box No. 25, RADIO DAILY, 1501 Broadway, N. Y. C.

★

EXECUTIVE, station or chain. Background: radio, newspaper, magazine, public relations, show business. Experience: writing, programming, sales, personnel, management, etc. Navy officer, 33, married. Available December. Write: Servicemen's Want Ad, Box No. 31, RADIO DAILY, 1501 Broadway, New York City.

★

ANNOUNCER-PROGRAM DIRECTOR: Army Officer desires permanent position with regional station. Go anywhere but South. 27 years old, married. Eight years experience as announcer, news, commercial, variety, and special events shows; program director; producer; news-editor; and writer. Relieved from Army in two weeks. References. Can arrange personal interview. Write: Servicemen's Want Ad, Box No. 30, RADIO DAILY, 1501 Broadway, New York City.

★

Veteran, 35 years, publicity, promotion and publishing background seeks connection radio, theatrical and allied fields. Worked with special services in Army producing shows. Fine references. Write: Servicemen's Want Ad, Box No. 29, RADIO DAILY, 1501 Broadway, New York City.

Seek Lower Rates

In keeping with the company's policy of maintaining the lowest possible press and radio rates, Press Wireless, Inc. filed application with the FCC for reductions in its rates between New York and European countries. Becoming effective October 1, urgent traffic press messages would be cut two cents a word, and ordinary, one cent a word. Program channel service for networks and radio stations would have a reduction from \$50 to \$40 for the first ten minutes and \$5 to \$4 for each additional minute. Radiophoto rates would get a 50 per cent reduction.

Audition Winners To Be Heard

Two 1945 winners of the National Federation of Music Clubs Young Artists' Auditions will appear as guest soloists with Dr. Frank Black and the NBC Symphony orchestra, Sunday, Sept. 23, on NBC, 5 to 6 p.m., EWT. They are Paula Lenchner, Viennese-born soprano and Eunice Podis, Cleveland pianist.

AGENCIES

ADVERTISING CLUB OF NEW YORK will resume its weekly **Celebrity-Forum Luncheons** on **Thursday, Sept. 20**, when **Lowell Thomas** will be guest of honor and will deliver a talk on "Broadcasting **in Around the World**." Although this week's luncheon will be held **Thursday**, the club next week will revert to its original plan of holding the affair each **Wednesday**. The principal speaker for **Wednesday, Sept. 26**, will be **Edward J. Neary**, director, New York division of **Veterans' Affairs**.

THE F. H. HAYHURST CO., LIMITED, announces the appointment of **Luis E. Leprohon** as account executive with the **Montreal office**. Mr. Leprohon was formerly commercial manager of radio station **CKAC, Montreal**.

"**THIS MONTH**" magazine has placed its account with **Herman Morison** advertising agency. A new **Fall campaign** now is in preparation.

SAM GILL, research director of the **Low Company**, joins **Sherman & Marquette, Inc.**, New York, effective **Friday**, as director of research. Also joining **Sherman & Marquette, Inc.**, is **Stanley Freeman** from **Hirshon-Garfield** as assistant art director.

GEYER, CORNELL & NEWELL have announced the appointment of **James A. Berg** to its **Detroit staff** as assistant account executive, according to **H. M. Newell**, executive vice-president. **Berk** will assist **H. M. Hampstead**, vice-president of the agency's **Detroit office**, and will work the **Eureka Vacuum Cleaner account**. Formerly a president of the **Louisville, Ky., Advertising Club**, **Berg** comes to his new position from **Cardi Imports Corporation** where he was assistant advertising and sales promotion manager.

BRUNER-RITTER, INC., manufacturers of **Bretton watch bands**, has appointed **B. D. Iola** Company to handle its account.

Strike Brings Queries

Philadelphia—**NABET** strike repercussions in **Philadelphia** produced many phone calls to station **WFIL**. One caller said "I usually listen to 'Leadline Edition' over your station at tonight I'm getting music. Could something be wrong with my radio?"

Will Conduct Course

Eugene King, director of daytime programs at **WOR, New York**, will conduct a course in radio technique at **St. Albans Naval Hospital** for convalescent **Navy personnel**. Course is a feature of the rehabilitation program being put into work at the hospital, and is optional with the servicemen. Starting date is **Wednesday, Sept. 19**.

Washington Front

By **ANDREW H. OLDER**

THESE, it would seem, are busy days at the **FCC**. In addition to the flood of detail work on applications, the commissioners have been up to their ears in important policy matters—including **FM and tele regulations**, clear channel and such things as the new license transfer proposals issued coincident with the **Crosley** opinions last week. . . . How the proposal to let the **FCC** decide which of a number of bidders for radio properties can best serve the public will fare in Congress is something we're not willing to make a flat prediction on—but we do know that it will run into plenty of trouble. First reaction of two Republicans we quizzed about it was a loud howl, followed by, "Why not just let **Bob Hannegan** appoint broadcasters, and let's throw out the **FCC!**" . . . And the same idea is shared by others on the hill. . . . At the same time, men like **Bert Wheeler** and others will see the logic of the **FCC** proposal—and there is logic to it—and may be kindly disposed toward it or toward some modification of it. They know from bitter experience how difficult it is to write radio law, and we doubt that they'll rush to action on this scheme. Chances are nothing will be done about it this year.

OWI got itself into a bad spot when it dropped **Matt Gordon's** foreign news desk but retained the service with personnel from the **Domestic news desk**. The worst flub came **Labor Day** week-end when, without checking even with the **State Department**, **Sam Morris**, then on the desk, put on the wire a **Radio Tokyo** report that former **Undersecretary of State Joe Grew** had just checked in at the **New Grand Hotel, in Yokohama**. **OWI** subscribers went into a dither, and finally the **Associated Press** managed to locate **Grew**, who was enjoying a quiet week-end with his daughter just outside of **Manchester, New**

Hampshire. . . **AP** called **OWI**, which then suggested a kill. A few minutes later **OWI** subscribers were startled to read on the wire this whimsical question: "If it wasn't **Grew** who checked in at **Yokohama**, then who was it?" The answer hasn't been received. . . . Sequel is that the **New Delhi** radio picked up the story but not the correction, and 12 hours later the **British Reuters** service flashed the news that **Grew** was in **Yokohama**. . . . The following night, for some strange reason, **Morris** put on the wires the entire text of the **Japanese surrender terms** as received from, of all people, **Radio Tokyo**. This text had been in **American newspaper offices** for 36 hours and was already public. . . . A story that nearly got on the wire but was finally stopped dealt with the reported re-opening of direct two-way communications between **New York and Tokyo**. Had this premature story gone out, the dateline would have been "Domie, New York." "Domie" is a **Japanese news agency**.

SENATOR Homer Capehart of **Indiana** is in full accord with the radio manufacturers in their gripe against the **OPA pricing policies**. They just can't do business with present price allowances, **Capehart** said on his return here last week from conferences at his own **Packard Manufacturing Company** and the **Farnsworth plant**, of which he is a major stockholder. . . . He allowed that **1946 profits** will be good regardless of what the plants do for the rest of the year because of their extensive wartime operation, but he says that if they go ahead into full production now they have no assurance that they'll be permitted better prices in the future. . . . Almost as soon as **Floyd Odum** took over **Liberty Magazine**, an article on television by **Adolph Sinks**, already in type, was killed.

Canadian Short Waver Sends Program to Palestine

(Continued from Page 1)

Canadian Jewish Congress on the occasion of the **Jewish high holy days**. This shortwave program originally sent **Sunday** was repeated **Monday**. It is expected that the **Palestine Broadcasting Corporation** will have recorded the broadcast and will present it to its listeners over its long wave system.

The broadcast featured a message in **Hebrew** and in **English** from the **Canadian Jewish Congress**, a summary of the **Canadian War effort** and **Jewish participation**, read by **Flt. Lt. Sidney Simon Shulemson, D.S.O., D.F.C.** Selections from **Jewish Liturgy** and **Hebrew poetry** were rendered by **Cantor Nathan Mendelson** and the **Shaar Hashomayim Congregation Choir** under the direction of **Jacob Rosemarin**.

FCC Commissioner Wills Ill At Washington Home

Washington Bureau, **RADIO DAILY**

Washington—Former Governor **William H. Wills** of **Vermont**, this summer appointed to the **FCC**, is confined to his home in **Washington** under physician's care, it was announced by his office yesterday. Governor **Wills** suffered a recurrence of a heart ailment, and is expected to remain under doctor's care for a few weeks. It is reported that his condition is not serious and it is expected that he will resume his duties at the **Commission** next month.

Lockwood Leaves BBC Post

Roy Lockwood, in charge of **BBC** productions from **America to Britain**, is relinquishing his full time engaged with the **BBC's New York studios** in order to assume other duties it has been announced.

PROMOTION

KSL Program Reorg.

A public service plan, which has been in the making for some months awaiting only the war's end to get under way, has been announced by **Ivor Sharp**, vice-president and general manager of **KSL, Salt Lake City**. In effect, the plan divides the program department into two divisions: public service, and commercial programs.

The public service plan gives the public service phase of **KSL** operations the same status as commercial broadcast operations. Under the new procedure, **Ralph W. Hardy**, former program director, becomes director of public service. **Eugene M. Halliday**, former production manager, is named program manager in charge of commercial programs and general program operations.

Named to administrative posts under the reorganization are **Richard Ashard**, supervisor of program operations; **Lynn McKinley**, supervisor of public service broadcasts; **Paul Royall**, supervisor of commercial broadcasts; **Wells Wilkinson**, night supervisor and **Verda Mae Fuller**, continuity editor.

Discs To Heroes

The **U. S. Recording Co.** presented to each of the twenty-eight war heroes who received the **Congressional Medal of Honor** at the **White House** on **Aug. 23**, a complimentary recording of that part of the ceremony in which each participated. The reverse side contained the presentation speech of **President Truman**.

Successful Activities

WOWO, Fort Wayne, Indiana, has prepared a folder on the activities and success of their **Modern Home Forum** director **Jane Weston**. It shows various human-interest shots of her audience participation shows, presentations, interviews, cooking school, etc. Listed on the back are station coverage and selling statistics and fan mail figures. The folder is being mailed to agencies, advertisers and prospects.

New Mutual Co-op Show Set With Many Sponsors

(Continued from Page 1)

co-op basis, making it a widely sold show of its kind even before it is on the air.

Sponsors of the show to date include: **The Purex Co.** with 114 outlets, including the full **Don Lee** network, two days weekly, through **Foote, Cone & Belding**; **Bathasweet**, has ordered 16 stations not included in the 114 mentioned above, in addition to the **Don Lee** chain, two days weekly, through the **H. M. Kiesewetter** agency; **Soil-Off** with seven stations three days weekly, through **Ruthrauff & Ryan, Los Angeles** office.

Expected by the time the show takes the air that various additional sponsors will be on the show.

CBS Promotion Show Originating On Coast

(Continued from Page 1)

15 programs which originate in New York received the benefit of an hour and one half show from Carnegie Hall.

Show to be heard Sunday will have Frank Sinatra, Ginny Simms (starts on the web Sept. 28); Joan Davis, Jimmy Durante and Garry Moore, Don Ameche and Claudette Colbert plus a dozen other topflight stars. Sinatra and Lionel Barrymore will emcee the program. William N. Robson, will be producer-director. Wilbur Hatch in charge of special music which will open and close with a 20-voice choir. Continuity and opening and closing choruses will be by Robert E. Lee and Jerome Lawrence.

Additional names on the program will be that Gene Autry, Marlin Hurt (Beulah); Ann Sothern, Hanley Stafford, Nelson Eddy, Jean Hersholt, Arthur Lake and Penny Singleton.

Marsh K. Powers

Marsh K. Powers, advertising executive, died Tuesday at his home, in New York City, after a brief illness. His age was 57. Mr. Powers was advertising manager of Dictaphone Corporation, and formerly president of The Powers-House Co., Cleveland, Ohio advertising agency. He graduated from Yale University in 1910, and has been a frequent contributor of magazine stories and articles. Funeral services were held Saturday in New York.

Wedding Bells

Bob Kenny, production manager of American Broadcasting Company's Co-operative Program Department, and Marianna Jones, daughter of Mrs. Walter Edwin Jones of Middletown, Conn. and the late Dr. Walter Edwin Jones, were married on Saturday, at the Wesleyan Memorial Chapel, Middletown, Conn.

New Air Force Series

A new series of Army Air Force sponsored programs opened on Mutual last Friday featuring the "Army Air Force Band" under the direction of Captain George S. Howard. The program originated at Bolling Field, Washington, and will be heard every Friday at 12:30 p.m.

COAST-TO-COAST

— NEW YORK —

NEW YORK CITY—Hal Moore, WNEW announcer, invented a gadget called the "Color Guard" that threatens to revolutionize the business of keeping the white from getting all over the brown on two-tone shoes. . . . Tex Fletcher, the "Singing Cowboy," recently discharged from the Army after four years service, returned to the air over WINS on Sept. 12th. . . . **BROOKLYN**—Fred Rawlings has been added to the announcing staff of WBYN.

— TEXAS —

SAN ANTONIO—WOAI's account executive, Lewis J. Riklin, was appointed downtown director of the forthcoming Community War Chest drive. . . . **AUSTIN**—Three staff members of KTBC are back on the job after attending summer short courses. Richard Pryor, announcer, and Wray Weddell, newsman, attended the NBC-UCLA Summer Institute at Hollywood, and Millman Rochester, announcer, attended the NBC-Northwestern radio school at Chicago.

— ILLINOIS —

CHICAGO—Robert F. Hurleigh, director of WGN's news room left for Detroit, the first stop on his tour of the automotive centers during which he will give listeners on-the-scene reports of the industry's re-conversion plans, progress and prospects for the future. . . . WBBM's "Welcome Home" in a weekly broadcast of interviews with enlisted GI's as they receive their discharge certificates.

— VIRGINIA —

RICHMOND—Jack Stone, war correspondent for WRVA in the Pacific, has cabled that he witnessed the signing of the surrender of the Japanese from a second turret gun aboard the USS Missouri. He told also of his trip with other correspondents to Tokio from Yokohama in a Japanese army truck. On the way back to Yokohama when their truck ran out of gas, a Japanese firetruck came to their aid.

— OKLAHOMA —

OKLAHOMA CITY—Minnie Jo Curtis, who took over KOMA time formerly used by Helen B. Schuyler, came to that station after service with KTOK, Oklahoma City, and WGN, Chicago. . . . **TULSA**—KVOO has launched a new series of half-hour programs entitled "Safety Party," to emphasize the Tulsa Safety Council's campaign to make Tulsa the safest city in America.

— IOWA —

CEDAR RAPIDS—Andy Woolfries, WMT news commentator, having followed the work of the Iowa boys training school at Eldora for the past 18 years, broadcast the testimony of two of the 179 boys who rioted and broke away from Eldora after the death of one inmate who was clubbed by guards. Following his broadcast, the school superintendent was suspended and state-wide interest was evidenced.

— INDIANA —

FORT WAYNE—W. F. Pierce, a veteran of three years service in radio intelligence with the Navy and a graduate of Indiana University Business School, is the new salesman for WOWO. During his collegiate career, Pierce was a member of the staff of the "I.U. Radio Theater of the Air." . . . Jack Stanley, on the announcers' staff of WGL, was married in Huntington, Ind. to Katherine Altman on August 17.

— MASSACHUSETTS —

WORCESTER—Esther Forbes, Pulitzer prize-winning novelist, guested on WTAG this week in an appeal for books to the Soviet Union on behalf of the American Society for Russian Relief. . . . **FITCHBURG**—Jim Chalmers and Dick Tucker have joined WEIM as full time announcers with Chalmers doing sports and news and Tucker handling special features as senior announcer.

— RHODE ISLAND —

PAWTUCKET—Staff announcer of WFCI, William George Weston, has been designated as one of the annual winners of the "Doctor Christian Radio Drama" awards and his play will be presented over all CBS affiliate stations. After service in the Army Ski Troops, Weston went to work for WFCI where he is now chief staff announcer. Here he does scripting, occasional producing and handling of any special events programs which occur.

— OHIO —

CINCINNATI—Mass meetings, placards, give-aways and all the other tricks of an old-time political campaign are being dragged out for the forthcoming annual election of officers of the Crosley Square Club, composed of more than 400 employees of WLW. . . . **CLEVELAND**—Robin Russell, WJW women's director, has returned to her regularly scheduled daily program, following a month's absence due to illness.

WABD Closing Down; To Alter Tele Setup

(Continued from Page 1)

the station will transmit from 76 to 82 megacycles instead of the present 78-84 megacycles on Channel 4, it was explained. This changeover will require the alteration of transmitting equipment as well as the adjustment of receivers.

It is planned to complete the changeover to Channel 5 in time to launch the new Du Mont studios in the Wanamaker store in New York City. Construction of the new studios got underway this week.

Decision to leave the air at this time alters plans of the American Broadcasting Company to present a series of programs on WABD. Paul Mowrey, television director of the network, had made plans to launch two half-hour television programs weekly over WABD starting Oct. 2.

"Blind Date" Renewed

"Blind Date," starring Arlene Francis, has been renewed on the American Broadcasting Company effective Sept. 26. Show is heard Fridays at 8 p.m.

BALTIMORE'S
Listening Habit

**W
C
B
M**

MUTUAL BROADCASTING SYSTEM

JOHN ELMER President
GEORGE H. ROEDER General Manager

FREE & PETERS, Inc.
Exclusive National Representatives

Exclusive!

CHI' BEARS
'45 FOOTBALL

W-I-N-D
CHICAGO

560 Kc. 5000 WATTS

Send Birthday Greetings To—

September 19

Aaron S. Bloom	Botty Garde
Curt Purnoll	Janice Gilbert
Willard Robison	Josephine Forbos
Anico Ives	Dick Fisholl
Mildred O'Noill	

5000 WATTS 1330 KC.

WEVD

ENGLISH • JEWISH • ITALIAN

National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.

Send for WHO'S WHO on WEVD

WEVD — 117 West 46th Street, New York, N. Y.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 32, NO. 56

NEW YORK, N. Y., THURSDAY, SEPTEMBER 20, 1945

TEN CENTS

Web "Radio Week" Co-Op

Days WINS Sale Money Will Aid Hearst Outlets

Washington Bureau, RADIO DAILY
Washington—Hearst Radio plans to spend the \$1,700,000 it will receive from Crosley Corp. for WINS, New York, for development and improvement of its other standard radio stations: WBAL, Baltimore, and WISN, Milwaukee, and for new FM and television stations which they have applied for. O. Markinson, Hearst radio treasurer, told examiner P. W. Seward yesterday as the hearing on the WINS sale got under way. The hearing continues today.

Hearst Radio has applied, Markinson said, for FM licenses in New York. (Continued on Page 13)

Indiana Teachers College Reviews 11th Year On Air

Terre Haute—During its eleventh year of broadcasting, Indiana State Teachers College presented 291 broadcasts representing 4,365 minutes of time over WBOW, all donated by the station. Equivalent in money would total approximately \$15,000 for the time given gratis. Programs during the eleventh year were organized into 12 regular series. Covering (Continued on Page 2)

FN Promotes Dudley To U. K. Program Director

London—T/4 Dick Dudley, former radio announcer and actor on the NBC staff in New York, has been named program director of the American Forces Network of the Armed Forces Radio Service in the United Kingdom. Sgt. Dudley is a veteran (Continued on Page 2)

Fast Work

Boston—WCOP, has scored a scoop by having exclusive broadcast of Under Secretary of War Patterson's speech to the Boston Chamber of Commerce today. This is the first radio message and first major public appearance since his nomination as War Secretary, announced by President Truman on Tuesday. His topic: "Industrial Preparedness for Military Needs."

Vet Band

The Major Glenn Miller Band, recently back from a 14-month tour overseas during which it was heard on 525 broadcasts and made 1,400 personal appearances, will return to the networks here on Sat. Sept. 29. It will resume its old spot on "I Sustain the Wings," Army Air Forces program. W/O Jerry Grady wields the baton.

Vast Femme Audience Claimed For Serials

More than 50 per cent of the women at home in the daytime listen to serial programs, according to an extensive study published yesterday by CBS, held to be the most comprehensive survey of its kind ever undertaken in behalf of the so-called "soap opera." Report in booklet form, is a digest of a presentation on the same subject by Frances Farmer Wilder, CBS consultant on daytime (Continued on Page 2)

Inter-American Confab Sets Washington Meeting

Washington Bureau, RADIO DAILY
Washington—With the Cubans expected to ask more standard broadcast frequencies, the Rio de Janeiro, Inter-American Radio Conference has agreed to a Washington meeting in December for the purpose of reviewing the North American regional broadcasting agreement, it was learned here yesterday. The present (Continued on Page 13)

La Roche's Inactive Status; Robinson Leaving American

Ad Women Luncheon Inaugurate New Season

Opening of the Advertising Women of New York Club season is being marked today with a luncheon at the Belmont-Plaza Hotel, 12:30 p.m., dedicated to the United Nations (Continued on Page 14)

Major Networks Promise Full Backing To Mark Industry's 25th Birthday To Be Celebrated Nationally

See Benton Quitting Subscription Radio

Appointment of William E. Benton as Assistant Secretary of State brought the end of his plans to establish a subscription radio service, it was indicated yesterday. Upon going to his new post, Benton wrote the FCC canceling his application for several frequencies upon which he had planned to inaugurate his "pig squeel" service in Chicago. The plan, which aroused opposition (Continued on Page 2)

Atlantic Pigskin Sked Sets 10 Games On WOR

Pigskin sked by WOR will include 10 exclusive games on successive Saturday afternoons beginning this week-end, all part of the Atlantic Refining Co. annual sports broadcasts. Some rearrangement of the Saturday (Continued on Page 2)

FCC Formally Approves Sales Of Two Stations

Washington Bureau, RADIO DAILY
Washington—The FCC approved the sale of WQAM, Miami, Florida, to the "Miami Herald," at a cost of \$500,000. Sellers of the CBS outlet, (Continued on Page 14)

At a meeting held in New York yesterday by representatives of NAB and the four major networks, plans were outlined to afford full co-operation to the celebration of National Radio Week, November 4th to 10th, marking the radio industry's twenty-fifth anniversary in 1945. Conferring (Continued on Page 14)

Kansas Univ. To Train Mexican Technicians

Mexico City—A plan to train Mexican radio engineers at Kansas City University and in the laboratories of the Aireon Manufacturing Corp. is announced by Jenaro Fernandez MacGregor, dean of the National University of Mexico. At the same time, Dean MacGregor reveals the university will shortly receive 50,000 (Continued on Page 4)

Linus Travers Accepts Post As State Aviation Official

Boston—Linus Travers, executive vice-president of the Yankee network was appointed by Governor Maurice J. Tobin of the Commonwealth of Massachusetts, to serve on a special (Continued on Page 15)

Recognition

The Alfred P. Sloan Foundation, which in the past has engaged in economic studies, has announced that it "must begin to reach the masses." Accordingly, it will prepare a series of radio dramatizations and make them available to all stations. The program calls for the use of "soap opera" type of radio as well as motion pictures and comic strips.



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FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Wednesday, Sept. 19)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	184 1/2	183 3/4	184 1/8	+ 7/8
CBS A	41 1/4	40 3/4	41 1/4	+ 3/4
CBS B	40 3/4	40 3/4	40 3/4	+ 3/4
Crosley Corp.	35 1/4	35 1/4	35 1/4	- 1/4
Farnsworth T. & R.	16	15 3/4	15 3/4	...
Gen. Electric	49	48 1/2	49	+ 3/8
Philco	38 3/8	37 1/2	38 3/8	+ 7/8
RCA Common	16	15 3/4	15 7/8	...
Stewart-Warner	22 1/2	22 1/8	22 1/4	+ 1/8
Westinghouse	36 3/8	36	36 3/8	+ 3/8
Zenith Radio	38 1/4	37 3/4	38 1/4	+ 1 1/2

NEW YORK CURB EXCHANGE

Hazeltine Corp.	35 3/4	35	35 3/4	+ 1 3/4
Nat. Union Radio	5 1/4	5 1/4	5 1/4	+ 1/4

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	8 5/8	9 3/8
Stromberg-Carlson	22 3/4	23 3/4
WCAO (Baltimore)	28	...
WJR (Detroit)	25 1/2	...

20 YEARS AGO TODAY

(September 20, 1925)

Announcement following a series of conferences by theatrical producers would indicate that important legitimate productions will no longer be withheld from the microphone. . . . John Mundy, cellist, and Clytie Hine, soprano, in private life Mrs. Mundy, recently heard in a joint recital, are graduates of the Royal Academy of Music in London.

REFERENCE RECORDINGS IN CHICAGO

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

Vast Femme Audience Claimed For Serials

(Continued from Page 1)

programs. More detailed report will be released at a later date.

Report which states that 54 per cent of the women at home listen to the series, reveals that they listen for an average of one hour and 27 minutes per day to the serial programs. Most of this time however, is spent in doing routine household work while listening—58 per cent in the kitchen, general housework and sewing. The average five-a-week serial is heard 2.5 times weekly.

Based on educational and economic standing, women covered in the study were grouped in three cultural levels for purposes of comparison. As expected, there are wide differences in interests, opinions, attitudes and activities between women in different cultural levels. Within the same cultural levels, however, no significant differences exist between women who listen to serials and those who don't.

Eighteen months of field work and analysis went into the study which enlisted the services of such prominent outside researchers, as Elmo Roper, Dr. Raymond Franzen, Dr. Paul Lazarsfeld and Dr. Carl Rogers.

Indiana Teachers College Reviews 11th Year On Air

(Continued from Page 1)

the period from July 1, 1944 to June 30, 1945, the 12 series before being sub-divided were titled: Bookworm Club of the Air; For Parents; Guidance for Victory; Places in the News; Rising Reporter; Science Series; Story Princess of the Music Box; Studio Orchestra; Summer Radio Workshop; Victory Series; We, The Students Speak, and What's Cookin'?

AFN Promotes Dudley To U. K. Program Director

(Continued from Page 1)

of radio, having begun his radio career at the age of 16 as an actor and sound technician at WSM in Nashville, Tenn. From WSM he went to WSIX in Nashville as chief announcer and program director. While working at WSM, Dudley also held the post of associate editor of "Rural Radio" magazine. NBC brought him to New York as a staff announcer.

See Benton Quitting Subscription Radio

(Continued from Page 1)

among broadcasters but strong support among some listener groups, called for the rental of small gadgets which, when attached, would permit free reception of broadcast programs with no advertising. Without the attachment a "pig squeel" would be heard throughout the broadcasts, ruining reception for non-subscribers.

The FCC was asked to set aside frequencies for the use of this service, but made no commitments when it brought out its allocations last winter, and appeared to be unwilling to license the service. Its chief proponent before the FCC had been Joseph Weiner, former top WPB official; former FCC Chairman James Lawrence Fly had been identified with it, as an associate of Benton's after leaving the FCC.

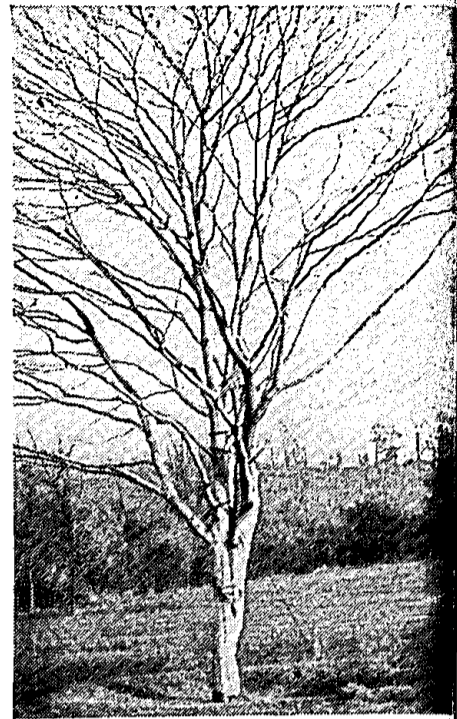
Atlantic Pigskin Sked Sets 10 Games On WOR

(Continued from Page 1)

program schedules will go into effect at the time, some programs being moved to an earlier period and some to later time schedules.

Games on the Atlantic series will be Syracuse-Cornell; Dartmouth-Holy Cross; Duke-Navy; Cornell-Princeton; Pittsburgh-Notre Dame; Penn-Navy; Yale-Dartmouth; Penn-Navy and Princeton-Yale. Announcers used will include Bill Slater, Tom McMahon, Woody Woolf and Byrum Saam.

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



It will be pretty again

Oh, sure, it's barren and bleak and all undressed . . . but the shape is there and leaves will make it beautiful once again.

That's just about the way small manufacturers and alert advertisers are thinking about their own blighted markets.

They are puny skeletons now . . . maybe even ugly . . . but there going to come a time!


And that's when you'll want an advertising medium that delivers. In radio, in the country's sixth largest city . . . an independent does the big job. W-I-T-H, in Baltimore, delivers more listeners-per-dollar-spent than any other station in this five-station town. Facts to prove it are available.



W-I-T-H

IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-R



MUSIC has power

WDAS is the only Philadelphia radio station featuring three hours of classical music daily

No wonder WDAS audiences say "Thank You!"

Station Managers and Program Directors
LISTEN TO THIS!

“NEW WORLD A-COMING”

America's most widely discussed public service program

IS NOW AVAILABLE BY TRANSCRIPTION
to all stations.

“NEW WORLD A-COMING” has won eight national awards, including the coveted \$1,000 Bernays Prize within the past year.

This program has brought uniformly favorable comment both in the daily and the trade press. It has been acclaimed by an avalanche of listener mail.

“NEW WORLD A-COMING” offers *you* the opportunity to promote understanding and tolerance in your community, to make scores of new friends, to build ever growing audiences. It offers local or independent stations a series which ranks

in technique and production with the best in national radio.

WMCA offers “NEW WORLD A-COMING” as a non-profit venture on a share-the-cost basis. The 1945-46 series of at least 26 half-hour programs starts early in October.

The complete story of this unusual offer will be on your desk shortly. Look for it. Better still, if this ad arouses your curiosity, write, wire or phone Charles Stark, WMCA, 1657 Broadway, New York City, Circle 6-2200.

wmca

NEW YORK

America's Leading Independent Station



Windy City Report . . . !

● ● ● Those rumors that Don McNeill and the Breakfast Club will move permanently to N'Yawk have cropped up again—and are being denied again by McNeill's office. . . . Cowboy star Gene Autry in town to discuss details of his new radio show with his sponsor,

Chicago P. K. Wrigley, and WBBM-CBS biggie, Les Atlass. Sunday series due to bow in from Chi this fall. . . . Comic Danny Thomas follows Jerry Lester into the Chez Paree next month. Thomas found he was able to sandwich in the Chez commitment, made some time ago, because of a delayed starting date, for his new radio series. . . . Lt. Vick Knight, Eddie Cantor's former producer, reportedly building a network sports program around grid star Tommy Harmon, who has already been engaged to broadcast football games in Detroit this fall. . . . Vocalovely Dolores Gray, former star of the Wayne King summer show who is headed for Broadway and a part in Dick Kollmar's "Slightly Perfect," was given a sendoff Wednesday night by her Windy City radio pals. . . . Bandleader Charlie Spivak, who recently wound up a record-breaking stay in the Panther Room of the Hotel Sherman, treated the patrons to an unorthodox spectacle during his engagement there. For a while Charlie was taking his music literally sitting down, all because he sprinted for a taxi, took a spill and sprained his ankle. He refused to be invalidated, however, so the customers had the added treat of watching Charlie put his band through its musical paces while ensconced in an elegant Louis XV job.



● ● ● Four Quiz Kids—Joel Kupperman, Richard Williams, Ruthie Duskin and Harve Fischman—are highlighted in the October issue of "Redbook Magazine" under the title, "The Quiz Kids Are in the Money." . . . An aspiring young radio actress came to Chicago from Minnesota by train last week to keep an audition appointment at WBBM. She had her audition and took the train back to Minnesota. A few days later a letter was received at WBBM for the auditioner with five dollars enclosed and a note explaining it was to be divided "one for the organist, one for the producer and three for WBBM assistant program director Val Sherman" and "Thank you with all my heart." . . . The Dinning Sisters are still chuckling over a letter from a Navy man in the South Pacific. The Dinnings' correspondent reports that he spent an hour talking Pidgin English to native chief in an attempt to trade a bolt of cloth for some hand made native trinkets. The chief listened to his oddly worded sales talk, shook his wooly head and replied in perfect English "Really, I'd much prefer currency in payment for my hand work. My son is studying medicine at Harvard, and you know how extravagant college boys are!"



● ● ● Jimmy Evans, the former Northwestern University All-American football star whose ten-year record as a football forecaster averages 84 per cent correct, returns to the air over WGN tomorrow with his annual forecast series. For his first 1945 prediction, Jimmy says the coming season will be one of the most exciting and unusual in modern football history. . . . Wilms Herbert, who plays "Mr. Hutchinson" in the WBBM-CBS "Tena and Tim" series, is on a busman's holiday at Fish Creek, Wisconsin, this week where he is playing the role of "Edgar Linton" in the Peninsula Theater's version of "Wuthering Helghts." The production is directed by Caroline Rathbone, daughter-in-law of screen star Basil,

Kansas Univ. To Train Mexican Technicians

(Continued from Page 1)

pesos worth of radio equipment as a gift from Randolph C. Walker, president of the same company.

MacGregor quoted Walker as telling him that the donation was an expression of appreciation on the part of the American firm for the cooperation and aid of the Mexican government in forwarding Aireon's plans to found a branch factory in Mexico City.

"It is a privilege and pleasure for me to give this radio and electronic-laboratory equipment to the National University," Walker is said to have declared, "as well as to help any Mexican university student desirous of broadening his specialized knowledge."

The gift, according to MacGregor, will be shipped from Kansas City as soon as the university authorities indicate type of equipment needed.

Walker is also reported to have requested the university officials to create a board of faculty members to choose two students, graduates of the Engineering School who have specialized in radio and electronics, to study for one year in the United States at his company's expense.

Under the terms of this award, the students will attend classes for six months at Kansas City University and will afterward do research work in the laboratories of the Aireon Corporation at Greenwich, Connecticut. Upon completion of their studies, they will be offered employment as technicians with the company.

MacGregor said that requisites for the scholarships will be set up in collaboration with Pedro Martinez Tornel, Mexican Minister of Communications and Public Works.

"Spotlight Bands" Anniversary

"Spotlight Bands," program series which has been touring Army and Navy camps and war plants throughout the country, will celebrate its third anniversary over WOR-Mutual, Friday, Sept. 21, from 9:30 to 10 p.m.



Advertisers and radiomen all over the nation are pretty well acquainted with NBC-RRD's *Five Minute Mysteries*. Begun as one of our initial efforts in the direction of Syndicated programs, this series of "short-shorts" grew into astronomical proportions. Sponsors everywhere. . . . an ice and coal dealer in Jacksonville, a men's clothing store in Cumberland, a laundry in Hopkinsville, a beverage company in St. Louis. . . . each one specified *Five Minute Mysteries* as their show in their community.

Then, many of these advertisers reached the end of the broadcast series and wanted additional shows. New clients called their local stations and asked about *Five Minute Mysteries*. . . . why couldn't they sponsor this show that had been so successful for hundreds of other advertisers? In many cases the local station had to answer that the series had already been broadcast in their town.


We caught wind of this ever-growing demand for the show and sat down and talked it over. Why not produce a new improved *Five Minute Mysteries* that would retain the same character as the earlier shows, but have a more interesting format, self-contained music and brilliant new stories.

So we did. And the response has been overwhelming. Crown Mills of Oregon was so enthusiastic about the *New Five Minute Mysteries* that they set up 10 stations in Oregon and Washington to carry the show under their sponsorship. KGU in Honolulu sold the program to the Industrial Reclaimers; the White Furniture Store is running the show every Monday, Wednesday and Friday on WISR, Butler, Pa.; and we could go on for pages of other examples.

In fact the demand has gone so far overboard that we have decided to "up" the series to 260 programs . . . which comes out to 52 weeks of broadcasting at the rate of 5-a-week.

May we send you new low rates and an audition record of this little show that packs an entertainment wallop?

NBC
Radio-Recording Division



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

TELEVISION DAILY

Copyright, 1945, by Radio Daily Corp.

★ ★ ★ SECTION OF THE RADIO DAILY . SEPTEMBER 20, 1945 ★ ★ ★

West Coast Tele Minded

Westinghouse Heads Rush Television Tests

Baltimore—Termination of war contracts in the Westinghouse Industrial Electronics Division here has brought immediate expansion of the engineering section constructing stratovision units for flight tests of this recently announced system of airborne television and FM radio transmission, according to Walter Evans, vice-president in charge of Westinghouse radio activities.

Under the supervision of Charles F. Nobles, the enlarged engineering department is now devoting full time to development and production of transmitting and receiving equipment for airborne field tests to be made in co-operation with the Glenn L. Martin Company, co-developers of the system.

Commenting on the plans of the department regarding air-borne tele, Mr. Evans said, "Early work on stratovision was seriously hampered by our heavy volume of military radio and radar production, and this top-priority work forced us to delay active development, although technical data compiled in radar research and production forms the backbone of stratovision.

"The relaxing of restrictions on
(Continued on Page 7)

TBA Board Will Meet In New York, Sept. 27

Members of the board of the Television Broadcasters Association will meet at TBA headquarters in New York on Thursday, September 27th, to discuss the advisability of holding a convention and trade shows. It is believed that the directors will postpone setting the show date until production of new television receivers by leading manufacturers is well underway.

Tele Debut

Chicago—Lum & Abner, radio veterans, made their television debut over WBKB, Balaban-Katz station, last Wednesday as guest artists on the fall premiere of "The Treasury Hour." Veteran comedy team were adjudged good television artists and other programs by them will be produced later.

Pledged

Television stations in New York, Chicago, and Los Angeles have pledged cooperation with the Treasury Department in promoting the Eighth Victory Bond drive. Special programs are now being prepared and will be presented during the bond sales campaign.

Tele Institute Set For Two Days In N. Y.

Agenda for the "Television Institute" to be held at the Hotel Commodore, New York, October 15 and 16, was announced yesterday by Irwin A. Shane, television magazine publisher, whose publication is sponsoring the event.

The program for the two-day meeting will bring together many industry leaders in panel discussions, speeches, and demonstrations. The agenda follows:

Monday, October 15

Programming Panel (West Ballroom). Richard Hubbell, Chairman; "Radio vs. Television Programming," Mr. Hubbell; "Use of Film in Programming" (demonstrated), Paul Alley; "Programming a Television Station," Paul Mowrey; "Local Talent and Program Resources," Helen Rhodes; "Technique of Tele-Audience Surveys" (demonstrated), Dr. Donald Horton.

Operations Panel (Room A). Dr. Alfred N. Goldsmith, Chairman; "Locating and Designing a Station," Dr. Goldsmith; "Equipping Your Television Station," James D. McLean; "Time Sales and Cost Factors," Phil Buhmann; "Black & White vs. Color," Dr. Peter Goldmark; "The Independent Station," William McGrath.

Lunch (12:15 to 2 p.m.) West Ballroom; Dr. Alfred N. Goldsmith, Master of Ceremonies; Guest Speakers: James Lawrence Fly, Norman Corwin, Dr. E. W. Engstrom,

(Continued on Page 8)

Tele Engineers Contribution To Wartime Radar Revealed

Contributions of television research in the developments of radar was disclosed by the Television Broadcasters Association yesterday after a survey among electronic engineers.

E. W. Engstrom, research director of the RCA Laboratories in Princeton, points out that "basic to all radar, television and other new radio services are the pioneering in the very short radio waves, the explora-

California Video Leaders Predict Great Future for Industry In Movieland

By RALPH WILK

West Coast Bureau, RADIO DAILY

Hollywood—Within a few years 150,000 to 200,000 television sets will be in use in Southern California is the belief of Lewis Allen Weiss, vice president and general manager of Don Lee, which has operated W6XAO, an experimental station, for 15 years and which has been granted call letters KTSL for commercial use of station. Southern Californians have always been avid for television, said Weiss, and even before television sets were manufactured many people in this area built their own video sets from blueprints. The new building Don Lee KHJ will build on Vine Street will be equipped for television.

More than half of California's 4,000,000 people will be served from transmitters atop Mt. Wilson, according to Klaus Landsberg, managing director of W6XYZ television produc-

(Continued on Page 7)

New Type Flood Lamps Installed By CBS Tele

A new type of flood lamps, with an intensity five times greater than the previously used fluorescent lamps, have been installed at CBS television station WCBW, it was announced this week.

Manufactured in Hollywood, Cal., the lamps are now used by motion picture companies for both floor and overhead lighting, and in technicolor films.

The Duarc is a two-way purpose, twin arc lamp, of 40 amperes or 4,000 watts, having a decided power advantage over the discarded 480-watt fluorescents. The ten duarcs installed at WCBW provide illumination considered equivalent to daylight, while eliminating heat and the mobility of lamps.

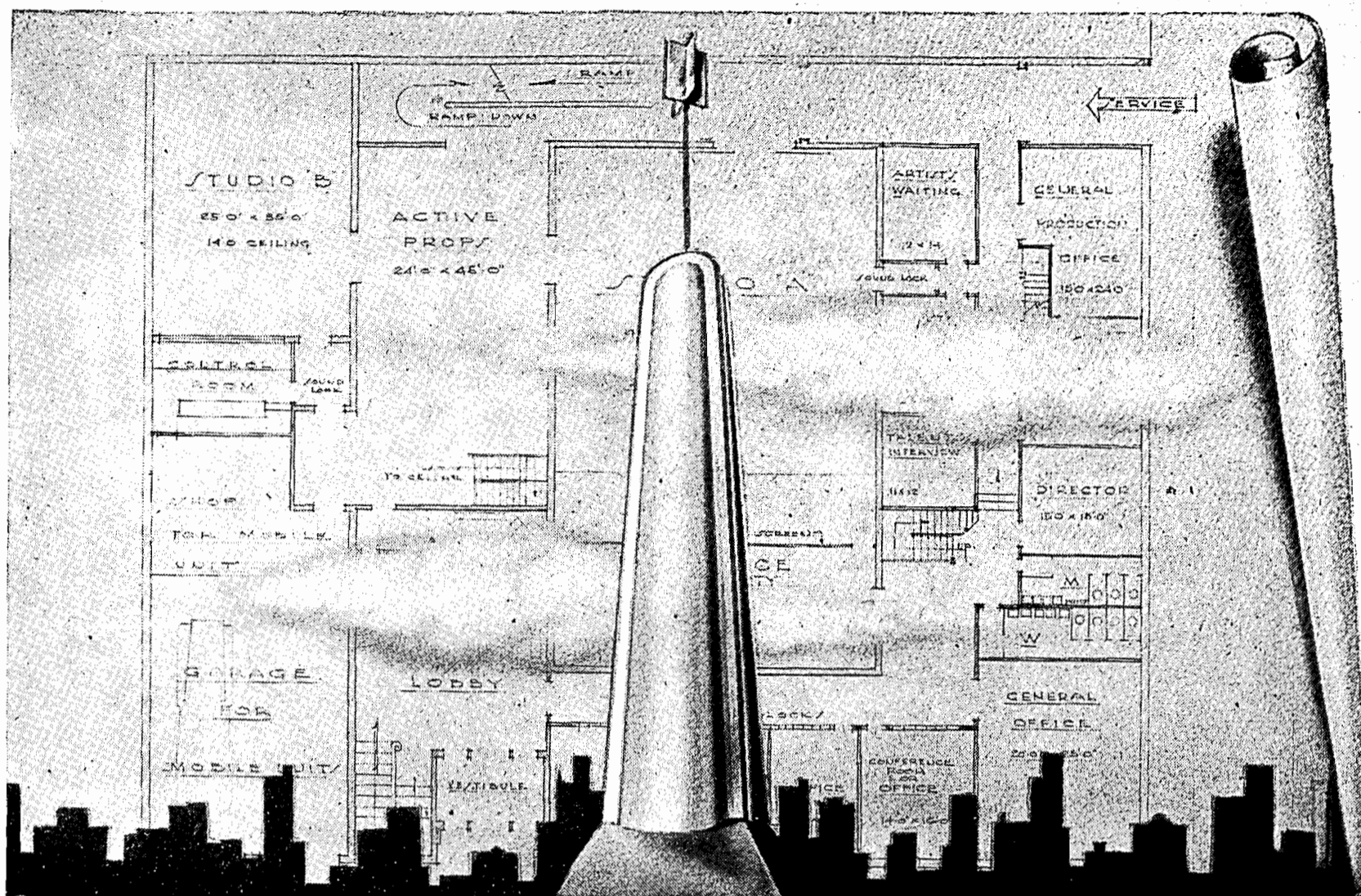
American Web Plans Programs With WRGB

The American Broadcasting Company's television department announced this week that following the conclusion of telecasting activities at Du Mont's station WABD this week, television operations will be carried on from station WRGB, Schenectady. American now offers two regular shows weekly from WRGB, and it was made known that WPTZ, Philadelphia, is available for remote control television programs and special event shows. It was announced at the same time that John Reed King begins a 13-week series for American over WRGB on Sept. 26, titled, "King's Music Shop."

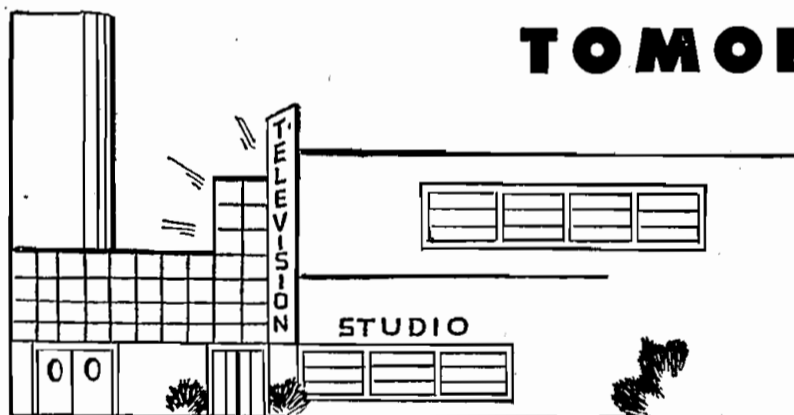
Football Sked

Walter "Red" Barber, veteran sports announcer, will handle the television football broadcasts for WNBT, NBC's New York television station, this season. Red's schedule of tele broadcasts begins with WNBT's pickup of the Columbia-Lafayette game on Saturday, September 29.

(Continued on Page 7)



DUMONT—FOR THE PATTERN OF TOMORROW'S TELEVISION



TO PROSPECTIVE TELEVISION STATION OWNERS... DuMont has pioneered a pattern for the peacetime commercial operation of a typical television station—a pattern that is yours for study whenever you wish.

DuMont has designed and built *more* television

stations than any other company—stations that, week after week, are demonstrating the simplified precision control of DuMont-engineered equipment, its low operating cost, extreme flexibility, high efficiency and rugged dependability.

DuMont postwar designs incorporate all the flexibility and refinements accruing from more than four years of continuous and increasingly elaborate programming experimentation. Early peacetime delivery is assured through DuMont's Equipment Reservation Plan, plus competent training of your personnel.

Visit DuMont's Station WABD, New York...our Sales Manager will gladly make arrangements.

Copyright 1945, Allen B. DuMont Laboratories, Inc.



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

Coast Tele Experts See Bright Future

(Continued from Page 5)

tion, which is a subsidiary of Paramount. This area can become the world center of television, said Landsberg. We have a wealth of talent, actors, directors, writers and technicians, the greatest possible assembly of creative talent. We will look to the East for special events involving sports, politics, etc. but I believe the greatest steady day-by-day entertainment for television fans will come from Hollywood. This is economically sound and tele appearance will also be of value to Hollywood players.

William B. Ryan, manager of KFI, which has already let a contract for the first of three buildings it will erect at its 160-acre transmitter site on Mt. Wilson, is very enthusiastic over the future of tele in Southern California. Don Lee transmitter will also be located on Mt. Wilson, as will that of W6XYZ. Don Lee will soon place its mobile tele unit in use to televise football games, horse racing, prize fights and other athletic events, while W6XYZ, which has telemobiles, is planning more machines and is building an additional three tele cameras and will also televise special events. W6XYZ has already given a television viewing of the new 1946 Ford and will do likewise with other very important products.

It is also presenting a fashion guide in skirts and will cooperate with department of health and other city departments with appropriate programs. The station is also planning a series of one-act plays. W6XYZ has applied for a commercial permit and has requested call letters KTLA.

New Pilot Lamp

A device designed for such uses as building markers, stage indicators, in driveways and photo dark rooms, called the Robolite, will be manufactured by the Universal Microphone Company of Inglewood, California. Company has converted sections of two plants for this purpose. The Robolite will be distributed by Jackson M. King, East Orange, New Jersey, to mail order houses and chain stores.



LEWIS ALLEN WEISS



KLAUS LANDSBERG

Tele Engineers Contribution To Wartime Radar Revealed

(Continued from Page 5)

a new set of technical needs which required many fundamental advances.

"As television was growing up, so also was radar," Mr. Engstrom avers. "Radio engineers and scientists borrowed heavily from television experience to meet heavy demands of the war for a wide variety of radar equipment. Radar needed the techniques developed through experiences with shorter and shorter radio waves.

"Radar also needed cathode ray tubes and the associated timing-synchronizing circuits for presentation of its information, and for this drew much of the techniques, circuits, tubes and systems developed for television," he continues.

"Radar needed the wide frequency band circuits and transmission channels developed for television. Radar required the manufacturing of many units of apparatus and the making of large quantities of cathode ray tubes. Radar required the training of large forces of people to make, install, service and use complicated electronic equipment, many of the components of which have a counterpart in television," Mr. Engstrom states.

He observes that "before the war, television was ready to render service to the public. Now, as the development and design of television apparatus and systems may again move forward, we find that progress during the war will add refinements which will benefit television.

"For one thing," he explains, "we have added to our knowledge of radio wave propagation. Cathode ray tubes have been manufactured in large quantities and this experience will certainly be of help in producing television tubes.

Sees Much Experience Available

"Refinements in circuits and equipment can also be transferred to television applications. Large numbers of people have experience with complicated electronic equipments and this experience is soon to be available to television," Mr. Engstrom says.

"Just as television experience and techniques were of inestimable value before and during the war in radar research and development, so now the wartime advances will assist in a rapid expansion of television service," he predicts. "Without doubt, television is the most important new product of radio and electronics which will serve the public in the post-war period," Mr. Engstrom concludes.

Sharing his views on the subject are D. K. de Neuf, assistant manager of the communications division of the Raytheon Manufacturing Company. "Development of television brought about electronic circuits and tubes, such as the cathode ray screen which provided a means of presenting visual information derived from electronic

operations involving extremely high speeds," Mr. de Neuf points out.

Working on this principle, a method of systematically searching a part of the earth's surface, or air above it, and receiving reflections by means of a wave equal to the speed of light, was achieved and radar was born, he explains.

Benefits Outlined

"Radar research has, and will benefit television in a number of ways," Mr. de Neuf finds. "Cathode ray tube definition has been improved. Video circuits have been developed to handle much faster speeds in scanning and sweeping. A vast store of knowledge has been accumulated concerning the generation and reception of very high frequencies and microwaves, making possible the use of the higher portions of the radio frequency spectrum."

Emile Labin, assistant director of the Federal Telecommunications Laboratories, a unit of I. T. & T., says that television research "has been an inspiring factor in the entire radio industry for the last 20 years. With television in mind, radio engineers have developed many special tubes with improved characteristics; have developed wide band transmissions on wires and by radio and have developed cathode ray tubes, special amplifier tubes and other devices."

Advent of the war took engineers off television development and brought them into contact immediately with an analogous problem—radar. "The reason for this is very simple," Mr. Labin explains. "Radar like television is a wide frequency band system and like television uses cathode ray tubes as indicators. All the techniques which had been developed previously for cathode ray tubes scanning circuits, synchronization circuits, etc., were used immediately for radar.

"During the war," he continues, "the development of radar has been even more intensified than was the development of television prior to the start of hostilities. The possibilities of microwaves were known before the war and their importance to television was fully appreciated, but without the development of radar during the war, microwaves would probably still be a possibility rather than an achievement. In this way, radar repays television the debt it had contracted at the beginning of the war," he concludes.

Dorman D. Israel, vice-president of engineering and production for the Emerson Radio & Phonograph Corporation, believes television progress will be speeded as a result of the "urgency and magnitude of military requirements, which set up many in the radio industry so that they developed a 'know-how' with regard to mass production of video equipment.

The importance of radar research is best summed up by J. R. Poppele,

Westinghouse Heads Rush Television Tests

(Continued from Page 5)

manpower and materials now enables us to assign a full-time engineering section to rush equipment for flight tests and all indications are that they will be well under way before snow flies. Detailed field strength measurements will be made to verify and expand data already at hand."

Mr. Evans revealed that negotiations are already under way to secure a high-altitude plane from surplus war stocks so that tests may begin at once. "Tentative designs for the final stratovision plane, now on the Martin boards, will be revised," he said, "if necessary to incorporate any change recommended by these tests."

As reported in these columns last month, Stratovision would employ transmitters flying six miles in the air to "push back" the horizon and thus extend the coverage of television and FM radio waves which travel only to the horizon. Eight airplanes, each carrying four television and five FM transmitters, would form a coast-to-coast network. Six additional planes, strategically located would extend coverage to 51 per cent of the nation's area and 78 per cent of the population; 100 per cent coverage could be attained by adding still more planes to the operation. It is believed the plan is the only system yet advanced which will bring television and FM to quick maturity by making programs available to vast small-town audiences now denied these services because of economic handicaps.

"We are making good progress with Stratovision," Mr. Evans concluded, "but even this pace will not enable us to employ the many war fliers now flooding us with applications for positions as pilots in this field. All early tests will be made with pilots of the Martin Company."

Joins CBS Television

Merritt Coleman is joining CBS television station WCBW, according to an announcement made this week by Worthington Miner, manager of CBS television. Formerly assistant to James M. Seward, director of CBS operations, Coleman will be in charge of television operations.

president of the Television Broadcasters Association, Inc., and chief engineer of the Bamberger Broadcasting Service. Mr. Poppele states:

"Television research served as the key that unlocked the doors leading to radar. Research in microwave radar, which tremendously accelerated the winning of the war, will revert in peacetime to the advancement of television. The new techniques and improvements resulting from radar research will contribute mightily to the rapid expansion and phenomenal growth of a gigantic television industry."

Tele Institute Set For Two Days In N. Y.

(Continued from Page 5)

Irwin A. Shane, William J. Haley, director-general of the BBC, speaking from London. Afternoon Sessions (2-4:30 p.m.); Program Production Panel, West Ballroom; John Reed King, Chairman; "Acting for Television," Patricia Murray; "Writing for Television," Fred Rickey; "Directing for Television," Leo Hurwitz; "Producing for Television," Bob Emery; "Special and Visual Effects" (demonstrated), Bud Gamble.

Management Panel (Room A), Dr. Alfred N. Goldsmith, Chairman; "This Business of Television," Judy Dupuy; "Station Operation Costs," Dr. Goldsmith; "Training of Studio Personnel," Louis Sposa; "Experience of Station WABD-DuMont," Samuel H. Cuff; "Network Television" (to be announced). Studio Tour, 7:30-10 p.m., Optional; Station WCBW-CBS, 15 Vanderbilt Avenue.

Tuesday, October 16

Morning Sessions (10-12 Noon); Advertising Panel, West Ballroom, George L. Moscovics, Chairman; "Producing Commercial Programs," Charles J. Duban; "The Advertising Agency Viewpoint," Raymond E. Nelson; "Cost Factors in Television Advertising," Mr. Moscovics; "Preparing the Television Commercial," S. Carl Mark; "A Comparison of Media," Paul Raibourn.

Seminar "Round Tables"; Directing (10-11:00), Room E, Edward Sobol, Chairman; Writing (10-11:00), Room F, Fred Rickey, Chairman; Producing (11-12:00), Room E, Ronnie Oxford, Chairman; Acting (11-12:00) Room F, Stuart Need and Barbara Engelhart, Co-Chairmen.

Luncheon (12:15 to 2:00) West Ballroom, Speakers to be announced.

Afternoon Sessions (1-4:30 p.m.), Merchandising Panel, West Ballroom; Stanley Kempner, Chairman; "Retail Uses of Television," Herbert Taylor; "Programming for Department Stores," Helen Rhodes; "Keeping the Television Customer Sold," Dan Halpin; "Installing and Servicing Television Sets," Gerald O. Kaye; "The Antenna Problem," Stanley Kempner; "The Receiver Market," Thomas F. Joyce.

Seminars "Round Tables"; Education & Television (2-3:00) Room E, Edward Stasheff, Chairman; Special Events (2-3:00) Room F, Paul Alley, Chairman; Careers and Employment in Television (3-4:00) Room E, Judy Dupuy, Chairman; Television for Retailers (3-4:00) Room F, Irwin A. Shane, Chairman.

Studio Tour: (7:30-10 p.m.), Station WABD-DuMont, 515 Madison Avenue, Studio B.

Wednesday, October 17

Tour of WRGB, Schenectady, New York: For those who wish to make the trip, guests must pay own fares and hotel expenses.

Du Pont on WRGB

The Du Pont Company inaugurated a new commercial television show on General Electric's station WRGB in Schenectady on Friday, September 14, presenting emcee-entertainer, Larry Livingston in a program of Du Pont "magic." Another Du Pont show is scheduled for tomorrow. The new feature presents Mr. Livingston in a display of Du Pont products in action, offering trick entertainment to point up the uses of the company's new developments as media for better living.

WCBW Adapts Crime Series

"Photocrime," a special feature of Look Magazine, is being adapted for a tele series by CBS television station WCBW, beginning Sept. 25, it was announced this week. First tele program of the series is titled, "Death on the Wire."

What Will You Pay For Tele?

By DR. ALLEN B. DU MONT
(President, Allen B. Du Mont Laboratories, Inc.)

What will you pay for television? That remains the great question-mark in the early commercialization of this new entertainment means. Likewise the grounds for much confusion since on the one hand you are offered a small-screen televisor for say one hundred dollars, while on the other you are asked to pay over a thousand dollars for the projector-type large-image televisor, with prices and models scattered between these two price limits in bewildering profusion.

However, it's the old story of getting precisely what you pay for. A hundred dollars will buy a full hundred dollars' worth particularly since such popular price can reflect the money-saving miracle of the mass-production line. In fact, while my own organization may not be directly interested in very low priced television sets, I more than welcome the advent of such sets because, sold in tremendous numbers, they will provide that basic television audience of hundreds of thousands which is absolutely essential if we are to get and sustain high quality television programs. Such programs, in turn, will justify the high-priced television receivers in many homes. Obviously, program sponsors are not interested in spending large sums unless they are assured of a sizeable audience. Again, the average family with cash to spare is not going to invest hundreds of dollars in a televisor unless the programs are fully worth such money.

Welcomes New Receivers

Therefore, as a pioneer telecaster, I welcome the low-priced televisors as a means of securing a large and worthwhile audience quickly. But as a televisor manufacturer, on the other hand, I much prefer to concentrate on quality and that means higher prices. There's room for both kinds of efforts. We'll have the "Fords" and the "Cadillacs" of television, I'm sure.



DR. ALLEN B. DU MONT

Quality television to me means a good-sized, comfortable-viewing image, certainly not smaller than 8 x 10 inches, and preferably 11 x 14 inches, to start with. Even with the savings that can be effected by a sizable production line, the cost will run around three hundred dollars or more. A 12-inch, 14-inch or even 20-inch cathode-ray tube costs from fifty to over one hundred dollars. Voltages of the order of five thousand and over are involved in the opera-

tion of such large tubes. Transformers, capacitors, resistors and potentiometers must be of good quality to withstand such elevated voltages, especially for daily operation. And that's the main point I wish to emphasize—the continual operation of televisors within a minimum of breakdown and servicing.

Role of Sets Important

Popular television will be made or broken on the basis of continual and satisfactory operation of televisors. While the earlier models required considerable maintenance, the very novelty of television—the thrill of "being the first" in the neighborhood—somewhat glossed over the undue amount of servicing. Those pioneer televisors were assembled with the then-standard radio parts—parts which performed well enough in radio sets but were never intended for the elevated voltages of cathode-ray tube circuits.

Today it's a different story. Many of us have been building radar equipment for the armed forces, wherein failure just cannot be tolerated. Parts manufacturers have come through with components of excellent quality and durability. We are entering the post-war television era with satisfactory components to back up our extensive experience in cathode-ray tube equipment. Therefore, at the right prices to warrant high quality components, we can build televisors that can stand up in continual service, day after day, with a minimum of maintenance.

All of which boils down to just this thought: Television costs money. Of course if you are satisfied with a small image for individual or, at most, for viewing by two or three persons at a time, sitting a couple of feet away from the tube screen, your television requirements can be met at a cost of a hundred dollars, plus the installation of a suitable antenna. If you want to enjoy television as a group entertainment, say for six to twelve people sitting eight feet or more from the tube screen, then expect to invest several hundred dollars. Finally, if you want television on a par with movies, or projected on a screen to be viewed by a roomful of folks, then don't be stunned by an asking price around a thousand or more dollars.

Babbitt Leaves Mutual

Gil Babbitt, exploitation director of Mutual, has resigned to join the Dave Elman radio production office. Babbitt came to Mutual in February where he was special events director of WCAU. Prior to then he was columnist on the Philadelphia Record. In his new position Babbitt will be associated with Addison Smith in the writing and promotion of Elman's "Hobby Lobby" and "Rensie Radio Auction."

EQUIPMENT

Farnsworth Meetings

Preparations have been completed for a series of coast-to-coast meetings of distributors and dealers of the Farnsworth Television and Radio Corp., and the officials of the Farnsworth sales organization to introduce to them actual models of Farnsworth's post-war line and to more fully acquaint the sales personnel with general sales and distribution policies.

RCA Appointments

J. B. Coleman has been appointed assistant director of engineering for the RCA Victor Division of the Radio Corporation of America and M. C. Batsel has been named chief engineer of Engineering Products, according to a recent announcement. Both Coleman and Batsel have been associated with the company for a number of years.

Stromberg Production

It has been revealed that the Stromberg-Carlson Company's production schedule for civilian home radio receivers which got under way last week is three times greater than any in the company's 51-year history. The first model to come off the assembly line was a plastic table model. Advance 1946 models are now en route to distribution points. Work on Rochester Radio City which will house the company-owned stations WHAM-WHFM and their television arm is expected to begin in 90 days.

Austin RCA Promotion

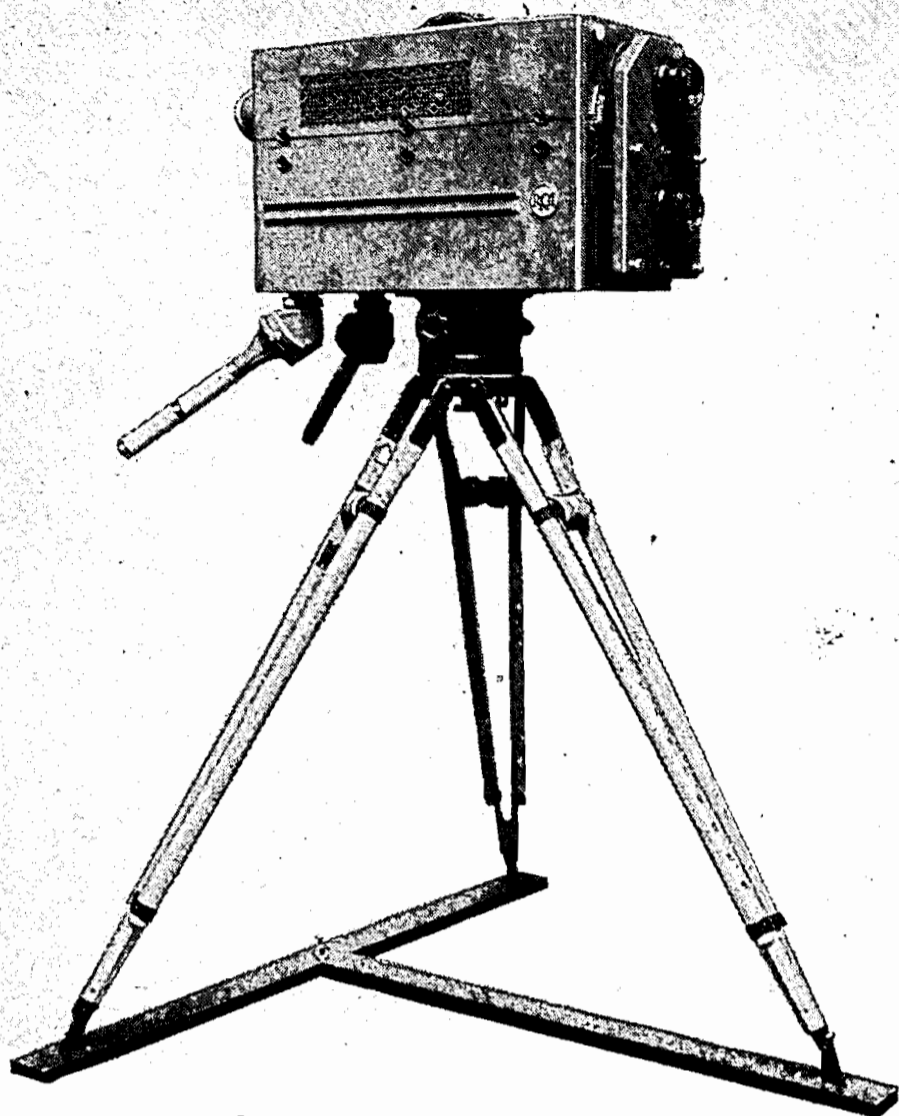
Harry E. Austin, district commercial manager, RCA Communications, Inc., San Francisco, has been appointed district manager to fill the spot left vacant by the promotion of N. R. Cherrigan to superintendent of Central Radio Office, New York, according to Col. T. H. Mitchell, vice-president and general manager of the corporation.

Lloyd Joins Emerson

Recently reverted to inactive status by Hq. Army Air Forces, Lt. Col. Harold H. Lloyd has joined the Emerson Radio and Phonograph Corp. as assistant director of the Special Products Division. He is assisting in the preparation of plans for making a new hearing aid which will reach the public soon. Lloyd will also work in the development of plans for other special products including commercial television, mobile telephone systems, and electronic equipment.

WHK Experimenting

"Soliloquy," a one-act play, was presented over WRGB, Schenectady, Sunday, July 15, by members of the staff of the United Broadcasting Co. station WHK, Cleveland, Ohio, who have been experimenting with television technique.



ELECTRONIC TELEVISION IS AN RCA DEVELOPMENT

This is the sixth in a series of advertisements showing that RCA engineers developed the basic essentials of the electronic television system—including tubes and circuits.

RCA built the first all-electronic television transmitters and receivers—the first commercial television station—established the first television relay system—presented the first electronic theatre television—was the first to televise a baseball game and a Broadway play; and was first to televise from an airplane.

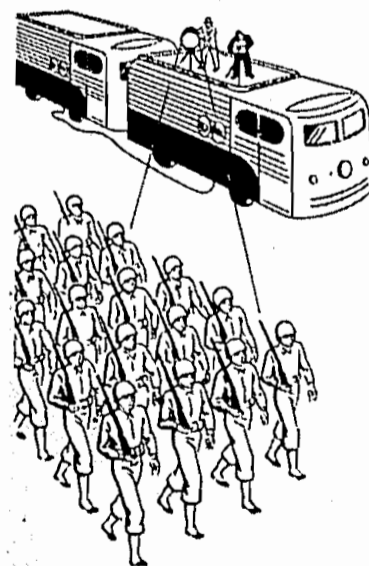
RCA is, and will continue to be, the leader in practical, successful, commercial television. You may expect the best of all kinds of television transmitting and receiving equipment from RCA.

BUY MORE WAR BONDS

6. THE FIELD CAMERA

TO provide the public with the greatest service from television, it was necessary to develop cameras that would operate satisfactorily under the wide variety of conditions encountered in the field. Increased sensitivity was essential because of the low light conditions that frequently exist. Portability and ruggedness were prime requirements. The RCA Field Camera, developed and manufactured before the war, was the first step in this direction. It has been used extensively for televising football and baseball games, boxing and

wrestling matches, and many other interesting events. The heart of this camera is, of course, the Orthicon, a 100% RCA creation. RCA was the first to produce a camera using the Orthicon—conceded to be the most satisfactory pick-up tube for outside work. When manufacture is resumed, a new and improved field camera will be available. This RCA camera will bring "on-the-spot" telecasting of sports and news events within the reach of every television station.



The Fountainhead of Modern Tube Development is RCA



RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, N. J.

In Canada, RCA VICTOR COMPANY LIMITED, Montreal

Kobak Gives Views On Future Of Tele

Edgar Kobak, president of the Mutual looks on television with restrained optimism, it is revealed in an article written by him and published in the September issue of the Sign, Catholic national magazine.

"Don't look for such rapid developments in television inside of five or ten years," Mr. Kobak writes. "It will take longer than that since television must attain three major goals—stations, receiving sets, and programs—on about the same scale as we have today in sound broadcasting."

Equipment to provide television service for stations in the 160 largest cities in the country may be installed within the next five years, Mr. Kobak states, using as his authority one of the nation's leading manufacturers of radio and television equipment. This authority states that the growth of the number of television receivers in the country will also depend upon two conditions: the assembly-line capacity of the manufacturers and their ability to get raw materials; and the price which will be asked for the receivers.

Pointing out that "false public hopes have been built up, thoughtlessly, to lead people to expect such great things in such a short space of time," Mr. Kobak declares that television has suffered too much from this type of publicity. "More than once in the past ten years we have heard the promise that television is ready to go ahead, only to be disappointed," Mr. Kobak states. That is definitely a disservice to television, he added.

Voicing his belief that the economics of television is a problem of major proportions, Mr. Kobak says that the answer lies with American industry and business, through advertising support—the same method which for the past 25 years has kept sound broadcasting going. Mr. Kobak feels that American business ingenuity has solved tough problems before—in automobiles, in the telephone, in radio—and it will find the answer for television. But be patient, it will not be tomorrow, he concludes.

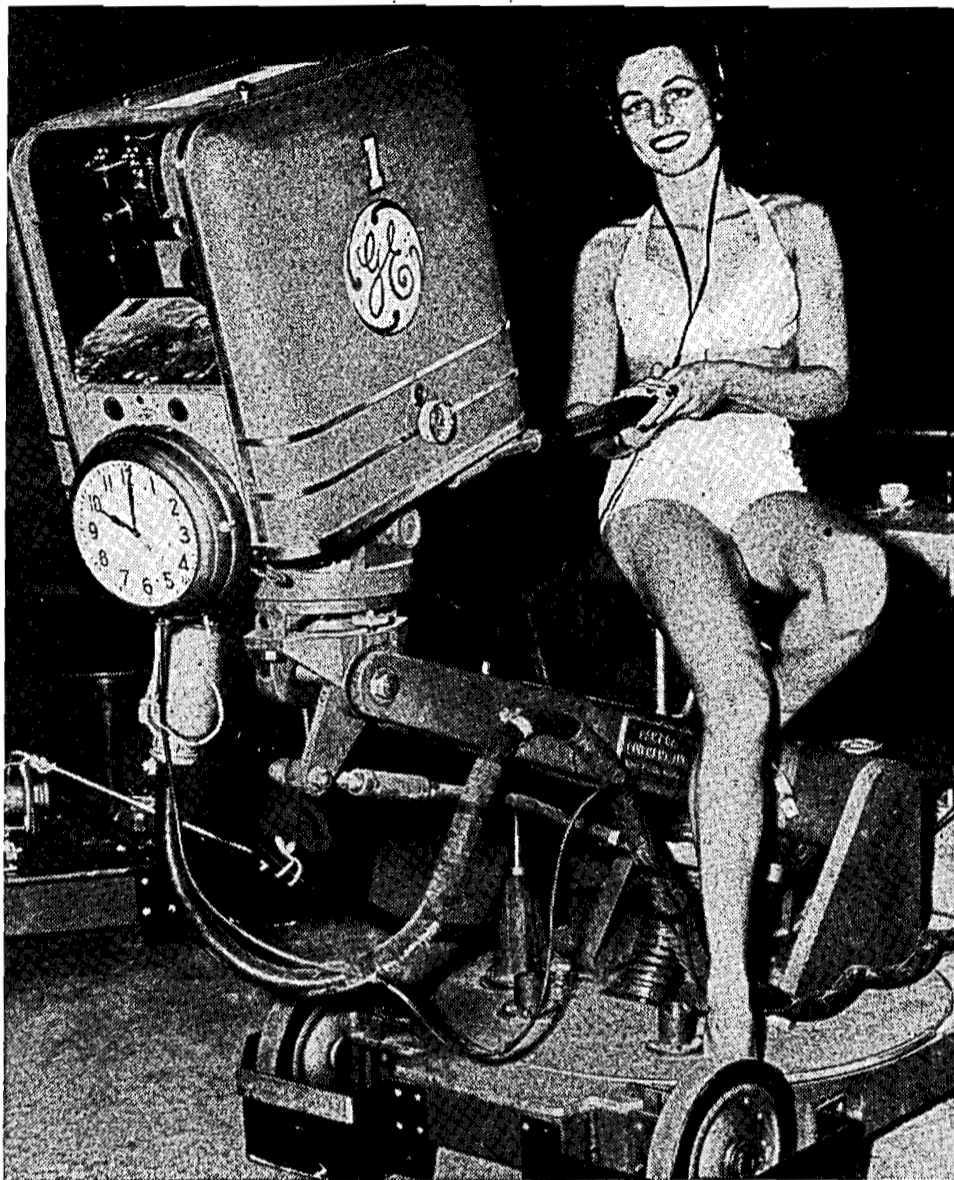
WCBW Changes Schedule Oct. 2

Beginning Tuesday, October 2, CBS television station WCBW will be on the air Tuesdays, Wednesdays and Fridays, each week, instead of the current schedule of Mondays, Tuesdays and Thursdays. The amateur boxing bouts now telecast on Mondays will be offered Wednesdays at 8:15 p.m. EWT.

WCBW Adds To Staff

Recent additions to the technical staff at CBS-WCBW were announced during the week, including the following: John Rieger, formerly with Viewtone Company, Charles Voso, recently with the Electronics Office of the U. S. Navy, and David Tullen, formerly with WTTT, Hartford, Conn.

Tele View of the Month



Bess Myerson, newly crowned "Miss America," made her television debut at WRGB, Schenectady, recently. "Bess makes a tantalizing technician," her press agent opines.

Raytheon's Annual Report Issued To Stockholders

Raytheon Mfg. Co. Inc. has issued its annual report, which for the first time includes figures of the recently acquired Belont Radio Corp. of Chicago. Report reveals that in Feb. 1945 two additional shares of common stock were issued to each share previously held and that the net increase in working capital is from \$2,458,626 as of May 1944 to \$7,639,614, as of May 1, 1945. Total assets are placed at \$68,867,071 as of May 31, 1945 which compares with \$51,871,385 the year previous.

Belmont Company acquired April 1, 1945 had sales for the year ending Dec. 1944 of \$39,422,769 with a net profit of \$692,190. Principal activity of Raytheon during the war has been the building of microwave tubes and ship borne surface search microwave radar. Belmont has been an important supplier of IFF radar (Identification friend or foe) to the Army Signal Corps. Throughout the past two years, Raytheon has been one of the leading producers of Navy radar search gear and microwave tubes.

Belmont is now in process of recon-

Miner To Address Group On Fashions Thru Tele

Worthington Miner, manager of CBS television, will address a luncheon session of The Fashion Group at the Biltmore Hotel, Wednesday, Sept. 26, on "The New Fashion Field in Television." The Fashion Group is comprised of five categories in its membership: ready-to-wear, home furnishings, cosmetics, accessories, and promotion-advertising-publicity activities.

version and was a large manufacturer of radio receiving sets. Its first new sets will be off the line this fall, also auto receiving sets. Line will be expanded to include television, FM and radio phonograph combinations. Raytheon figures that the new sets will require more tubes and will be more complicated, particularly those that include FM and television. Firm also indicates that its experience gained in the manufacture of radar equipment will stand it in good stead in the manufacture of many industrial radio uses such as railroad, airways and various relays for interurban communications.

Agency Men Devise Background Technic

Chet Kulesza, technical supervisor of art and production at Batten, Barton, Durstine & Osborne, Inc., and Ted B. Grenier, chief engineer of Metropolitan Television, Inc., believe they have found the solution for a television background problem that has puzzled video experts for some time.

After months of experiment on their own time, the two men have come upon the use of reflective metallic backgrounds, — instead of the usual flat grays, — which results in black tones being blacker when televised; clarity of vari-colored objects is greatly improved, according to Kulesza, and the problem of back lighting is simplified, requiring less light for the cameras.

Reflective silver background was used for the first time, it is believed, on the Du Pont telecast of "How's Your Imagination?" last Friday over WRGB, Schenectady, the first of a two-part series of 15 minute shows which demonstrates some post-war potentialities of products developed through chemistry.

According to F. A. Long, in charge of BBD & O television, results were better than any achieved heretofore with flat gray backgrounds. Nylon stockings, cellulose sponges, non-static sheeting and other objects, shown against the silver background and the silver-colored covering on a table, came through receivers with improved clarity, and sponsor identification on titles was much more distinct than when other backgrounds were used.

Experiments he and Grenier have conducted, Kulesza said, indicate metallic backgrounds, silver, gold, copper and bronze are better for general purposes than anything yet used in televising objects of several different colors. The specific silver he and Grenier have hit upon, he added, is complementary to all colors.

While the Du Pont experiment at WRGB, where mercury vapor lighting is used, came up to expectations, the silver background is understood to be even more effective under incandescent lighting, such as is used in New York television studios.

Joins Raytheon

Laurence K. Marshall, president of Raytheon Manufacturing Co., announces that Ray C. Ellis, former director of the W.P.B. radio-radar division, has been appointed vice-president of Raytheon. Mr. Ellis is a native of Warren, Mass., and attended Massachusetts Institute of Technology and Tri-State College.

Hole Rejoins CBS-Tele

Leonard Hole, formerly manager of CBS Television until his enlistment in the Navy as a lieutenant in 1942, has rejoined the company and is attached to the department of editing and copyright as staff editor and liaison with television activities.

TOMORROW'S TELEVISION

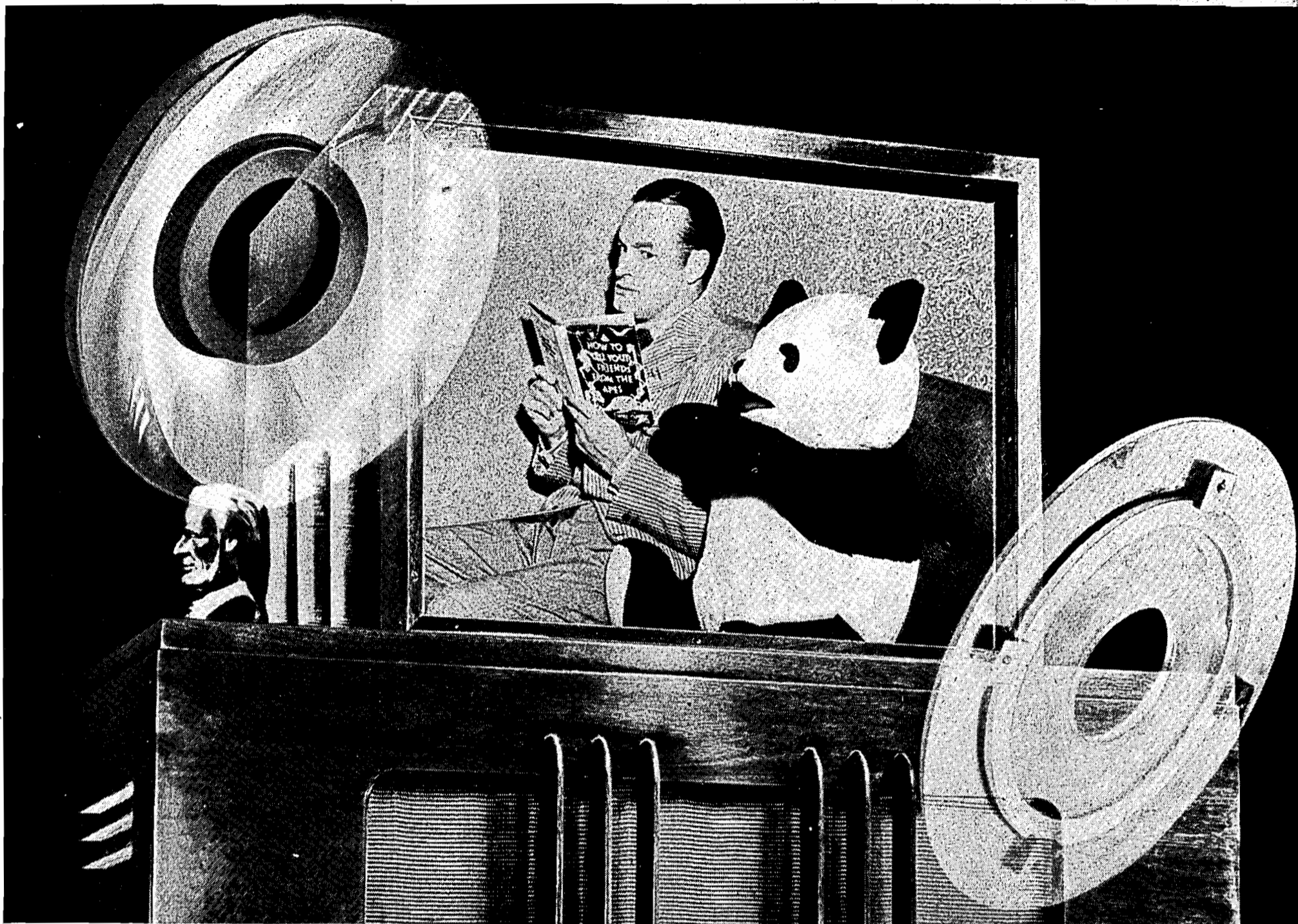
**Will be
Completely
Covered**

*in the
1946 Edition of*

RADIO ANNUAL

**The Industry's
Accepted Reference
Volume of the
RADIO and VIDEO
Industry**

NOW IN PREPARATION



RCA Laboratories model with an 18- by 24-inch screen showing how Bob Hope may appear on home television.

New Projection Television - Bob Hope's face "big as life"

Can you picture Bob Hope on television... seeing his face *big as life*—right in your own living room?

Well, you will—for now, thanks to RCA research, all limitations on the size of home television screens have been removed.

RCA Projection Television sets can have 18- by 24-inch pictures or, for that matter, pictures as large as the screen in a motion picture theater!

When you tune in an NBC television broadcast you'll almost think the actors are in the same room with you.

And trust NBC, America's No. 1 Network in sound broadcasting today, to bring you the best in home television entertainment.

This revolutionary improvement in television was achieved in RCA Laboratories by development of an entirely new reflector and lens, shown in phantom above. This lens, made of inexpensive plastic, is eight times as efficient for the purpose as the finest optical lens.

When you buy an RCA radio, phonograph or television receiver—or any other RCA product—you receive the benefit of the latest research development of RCA Laboratories. It is this *plus value* which is your assurance of lasting satisfaction.

The public recognition of this *plus value* has given to RCA world leadership in the radio, phonographic, television and electronic art.



Dr. D. W. Epstein with a projection television tube, reflector and lens unit. Here the image on the end of the tube hits the reflector, is corrected by the lens, projected to the screen, then enlarged... making possible larger and clearer television than had ever existed before.



RADIO CORPORATION of AMERICA

Says Selling Price For WINS Will Aid Hearst Radio Outlets

(Continued from Page 1)

Baltimore, Milwaukee and Pittsburgh and for tele licenses in Baltimore, Milwaukee and Pittsburgh.

A Hearst subsidiary now operates WCAE in Pittsburgh.

Questioned as to how the high sale price was determined and reminded that WINS has been losing money, Charles McCabe, president of Hearst Radio and publisher of the New York Daily Mirror, said the station, though now operating with 10 kw power, is licensed for 50 kw operation and it is as a 50 kw station that it is being sold, with the increased audience potential the higher power will provide. An earlier witness, FCC engineer James Barr, estimated the increase in power would enlarge the WINS audience potential by about nine million.

The only reason that WINS has not been using its 50 kw transmitter, is that the Government asked to borrow the transmitter which they had installed. McCabe attributed a considerable amount of the station's financial losses largely to the necessity for operating with less power than they had promised, although admitting the station had suffered losses prior to that situation.

(Attorney Leonard Marks showed that in 1944, WINS' best year, the station lost \$9,000).

In explanation of the part of the contract between Hearst and Crosley which provides that \$400,000 worth of broadcast time shall be allotted to Hearst Radio for the use of the "Daily Mirror," bringing purchase price to \$2,100,000, McCabe said this time was

of greater value to Hearst than the money would be because some stations, including those operated by rival newspapers and those which have contract obligations for their news programs, have refused time to the "Mirror." He said this time would be used primarily to continue the news program activities of the "Mirror," and that Hearst had no intention of asking to have the station designated in any way as the "Mirror" station.

He also pointed out that the sale contract contains an alternative to use of broadcast time in the form of credit for Hearst, to be used, if desired, in purchase of Crosley Manufacturing Corp. radio equipment.

Questioned on Sale Price

Closely questioned as to how the sale price was arrived at, both McCabe and Markinson failed to answer specifically. Markinson estimated that WINS good will, at present, should be valued at \$43,037. Asked how this figure was arrived at he said that it represented the difference between the sale price and the estimated value of tangible assets, but he was not explicit as to how the value of tangible assets was computed.

McCabe was also questioned as to how the "Daily Mirror" paid for time on WINS under Hearst operation. He replied that they paid according to New York local card rates, lower than national rates but was unable to state these rates.

Markinson summed up Hearst Radio's contention that the station is worth the sale price in spite of its record of financial loss by pointing out that Crosley will be getting a 50 kw station serving a large city market, and that Hearst Radio has spent large sums on advertising and programming.

Inter-American Confab Sets Washington Meeting

(Continued from Page 1)

agreement runs until March of next year, and it had been suggested by Canada that it be extended for two years and by our representatives that it be extended for one year.

The Cubans, however, seem to want a re-writing of the entire agreement, and propose that the Washington meeting draw up an interim agreement to operate pending revision of the entire treaty.

SCRIPT WRITER NEEDED?

Then try a good one with strong network credits — available immediately to hypo your program rating. Write RADIO DAILY, Box 216, 1501 Broadway, New York 18, N. Y.

this is

WDOD

20th YEAR

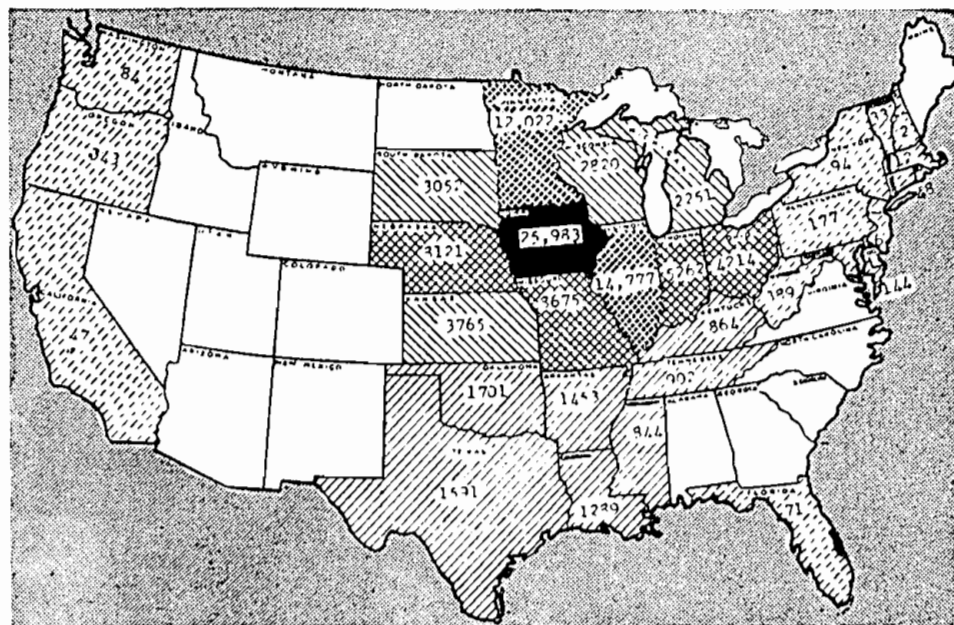
ACCORDING TO EVERY HOOPER the outstanding CHOICE OF CHATTANOOGA LISTENERS

the STATION IN Chattanooga

CBS

5,000 WATTS DAY AND NIGHT

PAUL H. RAYMER COMPANY NATIONAL REPRESENTATIVES



PAY DIRT!

IOWA HAS ONE-FOURTH of ALL the EXCELLENT FARM LAND in the U.S.*

Out of the good, rich Iowa soil is cultivated America's largest per-farm income . . . but in this pay dirt, also, are the foundations of some of the country's greatest industrial plants.

This provides a versatile, balanced market for all WMT advertisers. WMT covers the largest daytime primary area in the state with Iowa's best frequency—5000 watts at 600 kc!

*From Doane Agricultural Service

Represented by KATZ AGENCY

Chet LaRoche Inactive As American Net Exec

(Continued from Page 1)

the network in charge of programs, had resigned.

Only official announcement by American read as follows: "Chester J. La Roche, vice-chairman of the



CHESTER J. LA ROCHE

American Broadcasting Company who has been executive head of the company will no longer continue to be active in an executive capacity. He will continue as a stockholder, director and advisor to the American Broadcasting

Company. It is Mr. La Roche's desire to devote increasing attention to other business interests and public service."

Woods and Kintner

Indicated now that Mark Woods, president of American along with Robert E. Kintner, vice-president, will assume the full load of directing the destinies of the network. What, if any, additional executive changes are contemplated are merely a matter of conjecture now until Woods has had an opportunity to reshape the setup. Woods recently returned from the radio executives' junket to the ETO and as in the past, is taking a leading role in ironing out the current labor difficulty, this time with NABET.

Robinson's resignation is both reported as taking effect immediately and on Oct. 1. Last night this was not definitely set. As program and production head of American, he was one of the several Young & Rubicam alumni brought to the network by La Roche. Strong possibility now that entire programming setup of American will go to the cleaner.

It is not expected that Edward J. Noble, chairman of the board of American and chief stockholder will change his own policy as to taking up an active post in the executive setup, that is active as to taking a hand in immediate web operations.

Networks Promise Full Co-Op In Marking Nat. Radio Week

(Continued from Page 1)

with Willard D. Egolf, NAB director of public relations, officials of the American Broadcasting Co., CBS, NBC and Mutual discussed and prepared programming and promotion plans to celebrate the occasion. Officials of Associated Broadcasting Co., unable to attend because of management meetings, asked to be made acquainted with plans so the new network might participate in anniversary plans.

Network representatives at the meeting were, H. B. Summers, Adrian Samish and Norman J. Ostby, from the American network; George Crandall, Douglas Coulter, Paul Hollister and William C. Gittinger, from CBS; William S. Hedges, C. L. Menser, Easton Woolley, James Nelson and Syd Eiges, from NBC; Robert Swezey, Phillips Carlin, Edgar James, Francis Zuzulo and Robert A. Schmid, from MBS.

The dates of National Radio Week were selected by the public relations committee of the National Association of Broadcasters in collaboration with the committee on network participation in Radio's twenty-fifth anniversary, composed of Mark Woods, from American, Dr. Frank Stanton from CBS, Frank Mullen from NBC and Robert Swezey, MBS.

NAB urged careful correlation of local station plans with those of networks, which, during National Radio Week, will originate programs of national and international interest while carrying the anniversary theme throughout the full week's schedule. At the meeting yesterday network officials discussed special programs as well as methods of incorporating the theme in established shows, sustaining and commercial. Network promotion and station relations departments will acquaint affiliates with all developments.

Thus far in the anniversary year, the broadcasting industry has received recognition notably from Kiwanis International and the U. S. Junior Chamber of Commerce,—with Kiwanis Radio Week in May and Jaycee Radio Week in August.

National Radio Week is expected

to attract acknowledgements from many organizations, national and international, as well as associates from abroad. Trade and civic groups are known to be in readiness to lend endorsement to the American system of broadcasting on the occasion. The Radio Manufacturers Association plans to present the industry with a statuette commemorating its silver anniversary, duplicates in plaque form to be presented to individual stations and networks throughout the country accompanied by advertising and publicity on the part of manufacturers, wholesalers, distributors and dealers.

The NAB public relations committee will act on behalf of the industry in National Radio Week planning, with the collaboration of the committee on network participation. Bulletins will keep all stations and networks constantly informed.

Takes Web Publicity Post

Lola Woursell, formerly publicity director of WOV, New York, and previously in motion picture public relations work, has accepted the post as trade news editor of the American Broadcasting Company. Miss Woursell joined the network staff on Monday of this week.

FCC Formally Okays Sales Of Two Stations

(Continued from Page 1)

which broadcasts on the 560 band with 1,000 watts and a construction permit for 5,000, were W. W. Luce and F. W. Borton as individuals, and F. W., and Frances Hester Borton as trustees for F. E. Borton.

Also approved was the acquisition of control of KRKO, Everett, Wash., through purchase by William R. and Archie G. Taft, Jr., of 35 per cent of the outstanding stock from Lee R. Midgett, at a cost of \$13,601.57. The station operates on the 1,400 band with 250 watts daytime and 100 watts night, and is affiliated with MBS and Don Lee.

The Commission okayed the change of call letters applications of WSTN, Staunton, Va., which will hereafter be known as WTON, and of WCLS, Joliet, Ill., which will hereafter be known as WJOL.

Ad Women Luncheon Inaugurate New Season

(Continued from Page 1)

theme. Ruth Bryan Owen Rohde will speak on the topic "Your Voice Was Heard at the San Francisco Conference." Luncheon is being chairmanned by Dorothy Lewis of NAB who has announced that four guests of honor have been invited.



TAD BRUCE

THANKS!

ART FORD... for introducing my new discs on your WNEW MILK-MAN'S MATINEE radio show, and for letting me be the first to introduce your new song "Love Story"...

YOU'RE WELCOME!

TAD, and so are your fans WELCOME to wire me via Western Union at WNEW to request any of Tad's new records. I think that he is really a find...



ART FORD

Worcester's Top 28 NIGHT TIME Network Programs

ALL on WTAG

American Melody Hour **26.9**

Hooper Survey Dec. '44—Apr. '45

WTAG WORCESTER

RICHMOND COVERAGE AT PETERSBURG RATES
WIRE or WRITE
WSSV
Petersburg, Virginia

AGENCIES

A. LEWIS KING, commercial manager of WPAT, has resigned effective immediately. He will open his own office in New York City shortly.

LABROFACTS, INC., New York drug distributors, have appointed Benton & Bowles, Inc. as its advertising agency to conduct a test campaign in New England markets for Allay, a new headache remedy.

EDWARD B. JACOBSON has been named an art director of Benton & Bowles, Inc., effective immediately. For the past four years he has been a consulting art director and idea man with his own offices, and prior to that was on the creative staff of Maxon, Inc.

JOSEPH ASPINALL has joined The Caples Company as account executive and member of the plan board.

Linus Travers Accepts Post As State Aviation Official

(Continued from Page 1)

recess Commission investigating airports and air transportation. Mr. Travers took the necessary qualifying oaths from Frederick Cook, Secretary of State this week. The recess Commission established under Chapter 87 of the resolves of 1945, "Resolve providing for an investigation and study by a special Commission relative to the acquisition, construction and operation of airports by the Commonwealth and by cities and towns, the regulations of air transportation and certain related matters." Travers is also chairman of the radio committee of Massachusetts.

Send Birthday Greetings To—

September 20

Frank DuVal Daniel Duncan
Mary McKim Bill White
Jay Burnett

COAST-TO-COAST

— CALIFORNIA —

SAN FRANCISCO—Forty-five hundred school teachers of northern California were informed by letter that Dwight Newton's Schoolcast show, sponsored by the San Francisco Examiner, shifted to KPO and started its fifth year on the air Sept. 5. . . . KFI writer, Dave Nowinson, announced that he is the proud father of a daughter born August 30.

— PENNSYLVANIA —

PITTSBURGH—WWSW will resume its weekly educational program "The Junior Town Meeting of The Air," which originates in public and parochial schools with students joining in discussion and debate of current topics. . . . **PHILADELPHIA**—Rupe Werling, production manager of WIBG, has been named director of radio at the Bessie V. Hicks School.

— FLORIDA —

MIAMI—WIOD's six-week long quartet contest was won by two quartets. A servicemen's foursome from the Homestead Army Air Base and a civilian group from the Miami area finished in one-two order, but so nearly even numerically that the first prize of \$50.00 Victory Bonds were given each of the eight men.

— OHIO —

DAYTON—Charlene Sayre has left the continuity staff of WHIO to become radio director of the Rike-Kumler Co., Dayton's largest department store. . . . **CINCINNATI**—With the return to the home of many war-working parents, WLW's long-time "Home Forum" program on Saturday a.m.'s will pursue a "Back To Home" theme for the remainder of the year.

— CANADA —

EDMONTON—CJCA's studios are now underboing a complete change in acoustical design. Treated with Johns Manville Fibra-tone and Fibra-tex acoustic board, each studio will be proportioned for the correct reverberations and sound absorption coefficient as designed by sound engineering. Both the monitoring control room and the main control room will also be treated acoustically.

— CONNECTICUT —

HARTFORD—The "Night Owl" show on WDRC is meeting not only with response from listeners, but also from commercial clients. Four 15-minute blocks of the feature already are sponsored each week. . . . **NEW HAVEN**—On Sept. 16, WNHC became an outlet for the Associated Broadcasting Company. The network arranged a special two-hour show with pickups from Washington, Hollywood and other points to commemorate the occasion.

— WASHINGTON —

OLYMPIA—KGY has observed the start of the 12th year of continuous service to the station of its veteran news editor, Sam Crawford. Station logs show that Crawford has made more than 12,000 standard length newscasts since Sept. 1934 when he took over the newly-created job as news editor for the station.

COMING and GOING

GLADYS PETCH, of the "Spirit of the Vikings" program on WNYC, sails today for Norway. She goes at the invitation of the Norwegian Government.

C. L. THOMAS, manager of KXOK, St. Louis is back at the station following a trip to New York, Washington and Chicago, during which he visited station reps and took a look-see at the television situation.

RALPH R. BRUNTON, president of KQW, Columbia network affiliate in San Francisco, is in New York for conferences with executives of the web.

CHARLES GODWIN, assistant director of MBS station relations, has returned from a business trip through the South and Southwest.

HERMAN E. FAST, general manager of WKRC, Cincinnati, is back at the station following a visit to CBS headquarters in New York.

GENE PULLIAM, president and general manager of WIRE, Indianapolis, is back at the station following a quick trip to Washington, D. C., where he conferred on plans for the forthcoming war loan drive.

C. B. LOCKE, general manager of KFDM, Beaumont, Tex., is in town for conference with the national representatives of the station.

HARRY MARBLE, WABC announcer heard on the Margaret Arlen program, has left on a three-week vacation at Lake Contoocook, N. H.

JOHN CARL JEFFREY, manager of WKMO, Kokomo, Ind., in New York this week for conferences at CBS and for talks with the national representatives of the station.

PHIL GOETZ, supervising co-ordinator of engineering operations in the CBS television department, is vacationing.



63 YEARS NON-STOP

—HOW ABOUT THAT?

We have six accounts whose total uninterrupted time on KQV aggregates 63 years. Speaks well for the value they received.



ALLEGHENY BROADCASTING CORP.

National Representatives: WEED & CO.

EXCLUSIVE! WIBC 990 ON YOUR DIAL PHILADELPHIA EAGLE PRO GAMES TEMPLE HOME GAMES

ALL NEWS IS GOOD NEWS ON WCOP

WCOP, as the Boston Cowles Station, puts special emphasis on good news. That means complete news and frequent news, smartly edited for radio alone.

WCOP news is complete in content. It's the only station in Boston with all three wire services — INS, UP and AP. WCOP gets all scoops, with a triple check on all questions, and a minimum of repetition.

WCOP news is complete in treatment. Five crack radio newsmen, headed by Ron Cochran, operate for WCOP one of the best equipped radio newsrooms in New England. Scripts are thoroughly edited *radio-wise*.

WCOP news is frequent. 12 newscasts every weekday and 5 on Sunday are making WCOP a news tradition in Boston.

WCOP local news is backed by top American news commentators and a tie-up with the world-famous CHRISTIAN SCIENCE MONITOR.

WCOP has a few choice news availabilities for sponsorship. Carefully presented news gets careful listenership — and so do adjoining commercials.

SPECIAL AVAILABILITY NOW: Daily 10-minute program direct from offices of CHRISTIAN SCIENCE MONITOR. Ten minutes of news and commentary by noted Monitor Staff member, followed by a WCOP local five-minute news period. May be sponsored complete, or each section is available separately.

FOR RATES AND FULL INFORMATION on this period and all other newscasts, see any Katz Office, or get in touch with Norbert O'Brien, Commercial Manager, Station WCOP, Boston.



WCOP Boston

A Cowles Station
Exclusive American Broadcasting Company
Outlet in Boston

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 32, NO. 57

NEW YORK, N. Y., FRIDAY, SEPTEMBER 21, 1945

TEN CENTS

Tele Allocations Proposed

AFRA Seeks Back Pay Covering 10% Boost

American Federation of Radio Artists has informed its members that substantial sums of retroactive pay covering the 10 per cent increase on sustaining and commercial contracts during 1944 is now in order on a national basis. AFRA bases this move on the recent President Truman order which relaxed certain of the wage stabilization controls which had been set up to avoid wartime inflation. Also, AFRA interprets favorably the provision which pertains to contracts between management and union wherein the former states that the pay increase will not be used as a

(Continued on Page 6)

WTIC, WKY, WOSU Win Nat'l Farm Safety Contest

Chicago—WTIC, Hartford, Conn.; WKY, Oklahoma City, Okla., and WOSU, Columbus, Ohio, will be presented with the National Safety Council's award of honor for distinguished service to safety as winners of the First National Farm Safety Radio Contest, the Council announced yesterday.

Keith Himebaugh, director of in-

(Continued on Page 2)

Radio Producers In Japan As Guests Of Government

Manila, P.I.—Nine radio producers of the United States are visiting the Japanese homeland after having toured Manila, Santo Tomas prison, Corregidor and Bataan. Lt. Col. Jack Harris, radio and communications chief of AFPAC, GQH, is in charge of

(Continued on Page 6)

Cinderella

WOV unearthed a modern Cinderella last week in Norma Andreotti. Singing Italian, the girl was heard by Toscanini, who was so impressed he tried to contact her immediately. But Norma thought it was a joke, and it took three 'phone calls to convince her he wanted her to sing at the Italian Welfare Benefit Concert Monday night under the maestro.

FMBI Board Meeting May Favor NAB Tie

Question of Frequency Modulation Broadcasters, Inc. affiliating with the NAB will come in for considerable discussion and possible action at the FMBI board meeting scheduled to be held in New York next week. Although the FMBI flatly refused such an affiliation last month, developments since then point strongly to reconsideration of the proposition.

(Continued on Page 7)

Farnsworth Annual Meet Elects Board And Officers

Resignation of Philo T. Farnsworth as vice-president of the Farnsworth Television and Radio Corporation was accepted by the board of directors at the annual stockholders meeting held Wednesday in Fort Wayne, Ind. Mr. Farnsworth will continue as a director and will devote his

(Continued on Page 6)

Atlantic Skeds 180 Games; 78 Stations On Pigskin List

Atlantic Refining Co. football schedule starting its 10th consecutive year of radio coverage, will sponsor 180 games over a network of 78 stations, according to Joseph R. Rollins, advertising manager, who stated that the Atlantic seaboard as far south as Miami and the territory west to Cleveland would be within the broadcast coverage. Agency is N. W. Ayer & Son.

Eighty-nine college, 73 high school and 19 professional games have been

FCC Suggests Frequencies For Rural, Metropolitan, Community Stations; Telecaster-Comments Invited

WINS, WLW Benefit In Hearst Deal: Shouse

Washington Bureau, RADIO DAILY
Washington—WINS is expected to make a net profit of about 10 per cent on investment annually after three years of Crosley operation using a 50 kw transmitter, James D. Shouse, Crosley, vice-president and general manager of radio properties, told Ex-

(Continued on Page 3)

Benton Outlines Reasons For Abandoning His S-R

His appointment as Assistant Secretary of State, making it impossible for him to continue personally active in the plans for a subscription radio service, forced the directors of Subscription Radio, Inc., to cancel their plans for application for three fre-

(Continued on Page 2)

AAF's Radio Personnel, Web Shows Being Halved

Army Air Forces radio personnel and net shows will be halved by the end of this month, it was announced yesterday by General of the Army A. H. Arnold, AAF Chief. At the

(Continued on Page 3)

Washington Bureau, RADIO DAILY
Washington—Recalling its statement of May 25th that insufficient frequencies are available below 300 mc to provide "a truly nation-wide and competitive television system," the FCC yesterday issued its proposed allocation of frequencies among the rural, metropolitan and community telecasters. The Commission called for a hearing Oct. 4, at which industry representatives will be heard in objection to any of the Commission proposals, which are for the most

(Continued on Page 3)

Manufacturers Meet With OPA In New York

Representatives of 60 radio manufacturers met with officials of the Office of Price Administration in the Empire State Building Wednesday night in an effort at clarifying price ceilings on radio receivers and other radio equipment.

Termining interim increases of five to 11 per cent recently granted by the

(Continued on Page 6)

Philco To Televis U. of P. Grid Games

For the sixth consecutive year, Philco television station WPTZ, Philadelphia, will televise all of the University of Pennsylvania football games played at Franklin Field this

(Continued on Page 2)

"Embarrassed"

In New York recently, Fulton Lewis, Jr., MBS analyst, found a store which sold his favorite cheese, so he bought a supply. Training to Washington, he placed the package under his berth and left the car. Returning, he faced sleepless passengers complaining of a strong odor. The cheese had unfortunately been lying next to a hot pipe!

History Maker

Capt. Theodore Finder, flight engineer on Maj. Gen. Curtis LeMay's Superfort, one of the three B-29s which made the record 30-hour hop from Tokyo to Washington, D. C.—was flown to New York last night to appear as a special guest on CBS' "Hobby Lobby." Finder gave his version of the epic flight, and the part he played as a member of the history-making crew.



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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.

'Veterans' Advisor' In New Slot

NBC's "Veterans' Advisor," formerly heard Saturdays (1:00 p.m., EWT) and featuring Tyrrell Krum, Lt. Commander U.S.N.R. (retired), in a program of advice to veterans, will be heard at a new time (Saturdays, 1:30 p.m., EWT) beginning Saturday, Sept. 22.

20 YEARS AGO TODAY

(September 21, 1925)

Before World War I, Germany was one of the foremost countries in radio communication, and even after the Allies cut the German cables, their press propaganda continued to go to the outside world over the wireless stations at Nauen and Eilvese (Hanover). Former station worked a trans-Atlantic service to Sayville, Long Island.

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

WTIC, WKY, WOSU Win Nat'l Farm Safety Contest

(Continued from Page 1)

formation of the U. S. Department of Agriculture; John J. Lacey, director of Information, American Farm Bureau, and Maynard H. Coe, director of the farm division of the National Safety Council, were judges in the contest, which was conducted as part of the nation-wide observance of National Farm Safety Week, July 22-28, 1945.

The judges spent a day in Chicago reviewing the records submitted by competing stations in three groups—stations of 50,000 watts power, stations of less than 50,000 watts power and regional network conducting farm and regional network broadcasts.

WTIC was selected as the winner in the 50,000 watts power group; WKY was selected as the victor in the less-than-50,000-watts-power group, and WOSU was selected as the key station in a regional network conducting farm safety broadcasts.

Edward Ayer Sheridan

Edward Ayer Sheridan, manager of the radio advertising department of the Coca-Cola Company, died early yesterday morning at the New Rochelle Hospital. Prior to his association with Coca-Cola, Sheridan was a financial writer on the New York Times and more recently served with the information and research section of the SEC in Washington. He was 40 at the time of his death.

Benton Outlines Reasons For Abandoning His S-R

(Continued from Page 1)

quencies in New York, William Benton wrote the FCC in a letter made public yesterday. Application for the three New York frequencies would have been filed this week. Benton wrote that:

"We have spent much time and effort on developing a programming schedule for the third wave band. Apart from the time of myself and Messrs. Hutchins and Ruml, who are the other directors of Subscription Radio, and apart from the considerable amount of time and effort of other executives connected with the Muzak Corporation and the Encyclopaedia Britannica, these two companies have incurred substantial out-of-pocket expenditures in their investigation and study of Subscription Radio. Of course, the interest of the Muzak Corporation of which I and my family are the owners of the common stock, goes back for several years to the experimental license granted in 1941.

"However, the plans for the future revolved to a major extent round my personal background in the broadcasting business and in education, and around my personal faith in the potential opportunity for Subscription Radio. Without my active participation it seems to the other directors and their advisers and associates unwise and unsound to launch the venture. Furthermore, my official duties will require close co-operation with all media of communication and I feel that neither I nor corporations which I control should enter into such a new venture in broadcasting."

Philco To Televis U. of P. Grid Games

(Continued from Page 1)

season, it was announced this week. E. B. Loveman, vice-president in charge of Philco's television broadcasting division, will supervise the grid telecasts, with Paul Knight, program manager, directing.

The telecasts will be presented in co-operation with the Atlantic Refining Company and N. W. Ayer & Son, advertising agency.

Jan Peerce On Dorsey Show

Jan Peerce, "Met" tenor, will appear on Tommy Dorsey's "RCA Show" at 4:30 p.m. Sunday.

FINANCIAL				
(Thursday, Sept. 20)				
NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	184 1/8	183 3/8	184	- 1/8
CBS A	41	41	41	- 1/4
CBS B	40 3/4	40 3/4	40 3/4	...
Farnsworth T. & R.	16	15 7/8	16	• 1/4
Gen. Electric	48 3/4	48 1/4	48 1/2	...
Philco	38 1/2	38 3/8	38 1/2	+ 1/8
RCA Common	15 7/8	15 3/4	15 7/8	...
RCA First Pfd.	87	87	87	+ 1
Stewart-Warner	22 1/4	21 5/8	22 1/8	- 1/8
Westinghouse	36 3/8	35 5/8	36	- 3/8
Zenith Radio	39 3/8	38 1/2	39 3/8	+ 1 1/8
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	36 1/2	36 1/2	36 1/2	+ 1
OVER THE COUNTER				
Du Mont Lab.			87 3/8	95 5/8
Stromberg-Carlson			23 1/8	24 1/8
WCAO (Baltimore)			28	...
WJR (Detroit)			26	...



Harvest time

These fall days are harvest days. The crops are ready to be taken.

The picture is pretty much the same in business. Customers are waiting for the harvest of things they've done without. And the battle for brands is going to be colossal.

If you'd like to get off to a good start in the country's 6th largest city . . . if you'd like to reach more customers for each dollar spent . . . then you should get the radio facts about Baltimore.

W-I-T-H, the independent station, is your best bet in this five-station town. Facts prove that W-I-T-H delivers more listeners-per-dollar-spent. We'd be glad to show the facts to you.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President
 REPRESENTED BY HEADLEY-REED

WDAS AUDIENCES HAVE BEEN *Loyal* FOR MORE THAN TWENTY YEARS

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

AAF Radio Personnel, Web Shows Halved

(Continued from Page 1)

same time a peace-time schedule of six national broadcasts weekly will be maintained to keep the public fully informed of developments in the post-war air force, AAF re-deployment and demobilization, manpower needs and opportunities, achievements in aeronautical research, activities of the occupational air forces in Europe and Japan, surplus property disposal, and objectives of national security, General Arnold said.

The AAF radio production unit in Los Angeles will be inactivated Sept. 30. All actual broadcasting is being handled thereafter by the AAF radio production unit in New York, under supervision of the AAF headquarters office of radio production in Washington.

Personnel of the band of the late Maj. Glenn Miller, recently returned wire recording apparatus, will provide the musical nucleus of the broadcast organization. Three roving radio reporter teams, equipped with wire recording apparatus will provide first-hand transcriptions of the AAF in action all over the world. Twelve such teams were maintained in all theaters during the war.

"Your AAF" to Stay

"Your AAF," formerly titled "The Fighting AAF," remains as the official documentary program of the air forces. It is broadcast over the American Broadcasting Company network Thursdays from 10:30 to 11:00 p.m.

"I Sustain the Wings," which this summer achieved the highest audience popularity rating of any service program, will feature the Miller music and discuss personnel news and opportunities, beginning this week over NBC Saturdays from 6:00 to 6:30 p.m., eastern time, for eastern listeners, and from 11:30 to 12:00 midnight for the West.

Dramatization of the AAF rehabilitation and separation system, as exemplified by actual cases, is the theme of "Return to Duty," aired over MBS Tuesdays from 10:30 to 11:00 p.m., ET. Also on Mutual Sundays from 3:00 to 3:30 p.m. is "Roosty of the AAF," serial drama of the life and adventures of a typical GI in the air forces.

The Army Air Forces Band will be heard in two weekly concerts originating at Bolling Field, Washington; over NBC Wednesdays from 1:00 to 1:30 p.m., ET, and over Mutual Fridays from 12:30 to 1:00 p.m.

Personnel made surplus by the reduction in radio activities will be transferred to separation centers for

WINS, WLW Both To Benefit By Hearst Deal, Says Shouse

(Continued from Page 1)

aminer P. W. Seward yesterday at the second day of FCC hearings on the proposed sale of WINS to Crosley. This would net Crosley a profit of 10 per cent on its investment of \$1,700,000 or \$170,000 a year, without taking into consideration the \$400,000 in broadcast time which is part of the purchase price, it was pointed out.

Sees "Even Break" for 3 Years

Shouse, under questioning by Leonard Marks, FCC counsel, made these estimates reluctantly, as he had not given the matter specific attention previously, he declared. During the next three years, said Shouse, Crosley would feel lucky to break even on WINS operation, but if it does only break even he feels that operation of WINS on a program-sharing basis with WLW, Cincinnati, will be worth \$150,000 to the Crosley radio properties.

This value he attributed to the greater talent availability in New York and to the economy of partially dividing program costs between two stations.

Questioned as to what constitutes "good-will" in listing assets of a radio station, Shouse said he "didn't know," but attributed WLW's listener popularity to its facilities—the signal strength it can lay down—and to its programming. He rated WINS ninth, in a New York market of 13 stations, as to listener popularity, but felt that with the improved signal strength the station will be able to render when it increases from 10 to 50 kilowatts, plus the advantages of program exchange with WLW, the station can increase its audience greatly under Crosley operation.

Asked the cost of adjustments which would be necessitated by installation of the 50 kw transmitter, Shouse said that although no consideration had been given this matter in the negotiations with Hearst, he would put the figure at \$5,000 maximum. Marks asked if the cash figure offered ever exceeded \$1,700,000, and who suggested that part of the payment be in the form of broadcast time. Shouse said he had made the suggestion initially. "Was that offer made to clinch the deals" asked

discharge, if eligible. Others will be re-assigned to special operations in domestic redistribution and rehabilitation stations and occupational air forces.

AAF Office of Radio Production will maintain liaison officers in Washington, New York, Los Angeles and San Francisco to assist networks and advertising agencies in obtaining Air Forces personnel and material for commercial and sustaining programs.

In addition to its network broadcasts, the production unit will record programs for overseas transmission by both Armed Forces Radio Service and civilian agencies and will furnish musical background for AAF official motion pictures.

Marks. Shouse said he thought it was one of the major inducements to Hearst.

Explaining how the station would make more money, Shouse said advertising rates could be raised with an increased audience and that he intends and expects to sell more time. He declined to place a limit on the percentage of time that would be sold commercially, except that it would not be 100 per cent. WINS now sells, it was brought out in testimony, 51 per cent of its broadcast time, the rest of which is devoted to sustaining programs on which it spends 43 per cent of its revenue. Asked if he intended to increase the proportion of revenue spent on programming, Shouse said he did not—that he considered that a high proportion.

Shouse said the major effect on present WLW programs of the use of WINS originations would be curtailment of news programs from the WLW studios, and that substitution of some New York variety type programs was likely because of better talent in New York.

Shouse denied that the station's editorial policy under Crosley operation would be in any way affected by the allotment of time to Hearst's "Daily Mirror." He said the station will review Hearst's scripts as they do all others, and that the arrangement with Hearst does not exclude other newspapers from buying time except on a reciprocal arrangement. Hearst will pay at current rates throughout the 10-year period, said Shouse.

"If WINS should be sold within the next 10 years, said Shouse, the buyer would be asked to take over the Hearst agreement, but he did not anticipate that it would be sold within that period.

James S. Pruitt, vice-president and general counsel of Aviation Corp., recent purchasers of Crosley, testified that the price paid for WINS would be cited in a \$15,000,000 loan to be floated by AVCO.

The aural portion of the hearing was terminated yesterday, but the record will be held open until Oct. 1.

Parshley Leaving WOR

Thomas F. Parshley, WOR's manager of orchestra personnel, has resigned as of Nov. 10, 1945. Parshley's future plans have not yet been announced.

Original Lili Marlene

Lala Anderson, the European chanteuse who introduced "Lili Marlene" to her continental audiences and has since been liberated from the concentration camp where she was interned by the Nazi's, will sing the song which became one of the top hits of the war in English and German over WMCA's BBC transcribed show, "London Column," on Sunday.

Allocation For Tele Suggested By FCC

(Continued from Page 1)

part little changed from those agreed upon during the engineering conferences early in the summer.

A six-hour minimum operating schedule is proposed, limitation of the number of tele stations to be singly held to five, with no more than one serving a single area, application of the network rules, sharing of antenna sites where necessary and an allocation plan as outlined last summer. Use of Channels 1, 12 and 13 for community stations is provided, Channels 2 through 11 for metropolitan stations, with rural applicants required to demonstrate that they will not interfere with other telecasters.

This scheme would provide six tele stations for Los Angeles, but only four for New York and northern New Jersey. Five channels would be available in Boston, Chicago and San Francisco.

The Commission also invites comment of "the desirability of requiring an appropriate announcement to be made when motion pictures or other mechanical reproductions are used," and on "whether station identification should be by aural means, by video means, or by both, and how frequently."

Stoopnagle Gets m.c. Role On "Double Or Nothing"

Col. Lemuel Q. Stoopnagle, veteran radio comedian, will take over as permanent emcee of WOR-Mutual's "Double or Nothing" quiz show beginning on Sunday, Sept. 23, from 9:30 to 10 p.m. He had served as guest emcee on "Double or Nothing" on Sunday, Sept. 7, and was immediately signed to take over the permanent job.

Negro Theatre Series

Drawing its repertoire from a wide variety of dramatic works, the American Negro Theater, whose production of "Anna Lucasta" is now in its second year, will do a series of weekly half-hour shows starting Sunday over WNEW. The group, which started more than four years ago, is now a recognized theatrical factor in the American theater.

NEWS AND THE POPULAR CLASSICS WITH
A BLEND OF THE MODERN
NEW YORK'S
WLIB
THE VOICE OF LIBERTY
1190 On Your Dial

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

It happened on NBC

APRIL, 1940

Clue 1

Bristol-Myers, in behalf of Vitalis, undertook the sponsorship of a year-round "crime does not pay" story—Mr. District Attorney—over 51 stations of the NBC Network.



OCT., 1940—APR., 1941

Clue 2

Mr. District Attorney was shooting his way ahead fast. The first winter season average Hooper rating was 14.8.



OCT., 1942—APR., 1943

Clue 3

Mr. District Attorney rounds out the winter crime season with an average Hooper rating of 23.2—well up among the ten highest rated programs on the air.



JANUARY, 1943

Clue 4

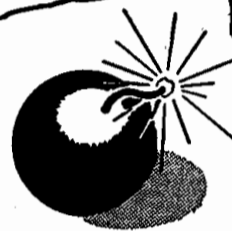
Mr. District Attorney notched his gun with a peak Hooper rating of 28.3—by far the highest rating ever earned by a program of this type.



APRIL, 1945

Clue 5

Mr. District Attorney, now broadcast over 130 NBC stations and reaching an estimated weekly audience of 20,000,000 listeners, has completed five strikingly successful years on NBC under Bristol-Myers' sponsorship.



► The idea for Mr. District Attorney is 281 years old. It was in 1664 that rogues were first prosecuted in the Court of General Sessions of the County of New York. In those days the District Attorney's job consisted merely of trying such pickpockets, firebugs, horse thieves, and occasional cutthroats as the police brought in. Today the D. A. must dispose of the same old crimes—and in addition he must unravel such things as stock frauds, bucket shop deals, false insurance claims, forgeries,

and most important of all he must constantly direct the attack on the vast organized underworld structure of crime and racketeering.

During his five years on the air, Bristol-Myers' and NBC's Mr. District Attorney has exposed more than 250 different rackets and successfully brought their perpetrators to justice.

In the course of this five-year crusade against organized crime, gangsters, gun molls, policemen, and one or two innocent bystanders have been

The Crusade of Mr. District Attorney) NO. 5 OF A SERIES

And it shall be my duty as District Attorney, not only to prosecute to the limit of the law all persons accused of crimes perpetrated within this county, but to defend with equal vigor the rights and privileges of all its citizens."



bumped off in a variety of ruthless manners. Victims have been shot, stabbed, drowned, asphyxiated, killed in automobile crashes, pushed from the tops of buildings, and otherwise annihilated, exterminated and noisily rendered inaccessible to the world of the living—all with the amiable aid of NBC's crew of expert sound technicians.

Nor has Mr. District Attorney escaped unscathed. A mad scientist once walled him up in a sarcophagus, a killer attempted to hang him while he was sleep-

ing peacefully in his bed, and another maniac tried to blow him apart with a well-placed bomb. None was successful.

The verdict? **Crime Does Not Pay.** But ask Bristol-Myers, sponsors of this energetic series, and they will tell you that given the facilities of the NBC Network, the vast jury of the NBC audience and the association of other great NBC programs—Mr. District Attorney **DOES PAY**, week after week, in constant and increasing listener interest.

National Broadcasting Company

America's No. 1 Network



AFRA Seeks Back Pay Covering 10% Boost

(Continued from Page 1)

basis for increasing prices or going above ceiling prices where they are established.

Since no consumer price increase is involved in the dealings between talent and network, AFRA asked for and received a ruling on the matter from the government and confirmation also received by the agencies and networks concerned.

In order to allow for the necessary accounting, AFRA set yesterday (Sept. 20) as the effective date for the retroactive payments which start as of November 1, 1944.

According to George Heller, executive secretary of the New York local, AFRA members should review their work the past year and carefully check so that their expectations and that actually received will not be at variance.

New contracts are now in effect, states AFRA, and a new rule book will be printed to cover the many items involved. Virtually all key cities in the U. S. are affected as well as the networks, key stations, large indie outlets and regional webs. This pact is effective Nov. 1, 1944 to Oct. 31, 1946.

Radio Producers In Japan As Guests Of Government

(Continued from Page 1)

the party of radio producers. Those en route to Japan are:

Edwin L. Dunham, of Jackson Heights, N. Y., producer for NBC of "The Army Hour," "Voice of Firestone," and "Atlantic Spotlight," the latter in co-operation with BBC.; Earle McGill, of New York, N. Y., director of "Report to the Nation" and "Radio Readers Digest"; Les Mitchell, of North Hollywood, Calif., director of "Stars Over Hollywood" and the Billie Burke show; Milton Wayne, of Flushing, L. I., N. Y., writer and editor of "Cavalcade of America" for BBD&O Agency; Lindsay MacHarrie, of New York, N. Y., producer and director of "We the People"; Hobart Donovan, of Van Nuys, Calif., writer of "Life of Riley" and "Buster Brown Gang"; Burr Lee, of Evanston, Ill., director of "Bachelor's Children"; Joseph T. Ainley, of Chicago, director of "Freedom of Opportunity," "Those Websters," "Guiding Light," and "Grand Hotel," and Nate Tufts, of North Hollywood, Calif., supervisor of the Bob Burns, Jack Benny, Dick Haymes, and Amos 'n' Andy Broadcasts and "Mayor of the Town," for Ruthrauff and Ryan.

Ave Maria Hour
WMCA — Sunday — 6:30
For 10 years the number one
Religious drama of the Americas.
IT'S A DONALD PETERSON
PRODUCTION



A Reporter's Report Card. . . !

● ● ● BOB HOPE: When you start that series of concerts across country, you may bring a new cycle to radio. Your big problem will be to keep your sponsor from hogging the best seats for dealers in the towns where you'll appear. . . . JULES STEIN: The arrogance of some of your top men has closed two more agency doors to your firm. . . . IRVING BERLIN: A ciggie sponsor is building a show based on the stars of ASCAP. . . . NOEL COWARD: Veterans organizations and civic groups in Brooklyn are planning to boycott your "Blythe Spirit" film. . . . WESTBROOK PEGLER: Stalin has expressed a desire to visit the U. S. and intends to do so next Spring. Ditto Churchill, who's received fabulous offers to lecture here. . . . MARTIN STRAUS: Your Eversharp slogan doesn't go with "Maisie." Quite the reverse, in fact. . . . ELYSE KNOX: Your hero husband, Tommy Harmon, will have good news from Radio Row before the month is out. . . . EDDIE CANTOR: Stick to comedy, Eddie, is the advice of most of your well-wishers. They believe that your going dramatic on the Arch Oboler Mutual show Oct. 4th is a mistake. . . . ARTHUR RANK: Your plans for BBC will not work out. . . . DICK TODD: Discount those rumors about a replacement being considered for you on the Hit Parade. . . . WALTER WINCHELL: In a new book being prepared by Jessyca Russell and Jack Gaver, there's a chapter on Irving Hoffman tagged "Everybody Loves Him."

☆ ☆ ☆

● ● ● FRANK SINATRA: When Bill Stern requested Bing to let him have the four kids on his show, the Groaner wired: "Thanks for the invite, but Mrs. Crosby doesn't want the kids on any other show. She says there's enuf ham around the house as it is." . . . ANDRE BARUCH: A half-hour show is now being readied with you and the missus, Bea Wain, as another husband-and-wife combo. . . . BOB HAAG: Hear that your Sheriff opus on American has brought you more than 2,000 honorary sheriff badges from as many towns, by gum. . . . SIGMUND ROMBERG: We can understand why you're taking your ork on that concert tour instead of vacationing before the premiere of your new show. You're getting a guarantee of fifty G's against the gross. . . . NICK KESSELY: Marty Melcher and Lou Levy are still raving about the great job you did on CBS with the Andrews Sisters. . . . JIM AMECHE: In addition to your announcing chores, you will also do an acting bit on CBS Powder Box Revue which preems next month.

☆ ☆ ☆

● ● ● JERRY DEVINE: Hear that the new crime package you're building is really terrific. . . . MILTON BLOW: Harry Serlis, who should know, has given us his word that there's nothing to those reports that Roma Wine is seeking a new advertising outlet. . . . TOOTS SHOR: If you accept that Dinner Club radio show, your weekly stipend will be \$2,000. That gives you a chance to light your ciggies with a grand note instead of a measly century. . . . EMILY HAHN: Isn't it true that you nixed a radio offer based on your best seller, "China to Me," because you want to honeymoon and not work? . . . LT. VICK KNIGHT: Five top agencies are awaiting your discharge to offer you a grand a week. But good sources inform us that when the day comes, you'll be too busy digging in your own garden to hear them. . . . PETER DONALD: Is it true that you've been signed for the new Bordon show? . . . BARRY WOOD: Howcum you're played down in those Phillip Morris ads for your show? . . . EDW. G. ROBINSON: The narrator choice for URT's forum poll, "The Voice of the Nation," now lies between you and Walter Huston. . . . BEATRICE KAY: Gracie Fields wants you to team with her for a concert tour and we'll be happy to buy the first ticket. . . . IRVING CAESAR: Vincent Youmans is seriously ailing again. . . . MAYO METHOT: Lauren Bacall is peeved at Bogey for not changing the name of his boat, "Sluggo." . . . KEN ROBERTS: Don't keep peeking at that Holbrox watch on your wrist. It won't bring the baby here any sooner. Regards to Norma.

Manufacturers Meet With OPA In New York

(Continued from Page 1)

agency on such items as transformers, resistors and coils, completely inadequate, R. C. Sprague, president of Sprague Electric Co., and chairman of the radio-parts manufacturers industry advisory committee, described the present situation as "very unsatisfactory."

Because they face "heavy losses" in proceeding with prices based on industry-wide averages and basic wage rates "which cover only a portion of the increases in general and administrative expenses experienced by this industry," Mr. Sprague added that radio-parts makers today are refusing to accept orders for substantial quantities of their products.

Urging manufacturers to submit detailed cost information on which to base price increases, by next Wednesday's deadline, rather than the sketchy information which has been submitted in the past, Arthur H. Moran, Price Executive of the Machinery Branch of OPA, promised an immediate review of the increases upon receipt of this information in order that a satisfactory solution may be reached.

Farnsworth Annual Meet Elects Board And Officers

(Continued from Page 1)

entire time for the company at his research laboratory in Fryeburg, Me.

Re-election of the officers for the coming year was announced following the board meeting. They are E. A. Nicholas, president; Ernest H. Vogel, vice-president in charge of sales; Edwin M. Martin, vice-president and secretary; B. Ray Cummings, vice-president in charge of engineering; J. P. Rogers, vice-president and treasurer; Paul H. Hartmann, assistant treasurer; Fred A. Barr, assistant secretary.

The stockholders meeting resulted in the election of the following directors: Jesse B. McCarger of San Francisco, chairman of the board; George Everson of San Francisco; Philo T. Farnsworth of Fryeburg, Me.; Lloyd S. Gilmour of New York City; Burton A. Howe of New York City; E. A. Nichols of Fort Wayne and J. F. Wharton of New York City.

You are in GOOD COMPANY when you advertise on . . .

KMPC
LOS ANGELES
710 Kc.-10,000 WATTS
THE WEST'S GREATEST INDEPENDENT
NATIONAL SALES REPRESENTATIVE • PAUL H. BAYMER COMPANY

Atlantic Pigskin Sked Set For 78 Stations

(Continued from Page 1)

Schedule, appears again this season in the company's program for its seven home games. Other important squads whose complete home sked will be aired include: Duke, Pennsylvania, Virginia, Georgia Tech, Temple, Pittsburgh, Ohio State, Cornell, Syracuse, Brown, Dartmouth and Franklin and Marshall.

All of the games of the Philadelphia Eagles and Pittsburgh Steelers will be broadcast. Princeton, absent last year due to the war, will be back this season.

More Tele Games

In addition to the regular broadcast of the Pennsylvania games, Atlantic is also sponsoring a television coverage of this series using WPTZ, Philadelphia (Philco). This is the fifth year that televised games have been included in the company's pigskin setup.

First major games on the sked will be played tomorrow when Cornell-Syracuse and Pittsburgh-Illinois clashes will be aired. The last college game broadcast will be that between Georgia Tech and Georgia on Dec. 1, and the contest between the Eagles and Boston Yanks will wind up the professional coverage by Atlantic on Dec. 9.

Staff of top-flight announcers have been picked for the play-by-play descriptions. Six of them will go on the air for the sponsor for the ninth consecutive year. They are: Byrum Saam, Claude Haring, Woody Woolf, Tom McMahan, Tom Manning and Lee Kirby.

Stations List

Stations to be used by Atlantic either in hookups or individually as the games may call for, include: WEAN, WAAB, WBAL, WJEJ, WRNL, WMAZ, WLVA, WCHV, WFBC, WMBR, WFOY, WFIL, WBOC, WBNS, WTAM, KDKA, WMBS, WICC, WLLH, WHYN, WHEC, WMAJ, WEST, WDBO, WERC, WISR, WSAR, WFEA, WATR, WSYR, WKBO, WBT, WDBJ, WFBG, WMRF, WEIM, WHEB, WNHC, WGY, WORK, WPTF, WSWA, WJAC, WKST, WHAI, WNLC, WGR, WOR, WSAN, WSPA, WBTM, WCED, WQAM, WTHT, WBRK, WENY, WCAU, WILM, WSAV, WJPA, WNAC, WLNH, WSYB, WNBF, WFPG, WGAL, WRDW, WBNS, WHCU, WCHY, WIBG, WEEU, WBAX, WRAK and WAZL.

Religious Broadcast Meet Held

Florence Warner, WOL educational director, has held the first meeting to complete plans for a series of religious broadcasts over WOL. Plans were also discussed for a religious radio workshop to be formed shortly after the first of the year under sponsorship of WOL.

COAST-TO-COAST

— OKLAHOMA —

OKLAHOMA CITY—WKY and the Okeene, Okla., high school will co-operate to develop an educational program that is unique in Oklahoma. Beginning October 2, and on every following Tuesday and Thursday, an Okeene home economics class will listen to a broadcast by Helen Barr, WKY home service department director, as part of its regular class work.

— NEW JERSEY —

PATERSON—Bob Bright, conductor of WPAT's featured record program, "The Bandstand," instituted a segment into his broadcasts entitled "Homes for Servicemen." In this portion of his program, Bright broadcasts requests from servicemen for living accommodations for themselves and their families in the metropolitan area, appealing to his listeners to inform him of any such availabilities for them. The response has been overwhelming.

— NORTH CAROLINA —

GREENSBORO — Will Book and Stationery Company, Greensboro's oldest book shop debut'd over WBIG on Sept. 13, sponsoring the Literary Guild's weekly book review. Wally Williams is program narrator.

ASHEVILLE—Don S. Elias, executive director of WWNC, is in Washington this week to attend meetings of the Federal Finance Committee of the U. S. Chamber of Commerce and on NAB legislative matters.

— TEXAS —

DALLAS—Dr. David Lefkowitz began his 16th season over WFAA with his series of inspirational talks. Dr. Lefkowitz heads Temple Emanu-El in Dallas.

SAN ANTONIO—Mrs. Clyde Wendt has joined the staff of KTSA as secretary to George Lee Marks, program director. . . . FORT WORTH—The 10:00 p.m. news broadcast on KGKO, presented by Larry Du Pont, has recently been sold to the Soil-Off Mfg. Co., on Mondays, Wednesdays and Fridays.

— MARYLAND —

Baltimore—To help celebrate Defender's Day in Baltimore, Sept. 12, WITH carried an exclusive broadcast by Ian Ross MacFarlane, news commentator, from the decks of the U.S.S. Augusta. The broadcast held great historical interest since the Augusta is the cruiser on which Churchill and Roosevelt drew up the plans for the Atlantic Charter. The Augusta also took President Truman on his recent trip to Europe.

— WASHINGTON —

YAKIMA—John K. Clarke, former KMO, Tacoma, traffic manager, has taken over the managerial duties of station KIT. Clarke joined KMO in 1933. Later, upon the formation of the Pacific Broadcasting Company, he was moved into the office as traffic manager for both KMO and Pacific, the latter job being relinquished when Don Lee purchased the Pacific web facilities from Carl E. Haymond.

— DELAWARE —

WILMINGTON—George L. Sutherland, former production manager for WIP in Philadelphia, joined WILM as station manager on Sept. 15. Mr. Sutherland joined radio in 1924 as resident manager of WBZ, Springfield, Mass. because a series of feature stories he wrote covering the International Broadcast Tests prompted the offer from George Jaspert, then in charge of radio for Westinghouse.

— MISSOURI —

KANSAS CITY—With the American business man faced by post-war economic and reconversion problems, KMBC is instituting a public-spirited service to civic organizations through the medium of specially prepared newscasts for direct transmission into club meeting places during the noon hour with news editor Erle Smith handling the copy and mike duties.

— WISCONSIN —

MILWAUKEE — The airplane strike caught WEMP's manager, Charles Laphier, seeking desperately to find his sport announcers so the Milwaukee-Louisville playoff game could be moved up to fill in Amer. net time from New York. Unsuccessful, he took the chore himself, giving a play-by-play account of the 11-inning game.

— TENNESSEE —

NASHVILLE—F. C. Sowell, manager of WLAC, has a red face these days. Nashville held a beauty contest to pick the official pin-up girl of the Air Transport Command. Against the pleadings of the continuity department, Mr. Sowell had his eye on a dazzling blonde as the WLAC entry. . . . Miss Kyle McDonnell of the continuity department walked away with the first place! ! !

— INDIANA —

FORT WAYNE—New announcer with WGL is Ed Meisner, discharged veteran of the European theater of war and in uniform for four and a half years. . . . Joe Tonkin, formerly with the agricultural staff of WOWO, is now located in Washington, D. C., where he is in charge of radio service for the Office of Information, U. S. Department of Agriculture.

FMBI Board Meeting May Favor NAB Tie

(Continued from Page 1)

provided certain considerations are afforded the FM organization.

At the meeting to be held next week at the Waldorf-Astoria Hotel, an executive committee appointed at the recent Milwaukee confab, will report on FMBI's future. This committee comprises: Wayne Coy, WINX, Washington, D. C.; Cecil Mastin, WMBF, Binghamton, N. Y. and Gordon Green, WMIT, Winston-Salem, N. C.

Consensus among numerous FMBI members is that the organization as such will eventually affiliate with the NAB. Majority of the FMBI are NAB members as individual station members.

Annamary Dickey Regular On 'Texaco Star Theater'

Annamary Dickey, soprano of the Metropolitan Opera Company, has been signed as a regular on the "Texaco Star Theater" program broadcast Sunday nights over CBS. Miss Dickey will be heard as supporting singer to James Melton, star and emcee of the show, and will be heard for the first time on Sept. 30.

An enlarged orchestra will be headed by David Broekman, replacing Al Goodman. The Lyn Murray Chorus also has been engaged and will make its debut on the same night as Miss Dickey.

AGENCIES

DAVID O. ALBER ASSOCIATES, INC., have been placed in charge of radio exploitation for Atlantic City, New Jersey. This will be an all-year-round campaign for the resort, starting October 1st.

MICHAEL KEITH has been engaged as a member of the staff of the Advertising Research Foundation, Inc., according to a statement from Managing Director A. W. Lehman. For the past three years Keith has been affiliated with the War Department at Washington. Prior to joining the War Department, he had served as assistant director of market research for Vick Chemical Company's new products division; director of market research for Willmark Research Corporation, New York City, and assistant to president, Twentieth Century Press, New York City.

TYLER DAVIS has joined Arthur Kudner, where he will specialize in marketing development. He formerly served in the Chicago office of J. Walter Thompson Company.

SPECIAL COURSE in industrial advertising has been started by New York University in co-operation with the Industrial Advertising Association of New York.

Send Birthday Greetings To—

September 21	
Del Courtney	Allen Stock
Fred Irving Lewis	Jay Toney
William Hunter	Ted Nelson
September 22	
Travis Chapman	William Elliott
Clyde Kittell	Dorothea Lawrence
Valerie Lomas	"Paley" McClintock
Joe Parsons	Hanley Stafford
Betty Wragge	Maurice Barrett
Toby David	
September 23	
Don Bestor	Bob Dryenforth
Artie Dunn	Helen Marshall
Bill Pennell	Leo B. Tyson
Fred Vasberg	



HOME TOWN BOY MAKES GOOD



this one was in on the ground floor

Literally and figuratively this favorite Baltimore product was in on the ground floor. For Cellowax* was a pioneer in the liquid floor wax field between 12 and 13 years ago. Later Cellowax Furniture Polish and Bluko All-Purpose Cleaner were added to the line.

A radio user for 12 years—Cellowax settled on WFBR, Baltimore's big home town station, three years ago. They started with a five minute program on Martha Ross Temple's studio party. Then they

began 5 minutes 5 times a week with Ralph Powers at 8:45 A. M. Although the big sale of these Cellowax home helps was Spring and Fall—the Powers program stays on 52 weeks a year, and it *sells all year*.

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—The Azrael Advertising Agency

MEMBER — AMERICAN BROADCASTING CO. ■ NATIONAL REPRESENTATIVE — JOHN BLAIR & CO.

WFBR

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 32, NO. 58

NEW YORK, N. Y., MONDAY, SEPTEMBER 24, 1945

TEN CENTS

Probe FCC's Functions**Commission's Action
On Stormy Licenses***Washington Bureau, RADIO DAILY*

Washington—FCC last week proposed to deny the license renewal application of WGST, Atlanta, Ga., stipulating however, that the Georgia School of Technology may apply within 90 days for new authority to operate providing its agreements with Southern Broadcasting Stations, Inc., are called off. The WGST, renewal has been hanging fire for more than two years, since the Commission began hearing appeals on its May, 1943, determination to revoke the license.

At the same time the Commission decided to renew the license of
(Continued on Page 6)

**Further Yankee FM Plans
In Covering New England***Washington Bureau, RADIO DAILY*

Washington—Removal of its two 50 kw rural FM studios from Mt. Washington, N. H. to Portland, Maine, and from Paxton, Mass. to Worcester is planned by the Yankee Network, according to applications filed with the FCC last week. Both stations, which between them have covered most of
(Continued on Page 2)

**Spot Sales Station List
Assumed By A. Young, Jr.**

Loren E. Watson, head of Spot Sales, Inc., announced over the weekend that effective today, Adam Young, Jr., Inc. will take over the responsibilities of Spot Sales to the stations it represents such as sales
(Continued on Page 4)

Anniversary

Final program of the "Navy Hour" on NBC next Tuesday will commemorate the 100th anniversary of the United States Naval Academy with Vice Adm. Aubrey W. Fitch, superintendent of the Academy, speaking on the history of the institution. Program will be heard at 9 p.m. EWT.

**Lane To United Drug;
Treas. Ups Delehanty**

Thomas H. Lane, has resigned as director of advertising, press and radio for the War Finance Division of the Treasury Dept. to accept a post with the United Drug Co. as advertising and sales promotion director. Jack Delehanty, who had been serving as assistant to Lane, takes over the Treasury Dept. spot vacated by Lane. Lane was with Young & Rubicam, Inc., before joining the Treas-
(Continued on Page 5)

**Three CBS Web Shows
Renewed For 52 Weeks**

Three CBS clients have renewed for 52 weeks, two of them taking the complete network. Programs are Kate Smith Speaks, sponsored by General Foods Corp. Monday through Friday 12 noon to 12:15 p.m., EWT, through Benton & Bowles, Inc. New pact for Post's Raisin Bran and Bran Flakes is effective today.

R. J. Reynolds Tobacco Co. for Camel cigarette and/or Prince Albert smoking tobacco renewed Bob Hawk
(Continued on Page 2)

**House Appropriations Committee Asks
Cut In Commission 'Defense Funds';
Paul Porter Gives Views***Washington Bureau, RADIO DAILY*

Washington—Special national defense funds for the FCC will be cut by nearly a million dollars if the House sustains the recommendations of its appropriations committee, with liquidation costs to be included in the amount left. The budget for the current fiscal year was \$2,430,000 and it has been recommended that it be cut back to \$1,500,000.

The committee vote followed a strong call down administered to Chairman Paul A. Porter and other
(Continued on Page 6)

**Nebr. Court Mandate
Issued In WOW Case**

Omaha—Nebraska Supreme Court has issued a mandate cancelling the old agreement under which WOW Incorporated was leasing WOW from the Woodmen of the World Life Insurance Society. Paul Massey, Radio Station WOW, Inc., attorney said the cancellation will have no effect on the present operation of WOW and that corporation is now operating
(Continued on Page 6)

**Samish Appointed Head
Of Amer. Program Dept.**

Adrian Samish, national director of production of the American Broadcasting Company, has been promoted to head the program department, it was announced over the week-end by Mark Woods, president of the net-
(Continued on Page 6)

**Steel Company On KQV
Sets Up Unique Program**

Pittsburgh—Marking the first time that a major steel corporation has purchased a half-hour program across the board on a local outlet, Jones & Laughlin Steel has started a long-range campaign on KQV. Program is
(Continued on Page 2)

**Emerson Co. Places
KBS Spot Campaign**

Placement of 2,000 transcribed one-minute announcements per week over 187 stations of the Keystone Broadcasting System was announced Friday by John H. Kelly, vice-president in charge of advertising for the Emerson Drug Company, makers of Bromo-Seltzer. The contract, scheduled to
(Continued on Page 5)

**WJZ Changes Rates Oct. 1;
Will Affect Chain Breaks**

A new transition rate covering the time period between 6-7 p.m., EWT, Monday through Saturday, will be instituted by WJZ, key station of American, effective Oct. 1, it was
(Continued on Page 2)

Subtle

Arthur Godfrey, heard over CBS on a mass production basis, prides himself on his script-less programs. Recently he received a communication which told him: "We don't mind if you broadcast without a script. It lends an air of informality to the show. But since you insist on avoiding the manuscript, please don't rattle it so close to the microphone!"

★ THE WEEK IN RADIO ★**Radio Plans National Celebration of 25th Anniversary**

By MILDRED O'NEILL

PLANS got under way this week to celebrate National Radio Week from November 4th to 10th which will commemorate the 25th anniversary of radio. At a meeting in New York, Willard D. Egolf, NAB director of public relations and officials of the four major networks discussed and prepared programming and promotion plans for the occasion which

included correlation of local station plans with those of the networks.

Report by the four major and five regional networks, together with 875 standard stations in the United States and territories of Hawaii, Alaska and Puerto Rico, gives a net figure of \$246,339,532 derived from time sales for 1944 as against \$195,704,153
(Continued on Page 5)

Challenge

About a year ago, when Uncle Sam had all the rubber, WHN's Dick Gilbert lost a sponsor, Corsetorium,—because he got too much business for the company. But now that rubber is available, Gilbert goes on the air for the sponsor today,—with the challenge to him to chase them off the air again, with more orders than the sponsor is able to fill.



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

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FINANCIAL

(Sept. 21)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	184 1/8	183 3/4	184	...
CBS A	41 1/2	41 1/2	41 1/2	+ 1/2
CBS B	40 3/4	40 3/4	40 3/4	...
Crosley Corp.	37 1/2	36	37 1/2	+ 2 1/4
Farnsworth T. & R.	16 3/8	15 7/8	16 1/8	+ 1/8
Gen. Electric	48 3/4	47 3/4	48	- 1/2
Philco	38 7/8	37 3/4	37 3/4	- 3/8
RCA Common	15 7/8	15 3/8	15 1/2	- 3/8
RCA First Pfd.	87	87	87	...
Stewart-Warner	22	21 3/4	21 7/8	- 1/4
Westinghouse	36 1/8	35 5/8	35 3/4	- 1/4
Zenith Radio	39 1/8	38 3/4	38 7/8	- 1/2

NEW YORK CURB EXCHANGE

Hazeltine Corp.	38 1/2	36 1/2	38 1/2	+ 2 1/2
Nat. Union Radio	5	5	5	- 1/4

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	87 7/8	95 7/8
Stromberg-Carlson	23 1/8	24 1/8
WCAO (Baltimore)	28	...
WJR (Detroit)	25 1/2	...

Grauer On Bergen Show During N. Y. Origination

Ben Grauer will do the announcing chores on the Edgar Bergen-Charlie McCarthy program during the period starting Sept. 30 when the show will originate at the NBC studios in New York.

Coming and Going

EDGAR KOBAK, president of the Mutual network, left Friday on a business trip to Chicago and other Midwestern sections. He plans to return Thursday.

MILTON L. GREENEBAUM, president of WSAM, affiliate of NBC in Saginaw, Mich., returned recently from a business trip to Chicago, then left almost immediately on another.

DON BURROUGHS, sales manager of WBNS, Columbus, Ohio, outlet of CBS, a visitor last week at the offices of the web.

DAVID O. ALBER, head of the publicity firm bearing his name, has left for the West Coast on business. He'll be back around Oct. 1.

JOHN ESAU, general manager of KTUL, Tulsa, is here from Oklahoma on station and network business. The outlet is a Columbia affiliate.

TOM SLATER, manager of special events and sports for Mutual, spent the week-end in Minneapolis, where he covered the football game between Minnesota and Missouri.

BEN LUDY, general manager of WIBW, Topeka, Kans., in town late last week for conferences at the headquarters of CBS, with which the station is affiliated.

FRANK EDWARDS, commentator on WIBC, Indianapolis, Ind., has returned from his annual vacation.

DICK TODD, singing star of the "Hit Parade" has just returned from a few days visit to his home town, Montreal, Canada.

K. L. BOWDEN is in Gotham on business. He's the station manager of WKBN, Columbia outlet in Youngstown, Ohio.

ARTHUR PINE, publicist, is back from a short trip to Chicago.

CAPT. EVERETT L. "TOD" SWALM a visitor in New York.

HOWARD MEEK, manager of the Dinning Sisters, vocal trio, has returned from a short business trip to Chicago.

WJZ Changes Rates Oct. 1; Will Affect Chain Breaks

(Continued from Page 1)

announced over the week-end by John McNeil, manager.

The new rate, designated as "Class B," will affect the chainbreak at 5:50 p.m.; the break at 7 p.m. will carry the "Class A" rate. "Class B" rate is listed at \$900 per hour, and the latter at \$1,200. Benefit of the new rate will be extended to current advertisers on the date it becomes effective.

Chainbreaks, minutes and full program periods will be affected by the new transition rate.

Three CBS Web Shows Renewed For 52 Weeks

(Continued from Page 1)

in "Thanks to the Yanks," through William Esty agency, effective Oct. 1. Show heard Monday 7:30-8 p.m. is expected to be replaced by a new quiz also headed by Hawk.

Texas Co. for Texaco products renewed "Texaco Star Theater," effective Sept. 30, through Buchanan & Co. Program is heard Sundays 9:30-10 p.m. with James Melton, Annamary Dickey, Lyn Murray Chorus, John Reed King, guest stars, and David Broekman's orchestra.

Further Yankee FM Plans In Covering New England

(Continued from Page 1)

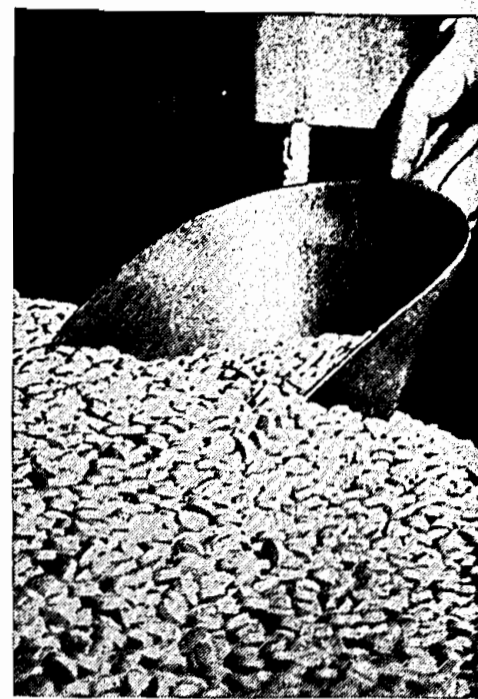
New England, will be cut down to a 20 kw power output under the new FM regulations. Yankee seeks to retain its dominant position in New England, however, with applications for four new FM stations—in Boston, Providence, Bridgeport and Hartford. The Hartford application is in the name of State Broadcasting Corporation, a wholly owned subsidiary. This will bring Yankee to its legal limit of six stations, thereby precluding any FM operation by Yankee in the Akron, Ohio, sector, home territory of William O'Neill, Yankee owner.

Steel Company On KQV Sets Up Unique Program

(Continued from Page 1)

eventually expected to take the place of the company's house organ and is heard Monday through Saturday 7:30 a.m.

Title "Jal-Time," the program primarily is used as a daily service to listeners, particularly to the J & L employees. Music, time signals, weather reports, news and items of specific interest to the employees are part of the program. Radio show will also be used to honor the 10- and 20-year employees of the company, present safety awards, report on industry conditions and in the event of strikes or labor disagreements, employees will be given an opportunity to air their grievances on the program.



This is not TNT

That's a bin full of Atabrine . . . the anti-malaria tablets.

TNT, the destroyer, and Atabrine, the health preserver, are made from the same basic chemical.

We think there's a comparison to that strange fact in radio advertising.

All stations are the same basically. All do a job. Only some save sales a little more often than others.

Down here in Baltimore an independent gets the nod from smart time buyers. Advertisers have discovered that W-I-T-H produces more listeners at the lowest-cost-per-dollar than any other station in town. And that's a fact.

Coverage ...in Philadelphia



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



W-I-T-H IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REEL

Exclusive!
CHI' BEARS
'45 FOOTBALL
W-I-N-D
CHICAGO
560 Kc. 5000 WATTS

**NO OTHER BROADCASTER
CAN MAKE THIS CLAIM!**

MWRN

**Only way to reach
the 5,000,000
radio listeners of
Michigan is with
the Michigan Radio
Network**

LOS ANGELES

By RALPH WILK

DON SELDEN, new personnel director for the McClatchy newspapers, is here from Sacramento for discussions with Francis Conrad, station relations manager for Amer. on the coast. Selden was professor of economics at the Sacramento junior college before assuming his new radio and newspaper post.

Al "Cappy" Capstaff will resume as producer of the Bob Hope program when the show kicks off for the fall season. Capstaff is also in charge of production for FC&B's Chicago operations out of Hollywood. This includes the Hope show, the Charlotte Greenwood show, Hedda Hopper's Hollywood and "The Man Called X."

Western Palisades Ballroom, Santa Monica, has purchased a half-hour spot on KFI at 4:30 p.m., Saturdays, as of Sept. 22 for a studio-produced program featuring Deuce Spriggins' band, Eddie Bennett, Carolina Cotta, Tex Atchison, Merle Travers and others. It will be produced by Bobbie Bennett, general manager of the Western Palisades. Deal was set by Smith, Bull and McCreery.

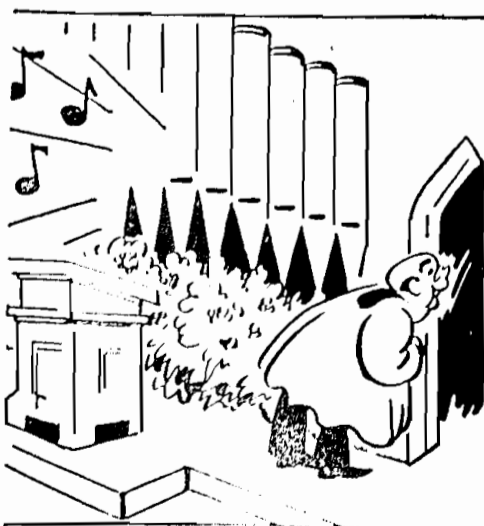
Spot Sales Station List Assumed By A. Young, Jr.

(Continued from Page 1)

and servicing. More than 20 outlets for which Spot Sales acted as station representatives are involved in the arrangement.

Watson pointed out that Spot Sales will continue as an entity and that no merger is taking place. Also that Spot Sales will continue to act as exclusive sales representatives for Association Program Service as well as Radio Transcriptions of America. Offices in New York, Chicago and on the Coast will be maintained as usual.

Arrangement leaves Watson and Spot Sales to expand in other fields as contemplated, but does not preclude Watson returning to the station representative field should he so desire.



"Remember, no more swing when we start the broadcast over WUPP Flint."



Notes From An Aisle Seat . . . !

● ● ● **Small Talk:** Wm. Keighley, heard for the first time on the Lux show last week, appears to be the dark horse to cop the emcee role vacated by DeMille. Agency thinks he's the closest yet heard to DeMille, both in voice and style. . . . By Oct. 16th, the J. Walter Thompson agency will have a show on every nite in the week except Friday. (Almost as busy as Ray Block, huh?). . . . According to no less an authority than Sonny Werblin, Eddy Duchin stated last Oct. that he doubted whether he'd ever return to the band business again. . . . All our hollering here about the brush being given returning vets by some thoughtless directors has done some good, at any rate. Allen Ducovny, director of "Superman," phones to say he's setting aside an hour a week to hear nobody but ex-servicemen or women. Call him at PLaza 3-0740. . . . "Leave it to the Girls" switching on Mutual to Saturday nites with a local outlet. . . . John Reber and Bob Colwell in from the coast over the week-end with dope on the Kraft Music Hall setup. . . . CBS looking for a television sports announcer. . . . Jimmy Stewart's dates in N. Y. were with Frances Robinson—and was she envied! . . . Perry Como, who trains in from the coast this week, has number one, five and seven on the nation's top list of best-selling records. . . . The O'Dwyer-for-Mayor air campaign will make spot history. . . . Arde Branson Associates packaging "It's New—and True". . . . Belle Baker, who now finds herself a "great discovery" at the Latin Quarter, considering doing a straight legit show. The Shuberts have something in mind for her. . . . Walter Huston signed to co-star with Helen Hayes this Sat. in "The Late Christopher Bean." Meanwhile, original scripts for the show are beginning to pour in.



● ● ● **Radiokays:** "Real Life Stories" on Mutual—for consistently hitting back at intolerance and hate-spreaders. Since Peggy Mayer took over the writing chores some seven months ago, the series has upped some four points on the rating charts. . . . Harry Salter's musical effects on the Rensie Radio Auction—an outstanding example of what a clever musical director can do to a format. . . . Clifford Evans' daily commentary via WLIB. . . . Dick Byron's versatility—equally at home with a jive tune or a singing commercial. . . . Johnny Thompson and Eileen Woods—Amer. net's newest singing combo.



● ● ● **Idle Thoughts While Strolling:** Every time we hear a comic point up a joke and then see it fall flat, we get embarrassed for the comedian. Bob Hope is the top guy for getting out of spots like that. . . . Never knew a guy everybody said nice things about who was terribly successful. . . . Seeing anyone wearing a blue serge suit in the summertime always makes us want to hop under a shower. . . . No new bon mots from ork leaders to take the place of the epic, "Play this an octave slower," generally credited to Harry Horlick a dozen or more years ago. . . . Managers of radio artists have become terribly publicity-conscious of late, and press agents will tell you that their hardest job is not to keep their clients happy but to salve the tenpercental element. . . . Most stolid individuals in radio are the studio engineers, most of whom look as if they were cut from identical ice-cubes. Radio directors generally try to acquire the same unemotional attitude, but aren't too successful too often. . . . No radio star works with the ease of Bing Crosby even when he's tripping over some of the alliterative twistings his script writer connives for him weekly. . . . No comic's voice is as soothing to the ear as Jack Benny's. No sound as communicative as his complacently surrendering 'mmm' None of radio's bandsmen look either well or comfortable when they are toupee-wearing. . . . No sustaining series of programs in chronological sequence ever approached the old CBS nite time array that spotted Reis & Dunn, Kate Smith, Crosby, Downey and Mills Brothers in a row.

CHICAGO

By BILL IRVIN

"FAMOUS JURY TRIALS," sponsored by Williamson Candy Co. of Chicago, has been renewed for 52 weeks over the complete facilities of the American Broadcasting Co. through Aubrey, Moore and Wallace, Inc. Now in its sixth year the series is heard each Friday at 8:00 p.m., CDST.

"Country Sheriff," a comedy mystery series scripted by George Anderson, moved from WMAQ to WGN Friday, Sept. 7, 9:30 to 10 p.m., CDST, under sponsorship of the Peter Hand Brewery Company in behalf of Meister-brau. Program will be aired weekly from main WGN audience studio. Mitchell-Faust Advertising Company, Chicago, is servicing the account.

Renewal of Kleve Kirby's quarter-hour news program headed the new schedule of business announced this week for WMAQ. Richman Brothers Company (Clothing) through McCann-Erickson, Inc., renewed the Monday-Wednesday-Friday newscast by Kirby for 52 weeks effective Sept. 10. Program is heard from 10:15 to 10:30 p.m., CDST.

BALTIMORE'S
Listening Habit

W
C
B
M

MUTUAL BROADCASTING SYSTEM

JOHN ELMER GEORGE H. ROEDER
President General Manager

FREE & PETERS, Inc.
Exclusive National Representatives

Emerson Co. Places KBS Spot Campaign

(Continued from Page 1)

run 52 weeks, goes into effect today. The campaign, Mr. Kelly said, is to be directed at the Keystone network's small-town audiences and will cover stations in communities between 3,000 and 40,000 population. Radio circles regard the campaign as a pioneer one inasmuch as announcement campaigns are usually contracted for on an individual station of group basis, directed at a concentrated market.

Details of the Emerson Drug Company spot campaign were arranged by McCann-Erickson, Inc., agency for the drug concern, in collaboration with Noel Rhys, account executive for KBS, who handled the deal for the transcription network.

G.E. Radios For Xmas

General Electric Co. announces that it will have radios back on the market in time for Christmas buying. The first table model production line is scheduled to start October 1 with others following at approximately one week intervals. Sets will begin appearing in dealers' stores in November. Much of the immediate manufacturing resources of the company will be devoted to low-priced sets. By Christmas the company expects that a total of 12 models will be available.

★ THE WEEK IN RADIO ★

Radio Plans National Celebration of 25th Anniversary

(Continued from Page 1)

reported by nine networks and 841 stations for the previous year. Consensus of opinion of broadcasters is that operations for 1944 represented a substantial improvement over 1943.

RADIO DAILY's survey just completed presents an overall picture drawn from radio executives in the New York and metropolitan area as reflecting extreme confidence in immediate spot sales. Same indication of progress is seen in the sales report of stations in the San Francisco area and the optimism expressed about Fall and Winter business. Outlets in the 'Frisco area report no letdown on news program interest, with a strong trend toward audience-participation shows.

The FCC issued a proposed allocation of frequencies among rural, metropolitan and community telecasters which involves a six-hour minimum operating schedule, television stations to be limited to five, application of network rules and sharing of antenna sites and allocation plan as outlined last summer. Commission called for a hearing October 4 at which objections may be expressed.

President Truman's incorporation last week of the War Labor Board into the Labor Department is expected to hasten a decision in the case of WDOD, Chattanooga, versus AFM, which involves the question of

whether stations must continue to hire musicians to compensate for various encroachments on the musician's employment field.

Eighty-nine college, 73 high school and 19 professional games have been scheduled by Atlantic Refining Company for its 10th consecutive year of radio coverage. This year will see the largest station hookup ever listed by Atlantic for a single contest when the Pittsburgh-Notre Dame meeting takes place October 20 with 52 stations being used.

American Federation of Radio Artists announced that retroactive pay covering a 10 per cent increase in artists' sustaining and commercial contracts from November 1, 1944 will be made on a national basis, based on relaxing of wage controls. AFRA is getting out a new rule book.

Plan to train Mexican radio engineers at Kansas City University and the laboratories of Aireon Manufacturing Corporation was announced by Dean MacGregor of the National University of Mexico, together with fact that the University will receive 50,000 pesos of radio equipment.

At a week-end meeting of the board of directors of Broadcast Measurement Bureau it was decided to discontinue the term "circulation" and adopt "BMB Index of Station Audience" as the official name for

Lane To United Drug; Treas. Ups Delehanty

(Continued from Page 1)

ury and was in radio prior to that time.

Delehanty whose promotion is effective Oct. 15, joined the war savings staff in 1941 and was associated with several advertising agencies before that, including Geyer, Cornell & Newell and BBD&O.

Lane also assumes his new duties on Oct. 15 and it is understood will make his headquarters in Los Angeles where United Drug is moving its executive offices, but maintaining a plant in Boston. United for its Rexall Products, currently sponsors Jimmy Durante and Garry Moore on CBS, apart from spot radio campaigns.

Multiple Assignment To Hart

Maurice Hart, WNEW announcer has been signed to write, produce and announce a series of transcriptions for the Softol Cutical Sets Co. This is Softol's first radio venture. Slanz & Maurey is the agency handling the show.

measurement. Plan submitted for network participation was unanimously adopted.

Plan of William E. Benton to establish a subscription radio service has apparently been discarded since his appointment as Assistant Secretary of State. Benton cancelled his FCC application for frequencies.

TAKE THE RISK OUT OF RADIO

Why Gamble With Untried Shows?

HERE'S YOUR ANSWER

ADVENTURES OF MICHAEL SHAYNE

Half Hour Mystery Drama

9.7 Hooperating

DREAM BOAT

Fifteen Minute Musical Narrative

5.7 Hooperating

PRESS CLUB

Fifteen Minute Newspaper Mystery

8.00 Hooperating

Available for all territories other than Pacific Coast

DON'T MISS THE BOAT

Contact

SELECTED RADIO FEATURES

1583 Cross Roads of the World — Hollywood 28, California

Nebr. Court Mandate Issued In WOW Case

(Continued from Page 1)

under a new lease. This lease was arranged recently after the Society asked for bids on leasing or selling of WOW.

The mandate he said will mean that there will have to be an accounting of all WOW revenue under the old lease and all revenue except operating costs will have to be returned to the Society and dependents. He said WOW was leased to the corporation, headed by John Gillin, Jr., in 1942. A society member sued alleging that the society was not receiving sufficient rent. The State Supreme Court upheld the member's case and ordered the lease cancelled.

Upheld by Highest Court

Nebraska's court was upheld by the United States Supreme Court but it said the State's court cancellation order should be held up until the question of who would operate WOW was decided. If that question wasn't answered first the station might be left without a license, the United States Court held. In its mandate the Nebraska court said in effect that the United States Supreme Court could not tell it when to issue rulings in cases in which it had final authority. In the majority opinion written by Justice Carter, the court said that the United States Courts "hold" order "encroached" upon the power of the Nebraska courts. Such an order, the opinion states "tends to undermine the autonomy and destroys the independence of the state courts in a field where they are admittedly supreme." Justice Yeager dissented. He said the United States order while perhaps unnecessary was wise. The society's new agreement with Radio Station WOW, Incorporated, has been submitted to the FCC, the license authority, for judgment. If the Nebraska court had followed the United States court it would have held its mandate until the FCC approves some new arrangements for operation of the station.

Samish Appointed Head Of Amer. Program Dept.

(Continued from Page 1)

work. He succeeds Hubbell Robinson, Jr., who resigned, effective Oct. 1.

Samish joined the network in Sept. 1944, and for the past year has been responsible for all production. Previous to his connection with American, he had been active in theatrical and motion picture as well as radio production.

SITUATION WANTED

Capable local station manager in Southern market of 60,000 desires change. Alert, promotion-minded, good character, can make your station pay. 35 years old. Have been in present job six years. Want long time arrangement. Married, two children. Available immediately. Write Radio Daily, Box 219, 1501 Broadway, New York 18, N. Y.

Probe Of FCC's Functions Asked By House Committee

(Continued from Page 1)

FCC officials by members of the appropriations committee because instead of preparing to cut down on radio detection work and the monitoring of foreign broadcast the Commission was seeking to retain these activities. Secretary of State Byrnes has requested that the monitoring work be carried on at least through next June.

Committee on Qui Vive

The committee was prepared for any attempt by the various agencies to try to carry over in to the post-war period special activities it took on as war measures, and Chairman Clarence Cannon and others were extremely sharp, with Porter. The point at issue, Cannon said, "is that this is purely a wartime activity. You know, during the war every agency that came in here was very eager to show us that their work related to the war. Now, they are all insisting that it did not relate so much to the war as it relates now to the peace time programs." The law specifically states that FCC's war functions are to be discontinued within 60 days from the armistice.

Cites End of War

"Now, I trust that it has not escaped the notice of the Commission that the war has closed, and it will be impossible for you to proceed. There is no authorization at all unless you secure further Congressional authorization." Nothing has yet been done about obtaining such authority, so, said Cannon, "out you go."

Porter said at one point, in reply to the arguments of economy minded John Taber, New York Republican, that the end of the war should mean less work for radio intelligence monitors, that "there have been during this war about 500,000 young men that are skilled in electronics and radio. There is quite a surplus of government equipment and these boys are going to start fooling with that equipment. We are going to be very vigilant in watching them and keeping them within the bands assigned to them. In the absence of facilities to police the spectrum, there will be trouble."

Points to "Policing" Necessity

"It has been necessary, due to the shortage of personnel, because we were giving our first thought to winning the war, to keep performing certain functions normally necessary in peace time, such as those necessary in connection with radio stations in this county and in other countries, and it was necessary to police the radio spectrum and to make sure that the licensees were operating in accordance with the terms of the licenses authorized by the Commission."

"Then in addition to that we have relaxed our requirements with respect to qualifications for radio operators' licenses throughout the country, which in a sense results in les-

sening the work for the Commission in conducting examinations for issuing licenses.

"And now, however, that we are coming out of the war we feel that in order to build up an orderly system of communication throughout the United States and to carry out the responsibilities set forth in the Communications Act of 1934, that we ought to set a high standard of performance that the public is entitled to in order to make the best use of the radio spectrum, and to get the best quality and speed in the services of the various communication services."

Porter Statement Prepared

In his prepared statement Porter explained, that "monitoring the radio spectrum is concerned with radio-frequency emissions as such and goes to the crux of radio regulation. Since the banning of federal radio regulation, the agency of the government charged with the responsibility has monitored the spectrum by such means as the state of the art permitted. Prior to 1940 this work was performed by the engineering department's field division, which transferred the personnel and such facilities as it possessed for monitoring the spectrum to the radio intelligence division."

Maintaining Order Paramount

"The radio spectrum is a valuable and limited natural resource over which the government has asserted control. Most of the measures adopted for regulating radio—the international allocation of the spectrum, international radio procedures, the allocation of the spectrum to domestic services, the licensing of frequencies to stations, the licensing of radio operation, the promulgation of rules and regulations to govern the various services, the establishment of engineering standards, etc.—have as one of their purposes maintaining order in the spectrum. But these measures are applicable only to licensed stations and operators. They are not effective means of suppressing illegal radio operation and of controlling unidentified interference on the channels of radio transmission from such sources as defective power lines and electrical equipment and improperly shielded electronic devices. That can be done only through facilities of a radio monitoring and direction finding network."

"Monitoring Essential"

"For reasons which are reviewed and discussed in the next section of this justification, it is the opinion of the Commission that monitoring the radio spectrum is an essential and integral part of the Commission's responsibility and will be a vital factor to maintain order in the spectrum in the post-war period. Accordingly it is urged that the availability of the funds appropriated for radio intelligence division be continued until June 30, 1946."

Commission's Action On Stormy Licenses

(Continued from Page 1)

KFNF, Shenandoah, Iowa, which matter has been hanging fire for more than three years. The station operates on 920 kc with 500 watts night, one kilowatt day, sharing time with KUSD, Vermilion, S. D. The matter had been studied because of several arrangements for the sale of KFNF which the Commission considered to be in violation of the Communications Act.

Cowles Statement

The decision contained the following comment on plans of Cowles Broadcasting to buy the station:

"The option of Iowa Broadcasting Company (now Cowles Broadcasting Co.) to acquire KFNF, not for the purpose of operating KFNF but for the purpose of seeking its deletion from the air is an effort to obtain a better operating assignment for one of the Cowles stations, likewise should have been reported to the Commission by the licensee of station KFNF. Also, it is believed that the Cowles Broadcasting Co., as a licensee of this Commission had an obligation promptly to advise the Commission of any plan which it was carrying forward looking toward the acquisition of a station for the purpose of shifting frequencies. In this case the scheme was never consummated because of KMA's refusal to play the role which had been assigned to it. However, had the plan proceeded on schedule, the Commission would, when the scheme was finally disclosed to it, have been presented with a serious question as to whether the arrangements did not involve a trafficking in licenses to which it would not give its consent."

"Obviously, such arrangements as this should not be worked out behind the back of the agency of government charged by Congress with responsibility for licensing stations in the public interest. We recognize that some times such multiple shifts in frequency are desirable and also result in all around improvements in public service. On other occasions such plans are designed to forward the private interests of a particular group in disregard of the public interest. In order to insure that the public interest is protected, the Commission should be promptly and fully advised of any such plans. This, as we have stated, is the obligation of all the licensees involved in any such proposed plan."

"Similarly, the proposal whereby the Cowles interests would have exercised their option to acquire KFNF for the purpose of immediately reselling the station at a profit to the World Publishing Co. would, if it had been consummated, have raised a question of trafficking in licenses."

Canadian Sales

Montreal—Sales of radio and radar sets in August by the Canadian War Assets Corporation brought \$96,700, the corporation announced.

Radio Daily

*takes pleasure in announcing
its newest publication*

THE YEAR BOOK

of

TELEVISION

to be ready for distribution
shortly after the first of the year



COAST-TO-COAST

— OHIO —

DAYTON—Gene Conrad, formerly at WIZE, Springfield, has joined the announcing staff at WHIO. . . . **CINCINNATI**—Wilfred Guenther who has served in the Navy as a Lieutenant Commander since 1942, has returned to WLW in an executive capacity. . . . **YOUNGSTOWN**—Bernard T. Wilkins, is back as chief engineer for WKBN after a leave-of-absence of a year and a half as a Radar specialist with the Western Electric Company.

— ILLINOIS —

CHICAGO—The Radio Council of the Chicago Public Schools (Board of Education) commenced its eighth year of service to the schools of Chicago and Cook County with a fall school-day schedule on WJJD, Sept. 17th. . . . Because of the great present day interest in the problems of the returning servicemen, WIND is carrying a special series of thirteen scripts on the G. I. Bill of Rights and Veterans Affairs.

— MASSACHUSETTS —

BOSTON—Trudy Richmond "Girl About Town" at WCOP, has been given a citation by the Soldiers and Sailors Citizens Committee for outstanding service in providing entertainment for service people. . . . **WORCESTER**—Mayor William A. Bennett guested on the "Sox to Bobby-Sox" show on WAAB to congratulate the youngsters on their fine performances during the year and to award several with Red Cross Life Saving Certificates.

— DISTRICT OF COLUMBIA —

WASHINGTON—Recently returned from Europe where she was associated with the Office of Strategic Services and formerly in Washington advertising circles, Myra Wilkins has joined WOL as assistant to Jack Paige, publicity director. . . . General Manager Ben Strouse of WWDC now has a "Pat and Mike" theme in his household with the recent arrival of seven-pound Patricia to join 4½-year-old Michael in the nursery. Baby is coming along exceptionally well.

— KENTUCKY —

LOUISVILLE—A plaque, signed by the president of the National American Legion Auxiliary, was awarded WINN for contribution of time and splendid co-operation. The presentation was made during the Legion's program on Sept. 6, by Mrs. Henry Richardson, district committee woman, and Mrs. R. V. Love, district radio chairman, and was accepted on behalf of the station, by general manager Harry McTigue.

— ALABAMA —

MOBILE—In celebration of the silver anniversaries of radio and the Jr. Chamber of Commerce, WMOB originated a broadcast from the Admiral Semmes Hotel at the J.C.'s regular luncheon. The Honorable Frank W. Boykin, Rep. of Alabama delivered the main address on "Freedom of Speech." Adrian Roberts handled the show.

— CONNECTICUT —

HARTFORD—Chief announcer Larry Colton, of WDRC, former trombonist with Jan Garber's band, is scheduled for a "jam session" with leading bandsmen of the nation at "The Paddock," hot spot in East Hartford. . . . Formerly on the announcing staffs of WTAG, Worcester, and WOL, Washington, George Thomas has joined the announcing detail of WHTD.

— UTAH —

SALT LAKE CITY—KUTA's booth at the Utah State Fair won the blue ribbon, first prize for the best booth at the Fair. . . . Eugene Jelesnik, young violinist and band conductor, has returned from a USO camp show assignment in Italy to become musical director of KDYL. He succeeds Bob Reese, who has resigned to devote more time to his cattle ranch.

— LOUISIANA —

NEW ORLEANS—WWL has added a new comedy quiz to its programs, entitled "Whaddya Know," with Ed Hoerner as master of ceremonies and Jill Jackson as mistress of ceremonies. . . . The New Orleans Association of Commerce has inaugurated a 15-minute radio program over WDSU with broadcasts every Wednesday evening. Civic problems are discussed by local business leaders.

— KANSAS —

TOPEKA—E. H. "Elmer" Curtis, WIBW staff announcer and news reporter, aired his 3,000th consecutive "H. D. Lee Noon News" broadcast on Sept. 5. His quarter-hour is scheduled Mondays through Saturdays and has been continuously sponsored since April, 1936, by the H. D. Lee Mercantile Co. of Salina, Kansas and Kansas City, Missouri.

Send Birthday
Greetings To—

September 24

Jack Armstrong Charles F. Gannon
Magaret Potter Bowen Jim Lucas



One Man Sales Force

for
171 Different Sponsors

FULTON LEWIS jr.

One of America's most listened-to news commentators . . . he leads the entire field as America's No. 1 salesman with local sponsors on 171 Mutual stations.

A few choice availabilities are now open to help you get set for "this peacetime business" everybody has been talking about for so long.

Originating from WOL, Washington, D. C.

✓ Write, Phone or Wire at once to—

Cooperative Program Department
MUTUAL BROADCASTING SYSTEM

1440 Broadway, New York 18, N. Y.

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

Served by
WRRF The American Network
Station

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

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 32, NO. 59

NEW YORK, N. Y., TUESDAY, SEPTEMBER 25, 1945

TEN CENTS

Lift Strike Hits Network

NBC Officials Meet On Web's Policies

Network policies as they will affect the development of television and FM during the ensuing year were among the subjects discussed by the week-end meeting of executives of the NBC network at Shawnee-on-the-Delaware, Pa.

Brig. Gen. David Sarnoff, board chairman, and President Niles Trammell headed the gathering. Among those attending were: Frank E. Mullen, vice-president and general manager; William S. Hedges, John F. Royal, A. L. Ashby, Roy C. Witmer, C. L. Measer, C. L. Egner, O. B. Hanson, John H. MacDonald, Frank M. Rus-

(Continued on Page 3)

Sees Acting For Television Same As For The Movies

West Coast Bureau, RADIO DAILY

Hollywood—Robert Shayne, member of television committee of the Screen Actors Guild deprecates the idea that screen actors must learn new techniques to play in television. "Fortunately" said Shayne, "for screen actors there is no deep dark mystery about acting in television. Any competent actor who has performed before the motion picture camera is

(Continued on Page 2)

Pellegrin Leaves Army, Returns To NAB Adv. Post

Frank E. Pellegrin, honorably discharged from the Army, where as Lieutenant Colonel Pellegrin, he served in the radio division of the bureau of public relations, has re-

(Continued on Page 3)

Strike News

Prospects of elevator strike in New York yesterday caused an avalanche of telephone calls at all station switchboards and many of the early morning shows devoted much of their programs to strike bulletins. As the day progressed radio listening to news programs was reported to be at a high peak, because of house-to-house developments expected.

Air Appointment

Giving his radio fans a running commentary of the ceremony, Mayor La Guardia swore in Arthur W. Wallander as police commissioner of New York during the latter part of the mayor's regular Sunday afternoon broadcast over WNYC. Former commissioner Valentine, who resigned office to become an airwave "gangbuster," entered the proceedings to pin the badge he had worn for nearly 12 years on Wallander's coat.

Treasury Completing Bond Drive Programs

Washington Bureau, RADIO DAILY
Washington—Treasury's two feature Victory loan programs, "Treasury Salutes" and "Music for Millions," are practically set with all stars and other personnel according to Lt. (j.g.) David Levy, USNR, chief of the War Finance radio section.

An unusual program for use locally

(Continued on Page 8)

Fred Smith Will Leave American Web On Oct. 1

Fred Smith, vice-president in charge of advertising, promotion and research of the American network, yesterday tendered his resignation effective October 1. Smith, former advertising agency and Treasury Department executive, joined the network at the time Edward Noble and Chester La Roche assumed control.

CBS Broadcasting Operations Absorb Tele Technical Activity

Technical operations of CBS television are being integrated with the network's other New York broadcasting operations, Lawrence W. Lowman, CBS vice-president in charge of television, announced yesterday. Progress of various phases of CBS television research under Dr. Peter C. Goldmark's department of engineering research and development has made integration possible, Low-

WOR-Web Staffs Forced To Climb Stairs As New York Elevator Operators Quit In Midtown Manhattan

AFRS Net In Japan Opens 7-City Chain

The United States Armed Forces Radio Service opened a seven-city network in Japan at 6:30 a.m. last Sunday morning, and will operate on a seventeen and a half hour daily schedule, broadcasting programs through stations in some cities not yet occupied.

Col. Ken Dyke of New York, form-

(Continued on Page 3)

FCC Approves Licenses Of Two New Stations

Washington Bureau, RADIO DAILY

Washington—Two new local stations were approved by the FCC yesterday, to operate in Boulder City, Nevada and Macon, Mississippi. The Boulder City station will operate on the 1,450 band, and will be the only

(Continued on Page 6)

Women Directors Plan 25th Anniversary Tribute

On November 4th, the members of the Association of Women Directors will devote their programs to the theme of radio's 25th anniversary. A

(Continued on Page 2)

Radio, as well as virtually every other large scale industry in New York's midtown area, was affected yesterday when thousands of elevator operators left their posts at odd hours of the day in compliance with orders of the Building Service Employees Union, Local 32B.

Fortunately, only one major

(Continued on Page 7)

Bottleneck Affects Pricing Of Receivers

Washington Bureau, RADIO DAILY

Washington—Ceiling prices on new radio sets are still being held up by the components pricing bottleneck, Daniel Jacobs, OPA radio chief announced yesterday. Prices will be announced within a week to 10 days, however, if the components manufactures come through with the informa-

(Continued on Page 8)

"Remember Our Men" Campaign Gains Speed

Portland—Growing support for the "Remember Our Men" campaign, originated by KGW in Portland to emphasize the importance of continuing to provide entertainment for hospitalized service men and women, was

(Continued on Page 3)

Good Trouper

Jane Froman, although handicapped from injuries received in the Lisbon clipper crash a year ago, returned yesterday from an overseas tour singing in Army camps and hospitals of the European theater. Miss Froman will meet the press this morning at USO Camp Shows, Inc., New York, and will resume radio work in the near future.

The integration, Lowman pointed

(Continued on Page 2)



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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

(Monday, Sept. 24)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	183 3/4	183	183	- 7/8
CBS A	41 1/4	40 1/2	40 1/2	- 1 3/8
CBS B	41	41	41	+ 1/4
Farnsworth T. & R.	16 1/8	16	16	- 1/8
Gen. Electric	47 7/8	47 3/8	47 3/4	- 1/4
Philco	38 1/2	38 1/4	38 1/2	- 1/8
RCA Common	15 5/8	15 1/4	15 3/8	- 1/8
RCA First Pfd.	89	89	89	+ 2
Westward-Warner	21 3/4	21 1/2	21 5/8	+ 1/8
Vestinghouse	35 7/8	35 1/4	35 7/8	+ 3/8
Zenith Radio	39	38 3/4	39

NEW YORK CURB EXCHANGE

Mazeltine Corp.	44	42 1/2	43 1/2	+ 3
Nat. Union Radio	5 1/8	5 1/8	5 1/8	+ 1/8

Renew Medical Program

"The Doctors Talk It Over," weekly 5-minute nation-wide meeting of the members of the medical and allied professions, has been renewed for 12 weeks on American's WJZ, it was announced over the week-end.

20 YEARS AGO TODAY

(September 25, 1925)

At WAHG an interesting experiment is being prepared. The Grebe stations are going to put the great air meet at Mitchel Field on the air this week. The mobile station WGFU will move out to Mitchel Field and sending on a 236 meter wave, will relay the events to WAHG and WBOQ, which will send them out on their regular waves.

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

CBS Technical Dept. Absorbs Tele Activity

(Continued from Page 1)

out, will in no way affect the responsibility of Dr. Goldmark's department for equipment design and installation, engineering standards and developmental tests. Dr. Goldmark and his engineers will work directly with Grossman and the technical supervisors to facilitate the application of new knowledge and new techniques.

Sees Acting For Television Same As For The Movies

(Continued from Page 1)

ready to perform before the television camera. Those of us who have participated in a number of television productions know that acting in television is just the same as acting in motion pictures. It is acting, nothing more and nothing less."

Christian Science ETs Renewed For 52-Weeks

First Church of Christ, Scientist, Boston, Mass. has renewed its series of quarter-hour weekly transcriptions for 52-weeks over various stations throughout the country. Effective date of the new series is Nov. 4. H. B. Humphrey Co., Boston, is the agency.

Shirer Revisits Germany

William L. Shirer, CBS commentator and author of "Berlin Diary" will leave the United States September 26 for an extensive tour of European countries. Shirer will stop in London for a study of Great Britain's Labor government and then go on to Germany for the Nuremberg trials. His Sunday broadcasts will be heard as usual at 5:45 p.m., EWT, over the Columbia network.

Wilson To MBS Publicity

Bob Wilson, member of WOR's press department for the past two years, has been appointed to Mutual's publicity department as exploitation man, effective Sept. 24, it was announced last week. Wilson will absorb some of the duties of Lou Conterno, night press editor, who will disseminate daytime press news.

Women Directors Plan 25th Anniversary Tribute

(Continued from Page 1)

blueprint is being sent to each member giving various methods of handling. In each of the 270 cities, these women directors of 425 stations plan to address local women's clubs and service groups using as theme various aspects of the American System of Broadcasting. Special material is being released to heads of national women's groups such as the General Federation of Women's Clubs, YWCA, United Council of Women, Girl Scouts, PTA, etc. for use by these organizations.

Int. Harvester Debut As Radio Client Oct. 7

The International Harvester Co., will make its debut as a national radio advertiser Sunday, Oct. 7, at 2:00 p.m., EWT, when it presents, "Harvest of Stars," over NBC.

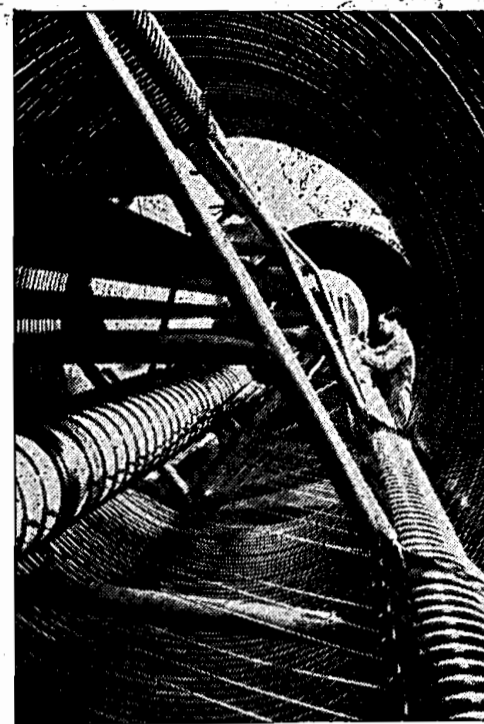
The program, employing the American scene, in music and drama, will headline Raymond Massey as narrator and master of ceremonies, and Howard Barlow's orchestra, with guest stars from screen and radio each week. Jan Peerce, Met star, Marian Anderson, Lauritz Melchior, Glady's Swarthout and Rise Stevens are among stars scheduled to appear. Series will be produced by Russ Johnson and written by John Dunkel. McCann-Erickson is the agency.

Judy Cortada Promoted

Judith Cortada, formerly trade press editor and publicity writer for the American web, has been promoted to the post of publicity and promotion director of the co-op program department of the network. Miss Cortada's headquarters has been transferred from the RCA building to the Forty-second Street offices of the network.

Raytheon Appoints Ellis

Ray C. Ellis, formerly director of the War Production Board's radio and radar division, has been appointed a vice-president of Raytheon Manufacturing Co., it was announced this week. Before joining the WPB, Ellis was general manager of the Delco radio division of General Motors Corporation.



Atom smasher

That's a picture of one of the gadgets that paved the way for the atomic bomb.

We'd planned to use it sometime ago, but it got lost in the shuffle. It's probably a better news shot now than it would have been.

Most people don't know how large a charge is used in the atomic bomb, but the impression is that it's small.

As stations go, we're small too. But W-I-T-H has a wallop that makes sales managers looking for low-cost, big sales results grin with pleasure.

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

Glad to show you the facts any time.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

IN PHILADELPHIA
Nearly everybody listens to
WDAS BROADCASTS OF NEWS...
ON THE HOUR • EVERY HOUR

That's why
78 percent of our sponsors renew regularly.

NBC Officials Meet On Web's Policies

(Continued from Page 1)

sell, Sidney Strotz, vice-presidents; R. J. Teichner, treasurer; Harry F. McKeon, controller; Dr. James R. Angell, public service counsellor; Clay Morgan, assistant to the president; Ernest de la Ossa, personnel director; Horton Heath, director, information department; James V. McConnell, manager, national spot sales; Easton Woolley, manager, station relations. Charles Hammond, director, advertising and promotion; Sydney H. Eiges, manager, press department; I. E. Showerman, eastern division sales manager; James M. Gaines, assistant advertising and promotion director; Vernon Pribble, manager, WTAM, Cleveland; Lloyd Yoder, manager, KOA Denver; John Elwood, manager, KPO, San Francisco; Carleton Smith, manager, WRC, Washington; Sheldon Coons, consultant; Roy Norr, consultant; DeWitt Millhauser, director; Orrin Dunlap, RCA director of advertising and publicity.

Wedding Bells

James C. Resor, of the radio time buying department, McCann-Erickson, New York, was married to Miss Emilie Julianele of Philadelphia on September 15 at Grace Church in New York.

"Remember Our Men" Campaign Gains Speed

(Continued from Page 1)

evidenced yesterday by enlistment in the campaign of many entertainment personalities.

Pledges to continue entertainment of service personnel were made by Ray Herbeck, band leader; Maxine, former featured vocalist on the "Hour of Charm; and Lizbeth Scott, young Paramount film actress, currently starring in "You Came Along."

The Portland Oregonian strongly endorsed the campaign in its editorial columns, adding impetus to the signing of pledges by Portland entertainers. "One does not need to be a radio entertainer to adopt the spirit of this obligation, but it is hoped all radio stations will join in the movement," the Oregonian said. "Indeed the 'Remember Our Men' campaign is effectively organized for that purpose."

A series of weekly programs in support of the campaign began this week before an audience of service men at the Portland Veteran's hospital. Second of the series will originate from the Barnes General Hospital in Vancouver, Washington, with Colonel Charles K. Berle, the commanding officer, participating.

Helen King Leaving WOR

Helen King, "exploitation department" at WOR, has resigned as of September 28 after more than a year's connection with the station.

Pellegrin Leaves Army, Returns To NAB Adv. Post

(Continued from Page 1)

joined NAB as director of broadcast advertising.

Lewis H. Avery, the retiring director, left September 15, to launch his own national station representative agency.

Pellegrin, who saw service in Africa, Sicily, Italy and on the European front, where he went in with the Allied forces on D-Day was NAB's first director of broadcast advertising.

Edward Sobol To Speak At ATS Luncheon Meet.

Edward Sobol, television producer for the National Broadcasting Company, will speak at the initial luncheon meeting of the discussion group of the American Television Society to be held on Wednesday at the Hotel Sheraton.

Following Sobol's talk, the meeting will be devoted to a question-and-answer discussion on television production, programming and direction.

New Firm Operates WBT

The Southeastern Broadcasting Co., subsidiary of the Jefferson Standard Life Insurance Co., took over operation of WBT, Charlotte, N. C., Sunday, at 1:05 a.m., EWT. Station was sold on April 30, 1945 by CBS, subject to FCC consent.

AFRS Net In Japan Opens 7-City Chain

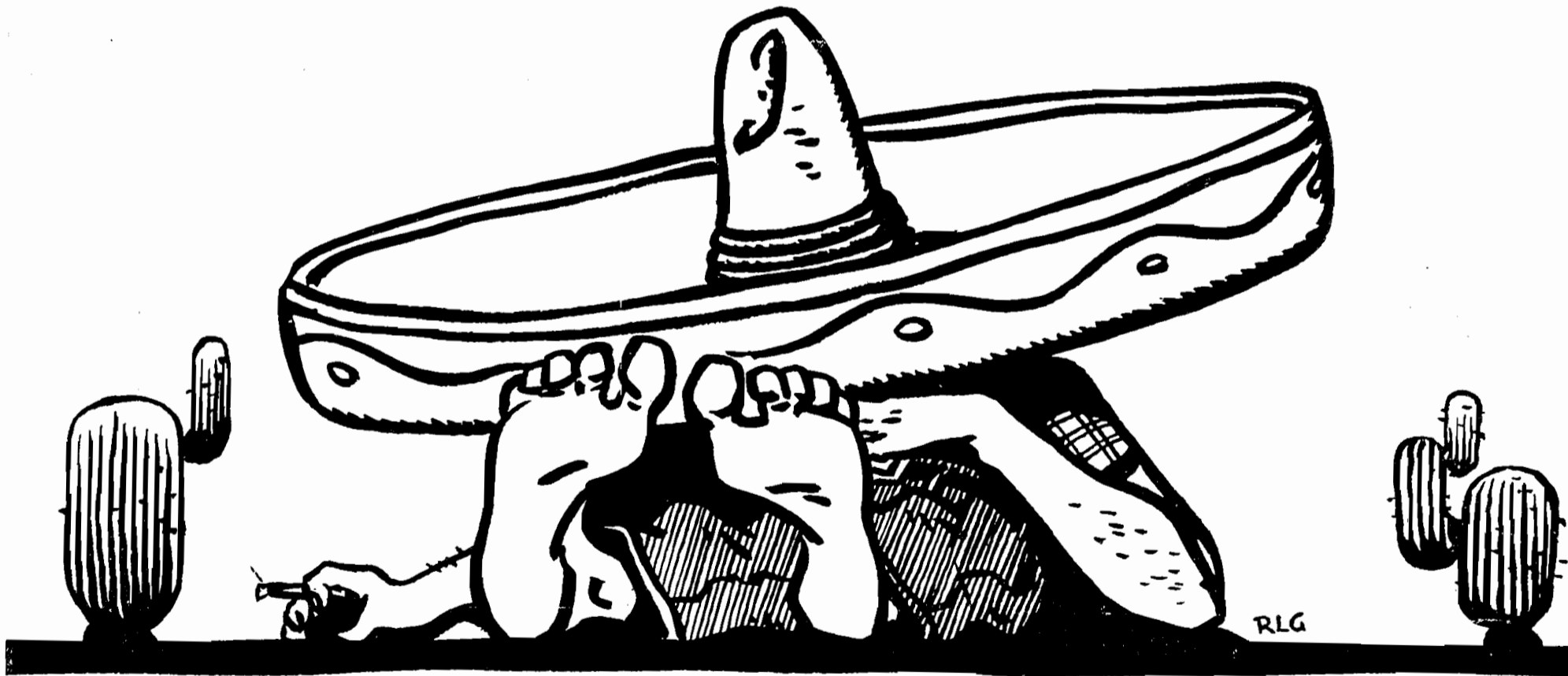
(Continued from Page 1)

erly director of advertising and promotion at NBC, and Maj. Graf Boepple of St. Louis, Mo., direct the operation. U. S. network programs, as well as soldier show originating in the AFRS main studio will be broadcast through stations Kumamoto, Hiroshima, Osaka, Nagoya, Sendai and Sapporo, as well as Tokyo. Japanese listeners may not tune in to hear all the American radio stars.

Japanese personnel operates the stations, except in Tokyo, where Americans work at microphones and control boards. AFRS has nineteen stations in Japan and Korea, and mobile units in areas that the network stations do not reach.

Crosley Appoints Sweeney To Engineering Research

Cincinnati—D. J. Sweeney, has been appointed engineer in charge of mechanical development of the research and advance development department of the Crosley Corp. engineering division. For the past 10 years Sweeney was associated with General Electric at Bridgeport, Conn. and previous to that was with RCA and Western Electric.



DON'T BE STRUTHIOUS*!

When considering your post-war sales plans, consider well the Station which had practically 100% renewals in 1945... for that's our story!

* The dictionary says—"ostrich-like"

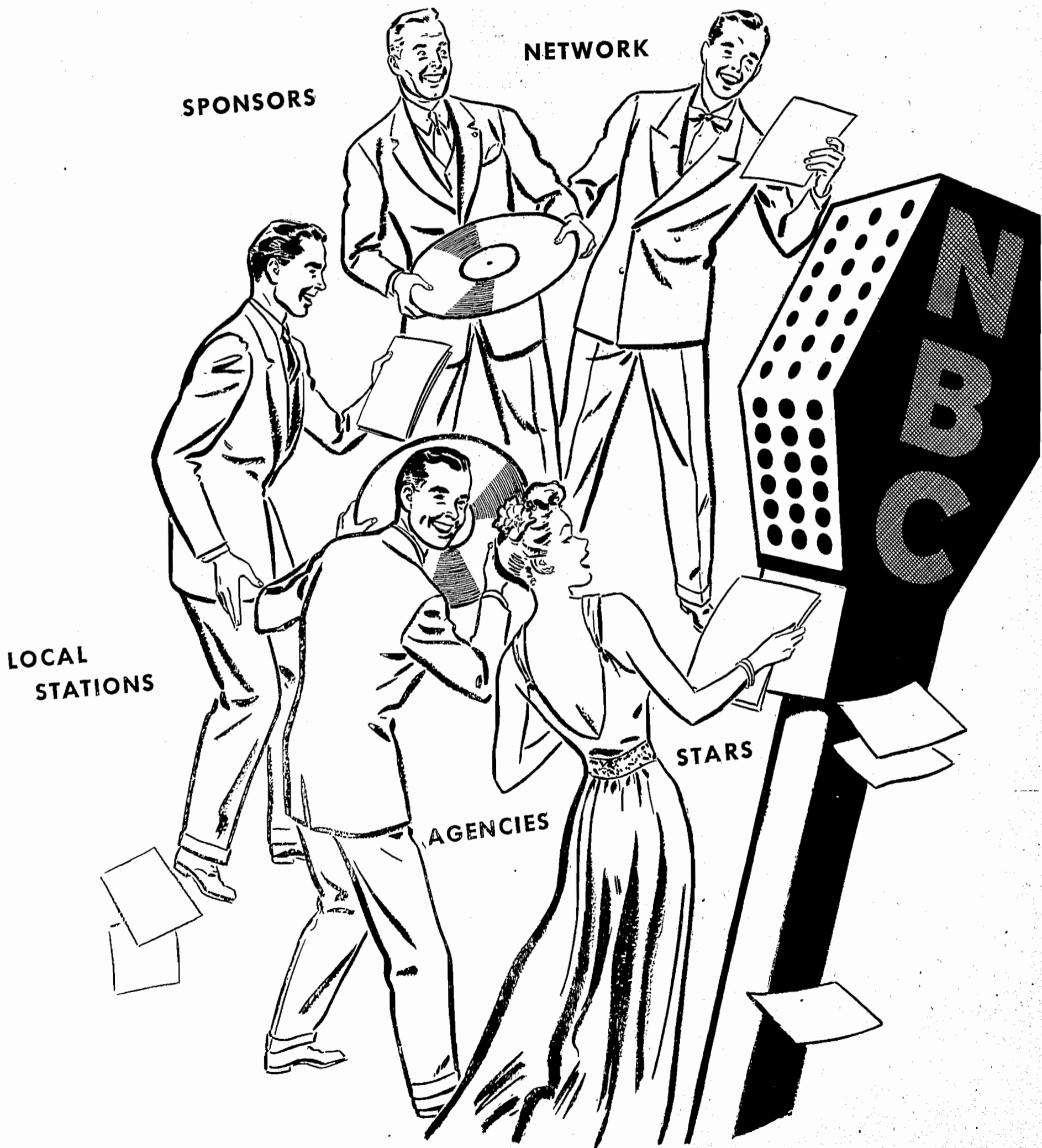
Represented Nationally by Geo. P. Hollingbery Co.

WIP

610 K. C. 5000 WATTS

A NEW APPROACH TO...

THE 1945-46 NBC PARADE OF STARS



RADIO SELLS RADIO

• It's "on the air"... over NBC stations from east to west... the most intensive, effective, ingenious and dramatic "radio sells radio" promotion ever devised.

For the entire 1945-46 NBC Parade of Stars campaign was *jointly planned* . . . the first time in the history of Radio's greatest year-round promotion drive . . . planned in a series of coast-to-coast meetings between the National Broadcasting Company and (a) local stations, (b) radio stars, (c) advertising agencies and (d) sponsors!

Recorded station breaks in the voices of the stars—entertaining 1-3 minute star recordings together with scripts building complete fifteen-minute programs—recorded fifteen-minute shows complete for broadcast—a series of all-star, coast-to-coast network programs scheduled for peak listening periods—and a continuing system of telegraphed timely spot announcements—all add up to radio's greatest selling campaign for radio.

• • •

Big every year, this year bigger than ever, NBC's 1945-46 Parade of Stars launches a new chapter in its year-round promotion of the greatest shows in radio . . . programs that continue to keep NBC "the network most people listen to most."

National Broadcasting Company

America's No. 1 Network



A service of Radio Corporation of America

CHICAGO

By BILL IRVIN

SCHOENHOEFEN - EDELWEISS BREWING CO., has signed an 11-month contract to sponsor "Grand Jury" program based upon actual cases brought before the Cook County (Ill.) grand jury, on WBBM Saturdays 10:15 to 10:45 p.m., CDST, effective Sept. 15. Contract was placed through Olian Advertising Co.

Renewal of the 15-minute news period sponsored by Shell Oil Company Inc., (Shell Petroleum Products) was included in the new business announced this week for station WMAQ by Oliver Morton, manager of the NBC Central Division national spot sales department, placed through J. Walter Thompson Company. The program, featuring John Holtman as newscaster, is heard Tuesdays, Thursdays and Saturdays, 5:45 to 6:00 p.m., CDST. Contract is for 13 weeks, effective Sept. 11. The Longines-Wittnauer Company (Longines and Wittnauer Watches) through Arthur Rosenberg Company Inc., will begin sponsorship of the transcribed "World's Most Honored Music" featuring the Longines Symphonette conducted by Mishel Piastro on Saturdays, 10:30 to 11:00 p.m., CDST on Oct. 1st. Contract for the additional Saturday program is for 39 weeks.

FCC Approves Licenses Of Two New Stations

(Continued from Page 1)

station in Boulder City, which has a population according to the 1940 census of 4,750 and a trading area of 7,000. No network affiliation is contemplated.

Macon, a town of 2,261, is without primary service now; as is Boulder City. The new station there will operate without net ties.

Applications for frequency and power changes were received from WCBM, Baltimore, and WTSP, St. Petersburg, Fla. WCBM seeks to shift from 1,400 kilocycles to 1,420, and up its power from 250 watts to five kilowatts, while WTSP, which is on the 1,380 band, seeks to raise its power from one kilowatt day and 550 watts night to five kilowatts day and night.

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



California Commentary!

● ● ● For the first time in five and a half years, a contestant refused to accept the "consequences" on a "Truth Or Consequences" show. Pearl Freed was the first of 4900 contestants who refused to carry out Ralph Edwards' orders. He instructed her to go to an airport and fly in a radio controlled airplane, but she preferred to sing. P.S. Ralph let her sing in the

Los Angeles

aftershow that followed the regular program. C. G. Renier has been appointed program director at KMPC, succeeding Don Otis, who resigned. Beginning its ninth year of broadcasting and its second year under sponsorship of Swelldom Shops, the Beverly Hills High School Theatre of the Air opened a 15 weeks series of half hour dramatic shows at 11:30 a.m. Sept. 22 over KFAC. Swelldom will present the series as a public service through arrangements with Adolphe Wenland & Associates. The initial audience show was of the variety type. During his radio career Tom Breneman has managed two stations in Los Angeles and one in San Francisco. His present program, "Tom Breneman's Breakfast In Hollywood" began Jan. 13, 1941 as "Breakfast At Sardi's."

★ ★ ★

● ● ● John Guedel, producer of "People Are Funny," is all smiles these days, because his show has won a Number 2 Crossley rating among half-hour shows, Guedel is preparing a 30-minute comedy suspense program, starring Jack Coogan, and "Frontier Town," a high-class western, which also runs 30 minutes. Hal Bock, NBC's Western division Boswell, is chairman of the publicity committee, working on the War Chest program to be held at the Hollywood Bowl Sept. 29. Jack Kenny has established the Lone Star Music Co. and first song he has written for his firm is "There's A New Star In Heaven Tonight," written in memory of Franklin D. Roosevelt. Sept. 20 was a real busy day for Frances Scully, the fashion femcee. She did an interview with little Margaret O'Brien, M-G-M star, over KMPC, her own show, "Star Gazing," over KECA, and the opening of "The Ice-Follies," t.c., over Mutual.

★ ★ ★

● ● ● Opie Cates, musical director and clarinet specialist on the Judy Canova show, points out that even Hitler's relatives are different than most people's. They haven't even bothered to turn up to claim Hitler's estate. Our selection of the week of the most photogenic non-professional is Mickie Lusk, a valuable member of the Foote, Cone and Belding producing staff on the Bob Hope show. Billy Gilbert, who sneezed his way to film fame, made a guest appearance on a recent "County Fair" broadcast. Billy gave a sneezing lesson to a 12-year-old boy and after the program Producer Bill Gernannt said, "Billy, you were really in form today, but the show's over. You can stop sneezing." Answered Gilbert, between sneezes: "I can't. I've got hay fever." The guys and gals on Radio Row are still talking about the manner in which Jack Meakin handled the baton on the opening broadcast of "The Great Gildersleeve." His original thematic score and musical bridges on the Gildy opener gave the feeling of listening to the score of a motion picture. Anybody worrying about a vacation might give a thought to Bill Lawrence, the Two Harbors, Minn., Ind. now producing "Screen Guild Players," who hasn't had so much as a week off since October, 1942. Unlike most other top coast-to-coast shows, his opus does not go off the air for the summer, and as a result, has piled up a record of some 148 consecutive performances, with Lawrence tossing the cues for each and every one. Harry W. Flannery, CBS war correspondent and news analyst, addressed the Los Angeles Theatre Unit Sept. 19. Titled simply, "Harry Flannery Reports," the talk recounted the newsman's experiences on his recent trip to world battle-fronts, with emphasis on the Chinese situation. Jean Wright, news and feature writer in American's newsroom at KECA, has resigned to become writer-secretary for Constance Bennett, whose commentary is heard over ABC.

SOUTHWEST

BONNIE MERRITT, former secretary to Rudy Vallee, has joined staff of KTSA, San Antonio, as women's editor. Miss Merritt is now being heard in "Feminine Fancies" daily featuring fashions, news profiles of women in the news.

The Resistol Gridiron Roundup program designed for all football fans, especially the followers of Southwest conference, will have initial broadcasts over the Texas Quality Network on the 29th. The sings will originate in the studios WBAP, Fort Worth.

A two day meeting was held Dallas with the Taylor-Howe-Snow Radio Sales acting as hosts to members of the stations they represent in Texas, New Mexico and Oklahoma. Led by O. L. "Ted" Taylor, Amarillo, the meeting discussed coming fall plans, current operating procedures, programming and various phases of station operation important during coming months.

New on the talent roster of WEOK, Oklahoma City, is Toby Nevius, known as Toby Tuttle and Grandpappy Doolittle, a veteran radio entertainer who can play numerous musical instruments, and comedy as well. He mc's the early morning sun round-up.

KCKN

The VOICE of
GREATER KANSAS CITY

24 Hours a Day

BASIC MUTUAL
AFTER 6 P.M.

39th Week

THE JACK KIRKWOOD SHOW

Procter & Gamble

COMING and GOING

ME JABLONS, director of news and special at WNYC, leaves Friday for Freeman Seymour, Indiana, to gather material for weekly program, "Destination New York."

INARD VERSLUIS, president of Associated Broadcasting Corporation, left over the weekend for network headquarters at Grand Rapids.

BEDICT GIMBEL, JR., president and station manager of WIP, Philadelphia, is in town for conferences at the headquarters of the Mutual network.

C. VINSONHALER, general manager of WJZ, Little Rock, is expected from Arkansas for a short visit on station business.

MARGARET ETTINGER left Los Angeles yesterday on a trip to New York and Washington.

WILLACE A. WALKER, station manager of WJZ, Pawtucket, R. I., was a caller yesterday at the New York offices of the national representatives.

ELIZABETH RAE McKEAN, receptionist at RADIO DAILY, returned yesterday from a three-day radio research tour of Pleasantville and Plains, N. Y.

WILVIN GREEN arrived in town from WFEA, Manchester, N. H., late last week.

GEOERGE J. HIGGINS, general manager of WJZ, Des Moines, Iowa, has joined the executive contingent currently in New York on business.

B. B. LOCKE, general manager of KFDM, Trenton, who spent a goodly portion of last week in Gotham, has returned to Texas.

HENRY P. JOHNSTON is in town. He's the general manager of WSGN, Birmingham, Ala. He arrived yesterday at the offices of his national representatives.

AMP Extends Contracts With 34 U. S. Stations

Music licensing agreements between the following stations and Associated Music Publishers, Inc. (AMP) have been extended for additional periods:

- KFAC, Los Angeles, Calif.; KGY, Olympia, Wash.; KOY, Phoenix, Ariz.; KSLM, Salem, Ore.; KVOD, Diver, Colo.; WBAX, Wilkes-Barre, Pa.; WBML, Macon Ga.; WBNS, Columbus, Ohio; WBRK, Pittsfield, Mass.; WCAR, Pontiac, Mich.; WCOL, Columbus, Ohio; WCOU, Lewiston, Maine; WCSH, Portland, Maine; WNY, Elmira, N. Y.; WFEA, Manchester, N. H.; WHAL, Greenfield, Mass. and WHBQ Memphis, Tenn.

- Also WHEC, Rochester, N. Y.; WYIN, Holyoke, Mass.; WJAG, Norfolk, Neb.; WLBZ, Bangor, Maine; WLH, Lowell, Mass.; WLNH, Lanesville, N. H.; WMPS, Memphis, Tenn.; WJLC, New London, Conn.; WOOD, Grand Rapids, Mich.; WPAY, Portsmouth, Ohio; WRDO, Augusta, Maine; WJNL, Richmond, Va.; WSAR, Fall River, Mass.; WSYB, Rutland, Vt.; WTAG, Worcester, Mass.; WSPR, Springfield, Mass. and WTHT, Hartford, Conn.

OFF THE AIR REFERENCE RECORDINGS IN CHICAGO S. TOOGOOD RECORDING CO. 2 N. LA SALLE ST., CHICAGO 1, CENTRAL 5275

New York Elevator Strike Affects Network Employees

(Continued from Page 1)

network, the Mutual Broadcasting System, was seriously affected by the walkout, which occurred at network headquarters, 1440 Broadway, at 8:30 a.m., but program schedules were not impaired as a result. Network officials announced early yesterday morning that operations would be carried on from the Guild and Longacre Theaters, both owned by MBS, and arrangements were under way to continue from both studios if the strike extended throughout the week. Several members of each department of the web worked out of the theater offices yesterday, and network commentators and key staff members merely set up headquarters in the new location without serious incident. At a late hour last night, the other three major webs, NBC, CBS and the American Broadcasting Company were unaffected by the walkout, and indications were that the situation would remain unchanged throughout today and tomorrow. NBC and American, are both housed in the RCA Building, whose operators are members of a separate union not included in the present dispute. At 485 Madison Ave., the home of CBS, elevator service continued although it was reported that "several" operators were union members. At the New York headquarters of the Associated Broadcasting Corporation, activities were hampered only to the degree that most of the staff were stranded at street level when operators struck in the Chanin Building during the lunch hour.

WOR Affected Early

When the strike started at 8:30 a.m. at 1440 Broadway, the home of WOR, 75 per cent of the station's staff was on hand on the 24th floor. Officials had been notified of the situation early Sunday night and contacted station personnel accordingly. Program schedules were not affected by the strike since all morning shows were scheduled from the WOR studios while afternoon and evening broadcasts emanated, as planned, from the WOR-Mutual Guild and Longacre theaters in New York. Meanwhile, arrangements were under way to provide for new schedules if

Tele Group Stranded

NBC's television transmitter for station WNBT, located on the 85th floor of the Empire State was manned at an early hour by two engineers who reported with a supply of food and bedding for a three day stay. The station went on the air last night, according to schedule, but no programs are scheduled for tonight or tomorrow.

the strike extends further into the week. Many staff members made the 24 floor trek, however, without incident.

The Rockefeller-Center-immunity of the American network did not extend to their colleagues of the television, spot sales and co-op departments at 33 West 42nd St. Personnel at that address used the pedal method of reaching their offices on the 4th floor.

Food was a major problem for WOR people, but Jack Poppele, chief engineer who had been on hand since 7:00 a.m., arranged to have a delicatessen provide sandwiches and coffee for the several hundred employees on hand. Because of the long climb, only the minimum amount could be provided, so Poppele organized a ration system,—complete with homemade food stamps,—to insure equal portions.

Amusing Incidents

On the amusing side of the day's activities were two incidents: an unidentified member of the WOR orchestra carried his bass drum 25 floors to the station's studios for rehearsal,—to find that rehearsals were changed to the MBS-Guild theater! Paul Killiam, assistant to Dave Driscoll, director of news and special features, made the long journey early in the morning and was directed forthwith to gather recording equipment and interview stranded workers on the 13th floor for a "human interest" story. An apparently ardent listener, according to MBS, completed the gruelling climb in order

Worcester's Top 28 NIGHT TIME Network Programs

ALL on WTAG

Fannie Brice 26.0

Hooper Survey Dec. '44—Apr. '45

WTAG WORCESTER

RICHMOND COVERAGE AT PETERSBURG RATES WIRE or WRITE WSSV Petersburg, Virginia

AGENCIES

THE RALPH H. JONES COMPANY, Cincinnati and New York, has been appointed advertising counsel for the CIMCOOL division of the Cincinnati Milling Machine Co.

SINCLAIR REFINING COMPANY, through Hixson-O'Donnell, New York, has launched a newspaper and radio campaign for the new Sinclair H-C and Sinclair Ethyl Gasolines. Supplementing the newspaper campaign, a Mutual radio network of 178 stations is advertising the new gasolines in the Frank Singiser "Sinclair Headliner" program 3 times weekly, also fourteen special programs headed by "Sinclair Quiz Clubs" in larger cities.

HONIG-COOPER COMPANY, San Francisco, has been elected to membership in the American Association of Advertising Agencies.

to obtain two tickets for "Better Half," heard last night at 10:30 p.m. Needless to say,—he was awarded the tickets.

Only one other independent station, WNEW, was seriously affected by the strike which started in its building at 11 a.m., but program schedules were not affected. Audience participation shows, such as Dick Willet's "Here's Looking At You" received a surprising number of participants, in view of the 14th floor climb to the station's studios. Later in the day, the station announced receipt of a statement from the striking union as a result of negotiations conducted by Morris Novik, director of WNYC, New York's Municipal station, to the effect that service of one elevator would be provided for WNEW, "as a public service" so that operations and regular programs could be maintained.

Other independent stations are either housed in buildings in which "non-union shops" prevail or on easily accessible lower floor sections of office buildings.

1st CHOICE IN CHATTANOOGA IS WOOD 20th YEAR CBS 5,000 WATTS DAY AND NIGHT PAUL H. RAYMER COMPANY NATIONAL REPRESENTATIVES

Treasury Completing Bond Drive Programs

(Continued from Page 1)

as a kick-off is scheduled for recording this week. Departing from its usual format, "Treasury Salute" No. 261, scheduled for October 29, will present a dramatic musical history of the war with both Secretary of the Treasury Fred M. Vinson and Ted R. Gamble, national director of War Finance, appearing in person to officially open the drive. Script has already been written by Howard Connell, and hit tunes written between 1941 and 1945 date the program. Mark Warnow's orchestra will play and Mark Goodson is producing.

Many Stars in Series

"Music for Millions" series is almost completely set with transcriptions already recorded in both Hollywood and New York. Cal Kuhl is assisting the West Coast production unit for the series. Definitely scheduled are singing stars Dick Todd, Mary Small, Elton Britt, Bing Crosby, Frank Sinatra, Roy Rogers, Earl Wrightson, Evelyn Knight, Dinah Shore, Dick Haymes, Helen Forrest, Frances Langford, Eddie Cantor, Andy Russell and Jimmy Simms. Orchestras already set are those of John Scott Trotter, Alex Stordahl, Perry Botkin, Victor Young, Paul Weston, Gordon Jenkins and Mark Warnow. In addition to the song writers previously mentioned as volunteering their services, Treasury has received and accepted new victory songs from the following writing teams: Dana Slawson and Johnny Klein, Jules Styne and Sammy Cahn, Allan Roberts and Doris Fisher. Irving Berlin has also written a new Victory bond song for this series. The number of orders coming in for the Treasury's special Victory Loan programs indicate that the coming drive will probably have the greatest transcription network in the history of radio, according to the War Finance division.

Heavy Station Participation

To date, 823 stations have already ordered "Treasury Salutes." This is a new high for bond drives. 750 stations have ordered "Music for Millions," 535 have requested Hedda Hopper's Hollywood, 583 have asked for the sports transcriptions and 517 the industrial leaders record.

ONE OF THE 17 "FINALISTS"

KLZ was among the 17 "Finalists" in the George Foster Peabody judging for outstanding public service.



REPRESENTED BY THE KATZ AGENCY

KLZ
DENVER

LOVER OF MEN

COAST-TO-COAST

— FLORIDA —

MIAMI—Eight WGBS staffers who were marooned for more than 30 hours in the radio station during the recent hurricane, were unable to broadcast over their own station because of power failure, but they fed nine broadcasts direct to the American Broadcasting Co. network by means of an old battery amplifier.

— IOWA —

DES MOINES—Some of the first of the new equipment to arrive at KRNT is a wire recorder. Charles Quentin, technical supervisor of the Cowles Broadcasting Company in the Middle West gave a demonstration at a meeting of department heads. . . . **CEDAR RAPIDS**—Glenn Sorenson, recently returned from 40 months overseas with the Army Signal Corps, has joined the engineering staff of WMT.

— GEORGIA —

ATLANTA—Rich's Radio School, educational programs for grammar school children, written by CBS writers and transcribed in the studios of WGST and produced by John Fulton, have returned to the air on WGST. . . Junior Achievement of Greater Atlanta inaugurates the broadcast of "Teen Canteen," its first radio program of the south, through the facilities of WAGA.

— CANADA —

SHERBROOKE—CHLT has been granted its construction permit to boost its power from 250 watts to 1,000 watts. The new wave length will be 900 instead of 1,240. . . . **EDMONTON**—Labelled as a fast-ball contest between CJCA "Dogpatch Dodgers" and CFRN "Sunwapa Braves," what happened over seven innings gave the allegedly fast-growing sports' of fast-ball its most terrific shock to date.

— CALIFORNIA —

LOS ANGELES—Dick Cutting, KNX announcer has joined the Columbia Pacific Network's department of news and special events. . . **OAKLAND**—KROW has developed a new angle promoting its position as the news station through a last minute news bulletin distributed at noon to the local civic organization luncheons.

— WISCONSIN —

EAU CLAIRE—Jack Horner, KSTP, St. Paul sports editor originated his "Horner's Corner" program for the Shell Oil Company direct from the WEAU fair booth of the Northern Wisconsin District Fair. . . . Irving Kelland, formerly of KVOX, Moorehead, Minnesota, and WKBH, LaCrosse, Wisconsin, has joined the staff of WEAU, handling commercial announcing and news reporting.

— NEW YORK —

NEW YORK CITY—Rush Hughes, KWK, St. Louis, Mo., disc jockey, has been accepted as a Charter Member of the "Knights of the Turn Table," society of record spinners, it was announced by Dick Gilbert, WHN radio star and founder of the organization. . . . Mort Green, free-lance writer, and Bill Kass, formerly of Les Weinrott and Associates, Chicago, have joined the WNEW continuity department.

— NORTH CAROLINA —

GREENSBORO—WBIG has announced plans for a one-thousand dollar scholarship to be presented to a young woman in the area to further her study of music. The scholarship, to be awarded over a four-year period with the winner receiving \$250 a year, will be presented mainly upon the ability of the applicant and can be used anywhere in the United States.

NABET And Webs Meeting On Terms Of New Contract

Negotiations between NABET and the NBC and American networks were resumed yesterday afternoon in the board room of the NBC and spokesmen said the meetings would continue until contracts are signed. The union and the networks are reported in general agreement on the terms of the contract and are now discussing the scale of salaries. NABET representatives are also negotiating with WOR for a new contract covering an 18 months period.

Bottleneck Affects Pricing Of Receivers

(Continued from Page 1)

tion according to their own schedule he said. Set prices will be issued within two days after component prices are finally determined, said Jacobs.

A less optimistic view was taken by Earl Morse, of OPA's electrical components division, who refused to say when the items under his jurisdiction would be priced. The time, he said is entirely dependent on industry response to the questionnaires which his office has put out. At the New York meeting of component manufacturers last week, industry representatives promised OPA to give prompt attention to these questionnaires.

Any changes in ceilings from the interim prices announced will be based on information obtained by this means. Morse's pessimism as to prompt settlement of the controversy which has been waging ever since announcement of the interim prices, is based on the lack of industry response thus far. Only four complete replies have been returned to OPA out of 68 mailed out.

Last week's adjustable pricing provision which permits component manufacturers to bill for prices to be determined, is applicable only to those who have filed their replies. Others must bill according to the interim price schedule, Morse pointed out. It is hoped that this provision will encourage prompt filing of replies and that it will move parts to set manufacturers.

No indication could be obtained as to whether OPA is likely to allow the full over all increase of 50 per cent above 1941 prices, which the industry has asked, but the general feeling is the pricing agency feels that this is an exorbitant demand.

Available

Secretary, girl Friday, excellent background radio and all theatrical fields. Executive ability; good judgment; correspondent. Write Radio Daily, Box 220, 1501 Broadway, New York 18, N. Y.

Send Birthday Greetings To

September 25

Jack Denny Carl Hoff
Charles Parker Tom Revere
Robert Simmons Tommy Taylor
Ruth Wentworth

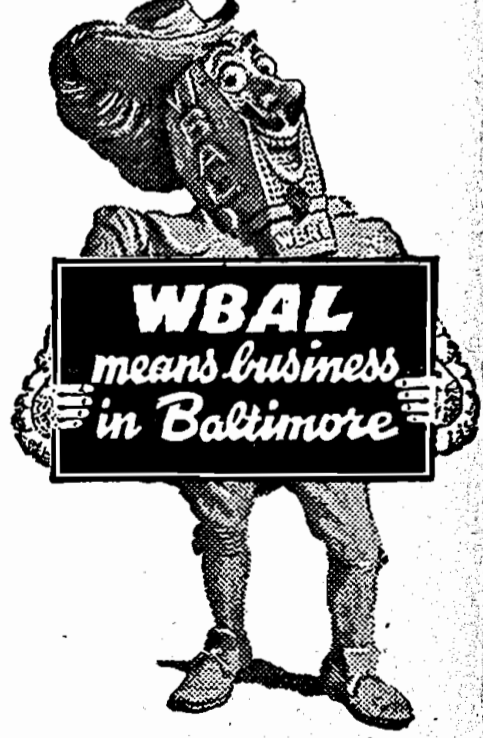


DIRECT ROUTE TO SALES IN Southern New England

The Travelers Broadcasting Service Corporation

Affiliated with NBC and New England Regional Network

Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood



WBAL
means business
in Baltimore

50,000 Watts • NBC Network
Edward Petry & Co., National Representative

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 32, NO. 60

NEW YORK, N. Y., WEDNESDAY, SEPTEMBER 26, 1945

TEN CENTS

Final FM Standards Set

FCC Kills Applications For 16 Tele-FM Outlets

Washington Bureau, RADIO DAILY

Washington—The FCC yesterday threw out 16 applications for experimental tele and developmental FM facilities on the grounds that clear need for these stations to carry on meritorious research plans was not shown. Warning was given also that each future application for such facilities will be closely examined from the viewpoint of actual need.

The Commission said it is fully aware of the fact that there exists a need for developmental work regarding the higher frequency channels. (Continued on Page 7)

Amer. Execs To Attend Opening Of Ford Hour

Mark Woods, president of the American Broadcasting Company, and Robert Kintner, vice-president, will attend the opening broadcast of the "Ford Sunday Evening Hour" in Detroit next Sunday, Sept. 30th.

John Donohue and Slocum Chapin, of the network's executive sales staff, will also attend the debut of the program which will feature as guest. (Continued on Page 2)

NBC Will Build Wing To West Coast Studios

Plans to build a new wing at NBC's West Coast Radio City, Hollywood, at a cost of \$630,000 which will provide 38,500 additional square feet of floor space were announced yesterday by Niles Trammell, president of NBC, following a conference with Sidney. (Continued on Page 2)

FCC Hearings Set

FCC's hearings on the rules and standards for commercial television broadcast stations will be held Thursday, Oct. 4 at 10:30 a.m. at the auditorium of the National Museum in Washington. Further hearings on the sale of WINS, Hearst radio station in New York, to the Crosley Corp., will be held at the same location in the Nation's Capital on Monday, Oct. 1.

Tele Talks

Lou Little, coach of the Columbia University gridiron team, will inaugurate a series of weekly talks over NBC's television station, WNBT, on Friday at 8 p.m., EWT. Little is being heralded as NBC's "Friday Night Quarterback."

Radio Still Hampered By 2nd Day Of Strike

The suspension of elevator service in 2,175 buildings in New York City continued to seriously hamper radio operations in one major network and two independent stations yesterday as the walkout of 15,000 operators went into its second day.

MBS and WOR located in a struck-building at 1440 Broadway, were forced to conduct operations from such emergency locations as the Astor Hotel Roof, the Village Barn in Greenwich Village, the apartment of Dorothy and Dick Kollmar (who do. (Continued on Page 8)

New Adv. Agency Formed By H. W. Kastor & Sons

H. W. Kastor & Sons Advertising Company, Inc., of Chicago, New York, St. Louis and Hollywood, announced yesterday the formation of a new advertising agency to be known as Kastor, Farrell, Chesley & Clifford, Inc., with headquarters in New York, and with radio production offices in Hollywood, Calif. The officers and. (Continued on Page 4)

More Changes At American; Wallenstein Resigns Post

Resignation of Alfred Wallenstein as musical director of the American Broadcasting Company and the promotion of Charles "Bud" Barry to the post of national program manager highlighted yesterday's developments in the reorganization of the executive staff of the network.

Wallenstein in a letter to Edward J. Noble, chairman of the board, set forth his reasons for retirement from

Details Regarding Transmitter Location And Operating-Power Maintenance On New Band Outlined By FCC

NBC Sets Programs For Parade Of Stars

Climaxing the NBC's "Parade of Stars" promotion the network will present two special broadcasts on Sunday and Monday, October 7 and 8, which will introduce the personalities and highlights of the fall and winter season of programming.

The programs will originate in New York under the direction of Clarence. (Continued on Page 5)

Two AM, 2 Tele Stations Asked Of Commission

Washington Bureau, RADIO DAILY

Washington—Application for two new AM stations and for a commercial and an experimental tele station were accepted for filing yesterday by the FCC.

Virginia Broadcasting Corp., Roanoke, Va., and Harry Willard Linder, (Continued on Page 2)

8th War Loan Goal Announced In New York

A goal of \$3,535,000,000 has been assigned to New York State for the forthcoming Victory Loan, according to an announcement made to. (Continued on Page 2)

Washington Bureau, RADIO DAILY

Washington—Added impetus to the filing of FM applications between now and Oct. 7th is expected to result from publication of final engineering standards for the new band by the FCC yesterday. FMBI headquarters here said that many would-be FM applicants have delayed filing of their applications because of confusion as to engineering data required. Manufacturers of transmitting and receiving equipment may now proceed to put FM new-band designs. (Continued on Page 6)

FMBI Attacks FCC On Recent FM Bands

Recent FM allocations by FCC were attacked and a substantial increase in the number of FM channels was urged yesterday at a meeting of the board of directors of FMBI held at the Waldorf-Astoria in New York.

Charging that FCC "has failed in. (Continued on Page 5)

Radio Directors Guild Adopts Strike Resolution

At a special mass meeting of the members of the Radio Directors Guild Monday night, Set. 24th, the committee which has been negotiating for a contract with the four major networks for the past nine. (Continued on Page 8)

Community Day

Radio stations throughout the country are being asked to participate in the observance of "World Community Day" on November 2. Plans are being made by the General Federation of Women's Clubs and the radio committee of the United Council of Church Women. Both organizations are leaders in the field of women's groups in the United States.

Barry's Background

Barry, who formerly served as eastern program manager for the web, (Continued on Page 5)



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Tuesday, Sept. 25)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	183	182 1/2	182 1/2	- 1/2
CBS A	41	40 1/2	41	+ 1/2
Farnsworth T. & R.	16 1/4	16	16	...
Gen. Electric	48 3/8	47 3/8	47 3/8	- 3/8
Philco	38 3/8	38 3/8	38 3/8	- 1/8
RCA Common	15 3/4	15 1/2	15 1/2	+ 1/8
RCA First Pfd.	89	89	89	...
Stewart-Warner	21 7/8	21 5/8	21 7/8	+ 1/4
Westinghouse	35 7/8	35 5/8	35 5/8	- 1/4
Zenith Radio	39 3/8	39	39	...

NEW YORK CURB EXCHANGE

Nat. Union Radio	5 1/8	5 1/8	5 1/8	...
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OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	8 3/4	9 1/2
Sfromberg-Carlson	22 7/8	23 7/8

Ten Eyck Back To WCKY In Special Events Post

Cincinnati—Sidney Ten Eyck, veteran of both radio and the Armed Forces, has returned to WCKY as special events announcer after an absence of your years. Ten Eyck left the L. B. Wilson station just before Pearl Harbor to join the Navy and was chief boatswain's mate when released to inactive duty.

A former Leatherneck, Ten Eyck in the war saw duty on land and sea including the European-African-Middle East campaigns, Italian and Normandy invasions apart from convoy duty with tankers, and on minesweepers and aircraft carrier U.S.S. Franklin and the U.S.S. Albemarle, giant seaplane tender.

Two AM, 2 Tele Stations Requested Of The FCC

(Continued from Page 1)

Willmar, Minn., were the AM applicants. WCAE, Pittsburgh, applied for a commercial tele station to be operated on Channel No. 4 and ESR of 1,841. Pacific Coast Broadcasting Co., Los Angeles County, Calif., applied for an experimental tele station to be operated on Channel No. 6. Pacific now operates KTAS, Pasadena.

KOWH, Omaha, Neb., applied to increase power from 500 watts to 10 kilowatts, increase operating time to unlimited, install new transmitter and directional antennae and change transmitter location.

Two new relay stations were applied for by Farnsworth Television and Radio Corp., WGL, Fort Wayne, Indiana.

NBC Will Build Wing To West Coast Studios

(Continued from Page 1)

Strotz, West Coast vice-president. The new wing will house a new studio seating 350 and the basement will be utilized for an expanding radio and recording division. This will give NBC a total of six studios and will provide for more program originations on the West Coast.

Radio Musicians Strike Threatens In Mexico City

Mexico City—Latest targets of strike wave threatening Mexican broadcasting are XEW, and XEQ, musicians union demanding revised collective contract plus 40 per cent salary boost on ground of "high cost living." Federal Bureau Conciliation arbitration reveals it will call both sides for conferences in effort to avoid walkout.

Mutual Appoints Bachman

Z. C. Barnes, vice-president in charge of sales for Mutual announced the appointment of Richard C. Bachman as sales representative for the tri-state area of western Pennsylvania, eastern Ohio and northern West Virginia, with headquarters to be in Pittsburgh. Mr. Bachman was formerly associated with General Outdoor Advertising and Pittsburgh Outdoor Advertising.

8th War Loan Goal Announced In New York

(Continued from Page 1)

broadcasters this week by Frederick W. Gehle, state chairman of the War Finance Committee for New York. This is to be the eighth and final loan of the national government for the war period.

The New York goal for the loan will be 32 per cent of the national quota of eleven billion that has been set by Secretary of the Treasury Vinson, and as in previous government loans, business organizations and financial institutions will be asked to provide the bulk of subscriptions. The New York quota for these, according to Mr. Gehle, amounts to \$2,825,000,000. The remainder of the States share of the Loan, \$710,000,000 will be offered to individuals.

To prepare for the task of organizing a state-wide promotion program, and to recruit a million volunteer workers in nine states for the loan, a regional meeting of the war finance chairmen of the eastern states and their staffs was held in Albany yesterday, and were briefed by Ted R. Gamble, National War Finance Director, and other Treasury officials.

Amer. Execs To Attend Opening Of Ford Hour

(Continued from Page 1)

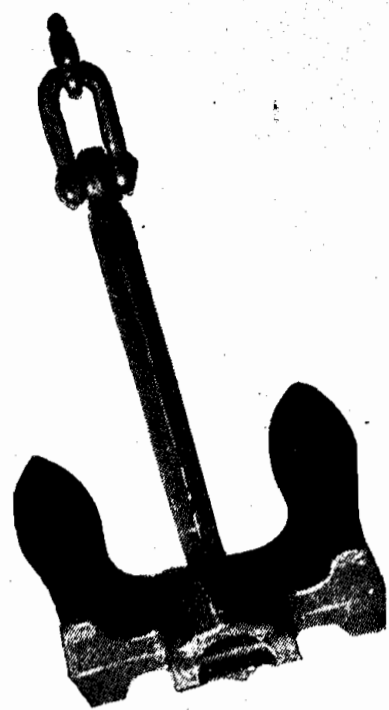
conductor, Fritz Reiner, director of the Pittsburgh Symphony, and Gladys Swarthout, Met star. The "Ford Sunday Evening Hour" will be heard every week through June 1946.

Crosby To Vacation

With Bing Crosby leaving on an extended vacation his Kraft Music Hall hosting will be taken over by Frank Morgan starting Thursday, October 4, at 9 p.m., EWT on NBC. Lina Romay, songstress, will be the guest artist on the first of the Morgan series.

Airport Innovation

Boston—WNAC scored another "first" when Gus Saunders originated their "International Airport Interviews" shows directly from the control tower atop the Administration Building of Logan International Airport.



Anchor

Modern shipbuilding has done away with the romantic ship anchor. Instead it favors that business-like affair in the picture. It has flukes instead of hooks. And a socket which allows it to become more securely imbedded on the bottom.

Radio station time buying has been made more business-like too.

No more automatic buying of the big-name call letters that go back to early days in radio. No romancing.

Instead it's, "How many listeners do I get for the money I spend?"

Down here in Baltimore we've got a successful independent that gives you more listeners-per-dollar-spent than any other station in this five-station town.

If you want to imbed your sales store more deeply in this great Baltimore market . . . W-I-T-H is your anchor.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

NEWS AND THE POPULAR CLASSICS WITH A BLEND OF THE MODERN

NEW YORK'S

WLIB

THE VOICE OF LIBERTY

1190 CHASE ST.

MUSIC has power

WDAS is the only Philadelphia radio station featuring three hours of classical music daily

No wonder WDAS audiences say "Thank You!"

YANKEE is proud of its *New Partnership* - in the production of "Chandler's Teen-Age (BOSTON SPECIALTY STORE) House Party"



VARIETY says: (Aug. 29, 1945)

"Extensive research studies for the past three months among local high school girls on their likes and dislikes in leisure-time entertainment has culminated in

this first-rate show, the best of its type ever produced in Boston."

SATURDAYS — 10:30 A.M. — A half-hour of fun, music, timely tips from today's news fashion highlights and smart appearance tips with RAY DOREY, Master of Ceremonies, Margaret Ford, of the Boston Herald; Milt Brody, pianist and Verne Williams, announcer.

EDWARD PETRY & CO., Inc., *National Representatives*

THE YANKEE NETWORK

21 BROOKLINE AVENUE, BOSTON 15, MASSACHUSETTS

LOS ANGELES

By RALPH WILK

A MERICAN'S "Walkie-Talkie," with Bob Latting carrying the mike, has been sold to Fisher Flouring Mills across the board for 15 minutes a day, Monday through Friday, beginning September 24. Show is "man-on-the-street" type ainer which generally emanates from corner of Hollywood and Vine.

Jean Hersholt, Columbia's "Doctor Christian" and the actor who has more professional lives than the proverbial puss, is authoring two books for early fall publication. One is a collection titled "Stories Every Child Should Know," and the other is the first complete edition of Hans Christian Andersen fairy tales.

Billy Burke, who substituted for Mary Boland in the first two broadcasts of the season of Rudy Vallee's "Drene Show" due to Miss Boland's illness, has been signed permanently for the cast spot. The combination of Miss Burke, Vallee and Xavier Cugat will give NBC listeners a perfect triangle for the show's comedy situations.

The "notes in a little black book" on Hollywood celebrities and occasions, broadcast weekly by commentator Jimmy Fidler, are heard now in a new Sunday spot, effective with the broadcast of September 16.


New Adv. Agency Formed By H. W. Kastor & Sons

(Continued from Page 1)

directors of the new firm will be H. Kastor Kahn, president, Willoughby S. Chesley, Jr., executive vice-president, William R. Farrell, vice-president and secretary, John M. Van Horson, vice-president and treasurer, and Charles E. J. Clifford, vice-president.

James Wright, vice-president in charge of radio at Kastor's Hollywood office, will remain in the same capacity with the new firm. George Duram and Todd Franklin of Kastor's Chicago office have moved to New York and will continue in their former capacities as assistant account executive and as director of research, respectively.

"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.



Reporter At Large . . . !

● ● ● There's a slogan around that you'll be hearing more of during the next few months—Give a Gift to a Yank Who Gave. As a matter of fact, you'll be hearing it tonite on NBC when Eddie Cantor tees off on his 14th season of broadcasting. Because it's Eddie Cantor's baby—this idea of seeing that every wounded vet in the hospitals is given a Christmas present. The little guy with the big eyes, who has played as many hospitals as any performer we know, thought the idea up last year. Or maybe he didn't think it up. We prefer to believe that the idea swept over him as he was trying to bring a smile to the wounded. At any rate, sponsored by Cantor and supported by the American Legion, Retail Stores of America, NBC, Y & R and Bristol-Myers, the idea has snowballed into unbelievable proportions. Where a mere 500,000 gifts was set as the goal, over a million and a half poured in last year. Six thousand department stores co-operated with a half a million dollars in newspaper advertising, plus window displays, to carry the idea throughout the nation. Last year the idea of a Christmas gift for every soldier in a hospital was important. This year its importance has doubled. Because the war has ended, and for many, naturally, there has been that subsequent let-down. Because of our cheers on V-J Day, it is twice as important that we remember the guys who made it all possible. We all know how quickly the boys were forgotten after the last war. Too, we all know how we vowed that we'd never let it happen again—the bonus marches, the corner apple stands, etc. We said it'll be different this time. Okay, then let's remember this time. Let's start off with a Gift To A Yank Who Gave!



● ● ● The Morning Mail: "Dear Sid," writes Milton Berle. "Yesterday I went down to Grayson Publishers to see how my new book, "Out Of My Trunk" was coming along. I asked them what they really thought of it and they were very frank. They said it was the only typographical error that ever lasted a hundred pages. The book is about my encounter with a talking elephant named Klinemine Klinemine. (His mother was frightened by Simone Simone). The story is so crazy the book won't have a regular cover. It'll have a straight-jacket. I'm pretty sure everybody will have their noses buried in the book. Why not? It's being printed on Kleenex. But I'm not worried. The publishers are sure it will be a big success. They've arranged to have it banned in Boston." P.S. "Just thought of a good opening song for the Joan Davis show: 'The Night Is Young And You're So Rubicam'."



● ● ● Thoughts While Climbing Up 24 Flights: If this elevator strike isn't settled soon, we'll be writing the column from a wheel-chair. Army basic training was rugged enuf—but at least there you could gold-brick once in a while. . . Wonder why Hildegard doesn't broadcast from the Hotel Warwick's Raleigh Room—and make it Raleigh authentic. . . How can anyone who covers the midnite beat be so alert, alive and alluring at 8:15 ayom as Dorothy Kilgallen? . . . After trying for weeks to dig up a few ducats for the show, Chuck Foster now prefers to call it "Carousellout." . . . If Edith Gwynne did an air show on the stuff she uses in her column, it would be one of the breeziest chatter shows on the ether. We liked her description of Elsa Maxwell as "so round, so firm, so fully packed." . . . Doffest of the drama critics is Irving Hoffman, little known to the general public, but dynamite to the trade. . . We'd love to see a laughing contest between Don Wilson, Harry Von Zoll and Edw. Arnold. . . Oscar Levant's rainy Monday morning disposition. . . Nobody in radio trying to be funny is half as funny as Fred Allen without trying. We're still laughing at the time he spoke to the page boys at NBC some years back, winding up with: "If you do a good job and are honest, efficient, etc., when you die you'll all go to the Rainbow Room!"

CHICAGO

By BILL IRVIN

FROM piloting a B-17 to radio stardom is the story of Ex-Lt. Tommy Port, now being featured as the singing star of the musical program, Musical Milkwagon, beginning September 6. He replaces baritone Skip Farrell, who leaves the show to fulfill other commitments. A veteran pilot of the 8th AAF in England, Port is no newcomer to the microphone. He formerly sang with such leading bands as Jimmy Joy, Henry Busse, Ted Fiorito and Johnny (Scat) Davis. Musical Milkwagon, heard Mondays through Fridays over WMAQ, 11:30 to 12:00 noon, CDST, is sponsored by the Bowman Dairy Company, through J. Walter Thompson Company, Chicago.

WNYC To Air Operas

Five performances of the City Center Opera Company's fall season at City Center will be broadcast over WNYC from 8:15 p.m., the operas to be broadcast being Mascagni's "Cavalleria Rusticana" and Leoncavallo's "Pagliacci" on Friday, Sept. 28; Gounod's "Faust" on Friday, Oct. 5; Strauss' "The Gypsy Baron" on Saturday, Oct. 6; Wagner's "The Flying Dutchman" on Wednesday, Oct. 10; and Verdi's "La Traviata" on Saturday, Oct. 13.



IT'S WFPG 10 TO 1!

A recent certified poll* reveals that Boardwalk radios in Atlantic City are tuned to WFPG 10 to 1!

Atlantic City is the mecca of millions... ALL YEAR ROUND from ALL OVER the country, Reach a cross-section of America through WFPG, New Jersey's only American Broadcasting Company station.

For further details on the Friendly Group, contact Spot Sales—New York, Chicago, San Francisco, Los Angeles.

* Consumer Research and Survey Poll

Station WFPG..... 90%
Station "A"..... 9%
Outside Stations..... 1%



WSTV Steubenville, O. • WFPG Atlantic City, N. J.
WJPA Washington, Pa. • WKNY Kingston, N. Y.

FMBI Attacks FCC On Recent FM Bands

(Continued from Page 1)

responsibilities in this respect" FMBI pointed out that "only by the assignment of additional channels to FM broadcasting service can the hopes and aspirations for a truly free radio in this country be realized."

It was also announced at the meeting that the board of directors of FMBI authorized the executive committee to confer with officials of NAB in the near future to discuss the possibility of "joining forces" with that organization if a satisfactory basis of association can be established. The executive committee is headed by Wayne Coy of the Washington Post, assisted by Cecil D. Mastin, W. B. Jones Advertising Agency, and Gordon Gray, WMIT (FM), Winston Salem, N. C.

In its official statement on the points discussed at the meeting, FMBI said in part: "As the FM broadcasting art has developed there has been growing faith that through this new media there could be brought into being in this country a truly free radio service. No one ever contemplated the imposition of artificial restraints which would limit the technical potentialities of service in this field."

"Diverse Problems" Cited

"There has been full confidence within the industry that the federal government, acting in the public interest through FCC, would seek to avoid all artificial limitations. Clearly, that responsibility is upon the Government."

"The events of the past few weeks, since the assignment of FM to the 'upper band' by the FCC, have disclosed many diverse problems which must be solved if FM broadcasting is to have an opportunity for free development and expansion. . . ."

The statement charged that the failure of FCC to act in recognition of the need for a sufficiently large number of channels . . . "now impose artificial limitations. More than that, —the assignment of only 70 channels to commercial FM (80 channels in Area No. 1) has brought about in large measure the same scarcity of license availability which has characterized AM broadcasting, and which,

More Changes At American; Wallenstein Resigns Post

(Continued from Page 1)

then known as the "Blue," returns to New York after having represented American in Washington since June 29. He is one of radio's youthful veterans, having had wide experience as an announcer, producer, writer and talent scout.



"BUD" BARRY

In announcing his resignation from the post as musical director, Wallenstein sent the following letter to Edward J. Noble:

Wallenstein's Letter

"I accepted the appointment as musical director of American with enthusiasm because the overall network plans outlined to me presented, I thought a challenge and an opportunity. The existing policies and personnel of American indicated to me beyond doubt that together we could establish leadership and distinction such as no network now has in the

music field. I know, from my experience as musical director of the Los Angeles Philharmonic, and my many years in radio both commercially and as a musical director, that good music properly played and performed, is needed and wanted by the American public. I had confidence that the management of the network, judging by the important step it had already taken to improve the public service of radio, would wholeheartedly support my ideas.

"I deeply regret, therefore, that the recent changes in policy and personnel make it obvious to me that our project would be no longer possible of achievement and accordingly I feel I must tender my resignation."

Smith's Post Open

Speculation as to who would succeed Fred Smith as advertising and promotion director of the network was going the rounds at the American's headquarters yesterday. Pending final decision regarding the post, President Mark Woods has asked Mike Huber to handle advertising and Ted Oberfelter to report to him on matters of promotion. Heretofore Huber and Oberfelter have reported to Smith.

in very large part, is responsible for most of the regulatory issues facing that art with growing tension today. Because of the failure of FCC to meet its responsibilities in this respect it now becomes necessary for FMBI to urge a substantial increase in the number of channels assigned to this service."

Walter J. Damm, president of FMBI, announced that the next meeting of the association would be held in Chicago, Oct. 20th, at which time a report on any developments occurring in the interim would be heard.

NBC Sets Programs For Parade Of Stars

(Continued from Page 1)

L. Menser, vice-president in charge of programs, with cut-ins from Hollywood and Chicago. Sunday's program which will be presented from 5 to 6 p.m., EWT, will cancel the NBC Symphony and the Monday night program from 10 to 11 p.m., will cancel "Dr. I.Q." and the "Carnation Contented Hour."

Ziv Augments Cast Of "Pleasure Parade"

Frederic W. Ziv Co., producers of the transcribed quarter-hour variety show entitled "Pleasure Parade" currently sponsored by Grove Laboratories, St. Louis, in addition to local sponsors on a large list of stations, announces the addition of Vincent Lopez and Dick Brown to the cast.

"Pleasure Parade" cast now includes Jimmy Wallington and Milton Cross as co-Master of Ceremonies, The Modernaires and Paula Kelly, Irving Miller and the "Pleasure Parade" orchestra, vocalists Kay Lorraine and Bob Kennedy of the original New York cast of "Oklahoma," plus guest stars including Maureen Cannon of "Up In Central Park," and Iva Withers of the cast of "Song of Norway."

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

KNOW YOUR ABC'S about KOA

KOA has over 3 1/4 times the power of all other stations in Denver combined — and more than double the power of all other stations in Colorado and Wyoming combined. Therefore, you can reach more listeners at less cost than any other way you can devise.

FIRST in DENVER
KOA
 50,000 watts 850 KC
 Represented by NBC SPOT SALES

Yes—We Grow!

A steadily growing catalogue of music for broadcasting—a vast source of nearly a million titles—is but one of the reasons for the steadily growing list of commercial broadcasters licensed by BMI.

To date, 997 commercial broadcasting stations in the United States and Canada are served by BMI.

To give better service to the nation's stations, BMI consistently adds to this reservoir of music in good taste and in great variety—from the current pop hits for the "bobby-soxer" to the more serious compositions for the symphonic enthusiast.

Know Your BMI Music and Know How BMI Can Serve You

BMI BROADCAST MUSIC, INC.
 580 FIFTH AVENUE · NEW YORK 19, N.Y.
*New York * Chicago * Hollywood*

Final FM Engineering Standards For New Band Published By FCC

(Continued from Page 1)

into production, as these standards of engineering practice will serve as the official guide.

The standards deal also with such matters as transmitter location, also determination and maintenance of operating power. They are basically similar to the pre-war standards, although adapted for the recently-allocated 88-108 mc band. No significant changes have been made in the regulations as proposed on July 31, except for modifications suggested at the hearings held last month, and announced at that time.

The regulations provide that community stations need not determine their contours, that metropolitan stations shall determine their 1000-UV/M and 50-UV/M contours, and that rural stations shall determine their 100-UV/M, 50-UV/M and 20-UV/M contours.

A medium field intensity of 3000-5000-UV/M is required to be placed over the principal city to be served and a medium field intensity of 1000-UV/M over the business district of cities of 10,000 or greater within the metropolitan district served.

A basis for allocation of satellite stations has not yet been determined. For the present, applications will be considered on their individual merits.

Topographical and profile maps to various specifications must be submitted as basis for production of service areas. Proof of performance data is required to be submitted within one year after operation of a station is begun.

Field intensity measurements are to be used when possible in determining the extent of interference between FM stations. Objectionable interference is considered to exist when the interfering signal exceeds 10:1 on the same channel or 2:1 on adjacent channels. Interference is not considered to exist when the separation is 400 kc or greater.

With respect to field intensity measurements the regulations state that requirements are as follows:

(A) Map or maps showing the roads or points where measurements were made, the service and/or interference areas determined by the prediction method and by the measurements, and any unusual terrain characteristics existing in these areas. (This map may preferably be of a type showing topography in the area).

(B) If a directional transmitting

antenna is employed, a diagram on polar co-ordinate paper showing the predicted free space field intensity in millivolts per meter at one mile in all directions.

(C) A full description of the procedures and methods employed, including the type of equipment, the method of installation and operation, and calibration procedures.

(D) Complete data obtained during the survey, including calibration.

(E) Antenna system and power employed during the survey.

(F) Name, address, and qualifications of the engineer or engineers making the measurements.

All data shall be submitted to the Commission in triplicate, except that only the original or one photostatic copy need be submitted of the actual recording tapes.

With respect to transmitter location, it is provided that:

(A) The transmitter location should be as near the center of the proposed service area as possible consistent with the applicant's ability to find a site with sufficient elevation to provide service throughout the area. Location of the antenna at a point of high elevation is necessary to reduce to a minimum the shadow effect on propagation due to hills and buildings which may reduce materially the intensity of the station's signals in a particular direction. The transmitting site should be selected consistent with the purpose of the station, that is, whether it is intended to serve a small city, a metropolitan area or a large region. Inasmuch as service may be provided by signals of 1000 UV/M or greater field intensities in metropolitan areas and inasmuch as signals as low as 20 UV/M may provide service in rural areas, considerable latitude in the geographical location of the transmitter is permitted; however, the necessity for a high elevation for the antenna may render this problem difficult. In general, the transmitting antenna of a station should be located at the most central point at the highest elevation available. In providing the best degree of service to an area, it is usually preferable to use a high antenna rather than a lower antenna with increased transmitter power. The location should be so chosen that line-of-sight can be obtained from the antenna over the principal city or cities to be served; in no event should there be a major obstruction in this path.

With respect to antennae systems, it is provided:

(A) It shall be standard to employ horizontal polarization.

(B) The antenna must be constructed so that it is as clear as possible of surrounding buildings or objects that would cause shadow problems.

(C) Applications proposing the use of directional antenna systems must be accompanied by the following:

(1) Complete description of the proposed antenna system.

(2) Orientation of array with respect to true north; time phasing of fields from elements (degrees leading or lagging); space phasing of elements (in feet and in degrees); ratio of fields from elements.

(3) Calculated field intensity pattern (on letter-size polar co-ordinate paper) giving the free space field intensity in millivolts per meter at one mile in the horizontal plane, together with the formula used, constants employed, sample calculations and tabulation of calculation data.

(4) Name, address and qualifications of the engineer making the calculations.

(D) Applications proposing the use of FM broadcast antennas in the immediate vicinity (200 feet or less) of (1) other FM broadcast antennas, or (2) television broadcast antennas for frequencies adjacent to the FM broadcast band, must include a showing as to the expected effect if any, of such proximate operation.

In cases where it is proposed to use a tower of a standard broadcast station as a supporting structure for an FM broadcast antenna, an application for construction permit (or modification of construction permit) for such station must be filed for consideration with the FM application. Applications may be required for other classes of stations when their towers are to be used in connection with FM broadcast stations.

When an FM broadcast antenna is mounted on a non-directional standard broadcast antenna, new resistance measurements must be made of

AGENCIES

MEMBERS OF THE COMMITTEE for the Advertising and Selling Course, sponsored by the Advertising Club of New York, will be at the Club, 23 Park Avenue, at 35th Street, October 1, 2 and 4 from 5 to 7 p.m. to answer questions concerning the course and receive enrollments.

AL REIWITCH, for 2½ years radio director, copy writer and contact man for the Chicago office of Weiss & Geller, will be affiliated with the Chicago office of Bozell & Jacobs after the first of October.

the standard broadcast antenna after installation and testing of the FM broadcast antenna during the installation and until the new resistance determination is approved. The standard broadcast licensee should apply for authority (informal application) to operate by the indirect method of power determination. The FM broadcast license application will not be considered until the application form concerning resistance measurements is filed for the standard broadcast station.

BALTIMORE'S
Listening Habit


W
C
B
M

MUTUAL BROADCASTING SYSTEM

JOHN ELMER President GEORGE H. ROEDER General Manager

FREE & PETERS, Inc.

Exclusive National Representatives



"PANCHO"
The Spanish songs and wit of Pancho have sparkled in WKY programs for a long time. He is one of many unique WKY program features.

WKY
OKLAHOMA CITY
The Katz Agency
Representative

SITUATION WANTED

Capable local station manager in Southern market of 60,000 desires change. Alert, promotion-minded, good character, can make your station pay. 35 years old. Have been in present job six years. Want long time arrangement. Married, two children. Available immediately. Write Radio Daily, Box 219, 1501 Broadway, New York 18, N. Y.

PROMOTION

Radio Sales Power

A sales brochure in booklet form which area coverage maps, county resources, income and expenditures and the commercial and sales value of their station are presented in a comprehensive and compelling manner, has been published by KVOE, Santa Ana, California. The illustrations are in an amusing cartoon form and the copy is smooth flowing and readable.

WLW Souvenir Folder

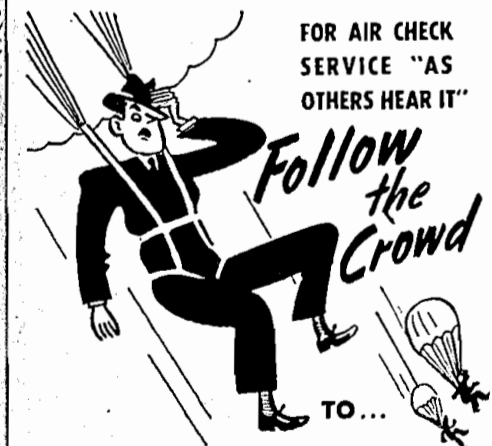
Visitors to Crosley Square in Cincinnati are now being presented with a folder which contains 20 pictures of WLW scenes and activities. These include action shots of WLW shows, behind-the-scenes pictures of master control, newsroom, mailroom, library, etc., and exterior views of the building. The brochure also has space for autographs of station talent.

"Kid Show" Markets

KCMO, Kansas City, Missouri, presents a letter evaluating the influence and market appeal of "Kid Shows," and listing their sponsored programs of this nature. Also enclosed is a copy of a recent poll of the listening habits of school children in Kansas City which shows that four out of the five children's programs cited are carried by the station.

W. E. Expanding

Chicago—The manufacturing and supply unit of the Bell System, is negotiating a lease for the government-owned Studebaker plant in Chicago to augment the manufacturing facilities of the company's Hawthorne works, it has been announced. Acquisition of the new location, in which manufacturing operations are expected to start this year, will assist the Western in speeding the production of telephone equipment urgently required by the Bell System.



U.S. RECORDING CO.
1121 VERMONT AVE.—WASH. 5, D. C.
WRITE-WIRE OR CALL FOR DETAILS

FCC Turns Down Applicants For 16 Tele And FM Stations

(Continued from Page 1)

nels for commercial television broadcast stations, and that there exists a need for FM developmental work on the frequencies between 88-108 megacycles to which this broadcast service is assigned, but that it would not grant applications in either of these fields unless the applicant presented a genuine program of research, and clearly showed that an experimental station was necessary for carrying forward the research.

The Commission "will examine carefully the representations made by each such applicant as to whether it in fact proposes an experimental and developmental station, or whether its proposal is more properly the subject of an application for a commercial television or FM station."

In denying the applications, which included requests for experimentation for the purpose of conducting site surveys or field intensity measurements, the Commission pointed out that such work required radiations for only short periods which did not justify a long term station license, and that a 30-day or less authorization to operate a station which can be applied for under Section 1,365 of the Commission's rules should be adequate for such purposes.

The six tele applications turned down follow:

Earl C. Anthony, Inc., Mt. Wilson Peak, Los Angeles, Cal.; Pacific Coast Broadcasting Co., transmitter site not specified; Twentieth Century-Fox Flm Corp., Boston; Mass.; General Television Corp., Brookline,

Avenue, Boston, Mass.; Midland Broadcasting Co., 1330 Baltimore Ave., K. C. Power and Light Bldg., Kansas City, Mo., and National Broadcasting Co., Inc., Wardman Park Hotel, Washington, D. C.

The FM applicants turned down are:

S. E. Adcock, Stuart Broadcasting Co., 531 S. Gay St., Knoxville, Tenn.; William Henry Alford, Queen St., Winston Salem, N. C.; Everett C. Atkerson, Route No. 2, Crest Rd., Shades Mt., Birmingham, Ala.; Harold O. Bishop, 3319 River Rd., Harrisburg, Pa.; Harold O. Bishop, Portable, area of Harrisburg, Pa. (satellite).

Also: Utah Broadcasting & Television Co., 29 S. State St., Salt Lake City, Utah; The Hallicrafters Co., 2611 Indiana Ave., Chicago, Ill.; Topeka Broadcasting Assn., Inc., 1000 Kansas Ave, Topeka, Kans.; Zenith Radio Corp., 135 S. La Salle St., Chicago, Ill., and KCKN Broadcasting Co., Kansas City, Mo.

"When A Girl Marries" Heads New Hooper List

"When a Girl Marries" leads the list of the top ten week-day programs, according to the September Daytime Report just issued by C. H. Hooper, Inc., marking the eighth time it has headed the list in 1945.

The report also disclosed that the average daytime sets in use was 15.0, which is 8.4 less than the August report. The latter however, coincided in large part with the war news developments. The September report is 0.2 more than a year ago. The average rating is 4.1,—1.6 less than the previous report, and 0.2 less than a year ago. The average daytime available audience stands at 71.0 in the current Hooper report, an increase of 3.0 from the last, and 0.4 more than the figure for last year.

"Hymns of All Churches" with a 71.1 figure, shows the highest sponsor identification index. "Breakfast in Hollywood," "Grand Central Station" and "Portia Faces Life" are tied for the highest number of women listeners per listening set with 1.36.

John W. Vandercook, according to the report, had the largest number of men listeners per set with 0.64, and "Terry and the Pirates," had the largest number of children listeners per set with 1.25. The top 10 week-day programs are listed as follows: "When A Girl Marries," "Portia Faces Life," "Ma Perkins," "Breakfast in Hollywood," "Young Widder Brown," "Pepper Young's Family," "Stella Dallas," "Just Plain Bill," "Life Can Be Beautiful," "Backstage Wife," "Our Gal Sunday," and "Today's Children."

Following are the five top ranking programs in terms of listeners per listening set: "Tom Mix," "Superman," "Smilin' Ed McConnell," "Terry and the Pirates," and "Breakfast Club."

EQUIPMENT

Appoint Sales Rep.

William C. Miles of San Mateo, California, has been appointed a radio sales representative for the Pacific Coast radio division of the Stromberg-Carlson Company. Miles, who will make his headquarters at the San Francisco branch office, was previously employed by Westinghouse Electric and Manufacturing Company.

Stromberg Promotion

James A. Frye of the Stromberg-Carlson Company has been promoted to the post of manager of radio and appliance sales in Chicago, Illinois. Frye has gained extensive merchandising experience in the past 16 years during which he has been Detroit district representative for the company.

New Lear Distributor

Announcement has been made of the appointment of Chambers Radio Supply Company, Cincinnati, Ohio, as distributor of Lear home radios in the Cincinnati area. The new distributing firm is headed by E. L. Chambers who has been a wholesale distributor since 1930.



Perfect timing learned in war will be carried into sales work by many a returning veteran. And when it comes to radio time, time buyers from coast-to-coast know that Weed & Company men are ready with complete data on top-notch availabilities.

WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO • HOLLYWOOD

STARS OVER KMBC



Like all KMBC personalities, Sam Molen is nationally publicized and nationally known! Sam has made a name for himself as KMBC sports editor. His nightly sportscasts are the talk of the town. Hitch your advertising to a "Star" by phoning Free & Peters, Inc.

KMBC OF KANSAS CITY

SINCE 1928 BASIC CBS STATION for MISSOURI and KANSAS

Radio Still Hampered By 2nd Day Of Strike

(Continued from Page 1)

a daily breakfast show on WOR) and the MBS owned Guild and Longacre theaters in midtown New York in order to maintain regular broadcast schedules.

No Broadcast Delay

Arrangements were made Monday, when the strike occurred, to make use of these points to provide for regular programming and to preclude further difficulties brought about by the continuation of the strike. Programs yesterday were broadcast without delay, network and station officials announced last night, and said that emergency preparations would permit future broadcasts without ill effect for the duration of the present situation. The only difficulties remaining, of course, were those experienced by key personnel required to make the 24th floor ascent to network and station offices at the Broadway headquarters.

WOR Going to Guild Theater

WOR officials added last night that as many of the station personnel as possible would be transferred to the Guild theater today, and would be installed in temporary quarters there to carry on operations as nearly normal as can be expected. The publicity, program, continuity and traffic departments are making use of every available foot of space in the theater offices, station officials said, and would continue to make headquarters there as long as the strike exists.

According to WOR officials, all programs will be broadcast from this point with very few programs emanating from the studios at 1440 Broadway. The all night program, conducted by Barry Gray, is among the latter number.

Meanwhile WNEW staff members continued to make the long climb to station offices on the 14th floor of their Madison Avenue building, having lost the use of one elevator provided for them late Monday afternoon by the striking union "in the interest of public service." Use of the elevator was stopped at 9 a.m. yesterday morning, when operators, in defiance of union orders, refused to run the car. Daytime programs continued without interruption, according to station officials, but plans were completed last night to broadcast evening programs from the studios of Transcriptions, Inc. Plans to continue broadcast from that point were being discussed at a late hour yesterday in the event the strike continues to hamper operations from the regular studios.

Forum Tonight on American

The American Broadcasting Company announced last night that issues of the strike would be discussed tonight over WJZ, 10:45 to 11:00 p.m. Aaron Benenson, attorney for Local 32-B, and William D. Rawlings, executive secretary of the Realty Advisory Board, will on both sides of the dispute.

Little prospect of settlement was apparent late last night.

COAST-TO-COAST

— MICHIGAN —

DETROIT—The Detroit radio industry is rallying around civic leaders again this year to support the Community War Chest in its campaign to raise 8½ million dollars the week of October 1. Edwin K. Wheeler, assistant general manager of WWJ, is chairman of a local radio committee representing the city's six radio stations and allied industries, and he has set up this year's allotment of radio time contributions to exceed those of last year.

— LOUISIANA —

NEW ORLEANS—Bill Bryan, with the Anfenger Agency in New Orleans in the "Bill Bryan" show over WWL, has resigned to join the radio department of Dan B. Miner Company, Los Angeles, Calif. . . . Added to the announcing staff of WWL are, Bob Reynolds, formerly with KWKH, Shreveport, La., Fred Hammond of KPRO, Riverside, Calif. and Dan Webster who was with WMOB, Mobile, Alabama.

— VIRGINIA —

SPARTANBURG—Grover Golightly, former chief announcer and sports director for WSPA, has been appointed acting program director of that station. . . . **RICHMOND**—WRVA announces staff additions of announcer Jimmy Heizer and receptionists Jean Trevett and Katie Harris. . . . **CHARLOTTESVILLE**—Norman Kelsey, chief announcer at WCHV, has accepted a position as news commentator with WRVA, Richmond.

— INDIANA —

FORT WAYNE—To service the youth in the community, WGL has on its Saturday morning schedule a half-hour program entitled "The Hep Cat Hit Parade." . . . **WOWO**, in co-operation with the Fort Wayne branch of the Indiana University Extension Division, is offering a radio workshop course during the first semester of the coming school year.

— PENNSYLVANIA —

PHILADELPHIA—For the second successive year, WFIL has received an award for outstanding Audience Promotion of American web shows from the American Broadcasting Company. Award is based upon the network's poll of agencies using facilities of the web. . . . Roy Rogers cancelled plans to have "Trigger" share the guest spot on Ruth Welles program over KYW when reminded that the wonder horse is allergic to elevators.

Send Birthday
Greetings To—

September 26

Elizabeth Bennett Hal Hackett
Del Casino Forrest V. Daughdrill
Kormit Moss Harold Essex

— TEXAS —

FORT WORTH—Cathy Lawrence has returned to the staff of WBAP-KGKO as director of women's activities. For the past two years, she has been serving with the WAC in the special service department as entertainment director at Lake Charles Army Airfield. From 1938-42, she was in New York with CBS doing acting in such programs as "Helen's Home" and "Aunt Jenny's Real Life Stories."

— KENTUCKY —

LOUISVILLE—WINN's "Man On The Street" broadcast, sponsored by Will Sales, jeweler, on Mondays, Wednesdays and Fridays, originated its activities from Churchill Downs, during the Kentucky State Fair, September 2nd through 8th, as did the "Growing In Safety" show, a Saturday sustainer sponsored by the Louisville Safety Council in co-operation with the Louisville division of police.

— ILLINOIS —

TUSCOLA—WDZ will carry the complete schedule of University of Illinois football games with veteran sports announcer, Fred Leo of WMBD, Peoria, handling the broadcasts. Robeson's Department Store, Champaign, Ill., is the sponsor of the series' broadcasts. . . . **CHICAGO**—"Red Feather Report," over WIND, brought together two old friends, Larry Adler and Staff Sergeant Jack Slocum, former press agent of the New York Yankees, now in the Marine Air Wing Service.

Radio Directors Guild Sets Strike Resolution

(Continued from Page 1)

months made its report. As a result of this report, the following resolution was adopted:

Resolved: That it is the unanimous sentiment of this meeting that the counter offer of the networks with respect to minimum wage scales and certain working conditions for directors and assistant directors is inequitable and unreasonable;

Wages, Working Conditions Asked

That unless a reasonable minimum wage scale and reasonable working conditions are arrived at between the networks and the negotiating committee, the membership of the Guild is in favor of a strike against the networks;

And that all legal steps required as a condition precedent to such strike be taken by the negotiating committee at its unrestricted discretion.

Double Feature Broadcast

Because of the intense interest in the current pennant race, WHN is carrying a double-feature broadcast, with a batter-by-batter description of the Cubs vs Cards game in addition to the usual play-by-play description by Red Barber and Connie Desmond, of the Dodgers vs Giants games yesterday and today.

1. 2. 3.

ed cashman

HOLLYWOOD

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 32, NO. 61

NEW YORK, N. Y., THURSDAY, SEPTEMBER 27, 1945

TEN CENTS

1945 Certified Poll Set

Adv. Agencies, FM Discussed By Durr

In spite of the promises heard over several years that FM will provide the broad frequency volume called for in order to provide free expression and wider program choice for the listening public, "these hopes will not materialize if FM continues on its present course," Commissioner Clifford J. Durr of the FCC told the Christ Church Forum, New York, yesterday. It now appears, said Durr, that FM "will become predominantly a mere adjunct of our broadcasting

(Continued on Page 7)

Web Strains To Broadcast Despite Elevator Strike

The Mutual Broadcasting System and WOR were hurriedly making use of every available possibility to maintain program schedules yesterday, as the third day of New York's elevator strike continued to tie up broadcast operations.

Programs were still unaffected yesterday but WOR officials expressed apprehension as to what developments may occur during the re-

(Continued on Page 6)

Justin Miller To Speak Over CBS From Capital

Justin Miller, new president of NAB, will be heard over CBS through the facilities of WTOP, Washington, on Tuesday from 10:30 to 10:45 p.m., EST. Mr. Miller will be speaking before a testimonial dinner of broadcasters at the Hotel Statler in Washington.

"Fun Session"

NBC's "Colgate Sports Newsreel," with Bill Stern, will offer a lesson in comedy next Friday when Olsen and Johnson appear as guests. The zany comedy team will instruct, via shortwave, Paul Garner and Louis Brown, who are doing "Sons Of Fun" overseas, in the best methods of portraying their parts. This week marks Bill's sixth year on the program.

Jeep Premiere

Toledo—First civilian jeep to roll off the line at the Willys-Overland plant was sold to WSPD and the event was celebrated with a coast-to-coast broadcast. WSPD will use the jeep for demonstration and exploitation.

Heavy Reservations For REC Luncheon

Heavy advance reservations indicate a capacity turnout on October 4 at the Radio Executives Club luncheon honoring the party of American broadcasters who recently returned from Europe. The luncheon meeting, first of the new season, will be held at the Hendrick Hudson Room of the Roosevelt Hotel.

Justin Miller, incoming president of the National Association of Broadcasters, and a member of the broad-

(Continued on Page 2)

Mexican Stations Hit By Staff Strikes

Mexico City Bureau, RADIO DAILY

Mexico City—Staffs of XEK, XEPH walked out per schedule after complete failure of stations and union to arrive at compromise. Union demands wage increases through conferences. Meanwhile XEK claimed that First Federal District Court challenges right of radio section National Electricians Union to call strike. If upheld

(Continued on Page 5)

FCC Will Promulgate Rules To Eliminate Interference

Washington Bureau, RADIO DAILY

Washington—FCC announced yesterday that it is considering the promulgation of rules and regulations and standards of good engineering practice for the operation of equipment utilizing radio frequency energy for non-communication purposes such as medical diathermy equipment, industrial apparatus, etc. A hearing will be announced later. Some broadcasters have long sought

RADIO DAILY Engages Ross Federal, Research Organization, To Make Personalized Press Survey

Contracts were signed yesterday by RADIO DAILY with Ross Federal Research Corporation for the 1945 Certified Poll to select the nation's "All American Radio Program" through a personalized questionnaire survey of editors and writers in all fields of journalism throughout the United States.

Last year's poll, conducted by the Ross organization for RADIO DAILY resulted in the polling of a cross section of the American press with 1051 men and women writers participating. The 1945 poll will be even more comprehensive with more than 2,000 newspaper people scheduled to be questioned regarding their

radio preferences. Success of the last poll brought scores of comments from network executives, broadcasters, agency people and artists complimenting RADIO DAILY on the accuracy, comprehensiveness and efficiency of the survey. It was received everywhere as a certified poll and widely publicized by newspapers and periodicals throughout the nation when the results were made public on January 10.

Preliminary plans for the conduct

(Continued on Page 7)

Tele Script Paramount, Sobol Tells ATS Meet

"The script is the most important part of the television program, and script writers will become a very important cog in the machine of television production," Edward Sobol, NBC television producer told a panel group and 100 members who attended a luncheon meeting of the American

(Continued on Page 6)

Brumby Back To MBS After Year In Pacific

Bob Brumby, Mutual Broadcasting System's correspondent in the Pacific area for the past year, returned to network headquarters in New York

(Continued on Page 7)

Four CBS Tele Shows Bought For Levers

A contract for four single, half-hour television programs has been signed by Lever Brothers for broadcasting over CBS' video station, WCBW, between Oct. 9 and Christmas. They are: a show scheduled for Oct. 9, 8:15-8:45 p.m., based on the

(Continued on Page 4)

Hearing Aid

Montreal—Rev. J. W. Matthews, C.C.F. Member of Parliament for Kootenay West, said in the Canadian House of Commons he wanted amplifiers installed in the House so all members could hear what was going on. As a new member, he said, he and others like him were trying hard to learn their jobs, but were not helped by older members who spoke in low tones.

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

(Wednesday, Sept. 26)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	182 ⁵ / ₈	181 ¹ / ₂	182 ¹ / ₄	— ¹ / ₄
CBS A	41 ¹ / ₂	41	41 ¹ / ₈	+ ¹ / ₈
CBS B	40 ³ / ₄	40 ¹ / ₂	40 ³ / ₄	— ¹ / ₄
Farnsworth T. & R.	16 ¹ / ₈	15 ⁷ / ₈	16	— ¹ / ₈
Gen. Electric	47 ³ / ₄	47 ¹ / ₈	47 ⁵ / ₈	+ ¹ / ₄
Philco	38 ¹ / ₄	37 ³ / ₄	37 ³ / ₄	— ⁵ / ₈
RCA Common	15 ⁵ / ₈	15 ³ / ₈	15 ³ / ₈	— ¹ / ₈
Stewart-Warner	21 ³ / ₄	21 ⁵ / ₈	21 ³ / ₄	— ¹ / ₈
Westinghouse	35 ³ / ₄	35 ¹ / ₈	35 ³ / ₄	+ ¹ / ₈
Zenith Radio	38 ⁷ / ₈	38 ³ / ₄	38 ⁷ / ₈	— ¹ / ₈

NEW YORK CURB EXCHANGE

Hazeltine Corp.	41 ¹ / ₄	41 ¹ / ₄	41 ¹ / ₄	— 2 ¹ / ₄
Nat. Union Radio	5 ¹ / ₈	5 ¹ / ₈	5 ¹ / ₈

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	8 ³ / ₄	9 ¹ / ₂
Stromberg-Carlson	23	24

Resume CBS Series Oct. 1

The complete daily series of CBS "American School of the Air" will again be regularly broadcast over the official transmitter of the Office of Inter-American Affairs in San Francisco, beginning Oct. 1, it was announced over the weekend by Merrill C. Phillips, broadcast manager of the agency in that city. Broadcasts will be made to Mexico, Central and South America.

Samuel Leaves American

West Coast Bureau, RADIO DAILY
Hollywood—Milt Samuel, chief of the American network's coast flackery department has resigned to become West Coast publicity director of the Bureau of Industrial Service, Young & Rubicam. Bob Mucks continues as manager of Y & R's West Coast publicity office.

KGW one of the GREAT STATIONS of the NATION

NBC AFFILIATE **PORTLAND, ORE.**

Represented by Edward Petry & Co.

Coming and Going

H. R. KRELSTEIN, manager of WMPS, Memphis, Tenn., is visiting New York for conferences with American network executives.

EDGAR KOBAK, president of the Mutual network, is expected back from a business trip to Chicago and other Midwest points.

DR. HERBERT GRAF, television operatic producer for NBC and stage manager at the Metropolitan Opera House, leaves Sept. 30 for San Francisco, where he will direct four operas, after which he will leave for Chicago, where he will handle two more productions.

ROBERT J. DEAN is in Gotham. He's the president of KOTA, CBS outlet in Rapid City, S. D.

CHESTER LAUCK and NORRIS GOFF—"Lum 'n' Abner"—are back in Hollywood, where they are to be featured in RKO's "Partners in Time."

CHARLES BARHAM, JR., president and station manager of WCHV, Charlottesville, Va., is in New York with Mrs. Barham.

RALPH R. BRUNTON, president of KQW, Columbia network affiliate in San Francisco, who spent the major portion of the past week in New York, makes Washington, D. C., the next stop on his current business trip.

DANNY KAYE—he of "Wonder Man"—has left Hollywood for Chicago, where on Friday he will broadcast his "Danny Kaye Show" as a feature of the opening of the National War and Community Fund Drive in the Windy City.

CECIL L. SLY, vice-president and sales director of the Universal Microphone Co., and DEE BREEN, sales manager of the organization, are preparing to leave on a three-months sales and contact trip covering every state in the Union.

Heavy Reservations For REC Luncheon

(Continued from Page 1)

casters' party who went abroad, will be the spokesman for the group. Col. Ed. Kirby, chief of the radio branch, Army Public Relations, who accompanied the broadcasters on the European tour will be the chairman of the luncheon.

Guests of honor, members of the party who made the tour of Europe will be:

Col. Harry S. Wilder, president, WSYR, Syracuse; Colonel Kirby; William Hedges, vice-president, NBC; Justice Justin Miller, president, NAB; Mark Woods, president, American Broadcasting Co.; Abel Green, publisher, Variety; Sol Taishoff, publisher, Broadcasting; John E. Fetzer, WKZO, Kalamazoo; Robert D. Swezey, vice-president, Mutual; Joseph T. Ream, vice-president, CBS; J. Leonard Reinsch, managing director, Cox stations and radio advisor to President Truman; Clair R. McColough, managing director, Mason-Dixon Group; Martin S. Campbell, managing director, WFAA, Dallas; Morris Novik, manager, WNYC, New York; Joe Csida, manager, The Billboard, and John W. Alicoate, publisher, RADIO DAILY.

Hildy Hosting Jessel And Stern

George Jessel and Bill Stern will be guest of Hildygarde next Tuesday on her "Raleigh Room" program broadcast over NBC at 10:30 p.m., EWT.

WLEE Goes On Air Mon. As MBS Richmond Outlet

Richmond—WLEE, Virginia's newest radio station affiliated with the Mutual Broadcasting System, will go on the air for the first time at 6 a.m., Monday, Oct. 1. Station's new transmitter, located by the James River has just been completed. WLEE will have an output of 250 watts, seven days a week, from 6 a.m. to 1 a.m., according to Irvin G. Abeloff, general manager.

Sauter To Aid Red Cross

Francis Randolph, chairman of the Metropolitan Camp and Hospital Council of the American Red Cross, this week announced the election of James E. Sauter as a member of that Council. In that capacity Mr. Sauter, who is also executive director of the United Theatrical War Activities Committee, will act as volunteer chairman of the Theatrical Council of the Metropolitan Council.

American Changes Format

Stanley Florsheim, director of co-operative programs, American Broadcasting Company, announced over the week-end that "Headline Edition," the web's co-operative news program heard at 7 p.m., EWT, will change its format to include a one minute and 10 second spot allowing local stations to insert regional news, effective Oct. 1.



Deep water stuff

There's plenty of deep water ahead in the days to come for advertisers. Everyone has been talking about the battle of brands—and now the time is coming up fast.

If you want to make sure your sales story is heard by the most people for the lowest cost per dollar spent...

And if you'd like to do that job in the country's 6th largest city...

And you plan to use radio...

Then your safe bet in Baltimore is W-I-T-H, the successful independent.

Facts prove that W-I-T-H is your buy in this big five-station town.



W-I-T-H
IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

WDAS AUDIENCES HAVE BEEN *Loyal* FOR MORE THAN TWENTY YEARS

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

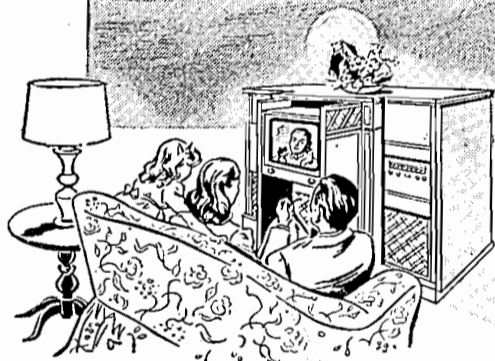


ED (*Archie*) GARDNER says:

"DUMONT TELEVISION WILL GLAMIFY DUFFY'S TAVERN"



DUMONT



Star of the new Paramount Picture, "Duffy's Tavern," and the radio program of the same name, sponsored by the Bristol-Myers Co.

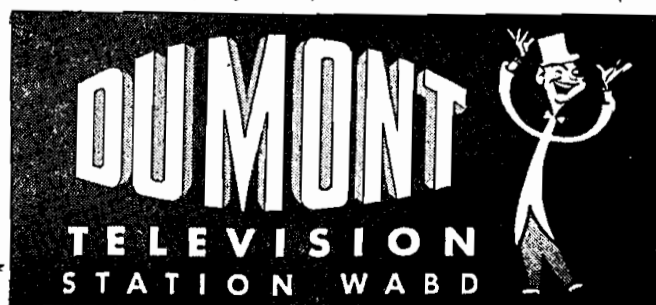
"Perish forbid me casting poils before ersters but leave us face it: I'm so enameled by television I clean forgot to hit Duffy for me salary this week. This new art's nutritious! And, incidentally, here's a pernt to remember: we'll be at our superfluous de luxe on DuMont Television."

Yes, Ed, and DuMont's Television Station WABD, New York, is pioneering the pattern of things to come... is helping hundreds of advertisers to pre-test program ideas and "tele-sale" techniques for peacetime use.

Now is the time to preview *your* product or service on the air! Consult your advertising agency. Visit Station WABD... write our Sales Manager for appointment.

Copyright 1945, Allen B. DuMont Laboratories, Inc.

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





Radio Is My Beat . . . !

● ● ● Is MCA going into the movie packaging biz, much the same as their radio packaging, because of difficulty in fulfilling promises of movie contracts to top attractions? . . . One of the oldest comedy programs in radio is due for a comeback. . . Dick Stabile, out of the Coast Guard, maintains he won't return as a pop bandleader but will conduct and write music at one of the nets. . . There's a black market in France on American fashion mags. Some are selling for as high as twenty-five bucks per copy. . . Monte Proser has been barred from the 52nd St. Three Deuces Club. He keeps coming in all the time, they claim—but signs up all their discoveries for his Copa. . . Fabulous Nick Kelly (greeter at the Copa), whose background is even more colorful than many of Broadway's most publicized characters, will manage the new secret five million dollar resort to be built in Reno. . . Major Lanny Ross back in civvies after two and a half years in service. . . An all-femme acting troupe has been sent to the Pacific to do "Hamlet" for the GI's stationed there. The boys themselves will pitch in on the male parts. . . Tony Leader, who finally found an apartment for himself and his bride, decided to turn down those coast offers after all and remains in N. Y. with the new dramatic shows slated to begin shortly. . . Mrs. FDR has okayed the format of her new program in which she'll do a femme John J. Anthony.

☆ ☆ ☆

● ● ● Claude Thornhill, back after three years as a chief musician in the Pacific, swears he'll not go back to bandleading. Wants to settle down on a farm in Conn. and just write. . . Wm. S. Gailmor does the commentary for the "Fall of Berlin," Soviet full-length documentary at the Victoria. . . Charlie Barnet will sign with Signature Records as soon as his Decca contract runs out. . . Hollywoodites will give you odds that Lena Horne is secretly wed to a bandleader. . . Columbia Pictures has started shooting the first of "The Callahans"—a comedy series sold by Fritz Blocki based on his air strip.

☆ ☆ ☆

● ● ● Thoughts While Climbing Up 24 Flights: Two guys who oughta pray for television are Danny Kaye and Ed Wynn, so they can get their hands across. . . Wonder whether a warm melodrama would melt Alice Frost. . . Nobody fits your average newspaper reader's image of a typical reporter more than Walter Winchell. . . Bet you can't describe a spiral staircase without using your hands to demonstrate. . . Nobody eats ice cream with the enthusiasm and verve of Morton Downey, the original Eskimo Pie kid. He actually beams as he stows it away. . . People raving about Burgess Meredith's air work and tagging him as a new 'find' for radio oughta tap their memories and think back to a dozen or more years ago when he starred three times weekly in "Red Davis." . . We don't remember where we read it, but we liked it: Most puns are merely punishment. . . If you asked visiting movie stars who their favorite radio director is, three out of five would name Marx Loeb. "Theater of Romance" hasn't been the same without him. . . Nobody in radio makes you feel more at home or at ease on first meeting than Maggi McNellis. . . Wonder howcum Billy Rose, who has conquered nite clubs and the theater, has never invaded radio. . . The new Chrysler show might be called the Kostelanuts.

☆ ☆ ☆

● ● ● Radiokays: Evelyn Knight's torching at the Blue Angel. . . The Murphy Sisters' Victorecording of "Will The Angels Play Their Harps For Me" backed by "Homesick." . . Nester Chayres, the Latin-American tenor, who's been renewed on the Starlight Serenade via Mutual. . . Lyman Bryson's CBS "People's Platform"—always exciting listening. . . Dick Willis' "Here's Looking At You" via WNEW.

CHICAGO

By BILL IRVIN

LUM and ABNER (Chet Lauck and Norris Goff), returned to the West Coast this week to continue their American series from Hollywood after broadcasting their Monday through Thursday show from Chicago for the past three weeks.

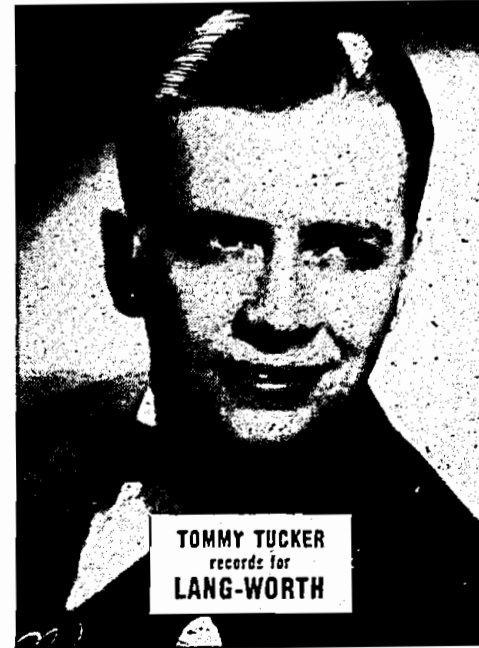
The Western Auto Supply Company, through Bruce B. Brewor agency (Kansas City), will launch a new weekly half-hour musical program titled "Circle Arrow Show" over approximately 20 NBC stations, Sunday, October 7 from 9:30 to 10:00 a.m., CDT. The 52-week contract was announced yesterday by Paul McCluer, sales manager of the NBC central division. Program will feature old American ballads, by the Buckaneers, vocal and instrumental group, the Johnson twins and vocalists, Dolly Good, Max Condon and George Carroll. Originating at WLW, Cincinnati, the program will be heard on NBC stations in the South, Southeast and South Central. Simultaneously, McCluer revealed that the Carnation Contented program, sponsored by the Carnation Company, will add 80 stations to its network with the October 1st program, bringing it up to a total of 148 stations. Program will continue to feature Percy Faith and his orchestra and soprano Josephine Antoine.

Four Tele Shows On CBS Bought By Lever Brothers

(Continued from Page 1)

"Big Sister" serial; a show themed on the idea of "Aunt Jenny's Real Life Stories" to be telecast at a date in November still to be determined; a sports show set for Tuesday, Oct. 30, 8:15-8:45, and a special Christmas program.

Lever Brothers products to be advertised are Rinso, Lifebuoy and Spry. Ruthrauff & Ryan is the agency in charge.



Children everywhere set the demand for Christmas merchandise. Though they may not hold the purse strings, they are still influential in family decisions. On top of that they are hard to satisfy when it comes to radio shows. Their honest little minds are quick to detect any note of insincerity or bad production. Kids are among the severest critics of juvenile shows.

That's why the NBC Recorded Christmas program *Happy the Humbug* and *The Magic Christmas Window* are safe and sound choices for local and regional advertisers.

Happy the Humbug deals with the fantastic adventures of that fabulous creature of animal land. Happy and his friends Hunky the Monkey and the Pink Elephant set out to find Happy's long-lost parents before Christmas time. The show is a radio-cartoon that delights kids of every age (up to 60). The broadcast schedule calls for three quarter-hour programs per week, with 18 weeks of programs available.

The Magic Christmas Window, a program built on the dreams of every youngster, dramatizes the imaginative experiences of two typical kids who discover the "magic" that lets them walk into a Christmas window and see the toys come to life. Many new and favorite fairy tales relive in this make-believe setting. This quarter-hour feature is arranged for a schedule of five programs per week with five weeks of programs available.

Each of these NBC Recorded Holiday features was produced with an eye toward promotion . . . each show offers tremendous promotion opportunities . . . window and store displays, direct mail pieces, on-the-air promotion, contests, give aways. Supplied as part of the advertising package are recorded pre-announcements, newspaper mats, spotlight ads, publicity stories, coloring books, animal cut outs, and complete promotion guides giving numerous suggestions for tying-in with the sponsor's product or service.

Audition records for both Christmas shows are ready. Write, wire or phone your nearest NBC Radio-Recording office.

NBC
Radio-Recording Division



AMERICA'S NO. 1 SOURCE OF RECORDED PROGRAMS
New York • Chicago • Washington • Hollywood • San Francisco

SERVICE OF RADIO CORPORATION OF AMERICA



FCC Will Promulgate Rules To Eliminate Interference

(Continued from Page 1)

tion of which was announced by the Commission in May are as follows:

Center Frequency of Channel	Band width of Channel (FC of Center Frequency)	Band Width of Channel (Kilocycles)
13.66 mc	X .05	15
27.32 mc	X .5	270
40.98 mc	X .05	40

Manufacturers of diathermy equipment desiring to have equipment tested as described above should arrange with the Commission for the submission of models of such equipment. The model equipment will be tested and if found to be capable of operation within one or more of the assigned frequency bands, with suppression of harmonic radiations sufficient to prevent undue interference to authorized communication service, will be included in a list available to the public and the medical profession indicating the results of the tests. Thus, although inclusion of equipment on the Commission's list of type approved equipment will not constitute a guarantee of performance, it will afford the purchaser reasonable assurance that under normal operating conditions such equipment can be expected to operate within a band or bands allocated for such operation. In regard to industrial equipment the Commission is prepared to make such tests if convenient arrangements can be made.

May 25 "Deadline" Set

With respect to any standards of good engineering that may be proposed it is contemplated that equipment manufactured subsequent to May 25, 1945, the day of the Commission's report on the allocation of frequencies for medical and industrial use, will be required to operate within the allocated frequency bands with

reasonable suppression of harmonic radiations or, if operated outside of such bands, will be required to be operated in accordance with prescribed engineering standards in order to prevent interference with authorized communication services including, for example, military, police, aircraft, and other communication service of particular importance in the safeguarding of life and property.

Equipment manufactured prior to above date will be permitted to operate indefinitely as in the past except where interference will result from such operation steps necessary to eliminate the interference will be required.

AGENCIES

GROVE LABORATORIES through Russel M. Seeds Co., have purchased Frederic W. Ziv's transcribed show, "The Old Corral," western musical featuring Pappy Chesire, Sally Foster, and large instrumental cast. Show is being aired three times per week over WKY, Oklahoma City.

NEW ADDITIONS to the staff of Allied Advertising Agencies' Los Angeles office include George Nichols, who joins the production department in charge of visual advertising. Nichols formerly was with M. E. Welborn and Associates. Also new in the production department is Peggy Sileny, formerly with Lockheed. New additions to Allied's Seattle office are Larry Scudder, account executive, and Marge Edwins, receptionist.

T. EDWARD K. WHEELER, (j.g.) has been given his discharge from the Navy to return to his law practice, and is expected to handle legal assignments for Cowles broadcasting in Washington. The 32-year old lawyer is the son of Chairman Burton K. Wheeler, of the Senate Interstate Commerce Committee—the most powerful legislative committee on Capitol Hill in radio matters.

DICK ROSS, who served as a navigator on a B-24 in the European Theater of Operations with the 15th Air Force, has been named West Coast production manager for the new Associated Broadcasting Company's network. Ross was formerly program director for KMO, Tacoma, and left the night supervisor's position at the Don Lee Hollywood headquarters to enlist in the Army Air Force.

COL. K. G. MARTIN, has just been released from the Army and has rejoined the staff of the Charles W. Hoyt Company, Inc. after 18 months overseas. Col. Martin, who came to Hoyt in 1937, will resume his merchandising counsel and executive duties on various of the agency's accounts.

Mexican Stations Hit By Staff Strikes

(Continued from Page 1)

claim may upset the wave of strikes against capital stations.

In asking injunction against strikers, station contends electricians union unempowered to organize radio industry which is separate industry. Calling of strike declared illegal violating constitutional guarantees, broadcasters station holds. Ministry Labor authorization permits only unionization of the electric industry in Mexico.

Canadian Sets Ready

Montreal—Immediate delivery of new radio receiving sets both console and mantle models is announced by Toronto Radio and Sports Limited, the first intimation that new sets are on sale in Canada.

WEVD
5000 WATTS 1330 KC.

ENGLISH • JEWISH • ITALIAN
National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.

Send for WHO'S WHO on WEVD

WEVD — 117 West 46th Street, New York, N. Y.

WDOD SINCE 1925*

THE BEGINNING OF RADIO IN CHATTANOOGA

CBS doing the

best job in Chattanooga
5,000 WATTS DAY AND NIGHT

PAUL H. RAYMER CO. NATIONAL REPRESENTATIVE

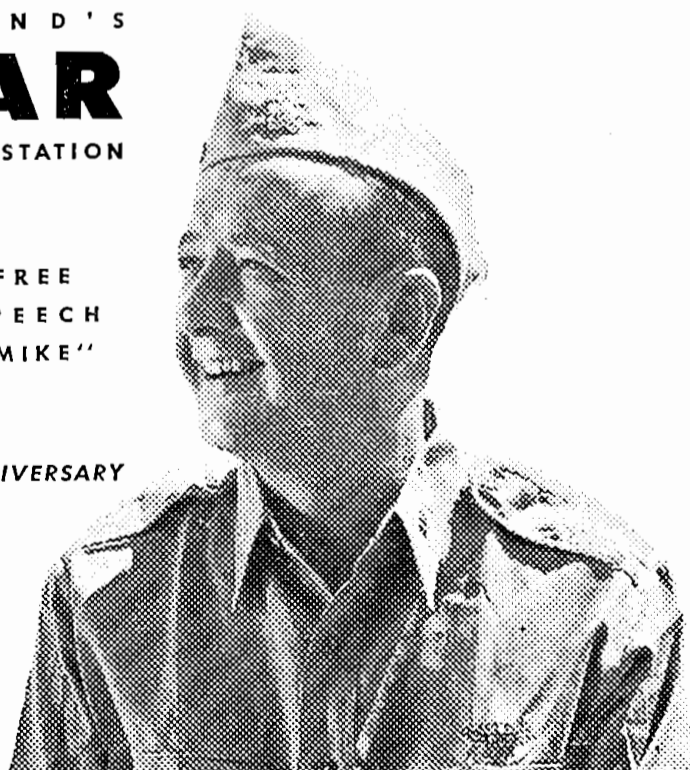
First in Chattanooga

CLEVELAND'S
WGAR
THE FRIENDLY STATION



FREE SPEECH "MIKE"

RADIO'S XXV ANNIVERSARY



CARL GEORGE, WGAR'S OWN WAR CORRESPONDENT, COMPLETES AN UNUSUAL PACIFIC MISSION

● "Been meeting some pretty important people," said Carl George in one of his early broadcasts from the Philippines. And that was the purpose of his mission . . . to visit Ohio's fighting men in the Pacific . . . the most important people in the world to those who waited back in the Buckeye state.

Daily, for almost six months, WGAR aired the broadcasts of its own war correspondent from the far reaches of the world. Listeners heard Carl George describe how Ohio's fighting 37th Division dug out Japs on Luzon, how hometown lads helped rebuild the island fortresses of Guam and Saipan. Unexpectedly, they went along with him on the Borneo invasion of Brunei Bay, caught the real-life sound effects of a major naval bombardment in one of the most thrilling broadcasts of the war. Then, from blood-stained Okinawa came other broadcasts telling how Ohioans were knocking at the very front door of the enemy. And V-J Day found WGAR's intrepid war correspondent in Chungking, reporting the reaction to the end of the war from the land where it began 14 long years ago.

It was a mission that included many stops and many personalities, planned to lessen the distance between home and the war for the Joneses, the Browns and the Smiths of Ohio . . . the "pretty important people" whose interests will always come first with their friendly station.

Web Strains To Serve Despite Elevator Strike

(Continued from Page 1)

mainder of the week, explaining that station personnel is "straining to keep things going." The station continued to use emergency facilities at the Guild and Longacre theaters, and

Resourceful

Royal Arch Gunnison and his wife, Marjorie, reported to 630 Park Avenue for their scheduled 1 to 1:15 p.m., broadcast Tuesday instead of the strike-handicapped Mutual headquarters. Arriving there they found no engineers and signaled central control for instructions. Gunnison took direction from the central control engineer, manipulated the microphone gadgets, and put "Mr. and Mrs. Reporter" on the air five minutes late for their coast to coast broadcast.

many daytime programs were broadcast as on Wednesday, from the Village Barn, and the home of Dorothy and Dick Kollmar. An emergency studio was set up during the day on the main floor of 1440 Broadway—MBS and WOR headquarters, but the greater part of program operations originated at the above locations. Last night all WOR news broadcasts emanated from the studios of WQXR, up to midnight, when they were transferred back to Barry Gray, station's all night announcer.

WNEW was granted the use of one elevator again yesterday for station

NBC Men Relieved

The two and a half day vigil of Thomas J. Buzalski and Andrew Hammerschmidt, NBC television engineers stranded on the 85th floor of the Empire State Building ended yesterday. When Buzalski developed a sore right arm, Hammerschmidt came up with a sprained ankle and both had to be replaced. The engineers who took over their posts were William J. Kelly and Paul Anderson.

personnel, although visitors and listeners were obliged to walk the 14 floors to the studios. Use of the elevator was obtained at 1 p.m.—greatly facilitating program operations after two days of emergency broadcast operations. WNEW was granted, then lost, the use of one elevator Monday, but enjoyed the "privilege" yesterday, at least from mid-day.

Both sides involved in the current elevator strike will air their differences over WMCA's "Labor Arbitration" program tonight at 9:30 p.m.

EXPERIENCED PUBLICIST; 2½ years leading motion picture company; year large radio network; newspaper background; experienced in public relations; College education. Capable, willing, ambitious. Neat appearance, age 24. Desires position. Write RADIO DAILY, Box 221, 1501 Broadway, New York 18, N. Y.

WORDS AND MUSIC

By HERMAN PINCUS

ONCE Over Lightly: All show biz is rolling up its collective sleeve for the Victory Loan Drive, which gets under way Oct. 29th and promises to be the toughest campaign yet. . . . Because of shortage of both male and femme grand opera singers, the N. Y. Civic Opera Co. is sending out a general audition appeal for singers to be heard next week. Company opens its 29th annual touring season next month at Binghamton and will travel as far west as Colorado. . . . Jim Boles went up to Schenectady last week to play Abe Lincoln in a television show. While gone, he got another call from Ruthrauff & Ryan to do a tele show here—also calling for the role of Lincoln! . . . Bill Stern celebrates his sixth anniversary on the Colgate Sports Reel this week. . . . With Reichhold Chemicals of Detroit as sponsor, Cosmo, new recording outfit, presents its own show, "Cosmo Tune Time" over 64 Mutual stations starting on the 29th. Show will feature exclusive Cosmo recording artists such as Enric Madriguera, Henry Busse, Four Chicks and Chuck, Buddy Moreno and Alan Kent, as emcee. . . . Jerry Wayne stepping into his original role in "Marinka" on a percentage deal. . . . A theatrical agency which sold Sgt. Johnnie Desmond to a ciggie sponsor has very red cheeks. They forgot to check when he'd be out of uniform and it may be quite a while yet. Meanwhile, the sponsor doesn't want anyone else. . . . Phil Rapp and Milton Berle considering packaging a new show based on the character comic portrays in his musical, "Spring in Brazil" . . . Louise, of the King Sisters, will present hubby, Alvin Ray, with an heir in Feb.

★ ★ ★

Harry Wismer, who calls the plays for the Redskins in Washington via American, is making the games the big social event of the political crowd. Every week he invites Washington big shots to sit in with him in the broadcasting booth, last week having as his guests Sen. Happy Chandler, the baseball commissioner, and Gen. Barney Giles. He invited President Truman to take in one of the games with him and the Chief Executive smilingly accepted "as soon as I get some of this labor stuff out of the way."

★ ★ ★

Ticker Tape: Aileen Stanley, top Victor artist of a decade ago, and manager of the Murphy sisters, is making a series of transcriptions for NBC. The Murphy gals, incidentally, have introduced a new novelty ditty called "Myrtle the Turtle and Flip the Frog" which will be the basis of a new animated cartoon. . . . Will Morrissey is teaching J. J. Shubert that life begins at 60 and that you don't have to be unhappy even with 30 million bucks. . . . Aside to James Melton: Congrats on your new discovery, Annamary Dickey—okay in anybody's book. . . . Ditto to Tom Wallace: Thank for your suggestion re servicemen. Our columns have been open for free ads for all vets. As a matter of fact, a letter reaching this desk this ayem informs us that Don Weeks landed the publicity director's post at WJR in Detroit through the co-operation of these pages. . . . Eddie Jaffe's Hollywood sec'y is writing a book tagged "My Vice is Versa" . . . Nestor Chayres being paged for singing lead opposite Esther Williams. . . . Frances Sargent leaving Moe Gale's employ after three years for agency post. . . . Ensign Jack Egan, USCGR, has the points to get out, but is staying in to help line up things for the Victory Bond Drive. . . . Liza Morrow, warbling with Benny Goodman's ork on one-niters, is drawing top dough for the assignment. . . . Marilyn Paul, former chirper with Lee Castle, now with Chuck Foster. . . . Maurice Duke, the agent, married his former sec'y, Joan Costello, now a songwriter. . . . The story of Doris Lilly's girls' residence club in Hollywood will be made into a film tagged "The House of Seven Garbos." Doris has retained Dave Wolper as her attorney, not to collect any loot for it but to make sure the actress playing her is sufficiently glamorous.

★ ★ ★

Ginny Simms has a solid idea in the new show she's doing for Borden's. Besides the basic entertainment, purpose of the show is to help returning vets re-establish themselves in show biz. That was underlying idea of her last show—but this time she won't stop with merely showcasing talent. Each week, one vet will be presented on the air and handed a three-week contract with radio station, nite club, theater or band as the follow-up.

Tele Script Paramount, Sobol Tells ATS Meet

(Continued from Page 1)

Television Society yesterday at the Hotel Sheraton.

As chairmn of the panel discussion on "Television Production, Programming and Direction," Sobol emphasized the importance of action in the program, the proper technique of set construction, casting of actors and the clearance of new plays and scripts. He pointed out that it has been his experience that theater actors are better adapted to television than radio or motion picture actors "because of their ability to memorize, develop and sustain moods."

He further advised directors and television executives to "strive for perfection in creating the tele picture" and suggested they make studies of motion pictures in regard to technique and background.

Answering a question as to why the one hour program is more desirable than a shorter or longer length, Sobol explained, "It has been our experience that the one hour show is more satisfactory at present but it is possible that we may produce two or two and-a-half hour shows in the future."

Commenting on the use of live talent on television in preference to filmed shows, Sobol pointed out that the cutting and photographing in the latter make the process more expensive, and added, "audiences prefer the naturalness of live programs" over the studied perfection in film television. He maintained, however, that he did not know how much of television in the future will be live, film, or "on-the-spot." The force of commercials in television is greater than in radio, he said, and it has been found desirable to use them only at the beginning and end of a program.


Members of the ATS panel group assisting Sobol were: Herbert Taylor, Du Mont Television, Pat Murray television editor of Printer's Ink, Frederick Kugel, publisher of "Television" Alice Pentlarge, secretary of ATS, Charles Kleinman, Radio Corporation of America and George Schubert, ATS.

Templeton Is Dorsey Guest

Alec Templeton will guest Sunday on Tommy Dorsey's "RCA Show" broadcast at 4:30 p.m. over NBC.

**RICHMOND
COVERAGE
AT
PETERSBURG
RATES
WIRE or WRITE
WSSV**

Petersburg, Virginia



Adv. Agencies, FM Discussed By Durr

(Continued from Page 1)

system—a new and better technique, operating under the same controls and distributing the same programs.”

Durr spoke of the concentration of power over what goes on the air, mentioning that in 1944, 38 per cent of the CBS revenue came from four advertising agencies, 37 per cent of the American Broadcasting Company's revenue from four agencies, 31 per cent of the MBS revenue from four agencies. NBC does not publish figures, he added, “but it is reasonable to believe that its business is similarly concentrated.”

Calls Licensees "Trustees"

Therefore, Durr said, it is not surprising that many broadcast licensees—whom he described as trustees administering the use of the publicly-owned airways—are delegating their responsibility to others “in violation of a basic principle of trusteeship. Perhaps it is inaccurate to say that their responsibility is being transferred, for those who are coming more and more to dominate the use of the radio channels take over that use without responsibility to the public at all, but only to the clients whose goods or whose particular idea of the ‘American way of life’ they are employed to sell.”

Radio, said the Commissioner, “is becoming predominantly an advertising medium, and program production is being taken over by advertisers and advertising agencies who are enslaving the muses to serve their ends.”

Sees "Big Business" Dominant

While some broadcasters are fighting this domination, their battle is difficult, Durr said. Advertising revenue is essential, and radio advertising today is controlled by big business; “only the big concerns can afford it, and network rates and practices are set to favor the big customer as against the little one.”

The current standard broadcast licensee is at a tremendous advantage in the FM field from the outset because he can use his AM studios and personnel, said Durr. In addition, he continued, “the cards are stacked still more by the fact that the newcomer will have to bear the expense of programming his FM station, while the present broadcaster need merely broadcast over his FM station the

WHO'S WHO IN RADIO

IRVIN G. ABELOFF

WHEN Irvin G. Abeloff was appointed general manager of WLEE, Richmond, Virginia, it was the opinion of many that when the station takes to the airwaves October 1, its programming and role as a public servant will be in highly capable hands. Formerly program manager of WRVA, Mr. Abeloff is known for his ability to strike a happy balance in public service programming, religion, entertainment and civic and commercial activity.

During his 14 years in radio, Mr. Abeloff has been an announcer, time salesman, continuity writer, production man, assistant production manager, production manager and program manager. He has served with the NAB as public relations chairman for the 4th District, as well as chairman of program managers. For the past two years he has been on the executive committee of the NAB program managers. His bulletin “A Program's Manager's Obligation to Management and Audience” has had wide approval.

Mr. Abeloff has been outstandingly active in civic affairs which led to his being designated Richmond's “Man of the Year” in January of 1945, an honor that carries the Distinguished Service Award of the U. S. Junior Chamber of Commerce. He was made a life member of the Richmond Junior Board of Trade and has received several awards for his efforts toward recruiting and other war activities.

A native of Boston, Massachusetts, 35 years of age, married and the father of three children, Mr. Abeloff was educated in the Boston public schools, later attending the Academy of Richmond County, Augusta, Georgia. He studied for the legal profession at the University of Richmond Law School. He is a member of Phi Alpha Fraternity and the Jefferson-Lakeside Country Club of Richmond.



IRVIN G. ABELOFF

same programs he is already carrying over his standard broadcasting station, and the broadcasters themselves are endeavoring to strengthen even more the favored position which has been given them. Many of them are offering to carry commercial programs over their FM stations as well as their standard broadcasting stations without additional charge to the advertiser. The newcomer with only one station and with an audience limited by the number of FM sets in the hands of the public will be at a tremendous competitive disadvantage.

Cites Ex-GI's Disadvantage

If the newcomer happens to be in the armed service, his plight is even more difficult, for he not only faces the economic disadvantages common to all newcomers, but his return to civilian life being uncertain, he is not in position to plan intelligently or even prepared to file his application. As no frequencies are being withheld from assignment, he may find, upon his discharge, that in his own community he is even denied the right to compete for a channel.

“You may well ask,” said Durr, “what can we do about these problems? The responsibility is not ours and we have our own jobs to do. It is true that the responsibility does not lie immediately or primarily with you, but the radio channels are yours and you have the responsibility which goes with beneficial ownership as well as with citizenship generally. You can at least let it be known what you want and expect from the use of your property, and your voices, if forcefully and insistently raised, will be effective.”

The Commissioner called for public pressure on broadcasters, the FCC and Congress.

New Biz Announced By WMAQ In Chicago

Chicago—A local sponsorship order for Morgan Beatty news program and renewal orders for 585 station breaks were included in the new business schedule announced this week for station WMAQ by Oliver Morton, NBC central division national spot sales manager. Beaumont Company through Donahue & Coe, New York, will begin its Monday, Wednesday, Friday sponsorship of Beatty with the Oct. 1st broadcast, the program heard Mondays through Fridays, 1:45 to 2 p.m., CDT, is sponsored by Ben-Gee Products Company through Newby Peron and Flitcraft Inc., on Tuesdays and Thursdays and is broadcast over NBC on a local sponsorship basis. The Beaumont contract is for 22 weeks.

Thompson's New Show

Johnny Thompson, the American Broadcasting Company's “Song Salesman,” who just returned from Chicago after an eight-week fill-in on the Breakfast Club as replacement for the ailing Jack Owens, is again being featured on his own musical program every Saturday morning, 10:30-11:00 a.m., over WJZ and the network.

Veteran Rehabilitation

Arnold Roston, art director for Mutual, gave a talk on lay-out design and typography before a group of recently discharged veterans interested in advertising at the Advertising Club of New York last night through its Veterans Guidance in Advertising committee.

Certified Poll For '45 Goes Into Preparation

(Continued from Page 1)

of the 1946 poll have already been worked out by John W. Alicoate, publisher of RADIO DAILY, and R. E. Jolley, director of research for the Ross organization. Field representatives in 35 cities served by the Ross research organization will receive their first batch of questionnaires and lists of press contacts during the next few weeks. They will then set out making calls and reporting the results of their interviews to the home office of the Ross organization in New York. The results will be tabulated here and will later be made available to network executives for examination and analysis. Publication of the 1945 selections for “The All American Radio Program” will follow later. This is RADIO DAILY's ninth annual poll.

Brumby Back To MBS After Year In Pacific

(Continued from Page 1)

yesterday, and declared at a press conference that his impressions of the atom-bombed cities of Hiroshima and Nagasaki were “terrifying and beyond comprehension in their degree of destruction.”

Radio correspondents in Japan were treated “well—on the whole,” according to Brumby, although actual U. S. control of Radio Tokyo was not effected until approximately three weeks after the occupation. “Our broadcasts originated in Yokohama,” he said, “and were relayed to the States through Radio Tokyo.”

Censorship was heavy and “at cross purposes,” the MBS correspondent charged, pointing out that the several branches of the armed forces had no standard yardstick whereby messages directed to the United States could be “blue-penciled.”

Radio Tokyo was in excellent condition, Brumby said, and he was very favorably impressed with “its studios and really fine engineers. Their equipment is not as modern as ours, however, but they've done the best radio job in the Orient.”

It was significant, Brumby added, that G.I.'s on Pacific Islands tuned in to Japanese radio for satisfactory reception,—and American music.

WANTED

Man with radio background to learn radio advertising and selling business. Wire Frank Flynn, KFBC, Cheyenne, Wyoming.

Exclusive!

CHI' BEARS '45 FOOTBALL

W-I-N-D CHICAGO

560 Kc. 5000 WATTS

★ ★ COAST-TO-COAST ★ ★

— MASSACHUSETTS —

BOSTON—Linus Travers, executive vice-president of the Yankee Network, was appointed by Governor Maurice J. Tobin, of the Commonwealth of Massachusetts, to serve on a special recess commission investigating airports and air transportation. Travers is also chairman of the Radio Committee of Mass. . . . Gilchrist Company of Boston has placed its "Calling All Girls" show with WEEL.

— TENNESSEE —

NASHVILLE—During a recent storm, Miss Sue Kemmer of the continuity staff of WLAC, barely missed serious injury when the flag pole atop the Hotel Hermitage crashed through the hotel marquee missing Miss Kemmer by only a few feet. . . . Raymond Lowroy has discarded his bell bottom trousers in favor of civvies and has returned to his old job as control operator of WLAC.

— OREGON —

PORTLAND—The "Remember Our Men" campaign, instigated by KGW, is spreading rapidly. The pledge reads "In recognition of the fact that, although peace has come, the war may never be over for many of our service men and women, I pledge that I shall continue to entertain hospitalized veterans whenever and wherever I can." Many stars of the entertainment world have already signed to contribute their talent for wounded servicemen.

— NEBRASKA —

OMAHA—Bob Steelman, KOIL, sportscaster, has an actual working background in sporting events, having earned his football letter under Howard Jones at USC and his baseball letter at the same university. He also played with the Navy West Coast football team under coach Tommy Hamilton. More recently Steelman was superintendent of recreation in Hastings, Nebraska.

Send Birthday Greetings To—

September 27

Pat Barrett Bob Keller
Phil Cook Walter Hubert Lewis
Billy A. Hoff Annette King
Edwin H. Kasper Edward Tomlinson
Mary Koster Richardson

REFERENCE RECORDINGS
IN CHICAGO

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

— DISTRICT OF COLUMBIA —

WASHINGTON—In furtherance of the Community War Fund's 1946 campaign, WINX has set aside a 15-minute period every day of the campaign for a special program devoted to the Drive. Music, variety, dramatizations, talks, etc., will be heard on each program—all under the production of Betti Allen, staff writer and producer.

— GEORGIA —

ATLANTA—WGST staged a big promotion stunt on September 5th at Lakewood Amusement Park. The day was publicized as WGST-Day. Everyone with WGST-Day books of tickets (which were free) enjoyed all rides and shows on the midway at half-price. In addition, there was free parking, free picnic grounds and a free dance from 9 p.m. to midnight, with Lang Thompson's 13-piece orchestra.

— KANSAS —

TOPEKA—Ole Livgren, musician and composer, is the first ex-serviceman to return to the staff of WIBW. Livgren, in the army 21 months, played an accordion solo on one of WIBW's "Kansas Free Fair" remotes his first day on the staff. Stationed at Camp Crowder, Mo., he was a private first class in the Signal Corps.

— CALIFORNIA —

SACRAMENTO—Three army sergeants, stationed in Finchhaven, New Guinea, wrote Leo Ricketts, manager of KFBK of the McClatchy Broadcasting Co., that they are able to pick up the station on their little five-watt tube model receiver, and that their favorite listening is to the commercials, the first they have heard in three years.

— WASHINGTON —

YAKIMA—New program on KIT for Cheshire Motors, local Pontiac dealer, is "Melody Round-up," a format of western music and requests. . . . Del Olney and Marian Clark, both staffers of KIT are engaged to be married. Del is an announcer and Marion the receptionist. Replacing Marion on the reception desk is Miss Inez Potwin.

— NEW YORK —

BROOKLYN—WBYN has begun to return its staff to pre-war level. Griff Thomp-

son, general manager, announced that the station's newest addition is Bob Mann, press agent. Mann is a graduate of the U of Alabama, and before the war was associated with Roy Castleman in Hollywood. He will represent WBYN to trade publications and to the metropolitan New York press.

— CONNECTICUT —

HARTFORD—The National Safety Council, from its headquarters in Chicago, has notified general manager Paul W. Morency, that WTIC has been awarded first place in the 50,000-watt broadcasting division for distinguished services rendered during the first national Farm Safety radio contest conducted from July 22 to July 28. . . . WDRS announcer, Russell Naughton, now an Army corporal, writes that he is with the "composite" group which dropped the atomic bombs on Japan.

— UTAH —

SALT LAKE CITY—Four hundred Utah businessmen, radio executives and advertising men attended an invitation-previous of the facilities housing KALL, which will open as a Mutual affiliate and Intermountain Network key, later this month. . . . KDYL's demonstration of "What Television Will Mean in Your Home," was awarded a first prize at the Utah State Fair.

— OHIO —

MARION—A new member of the office staff at WMRN, is Ruth Basford, a Harding High School student. Under an arrangement with the school, she attends classes in the morning and works in the afternoon to gain actual experience in the commercial field. Barbara Sanderson, who joined the staff under this plan last year, has since become a full-time employee.

— MISSOURI —

ST. LOUIS—KSD, which is owned and operated by the St. Louis Post-Dispatch, one of the newspapers involved in the St. Louis newspaper strike, received the thanks of the St. Louis Newspaper Guild (CIO) and the Inter-union Conciliation Committee for its fair and objective presentation of news about the strike. The committee is composed of representatives of four newspaper unions that were involved in the shut-down.

EXCLUSIVE!

WIBG
990 ON YOUR DIAL

EAGLE PRO GAMES
TEMPLE HOME GAMES

PHILADELPHIA



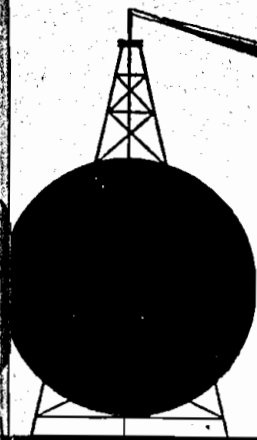
BILL HERSON
Every WEEKDAY MORNING
6 to 9 a.m.

First CHOICE
of
Washington Agencies!

When local advertisers place one minute announcements to 9:00 A.M. every weekday, leads the second station (and personality) by better than two to one.

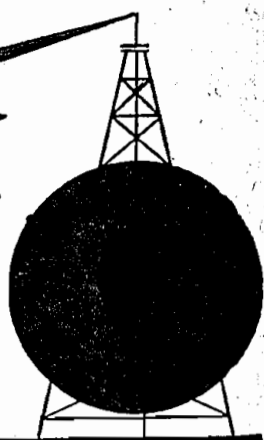
Local preference makes Herson your No. 1 spot buy.

FIRST in WASHINGTON
WRC
Represented by NBC SPOT SALES



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 32, NO. 62

NEW YORK, N. Y., FRIDAY, SEPTEMBER 28, 1945

TEN CENTS

NABET-Webs Set Pact

Reconversion No Job, A. N. A. Survey Shows

Despite the anxiety associated with the nation's task of reconverting manufacturing and production operations from wartime to peace timeschedules, a large majority of national advertisers are not faced with a major problem in this respect, a recent survey of 152 members of the Association of National Advertisers revealed.

The survey points out that 87 per cent of ANA members expect that within a year their product output for peacetime uses will equal pre-war volume, and of the remaining 13 per cent, only one company expects

(Continued on Page 7)

Standard Time Official, FCC Tells Broadcasters

Washington Bureau, RADIO DAILY

Washington—The FCC formally directed broadcasters operating on limited schedules to figure their time limits on the basis of standard time after Sunday, in line with the Congressional vote of this month ending war time. All regulations and authorizations based on war-time are ordered changed to specify standard time.

Lowell Thomas Celebrates 15th Year On NBC Today

Lowell Thomas, commentator and author, celebrates another milestone with today's broadcast over NBC at 6:45 p.m., EWT, his 15th anniversary as an NBC news analyst. Thomas began broadcasting a daily news program for the Sun Oil Co. on NBC, Mondays through Fridays, in 1930.

Resourceful

Manila—Built from radio parts salvaged from wrecked Jap planes and odd bits of obsolete Army Signal Corps equipment, a tiny broadcasting station, WMPI (1,160 kc), owned and operated by the 51st General Hospital at Fort McKinley, is furnishing daily entertainment and news to hundreds of hospital patients as well as to many troops stationed in the Fort McKinley area.

Meetings Re-Dated

Washington—FCC announcement of Monday that Commission meeting days have been changed was corrected yesterday to read "motions hearings will be held on Thursdays of each week beginning the first week of October instead of on Wednesday." The regular weekly meetings of the Commission en banc will be on Wednesdays instead of Tuesdays.

NAB Dinner To Miller Skeds But 3 Speakers

Washington Bureau, RADIO DAILY

Washington—Only three major speakers will be heard at the dinner to be tendered Justice Justin Miller Tuesday night here by NAB. The incoming NAB president—who left Los Angeles yesterday and is due here today—will himself deliver one of the three major addresses with the other two to be delivered by J. Harold Ryan, retiring president of NAB, and FCC chairman Paul A. Porter.

Indications are that upwards of

(Continued on Page 2)

Sept. Audience Drops Rating Survey Shows

The radio audience for the month of September in the New York area is usually expected to increase, since several leading programs return to the airwaves and the trend is re-

(Continued on Page 2)

FBIS Will Be Discontinued; 30-Day Notice To Personnel

Washington Bureau, RADIO DAILY

Washington—The Foreign Broadcast Intelligence Service of the FCC, which has been monitoring radio broadcasts and providing this Government with a principal source of foreign intelligence during the past five years, is slated to go out of existence within 30 days, it was announced yesterday. Thirty-day furlough notices were issued to the more than 350 employees of FBIS as a result of action by the House Approp-

Counsel For Technician Union And Nets End Negotiations, Draft Contract; Terms To Be Announced

Canadian Radio Group Plans Civilian Sets

Montreal—Plans to speed the return of Canadian radio manufacturers to civilian production and plans also for the development in the Dominion of frequency modulation broadcasting and of television were laid yesterday at a Montreal meeting of the Radio Manufacturers' Association of Canada.

Meeting in the Mount Royal Hotel

(Continued on Page 7)

Web, Station Extends Operations In Lift Strike

The fourth day of the elevator strike that has paralyzed virtually all of New York City's midtown business area forced the Mutual Broadcasting System and WOR to extend them-

(Continued on Page 6)

Mueller Co. Expands News Program Coverage

Expansion of sponsored local and regional newscasts by the C. F. Mueller Company making a total of 76 news broadcasts per week was

(Continued on Page 7)

Negotiations between NABET and the NBC and American webs were concluded yesterday in the NBC board room and indications are that the technicians' union and the networks are in agreement on the terms of the contract. The agreement is reported to cover both the wage and hour matters

(Continued on Page 7)

FCC Would Cancel License For KSOO

Washington Bureau, RADIO DAILY

Washington—Revocation of the KSOO, Sioux Falls, S. D., license was proposed yesterday by the FCC. The Commission's denial was based on violation of the rules governing multiple ownership. Licensee—the Sioux Falls Broadcast Association, Inc., operates KELO, also located in Sioux

(Continued on Page 2)

Plan 'Old Timers Night' For Commodore Nov. 8

More than a thousand wireless and radio pioneers who were active in the field prior to the beginning of broadcasting in 1920 will join in an "Old Timers Night" at the Hotel Commodore on Nov. 8, Louis G.

(Continued on Page 7)

Triple Tie-In

Radio, the movies and America's war effort will be combined this afternoon on the "Constance Bennett Show." American network co-op program. Miss Bennett, whose film, "Paris Underground," opens tomorrow, will have as guest Lt. David Donovan, American aviator who served with the French underground forces after having been shot down by the Nazis.

(Continued on Page 6)



Vol. 32, No. 62 Fri., Sept. 28, 1945 Price 10 Cts.

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

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FINANCIAL (Thursday, Sept. 27)

Table with columns: NEW YORK STOCK EXCHANGE, NEW YORK CURB EXCHANGE, OVER THE COUNTER. Lists various stocks and their prices.

20 YEARS AGO TODAY

(September 28, 1925) KDKA is regularly received on 100 meters in England by a large number of fans, but the general complaint is that the signals are somewhat distorted. The station which appears to come over best and most regularly is WGY.

Advertisement for KMPC (Los Angeles) with text: 'You are in GOOD COMPANY when you advertise on... KMPC LOS ANGELES 710 Kc. 10000 WTS. THE WEST'S GREATEST INDEPENDENT NATIONAL SALES REPRESENTATIVE - PAUL H. REED COMPANY'

FCC Would Cancel License For KSOO

(Continued from Page 1) Falls. An extension of license for six months was granted, however to enable the owners to arrange for disposal of one of their stations. At the end of this extension, the applicant must have contracted to sell either KSOO or KELO and have applied for an assignment of licenses in compliance with the multiple-ownership rule or no renewal of application will be granted.

KSOO is on the 1,140 band with five kilowatts; KELO on 1,230 kc, with 250 watts.

Other Commission Activity Actions taken by the Commission en banc yesterday included approval of the involuntary transfer control of Marshall Electric Co., license, of KFJB from Earl N. Peak, deceased to Catherine R. Peak, administrator of his estate, and of the sale of this control to Kenneth Curham, Robert Toor, Joseph R. Rosenfield and John Ruan. The buyers will pay about \$28,245 for all outstanding capital stock of Marshall Electric and such consideration proposed to be paid to the creditors of the licensee. The station is in Marshalltown, Ia.

Raytheon Mfg. Co., New York, was granted license to cover construction permit for a new developmental broadcast station. Frequencies are to be assigned by the Commission from time to time. Power will be 10 kw. A change in studio location from Cadillac, Mich., to Clam Lake Township, Mich., was approved for the Midwestern Broadcasting Co., which had been granted a construction permit for a new station in the former location.

NAB Dinner To Miller Skeds But 3 Speakers

(Continued from Page 1) 1,000 industry and government leaders will be on hand at the Hotel Statler to honor Miller, whose term as NAB head officially begins Monday. No indication as to the subjects to be covered by the three speakers is yet available—with none of them believed to have completed their speeches yet.

Special Children's Series Of ETs Being Produced

Completion of a series of 13 transcriptions of dramatic adaptations of children's books by Oct. 15 is the goal of the Association of Junior Leagues of America, Cecil Lester Jones announced at the board of directors meeting at the Waldorf-Astoria Hotel yesterday. "Books Bring Adventure" is the title of the second group of the series now in production. The series, according to Gloria Chandler, the association's consultant on radio, is being made available to radio stations, Junior Leagues, libraries, schools and parent-teacher groups throughout the country at a nominal price.

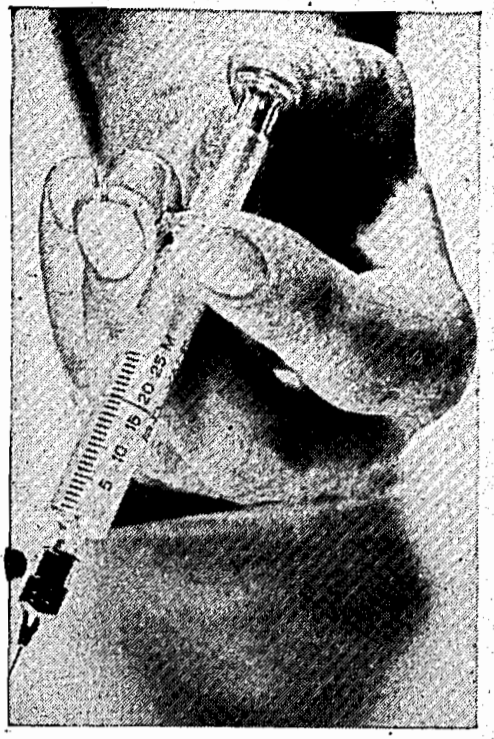
Sept. Audience Drops Rating Survey Shows

(Continued from Page 1) versed. This September, according to a report issued by "The Radio Audience," radio listening continued to fall and sets-in-use for the period checked represented a drop from 19.8 for August, to 19.5 for the present month.

It is pointed out that September listening in 1944 was over that of August, and cites the cause for the small difference in comparison of the two months this year in the fact that the end-of-the-war news commanded wide attention. A compilation of 105 news programs on the four network stations revealed a loss in audience from August to September, the average rating for the present month being 88 per cent of the August rating. This showed a greater loss for news listening than for total listening because the September sets-in-use figure was 98 per cent of the August figure. News programs on Sunday night were the only ones to show an increase in rating over last month. The report explains that once peace was established it was natural for the level of listening on the part of the general public to decline.

Top Shows Listed

According to the survey the following were the top ten daytime and evening programs: (Day) "Bachelor's Children," "Life Can Be Beautiful," "Kate Smith Speaks," "Stella Dallas," "When A Girl Marries," "Breakfast Club," "Aunt Jenny's Stories," "Big Sister" and "Helen Trent." (Night) "Aldrich Family," "Walter Winchell," "Lux Radio Theater," "Gabriel Heatter," "Mr. District Attorney," "Your Hit Parade," "Charlie McCarthy," "Suspense," "Dr. Christian" and "Counterspy."



Shot in the arm

That's what a lot of products are going to need in the days ahead. A stiff shot, too. Competition is going to bear down with new products, new labeling, new package design. And the fight for business will be bitter.

It's time now to figure out ways to reach more people to tell your story to.

If you're interested in radio in Baltimore—the country's 6th largest city—we'd like to tell you about one station in this five-station town.

Most time buyers know about W-I-T-H—but maybe you haven't gotten around to looking over the independents.

Here are the facts on W-I-T-H: W-I-T-H delivers more listeners-per-dollar-spent than any other station in town.

That's all.

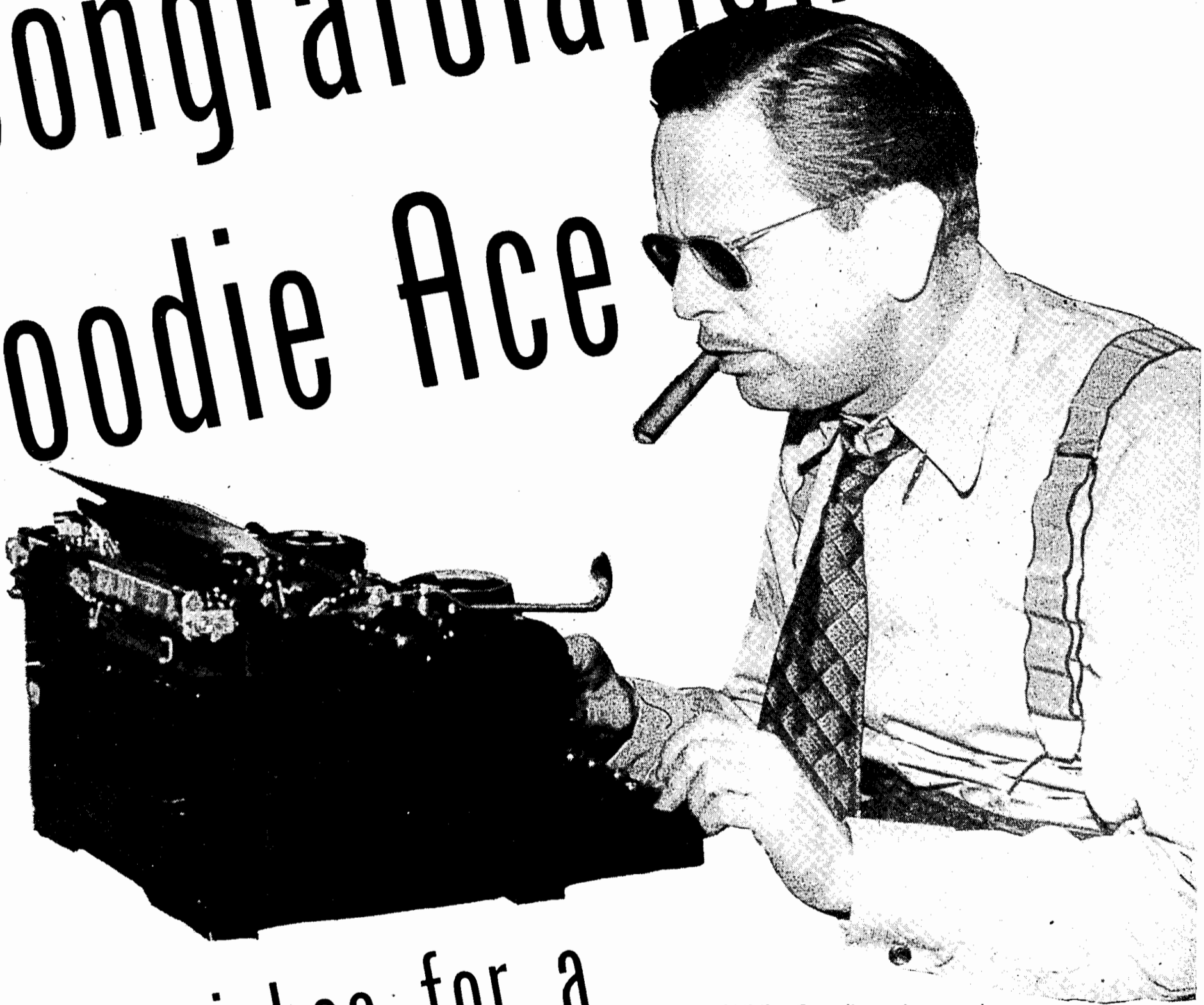


W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

Advertisement for WDAS with text: 'Coverage ...in Philadelphia' and 'WDAS covers the largest cross-section of the buying public in the Philadelphia area ... at lowest cost.' Includes an illustration of a radio tower.

Congratulations to Goodie Ace



Best wishes for a
great hit season with
the Danny Kaye show...

While Goodie writes and produces the Danny Kaye show, we'll be making local advertisers happy with their sponsorship of the EASY ACES.

FREDERIC W.

ZIV

COMPANY

2436 READING RD. • CINCINNATI, O.
1001 Taft Bldg., Hollywood • 501 Madison Ave., N. Y.

EASY ACES...NOW SPONSORED ON MORE THAN 100 STATIONS TRANSCRIBED. WRITE FOR AVAILABILITIES.

ARE YOU "PLAYING TO" THE OUTSIDE* AUDIENCE

on the Pacific Coast, too?

The Outside Market represents approximately half of the more-than-8-billion dollars in retail sales on the Pacific Coast, as well as half the radio families.

THE OUTSIDE AUDIENCE is well worth "playing to" on the Pacific Coast, but you can do it by radio only if you use the Don Lee Network. Don Lee is the only network giving complete coverage of both the *outside* and *inside* markets of the Pacific Coast.

The reason? Mountains! 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 reach them. Don Lee, however, has 39 strategically-located stations, one in each of the important mountain-surrounded markets. (The other networks have 7, 12 and 8 stations respectively.)

Audience ratings prove Don Lee effectiveness in "outside" listening. A special Hooper coincidental telephone survey of 276,019 calls (the largest ever

made on the Pacific Coast) showed 60 to 100% of the listeners in the "outside" market tuned to Don Lee stations! (See example below.)

The effectiveness of Don Lee's complete coverage of the Pacific Coast is best illustrated by the fact that Don Lee carries almost as much Pacific Coast regional business as the other 3 networks combined.

Be sure you "play to" the outside—as well as the inside—audience on the Pacific Coast. Buy Don Lee, the only network that can reach both outside and inside markets. Don Lee, remember, has more than 9 out of every 10 radio families living within 25 miles of one of its stations!

Example from Special C. E. Hooper Survey

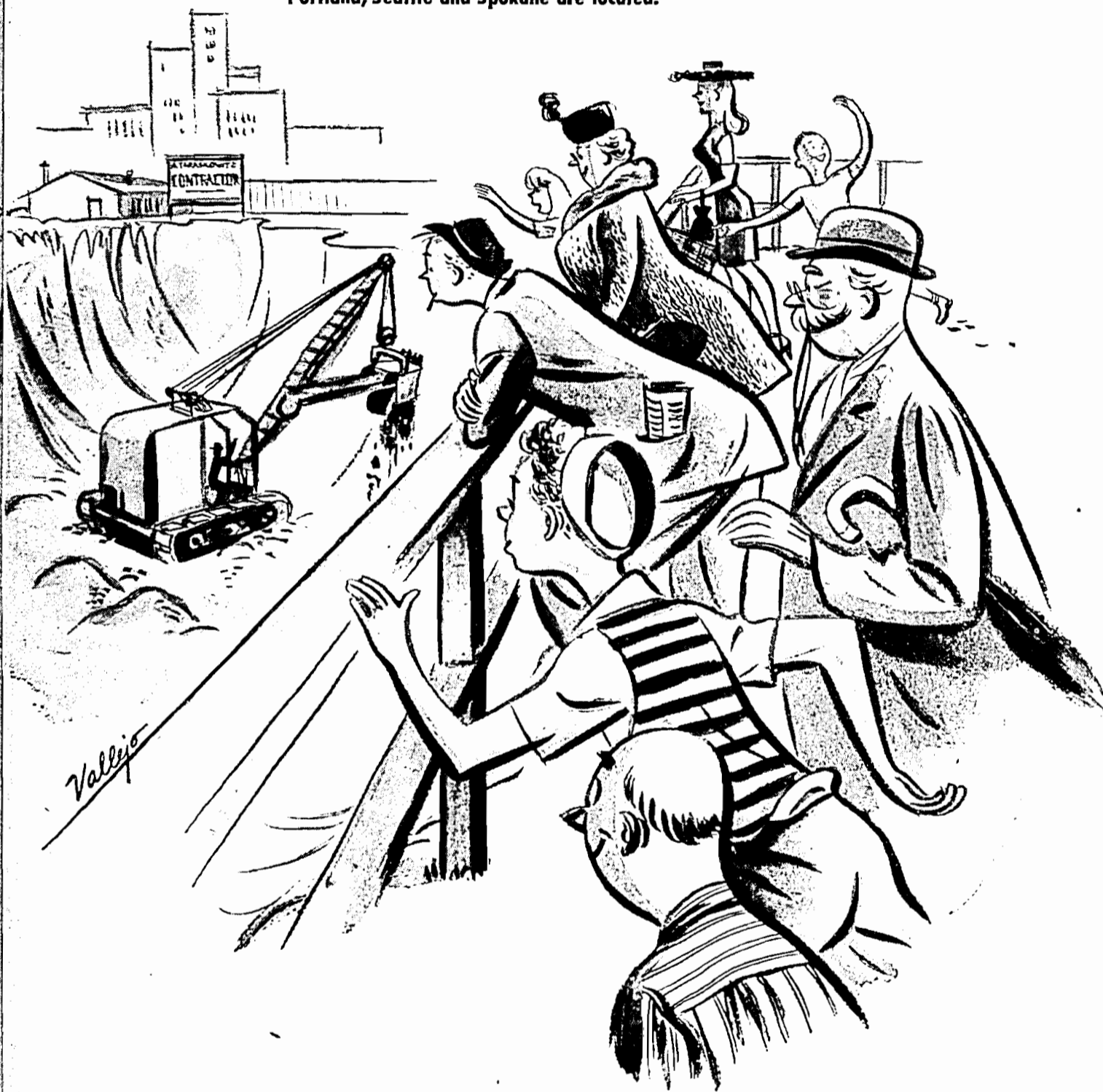
EUGENE, OREGON

STATION	SHARE OF AUDIENCE		
	<i>Morning</i>	<i>Afternoon</i>	<i>Evening</i>
<i>Don Lee Station KORE</i>	56.9%	63.1%	47.5%
<i>Most popular out-of-town station</i>	19.3%	18.6%	21.5%

Other examples to follow

The Nation's Greatest Regional Network

*
Approximately half 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.



THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
SYDNEY GAYNOR, *General Sales Manager*
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.

Mutual
DON LEE

FBIS To Be Ended Within Thirty Days

(Continued from Page 1)

during this period, monitoring of foreign broadcasts has been used by the United States Government to serve two separate and distinct purposes:

(1) As a "listening" device to report swiftly and accurately the reaction of foreign governments as expressed through their official or quasi-official radio to any United States informational broadcasts beamed abroad. Also, to report the content, trend and intent of foreign propaganda broadcasts beamed to this or other countries.

(2) As a "collecting" device to report the large volume of intelligence intercepted about conditions and developments in foreign countries. In this capacity the monitoring of foreign radio transmissions represented a source of intelligence which supplemented, and added to, other sources of such data available to the operating agencies of the government.

Operation Uninterrupted

FBIS has operated 24 hours a day, seven days a week and has distributed the significant content from the more than five million words of broadcast material available for monitoring each day. This distribution has been made by wire circuit to all principal Government offices in Washington and also through various reports and publications.

The principal users are the State, War and Navy departments, UNRRA, Federal Reserve Board and the Department of Justice. FBIS has maintained on the average about 350 employees with an annual budget of approximately \$1,500,000. The field listening posts of this monitoring service are now located at Iwo Jima, Guam, Kauai, Portland, Silver Hill, Md., London and Cairo. Broadcasts in 24 languages from 55 countries are monitored.

Wood To New NBC Post

Bert Wood, director-producer in NBC's Radio-Recording division, has been promoted to assistant program manager of the division, according to Morris Hamilton, program director.

Kelly Rejoins Quiz Kids

Joe Kelly, Quiz Kids quizmaster who has been away because of illness in his family, is expected to rejoin the show on September 30th.

Corwin Is Margaret Arlen Guest

Norman Corwin will be heard today as guest on the Margaret Arlen program broadcast over WABC.



Michigan Ave. Memorandum!

● ● ● Schnozzola Durante and Garry "Junior" Moore will be in Chi for a War Fund benefit at Medinah Temple on Oct. 18 and will air their regular Friday night CBS program from Orchestra Hall on the 19th. . . .

Wauhillau La Hay, top N. W. Ayer radio flack, stopping off here, en route back to New York from a four-month swing around the country, to do a little drum-beating for

Durante and Moore. . . . One of the biggest press parties Chicago flacks have seen was the affair held yesterday at the Blackstone Hotel for Alfred Lunt and Lynn Fontanne, who appear in "The Guardsman" on the Theater Guild broadcast Sunday from American studios in the Merchandise Mart. American and U. S. Steel, sponsor of the program, are collaborating on the affair. . . . The Danny Kaye troupe, including "Wonder Man," Mrs. K. (Sylvia Fine), Goodman Ace, writer-producer-director, and scripter Abe Burrows, have checked in for the Kaye opener on CBS today from the Civic Opera House. . . . Milwaukee is planning to invite all radio shows that have Wisconsin firms as sponsors to broadcast from there during the city's centennial celebration in January. Among the better known Wisconsin-sponsored programs are Fibber McGee and Molly and the Carnation Contented Hour. . . . The singing Dinning Sisters headed for Hollywood to make pictures for Columbia. . . . Angeline Orr, the "hello" girl on Grand Hotel, has also just signed a Columbia contract.

☆ ☆ ☆

● ● ● The Hoosier Hot Shots, National Barn Dance stars who recently returned from a USO tour of Italy, attended a GI dance in Florence at which there was an outpouring of local belles. One attractive young thing took a fancy to Gil Taylor and spent most of the evening casting flirtatious glances his way. Finally, she boldly approached Gil and asked him to dance with her. Taylor, with wry humor, scolded: "I know what's wrong with you, sis. You've been overseas too long!" . . . Harry James and Lionel Hampton will stage a benefit musical battle in Chicago Stadium next month. . . . Local radioites are getting a kick out of Olsen and Johnson's radio gag payoff in their "Laffing Room Only" mirthquake which opened at Chi's new Shubert Theater this week. The zanies' take-off on American's Breakfast Club March Time, with Olsen and Johnson in the lead, is a real free-for-all. . . . Tommy Dorsey is telling friends that he'll break up his present aggregation, keeping only drummer Buddy Rich, trumpeter Charlie Shaver and the Sentimentalists as a nucleus for a new outfit composed of his former musicians who have been discharged from the service. . . . Gerald L. K. Smith and Frederick Kister, the well-known rabble-rousers, reported here to be seeking 100,000 signatures on petitions which will go to Congress and the FCC urging that Father Coughlin be permitted to return to the nation's airlines. . . . Harry Richman reportedly drawing \$4,000 per week for his forthcoming Latin Quarter engagement.

☆ ☆ ☆

● ● ● Sgt. Johnny Desmond, who, as vocalist with the late Maj. Glenn Miller's band overseas, was dubbed the GI Sinatra, has a long term contract bid from Warner Bros. at \$1,000 per week. . . . WBBM's Patty Ford ("Patty Ford's Busy Line") and Maj. John Dewey, son of the Edgewater Beach Hotel owner, were quietly married in suburban Oak Park a couple of days ago. . . . Local AFRA circles plenty burned over C. B. DeMille's scheduled talk today (Friday) before the Executive Club at the Hotel Sherman giving his version of the one buck assessment battle. . . . "Radio's Bureau of Missing Persons," due to premiere over American's Chicago key outlet WENR Monday night, didn't get on the air. Network officials nixed the show in the bud.

Web, Station Extends Activity In Lift Strike

(Continued from Page 1)

selves over an ever-widening area yesterday as additional personnel and equipment was transferred to new emergency locations.

Parts of the MBS press and news divisions were installed last night in rooms at the President Hotel and a section of the sales and programming departments begin operations today from a room above Gallagher's Steak

"Stratoflyer"

With WOR-Mutual programs emanating during the strike period from practically every spot in the city except their own studios, the big job at 1440 Broadway is to get the copy out into the highways and byways. For this purpose they have rigged up a "Stratoflyer"—pail to you—which shuttles on a rope and pulley from the 20th floor to the sidewalk. The boy who gives the deathless lines their ride to the street gets a battle ribbon for 25 trips, a cluster for 50.

House on Broadway at 51st St. Meanwhile, program operations continued at the Guild Theater, with personnel scattered throughout lounges, dressing rooms, and almost any spot which could provide working space. The business end of WOR's recording department was transacted yesterday from the offices of the Manufacturers Trust Company at 39th St., and one daytime program emanated from the Nola Studios on upper Broadway.

CBS, untouched heretofore by the elevator strike, felt its effect yesterday when it was found necessary to postpone publication of the network's "Pix Page" and "Women's Page" when it was found that the printer producing the issues was prevented from so doing by lack of elevator service.

Gets Farnsworth Post

Captain Pierre H. Boucheron, USNR, has been appointed director of public relations for the Farnsworth Television and Radio Corporation of Fort Wayne, Ind., E. A. Nicholas, president of the company, announced yesterday.

Chicago's

ONLY
24 HOUR
STATION

W-I-N-D

560 Kc. 5000 WATTS

Ave Maria Hour

WMCA — Sunday — 6:30

For 10 years the number one Religious drama of the Americas.

IT'S A DONALD PETERSON PRODUCTION

Reconversion No Job, N. A. Survey Shows

(Continued from Page 1)

More than a year to elapse before its volume equals the pre-Pearl Harbor figure.

Signifying the over-all enthusiasm in the picture of post-war business, was discovered that two-thirds of the advertisers questioned have definite plans to introduce new products within the year 1946.

Offering to its members a comprehensive report of current plans that will affect business and advertising in the near future, the survey emphasized three points: (1) An increase in the trend among advertisers toward decentralization of production and marketing operations. (2) Continuation of the policy adopted by many advertisers during the war of exercising a greater degree of selectivity in choosing their retail outlets. (3) Few planned changes in distribution channels on anything ever approaching a revolutionary scale.

While the majority of companies surveyed contemplate no important changes in decentralization of operation, 23 per cent plan to expand on this point, and two per cent indicate move in the opposite direction.

Sixty-one per cent of ANA members reported that, compared with pre-war, there will be no significant change in the number of retail outlets carrying their products, but 37 per cent plan a decrease in total number of dealers. The overwhelming majority of companies emphasizing selective distribution expect their total number of outlets to be between five and 15 per cent fewer than before the war.

Mueller Co. Expands News Program Coverage

(Continued from Page 1)

Announced yesterday by the Duane Jones Company, agency for the account. Mueller has added four new cities to its schedule of broadcasts and now covers 22 major markets with news programs from three to six times a week in five, 10 and 15-minute broadcasts. The four new stations are CKLW, Detroit; WTOP, Washington; WHEC, Rochester and WAGE, Syracuse.

Shows Switch Time

"People Are Funny" and "Waltz Time" will switch time on NBC effective Friday, October 5. New schedule calls for "People Are Funny" at 9 p.m., EWT, the former "Waltz Time" and for "Waltz Time" at 9:30 p.m., WT.

SITUATION WANTED

Capable local station manager in Southern market of 60,000 desires change. Alert, promotion-minded, good character, can make your station pay. 35 years old. Have been in present job six years. Want long time arrangement. Married, two children. Available immediately. Write Radio Daily, Box 219, 1501 Broadway, New York 18, N. Y.

Canadian Radio Group Plans Civilian Sets

(Continued from Page 1)

Under the chairmanship of Allan Oxley of Montreal, engineers representing all the radio makers in Canada took part in the discussions which centered mainly about plans for standardization of parts in preparation for mass production on assembly-line techniques.

Spokesmen said that no predictions could be made at this stage as to how soon there would be enough radios for everyone but believed that Canada would not be behind other nations in the race to get on the market with the new sets.

No details of plans for the development of FM and television were revealed but it was stated that Canadian radio engineers plan soon to request the proper authorities to assign to Canadian frequency modulation broadcasters the same frequencies as have been assigned to U. S. broadcasters by Federal Communications Commission which is the U. S. controlling body.

This will insure that Canadians who buy FM receivers made in Canada will be able to tune in U. S. broadcasts as well as Canadian broadcasts as they do now on ordinary receivers.

Plan 'Old Timers Night' For Commodore Nov. 8

(Continued from Page 1)

Pacient, general chairman of the executive committee, announced yesterday. The event will be held in association with the New York section of the Institute of Radio Engineers.

Among the veterans who have signified their intentions to be present are hundreds of engineers who were contributing to wireless soon after the turn of the century when the crude spark and equally crude coherer were the mainstays of radio communications.

Other members of the general executive committee are George Lewis, vice-chairman; Edward J. Content, treasurer, and Ralph R. Batcher, secretary.

Send Birthday Greetings To

September 28

Bob Athearn Perry Martin
Daniel Barlow William S. Paley
Lynn Brandt Marlyn Stuart
Dick Brown

September 29

Jane Bloom Pat Murphy
Ed R. Dunning, Jr. Robert Regent
Lou Dinning

September 30

Kenny Baker Nat Brusloff
Ruth Brinley Dorothy Goodman
Shirley Lewis

Expropriation Negotiations Get Under Way In Quebec

Montreal—Negotiations for the taking over by private agreement of stations which will be included in the Quebec Radio Broadcasting Corporation, or as it is styled in French, Radio-Quebec, are under way, it is reported. Premier Duplessis is expected to make an announcement on the subject shortly. The men who will administer the new system have been chosen, it is said.

New "County Fair" Emcee

Peter Donald, famed dialect comedian, will be the new emcee of "County Fair" when the American web audience participation show with the carnival background moves from Hollywood to New York on Oct. 9. Coast commitments prevent show's emcee Jack Bailey from coming East.

New Canadian Web Show

Toronto—Northern Electric of Canada has set a series, to honor a City of the Week, for the Dominion network of the Canadian Broadcasting Corp., ex CJBC, Toronto. First of the series, to be known as the Northern Electric Hour, airs October 8, with a 40-piece orchestra of outstanding Canadian musicians batoned by Paul Scherman, with Montreal getting the call for the first week.

NABET And Webs Reach Agreement

(Continued from Page 1)

under discussion and the status of platter turners as it relates to the union.

Neither NABET spokesmen nor officials of the networks would comment on the result of their deliberations last night. They agreed to issue a formal statement after counsel for both groups had completed phrasing of the new contract. One spokesman said that the only matter unsettled is agreement on the phraseology of the contract and the terms would be announced sometime today or Saturday.

Conferences between web counsel and NABET spokesmen followed the strike of engineers employed by the NBC and American networks on Thursday, September 13, at 6 p.m., EWT. The striking engineers at network headquarters in New York and network-owned stations remained out for 25½ hours when negotiations got underway under the direction of J. R. Mandelbaum, U. S. Labor Department Conciliator. Joe McDonald, represented the American web in the negotiations, Thomas Dunn for NABET and Charles F. Detmar for RCA-NBC.

KCMC

TEXARKANA

U. S. A.

AMERICAN MUTUAL

The coming of Peace finds Texarkana ready with greatest farm income in its History. Bank Deposits also exceed any previous record.

Reach this densely populated area of 359,000 people via KCMC, the only radio outlet covering this vast population. Write or wire Frank O. Myers, Manager, for availabilities. KCMC, Inc., Texarkana, U. S. A.



Jack



Mary



Phil



Rochester



Larry



Don

THE JACK BENNY PROGRAM

**Begins Its 14th Consecutive
Year on the Air
Sunday, September 30th**



**TIME: 7 P.M., EPT — 6 P.M., CPT — 5 P.M., MPT —
4 P.M., PPT; also 9:30 P.M. on the West Coast**

**NETWORK: National Broadcasting Company — 146
stations.**

SPONSOR: American Tobacco Company.

ADVERTISING AGENCY: Ruthrauff & Ryan.

PRODUCER: Bob Ballin.

**WRITERS: Sam Perrin, George Balzer, Milt Josefs-
berg, John Tackaberry.**

**CAST: JACK BENNY, MARY LIVINGSTONE, PHIL
HARRIS, ROCHESTER, LARRY STEVENS, DON
WILSON.**



SAME DAY—SAME TIME—SAME NETWORK