



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 28, NO. 1

NEW YORK, N. Y., MONDAY, JULY 3, 1944

TEN CENTS

## Radio Bond Sale On 4th

### Time Buyer Outlines Radio Survey Needs

Speaking before the Advertising Clubs of New England, First district, AFA, at Swampscott, Mass., last week, Linnea Nelson, time buyer of the J. Walter Thompson Company, charged that one of the shortcomings of radio is the lack of competitive information.

"One of the things an advertiser is always interested in knowing is 'What is my competitor doing,'" Miss Nelson declared. "This information still remains a fairly closed secret—"

(Continued on Page 6)

### Hyde's Name Mentioned As Successor To Craven

The name of Rosel Hyde, head of the broadcast division of the FCC's law department, has been advanced here as the logical choice for successor to T. A. M. Craven, whose term as a member of the Commission expired last Friday. Craven will not be reappointed.

Hyde, a veteran of 10 years with the Commission, was widely mentioned last year as the successor to

(Continued on Page 6)

### FCC Gets 3 FM Pleas From AM Broadcasters

Washington Bureau, *RADIO DAILY*

Washington—Three new FM applications were received last week by the FCC, all from standard broadcasters. The applicants were KTRH, Houston, Tex., WBIG, Greensboro, N. C., and WFCI, Pawtucket, R. L.

In addition, approval is sought for

(Continued on Page 2)

**Public Service**

Hartford—WTIC arranging with office of Governor Raymond E. Baldwin for statewide broadcast of religious and patriotic ceremonies to be held in "Hall of Flags" in Connecticut State Capitol 10:30 to 10:55 a.m., July 4. Exercises have been arranged by Governor's unity and amity committee and Connecticut's joint committee for United celebration of Independence Day.

**No Paper Tomorrow**

"Fourth of July," birthday of American independence, symbol and reminder of the honor due the patriots who made it possible, will be celebrated tomorrow. In observance, *RADIO DAILY* will not be published.

### Fred Waring To Sign For Philco Hall Of Fame

Philadelphia—Contracts are being drawn up for signature early this week whereby Fred Waring and his orchestra takes over the Philco "Hall of Fame" show early in September replacing Paul Whiteman and his orchestra and the variety show format which was used before the present series of summer musical shows were presented by the Whiteman band. Deal, according to reports, involves the full Waring aggregation of musicians, soloists and chorus, but details regarding proportion of music and variety were not revealed.

### Broadcasters Endorse Appeal For WAC Budget

Washington Bureau, *RADIO DAILY*

Washington—Several NAB member stations, commenting on "an open letter to Young and Rubicam, Inc." sent by Lewis H. Avery, NAB director of broadcast advertising on June 20,

(Continued on Page 2)

★ **THE WEEK IN RADIO** ★

Radio's Convention Coverage

By CHARLES MANN

**R**ADIO's coverage of the Republican National Convention last week was of a phenomenal nature. In addition to the four major networks: NBC, CBS, Mutual and Blue, seven independent stations were on hand at the Chicago Stadium with a total of 150 microphones placed effectively throughout the great arena. More than 300 persons made up the radio staff that included announcers,

### Networks And Independents Make Plans To Link War Bond Selling With Independence Day Shows

### Cowles Group Seeks To Buy WCOP, Boston

Washington Bureau, *RADIO DAILY*

Washington—Application for permission to sell another Bulova station—the fifth in recent months—was filed Friday at the FCC. Would-be purchaser is Iowa Newspapers, Inc., which is headed by the Cowles Brothers—Gardner and John—publishers of the Des Moines "Register and Tribune," the Minneapolis "Journal"

(Continued on Page 6)

### Treasury May Discontinue Free Platter Programs

The Treasury Salute and Treasury Song for the day, transcribed series for local sponsorship offered free of charge by the Treasury since last winter, will be discontinued at the end of the Fifth War Loan, it now

(Continued on Page 7)

### Robert E. Dunville Elected Crosley Corp. Vice-Pres.

Cincinnati—Elevation of Robert E. Dunville to the post of vice-president of the Crosley Corporation and general manager of WLW was announced

(Continued on Page 6)

Radio's observance of the Fourth of July tomorrow takes on added patriotic significance with many of the network programs carrying Independence Day appeals to the nation to buy more bonds in support of the Fifth War Loan Drive.

One of the highlights of the day will be "The Treasury Department's Salute to the Navy" which will be broadcast on NBC from Philadelphia at 4 p.m., EWT. Secretary of Treasury Morgenthau, Secretary of Navy

(Continued on Page 7)

### Film Company Signs NBC On Tele Deal

Consummation of a deal making the product of his company available to the National Broadcasting Co. for coast-to-coast televising was announced past week-end by Leon Fromkess, PRC Pictures vice-president in charge of production. The arrangement with NBC was closed by Fromkess on the Coast before his departure for New York.

The first of a series of PRC films

(Continued on Page 7)

### Schedule 800 ET Anns. For 20th-Fox's "Wilson"

What is claimed to be the largest radio spot campaign ever scheduled in the history of radio will be released in the New York metropolitan

(Continued on Page 2)

commentators and radio technicians. In addition to the mikes, the new instrument known as the magnetic wire recorder made its first political convention appearance when it was used by both the Mutual Broadcasting System and the National Broadcasting Company.

NBC provided television coverage of the convention via stations WNBT

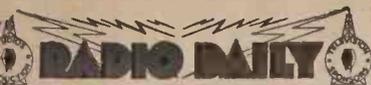
(Continued on Page 5)

**Special Bond Rally**

WMCA will broadcast the Fifth War Loan inter-racial rally from the Lewisohn Stadium, tomorrow from 9:30 to 10:00 p.m., with Bert Lytell and Ralph Cooper as emcees. Talent includes the bands of Tab Smith and Cootie Williams, Imogene Carpenter, Jean Tennyson and Canada Lee. The rally is being given as a tribute to Bert Williams.

CBS' Voice—North of Boston, WLAW provides 5000 top reception at 680 Kcf

907,283 people North of Boston look to WLAW for their daytime CBS entertainment. Adv.



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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**

(June 30)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Chg.	Net
Am. Tel. & Tel.	163 3/4	162 5/8	163 5/8	+ 1 3/4	
Crosley Corp.	21 1/2	21 1/4	21 1/4	- 1/4	
Farnsworth T. & R.	13 1/4	12 7/8	12 7/8	- 1/8	
Gen. Electric	38 1/2	37 3/4	38	- 1/4	
Phico	34 1/2	34 1/4	34 1/2	- 1/4	
RCA Common	11 3/4	11 1/2	11 1/4	- 1/4	
RCA First Pfd.	75	75	75		
Stewart-Warner	17 1/2	16 3/4	16 7/8	- 1/4	
Vestinghouse	105	104 1/2	105	+ 1/4	
Zenith Radio	41 3/4	41 1/4	41 3/4	+ 1/2	

OVER THE COUNTER

	Bid	Asked
Fromberg-Carlson	16 5/8	17 1/8
WCAO (Baltimore)	21 1/2	
WJR (Detroit)	36	

**Two More Join Blue**

WRDL, of West Point, Ga., and WGAA, of Cedartown, Ga., have become affiliated with the Blue Network as members of the Southcentral Group, bringing the total number of Blue affiliates to 194.

**20 YEARS AGO TODAY**

(July 3, 1924)

Through extensive radio coverage of the Democratic Convention, the listening audience was let in on the terrific struggle in the resolutions committee last week caused by the League of Nations and Ku-Klux-Klan issues. When Louis Bamberger, guiding genius of WOR, Newark, sails on the Paris this month, he will have a special radio set installed in his stateroom.

**W M F F** BLUE NETWORK  
 Plattsburg, N. Y.  
 CONSISTENTLY SELLING THE NORTH COUNTRY'S RICHEST MARKET  
 Thomas F. Clark Co., Inc., Rep.

419703

**Coming and Going**

ADOLPH J. OPFINGER, director of programming for the Mutual network; TOM SLATER, director of special events, and LESTER GOTT-LIEB, publicity head of the web, back from Chicago and the Republican National Convention.

ROGER W. CLIPP, executive vice-president and general manager of WFIL, Blue Network outlet in Philadelphia, was here Friday for conferences at Rockefeller Center.

WARREN HULL and JINX FALKENBURG, the latter subbing for the vacationing Parks Johnson, are in Portland, Ore., for the broadcasting of tonight's "Vox Pop" program over CBS from the Portland shipyard of the Henry Kaiser organization.

HOWARD BARLOW is in Baltimore, where tonight he will conduct the "Voice of Firestone" orchestra on NBC in a War Bond program which will originate on the stage of the Lyric Theater.

G. W. "JOHNNY" JOHNSTONE, Blue Network's director of news and special events, is back from Chicago, where he supervised Blue's coverage of the Republican National Convention.

SHELDON HICKOX, JR., manager of station relations at NBC, left Friday on a trip to Pennsylvania during which he will visit network affiliates in Easton, Hazleton and Wilkes-Barre.

PAUL WHITE, CBS director of public affairs and news broadcasts; HILDEGARDE GAUSS, his secretary; BILL SLOCUM, JR., the network's director of special events, JOHN DALY, BOB TROUT, QUINCY HOWE and MARGARET MILLER are back at network headquarters after having covered the Republican conclave in Chicago.

JOHN A. HILTON, supervisor of traffic operations for NBC and who spent a busy period last week at the Republican Convention in Chicago, has returned from the Windy City none the worse for wear.

GEORGE T. HARDING, commercial manager of KWBU, Corpus Christi, Tex., who had been visiting network officials and agencies in New York, left town Saturday for Chicago.

GEORGE LEWIS, Mutual exploitation man, left last Friday afternoon on his annual vacation of two weeks.

**Broadcasters Endorse Appeal For WAC Budget**

(Continued from Page 1)

have endorsed the effort to obtain for radio the WAC Recruitment campaign for the coming fiscal year. NAB said Friday, no reply has yet been received from the agency.

The broadcasters indicated agreement with the contention that radio can do the job of enlistment required and that radio deserves the opportunity to carry the campaign on the same basis on which it has appeared in magazines and newspapers, NAB said.

Arrangements are being made for a meeting with Young and Rubicam agency executives in New York this week.

**FCC Gets 3 FM Pleas From AM Broadcasters**

(Continued from Page 1)

the acquisition of control of WLAC, Lawrence, Mass., by Irving Rogers, who would take over 337 shares to add to his 14, from the estate of Alexander Rogers, deceased. Outstanding stock amounts to 700 shares. Cash involved is \$26,687.

**Schedule 800 ET Anns. For 20th-Fox's "Wilson"**

(Continued from Page 1)

area on Wednesday, July 5, by 20th Century-Fox for Darryl F. Zanuck's Technicolor picture, "Wilson."

Twelve local stations will be used for a total of more than 800 recorded spot announcements per week. The stations are: WHN, WINS, WLIB, WMCA, WNEW, WBYN, WPAT, WQXR, WEVD, WHOM, WFAS, WOV.

M. H. Hackett Company is the agency placing the business.

**Bob Davis To NBC Press**

Bob Davis has joined the NBC press department as a staff writer, it has been announced by John McKay, manager of the press department. Davis last was trade press editor of WOR, and prior to that was a member of the press department of Warner Brothers' studios in Burbank, California.

**Gets AP Service**

Fort Myers, Fla.—WAAC has contracted for special AP radio wires through Press Association, Inc., J. P. Turner, manager of WAAC, has announced.



**Like the rushing of mighty waters**

Three years ago, when W-I-T-H was founded, there were four radio stations in Baltimore. All four had network affiliations.

In three short years here's the radio day time picture of W-I-T-H listening audience based on a common denominator of Coverage—Popularity—Cost:

- W-I-T-H leads Station A 25 to 3
- W-I-T-H leads Station B 25 to 3
- W-I-T-H leads Station C 25 to 3
- W-I-T-H leads Station D 17 to 11
- W-I-T-H leads Station D 25 to 3 in trading area.

W-I-T-H leads all stations at all times, Sundays noon to six o'clock, except one—5:30 to six.

Few stations in radio have come so far so fast. If you want your dollar to work more efficiently in Baltimore... W-I-T-H is your buy.



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

TOM TINSLEY, President  
 REPRESENTED BY HEADLEY-REED

**WDAS AUDIENCES HAVE BEEN Loyal FOR OVER TWENTY YEARS**

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

---

*The Blue is proud to present*

# George Hicks

*in*

# A Program of His Own

BEGINNING TUESDAY, JULY 4,  
EVERY TUESDAY & THURSDAY FROM 10:15 TO 10:30 P. M. EWT

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#### WHAT THEY SAY OF HICKS

**TIME:** (June 19) "George Hicks, the Blue Network's tall, begoggled, modest London news chief . . . turned in the best recordings of them all."

**NEWSWEEK:** (June 19) ". . . the most realistic radio reporting yet to come out of the European war."

**BEN GROSS—N. Y. DAILY NEWS** (June 11) ". . . left dialers all over the country respecting his courage and calmness and grateful for the detailed picture he gave them."

**VARIETY:** (Headline of Hicks' story, in June 14 issue) "George Hicks of Blue Grabs Top D-Day Laurels."

FROM George Hicks, Blue Network correspondent with the Allied Invasion Forces, has come what Variety calls "the top job of documentary reportage" on the Invasion. Proof of this lies in "the hundreds of requests that have poured into the four networks asking for repeats of Hicks' eye-witness account" of the Invasion seen from the gun turret of a warship.

With the expiration of the "pool" arrangement which put him at the disposal of our contemporaries, George Hicks reverts to The Blue and we are proud to present him in *a program of his own*.

Those of you who have heard Hicks' broadcasts need no words from us to picture what may be expected. But we believe that this new series will prove to be one of the greatest dramatic and human-interest accounts of the post-D-Day story.

*For further details check with*

*The Blue Network*

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# LOS ANGELES

By RALPH WILK

**J**OHN BROWN, well-known actor, joins the cast of the Blue Network's Sunday airer, "The Life of Riley," starring William Bendix. Brown, who plays the role of "Father" on NBC's "Date With Judy," has appeared on many top network shows, including Fred Allen and Jack Benny programs.

William Bendix, who plays the role will use the 10-day vacation due him after the completion of Paramount's "Two Years Before the Mast," to make a tour of service camps in Nevada and Arizona. He will return to Hollywood each Sunday, however, for his "Riley" broadcast.

Sonny Tufts, screen star, will be starred in a C. J. MacGregor "Hollywood Radio Theater" program, "The Man From Medicine Bow," a comedy with a western flavor written by Paul Franklin.

Two announcers of Smith and Bull agency's stables were selected among the three foremost announcers in Southern California to handle announcements on the full hour war bond broadcast heard over 10 independent stations in this area recently. They were Bill Hay (KMPC) and Joe Yocam (KFWB). Third announcer was Sam Hayes. Program featured many leading stars and originated in KFWB studios.

An amazing story of how a young paratrooper plummeted 600 feet without suffering injury but who later sprained an ankle jumping three feet, described by Marvin Mueller during the Blue Network's "Coronet Storyteller" broadcast. Titled "The Melancholy Paratrooper," the true to life tale revealed the name of the lucky G. I. and details behind his leap.

## CBS Convention Report Totalled 14 Hours, 7 Min.

A total of 80 broadcasts, consuming 14 hours and seven minutes, were made over CBS direct from Chicago to keep network listeners informed of developments at the Republican National Convention. Of this time, nine hours and 41 minutes were devoted to broadcasts direct from the Chicago Stadium—including speeches by party leaders, and reports and analyses by members of CBS' convention staff. The remainder of the direct-from-Chicago time total was devoted to exclusive talks from the two Columbia studios set up in the Hotel Stevens.

THE SAN FRANCISCO RADIO  
PICTURE **HAS** CHANGED!

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

# MAIN STREET

WITH *Ol' Scoops Daily*

## Memos of an Innocent Bystander. . . !

● ● ● The idea submitted by journalist Earl Sparling, was mulled for many a day in the minds of NCAC execs and after a sort of inter-office-desk to desk poll (without benefit of Crosley or Hooper service) it was decided that an all-left-handed cast for a radio program might prove entertaining as well as novel. . . . thus was born a new package, "Left Is Right," which will feature schoolboy pianist Henry Scott, vocal lovely Gwenn Williams and other portsideers which will be auditioned next Friday.

● Lester Vail will direct the CBSilver Theater program during the three weeks, July 9 to July 23 inclusive, that it will originate in Gotham. . . . Jeanne Cagney, K. T. Stevens and Shirley Booth will be the respective stars. . . ● On July 16th, Ernest Truex and his wife Sylvia Field will co-star in Mutual's "Green Valley, U. S. A." which incidentally is the 10th anniversary of the opening date of the Broadway musical, "Sing and Whistle" in which they co-starred. . . ● Les Brown and his band open Wednesday at the Hotel Pennsylvania in Gotham and will be heard five times a week via CBS and MBS. . . ● Bing Crosby and Maestro Roy Bargy greet each other lustily with "Hiya, P. W. A." . . . just a fraternal greeting, the letters merely meaning "Paul Whiteman Alumnus."



● ● ● We feel his personal charm and genuine friendliness to those who "knew him when," stamps him a man to be admired. . . . thus this RADIOKAY to Jan Peerce, whose success in the world of music hasn't changed his hat size and who is a living example typifying Kipling's "if you can walk with kings, nor lose the common touch" from his famous poem "If." . . ● Here is one radio actor who works with his hands. . . . Walter Kinsella, who portrays "Gus" on NBC's "Stella Dallas," uses them as models for artists and sculptors. . . ● Jack Pepper, who has his own CBS show, will guestar Sunday on the "Fitch Bandwagon," as one of the G. I. overseas entertainers. . . . Pepper, after being honorably discharged from the Army, joined the Bob Hope troupe that entertained servicemen in Africa, Sicily, England and Iceland.

● Royal Scarlet has renewed Lanny and Ginger Grey for an additional 13 weeks on their 9:25 a.m. across the board "Sing A Sentence" program. . . ● Look for a five-day a week series of programs to start next Monday via WOR-Mutual, which will feature Jane Cowl, who will give her views of news of the day and human interest items. . . ● The tune "A Tree That Grows in Brooklyn," sung by a trio composed of Milton Cross, Oscar Levant and Gertrude Niessen on yesterday's "Basin Street" program, was written by three Brooklynites, Dan Shapiro, Milton Pascal and Phil Charig (the latter really should be listed as half London-half Brooklyn).

● Jack Kelly, news editor of WIBU, Madison, Wis., wants it to be known that he was born on July 4. Kelly writes: "That 'Happy Birthday' column has caught my eye more than once. I am sending along my birthday date. . . . which is. . . . a real. . . . Yankee Doodle Dandy. . . . July 4, I'll be 32. Jack Kelly. . . . born La Crosse, Wisconsin, July 4, 1912."



● ● ● When Kate CBSmith returns to the air in September, it will mark the first time in her 13-year radio career that she will have a Sunday show. . . ● Maestro Harry Leicourt, featured at Rogers Corner, will introduce his original composition, "Just You Wait and See." Thursday via Mutual. . . ● Tom Reddy, emcee and newscaster on the "Fitch Bandwagon," will write some of the program's scripts in the Fall. . . . he studied radio writing and journalism as a student at Notre Dame.

● Ann Thomas, "Casey" of "Abie's Irish Rose," and President of the Professional Children's School Alumni, is author of a book dealing with problems confronting the parents of child performers on radio or stage.

— Remember Pearl Harbor —

# CHICAGO

By BILL IRVIN

**P**HILLIP PATTON, formerly program director of WOC, Davenport, Iowa, is the latest addition to the Blue-central division department.

Salty Holmes, WLS "National Barn Dance" comedian and former member of the "Prairie Ramblers," has returned to WLS after a six-month leave of absence.

The "Ben Adams Family," a new quarter-hour program, has been transcribed by NBC for the Funk G. Hybrid Seed Corn Organization, through E. H. Brown advertising agency, it was announced by Frank Chizzini, manager of the NBC, Chicago, radio recording division, with 52 weekly releases planned in the series. The program stars Ray Suber and Mary Ann Bertrand with a strong supporting cast. The "Ben Adams Family" will be made available for local sponsorship to distributors and dealers from Colorado to New Jersey and Canada to Tennessee. Series was produced by Al Tiffany and Joe Rockhold, with Dick Crabb as agency account executive.

"Swing's the Thing," WGN half-hour musical program featuring Skip Farrell, Bob Trendler and his swing orchestra, was renewed for 13 weeks by E. J. Brachand Sons, Inc., Chicago, effective June 22. Program is heard Thursday from 9:30 to 10 p.m., CWT. Hill Blackett and Company, Chicago, is the agency.

Alex Campbell has joined the WBBM sales department as an account executive. Campbell formerly was sales manager for WKAT, Miami, Fla.

Dr. William H. Johnson, superintendent of the Chicago public schools, addressed 18,500 eighth grade graduates throughout the city on June 22 over station WBEZ, the Chicago Board of Education's frequency modulation outlet and station WIND.

**WCBM**  
A QUALITY STATION  
with MASS APPEAL  
in a  
**RICH MARKET**  
**WCBM**  
BALTIMORE  
THE BLUE NETWORK STATION  
JOHN ELMER President  
GEORGE ROEDER Gen. Mgr.  
**FREE & PETERS**  
EXCLUSIVE NATIONAL REP.

# THE WEEK IN RADIO

Radio's Convention Coverage

(Continued from Page 1)

New York, WPTZ, Philadelphia WRGB in Schenectady. Motion pictures were taken of the Convention scene by RKO and flown by plane to New York for telecasting, since there is no coaxial cable between Chicago and New York.

Four major networks and several independent stations, in accordance with their policies as they are not permitting the broadcasting of the song called "Don't Ride Horses" on the grounds that it has political implications. Meanwhile the composers are protesting to the FCC.

It is informed the Electronics Dissector Industry Advisory Committee at the radio manufacturing industry faces increased requirements for the duration of 1944, despite the fact that other war production industries won't have to. With the result of a noticeable increase in radio and electronic equipment for civilians in the near future looks dismal.

Seeing that the proposed new rule pertaining to announcement transcriptions is desirable, the request for the omission of the final sentence which says: "At once every hour the licensee announce which of the programs than those specified in Sub-section presented during the previous were broadcast by means of a transcription."

Since the FCC lifted its ban on newspaper applications last winter there has been a notable increase in the industry's interest in radio. It is disclosed at the time by the Commission that 273 licensees for AM, and tele were either under direct supervision of newspapers or were controlled by corporations affiliated with newspapers. Since then, 30 new stations have been made.

NAB urged Young & Rubicam, handling the WAC program for the War Department, to spend more appropriations for the campaign

in radio, inasmuch as the WAC recruitment campaign had fallen short of its objective.

A part of the \$100,000 reserve fund of the CBC will be used to put up an experimental frequency modulation station, it was learned from Dr. Augustin Frigon, assistant and acting general manager. He also disclosed that notices had been sent to 34 stations urging them to increase their power to five kilowatts.

Severe reduction of the sale of American radios in Mexico is predicted as the result of the Mexican government's latest attempt to diminish the neighbor republic's importation of "non-essential" products.

**Tele Tales:** Several of the nation's tele stations have launched a contest through the Television Broadcasters Association to find a symbol which best reflects the spirit and purpose of television. . . . Du Mont Laboratories, Inc., is effecting a plan whereby customers may make reservation for tele paraphernalia for post-war delivery. The equipment will be complete for operation of individual stations. . . . CBS' tele station WCBW produced its first live play "The Favor" last Friday. . . . The Theater Guild and the RKO Television Corporation have been elected members of the Television Broadcasters Association, Inc.

**People:** T. A. M. Craven resigned from his position as Commissioner of the FCC, after a seven-year term. . . . July 15, Lester Gottlieb, publicity director of MBS, will become the radio publicity director of Young & Rubicam, succeeding Bill Thomas. . . . Raymond E. Nelson has been appointed a vice-president of the Charles M. Storm Company, Inc., advertising agency.

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

### Basin Street Guesting

Johnny Johnston, singer starring currently at the Paramount Theater, will guest on Milton Cross' forthcoming "Lower Basin Street" program, the Blue, 9:15-9:45 p.m., EWT.



"Ever since the boss advertised for women workers over WFDF Flint, his wife has been at it."



## WHAT 1,253,600 HOUSEWIVES CAN DO

*... In a Social Mood*

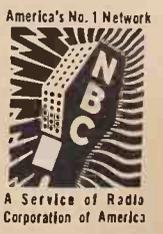
They can talk. Talk about your product. Talk it up. Recommend it. Suggest new uses. But they won't give your product this free word-of-mouth advertising unless you continue to remind them of it frequently. Remember, these women buy \$437,925,000 worth of food and \$54,050,000 worth of drugs and cosmetics annually. They can and DO listen most to WTAM, Cleveland. Keep them listening to your advertising on WTAM. The daytime COST is only \$.000073 per Housewife.

## WTAM CLEVELAND

REPRESENTED BY NBC SPOT SALES

### Millions stay tuned to the National Broadcasting Company

It's a National Habit



## WDRRC

HARTFORD 4 CONNECTICUT  
W D R C - F M

### How To Celebrate the 4th of July

Put your "John Hancock" on a Blood Donor's Card and give a pint of blood, by way of saying "Thanks, America, for being free to do this!"

YOUR BLOOD CAN KEEP FREEDOM ALIVE!



Vol. 28, No. 1 Mon., July 3, 1944 Price 10 Cts.

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, 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.

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FINANCIAL

(June 30)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

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

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ADOLPH J. OPFINGER, director of programming for the Mutual network; TOM SLATER, director of special events, and LESTER CATT-LIEB, publicity head of the web, back from Chicago and the Republican National Convention.

ROGER W. CLIPP, executive vice-president and general manager of WFIL, Blue Network outlet in Philadelphia, was here Friday for conferences at Rockefeller Center.

WARREN HULL and JINX FALKENBURG, the latter subbing for the vacationing Parks Johnson, are in Portland, Ore., for the broadcasting of tonight's "Vox Pop" program over CBS from the Portland shipyard of the Henry Kaiser organization.

HOWARD BARLOW is in Baltimore, where tonight he will conduct the "Voice of Firestone" orchestra on NBC in a War Bond program which will originate on the stage of the Lyric Theater.

C. W. "JOHNNY" JOHNSTONE, Blue Network's director of news and special events, is back from Chicago, where he supervised Blue's coverage of the Republican National Convention.

SHELDON HICKOX, JR., manager of station relations at NBC, left Friday on a trip to Pennsylvania during which he will visit network affiliates in Easton, Hazleton and Wilkes-Barre.

PAUL WHITE, CBS director of public affairs and news broadcasts; HILDEGARDE GAUSS, his secretary; BILL SLOCUM, JR., the network's director of special events, JOHN DALY, BOB TROUT, QUINCY HOWE and MARGARET MILLER are back at network headquarters after having covered the Republican conclave in Chicago.

JOHN A. HILTON, supervisor of traffic operations for NBC and who spent a busy period last week at the Republican Convention in Chicago, has returned from the Windy City none the worse for wear.

GEORGE T. HARDING, commercial manager of KWBU, Corpus Christi, Tex., who had been visiting network officials and agencies in New York, left town Saturday for Chicago.

GEORGE LEWIS, Mutual exploitation man, left last Friday afternoon on his annual vacation of two weeks.

Broadcasters Endorse Appeal For WAC Budget

(Continued from Page 1)

have endorsed the effort to obtain for radio the WAC Recruitment campaign for the coming fiscal year. NAB said Friday, no reply has yet been received from the agency.

The broadcasters indicated agreement with the contention that radio can do the job of enlistment required and that radio deserves the opportunity to carry the campaign on the same basis on which it has appeared in magazines and newspapers, NAB said.

Arrangements are being made for a meeting with Young and Rubicam agency executives in New York this week.

FCC Gets 3 FM Pleas From AM Broadcasters

(Continued from Page 1)

the acquisition of control of WLAC, Lawrence, Mass., by Irving Rogers, who would take over 337 shares to add to his 14, from the estate of Alexander Rogers, deceased. Outstanding stock amounts to 700 shares. Cash involved is \$26,687.

Schedule 800 ET Anns. For 20th-Fox's "Wilson"

(Continued from Page 1)

area on Wednesday, July 5, by 20th Century-Fox for Darryl F. Zanuck's Technicolor picture, "Wilson."

Twelve local stations will be used for a total of more than 800 recorded spot announcements per week. The stations are: WHN, WINS, WLIB, WMCA, WNEW, WBYN, WPAT, WOXR, WEVD, WHOM, WFAS, WOY.

M. H. Hackett Company is the agency placing the business.

Bob Davis To NBC Press

Bob Davis has joined the NBC press department as a staff writer, it has been announced by John McKay, manager of the press department. Davis last was trade press editor of WOR, and prior to that was a member of the press department of Warner Brothers' studios in Burbank, California.

Gets AP Service

Fort Myers, Fla.—WAAC has contracted for special AP radio wires through Press Association, Inc., J. P. Turner, manager of WAAC, has announced.



Like the rushing of mighty waters

Three years ago, when W-I-T-H was founded, there were four radio stations in Baltimore. All four had network affiliations.

In three short years here's the radio day time picture of W-I-T-H listening audience based on a common denominator of Coverage—Popularity—Cost:

- W-I-T-H leads Station A 25 to 3
W-I-T-H leads Station B 25 to 3
W-I-T-H leads Station C 25 to 3
W-I-T-H leads Station D 17 to 11
W-I-T-H leads Station D 25 to 3 in trading area.

W-I-T-H leads all stations at all times, Sundays noon to six o'clock, except one—5:30 to six.

Few stations in radio have come so far so fast. If you want your dollar to work more efficiently in Baltimore... W-I-T-H is your buy.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

WDAS AUDIENCES HAVE BEEN Loyal FOR OVER TWENTY YEARS PHILADELPHIA knows that this loyalty makes WDAS the best dollar buy in this area. That's why 78% of its sponsors renew regularly.

---

*The Blue is proud to present*

# George Hicks

*in*

## A Program of His Own

BEGINNING TUESDAY, JULY 4,  
EVERY TUESDAY & THURSDAY FROM 10:15 TO 10:30 P. M. EWT

---



### WHAT THEY SAY OF HICKS

**TIME:** (June 19) "George Hicks, the Blue Network's tall, begoggled, modest London news chief . . . turned in the best recordings of them all."

**NEWSWEEK:** (June 19) ". . . the most realistic radio reporting yet to come out of the European war."

**BEN GROSS—N. Y. DAILY NEWS** (June 11) ". . . left dialers all over the country respecting his courage and calmness and grateful for the detailed picture he gave them."

**VARIETY:** (Headline of Hicks' story, in June 14 issue) "George Hicks of Blue Grabs Top D-Day Laurels."

FROM George Hicks, Blue Network correspondent with the Allied Invasion Forces, has come what Variety calls "the top job of documentary reportage" on the Invasion. Proof of this lies in "the hundreds of requests that have poured into the four networks asking for repeats of Hicks' eye-witness account" of the Invasion seen from the gun turret of a warship.

With the expiration of the "pool" arrangement which put him at the disposal of our contemporaries, George Hicks reverts to The Blue and we are proud to present him in *a program of his own*.

Those of you who have heard Hicks' broadcasts need no words from us to picture what may be expected. But we believe that this new series will prove to be one of the greatest dramatic and human-interest accounts of the post-D-Day story.

*For further details check with*

*The Blue Network*

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# LOS ANGELES

By RALPH WILK

JOHN BROWN, well-known actor, joins the cast of the Blue Network's Sunday airer, "The Life of Riley," starring William Bendix. Brown, who plays the role of "Father" on NBC's "Date With Judy," has appeared on many top network shows, including Fred Allen and Jack Benny programs.

William Bendix, who plays the role will use the 10-day vacation due him after the completion of Paramount's "Two Years Before the Mast," to make a tour of service camps in Nevada and Arizona. He will return to Hollywood each Sunday, however, for his "Riley" broadcast.

Sonny Tufts, screen star, will be starred in a C. J. MacGregor "Hollywood Radio Theater" program, "The Man From Medicine Bow," a comedy with a western flavor written by Paul Franklin.

Two announcers of Smith and Bull agency's stables were selected among the three foremost announcers in Southern California to handle announcements on the full hour war bond broadcast heard over 10 independent stations in this area recently. They were Bill Hay (KMPC) and Joe Yocam (KFWB). Third announcer was Sam Hayes. Program featured many leading stars and originated in KFWB studios.

An amazing story of how a young paratrooper plummeted 600 feet without suffering injury but who later sprained an ankle jumping three feet, described by Marvin Mueller during the Blue Network's "Coronet Storyteller" broadcast. Titled "The Melancholy Paratrooper," the true to life tale revealed the name of the lucky G. I. and details behind his leap.

## CBS Convention Report Totalled 14 Hours, 7 Min.

A total of 80 broadcasts, consuming 14 hours and seven minutes, were made over CBS direct from Chicago to keep network listeners informed of developments at the Republican National Convention. Of this time, nine hours and 41 minutes were devoted to broadcasts direct from the Chicago Stadium—including speeches by party leaders, and reports and analyses by members of CBS' convention staff. The remainder of the direct-from-Chicago time total was devoted to exclusive talks from the two Columbia studios set up in the Hotel Stevens.

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

# MAIN STREET

WITH *Ol' Scoops Daly*

## Memos of an Innocent Bystander. . .!

● ● ● The idea submitted by journalist Earl Sparling, was mulled for many a day in the minds of NCAC execs and after a sort of inter-office-desk to desk poll (without benefit of Crosley or Hooper service) it was decided that an all-left-handed cast for a radio program might prove entertaining as well as novel. . . . thus was born a new package, "Left Is Right," which will feature schoolboy pianist Henry Scott, vocal lovely Gwenn Williams and other portsidiers which will be auditioned next Friday.

● Lester Vail will direct the CBSilver Theater program during the three weeks, July 9 to July 23 inclusive, that it will originate in Gotham. . . . Jeanne Cagney, K. T. Stevens and Shirley Booth will be the respective stars. . . ● On July 16th, Ernest Truex and his wife Sylvia Field will co-star in Mutual's "Green Valley, U. S. A." which incidentally is the 10th anniversary of the opening date of the Broadway musical, "Sing and Whistle" in which they co-starred. . . ● Les Brown and his band open Wednesday at the Hotel Pennsylvania in Gotham and will be heard five times a week via CBS and MBS. . . ● Bing Crosby and Maestro Roy Bargy greet each other lustily with "Hiya, P. W. A." . . . just a fraternal greeting, the letters merely meaning "Paul Whiteman Alumnus."



● ● ● We feel his personal charm and genuine friendliness to those who "knew him when," stamps him a man to be admired . . . . thus this RADIOKAY to Jan Peerce, whose success in the world of music hasn't changed his hat size and who is a living example typifying Kipling's "if you can walk with kings, nor lose the common touch" from his famous poem "If." . . ● Here is one radio actor who works with his hands. . . . Walter Kinsella, who portrays "Gus" on NBC's "Stella Dallas," uses them as models for artists and sculptors. . . ● Jack Pepper, who has his own CBS show, will guestar Sunday on the "Fitch Bandwagon," as one of the G. I. overseas entertainers. . . . Pepper, after being honorably discharged from the Army, joined the Bob Hope troupe that entertained servicemen in Africa, Sicily, England and Iceland.

● Royal Scarlet has renewed Lanny and Ginger Grey for an additional 13 weeks on their 9:25 a.m. across the board "Sing A Sentence" program. . . ● Look for a five-day a week series of programs to start next Monday via WOR-Mutual, which will feature Jane Cowl, who will give her views of news of the day and human interest items. . . ● The tune "A Tree That Grows in Brooklyn," sung by a trio composed of Milton Cross, Oscar Levant and Gertrude Niessen on yesterday's "Basin Street" program, was written by three Brooklynites, Dan Shapiro, Milton Pascal and Phil Charig (the latter really should be listed as half London-half Brooklyn).

● Jack Kelly, news editor of WIBU, Madison, Wis., wants it to be known that he was born on July 4. Kelly writes: "That 'Happy Birthday' column has caught my eye more than once. I am sending along my birthday date. . . . which is. . . . a real. . . . Yankee Doodle Dandy. . . . July 4, I'll be 32. Jack Kelly. . . . born La Crosse, Wisconsin, July 4, 1912."



● ● ● When Kate CBSmith returns to the air in September, it will mark the first time in her 13-year radio career that she will have a Sunday show. . . ● Maestro Harry Lefcourt, featured at Rogers Corner, will introduce his original composition, "Just You Wait and See." Thursday via Mutual. . . ● Tom Reddy, emcee and newscaster on the "Fitch Bandwagon," will write some of the program's scripts in the Fall. . . . he studied radio writing and journalism as a student at Notre Dame.

● Ann Thomas, "Casey" of "Abie's Irish Rose," and President of the Professional Children's School Alumni, is author of a book dealing with problems confronting the parents of child performers on radio or stage.

— Remember Pearl Harbor —

# CHICAGO

By BILL IRVIN

PHILLIP PATTON, formerly program director of WOC, Davenport, Iowa, is the latest addition to the Blue-central division department.

Salty Holmes, WLS "National Barn Dance" comedian and former member of the "Prairie Ramblers," has returned to WLS after a six-month leave of absence.

The "Ben Adams Family," a new quarter-hour program, has been transcribed by NBC for the Funk G. Hybrid Seed Corn Organization, through E. H. Brown advertising agency, it was announced by Frank Chizzini, manager of the NBC, Chicago, radio recording division, with 52 weekly releases planned in the series. The program stars Ray Suber and Mary Ann Bertrand with a strong supporting cast. The "Ben Adams Family" will be made available for local sponsorship to distributors and dealers from Colorado to New Jersey and Canada to Tennessee. Series was produced by Al Tiffany and Joe Rockhold, with Dick Crabb as agency account executive.

"Swing's the Thing," WGN half-hour musical program featuring Skip Farrell, Bob Trendler and his swing orchestra, was renewed for 13 weeks by E. J. Brachand Sons, Inc., Chicago, effective June 22. Program is heard Thursday from 9:30 to 10 p.m., CWT. Hill Blackett and Company, Chicago, is the agency.

Alex Campbell has joined the WBBM sales department as an account executive. Campbell formerly was sales manager for WKAT, Miami, Fla.

Dr. William H. Johnson, superintendent of the Chicago public schools, addressed 18,500 eighth grade graduates throughout the city on June 22 over station WBEZ, the Chicago Board of Education's frequency modulation outlet and station WIND.

**WCBM** *blue*

A QUALITY STATION  
with MASS APPEAL  
in a  
**RICH MARKET**

**WCBM**  
BALTIMORE  
THE BLUE NETWORK STATION

JOHN ELMER  
President  
FREE & PETERS  
EXCLUSIVE NATIONAL REP.

GEORGE ROEDER  
Gen. Mgr.

# THE WEEK IN RADIO

## Radio's Convention Coverage

(Continued from Page 1)

New York, WPTZ, Philadelphia WRGB in Schenectady. Motion pictures were taken of the Convention scene by RKO and flown by plane to New York for telecasting, since there is no coaxial cable between Chicago and New York.

Four major networks and several independent stations, in accordance with their policies as they are not permitting the broadcasting of the song called "Don't Get on the Grounds" on the grounds that it has political implications. Meanwhile the composers are protesting to the FCC.

It is informed the Electronics Disposition Industry Advisory Committee at the radio manufacturing industry faces increased requirements for the duration of 1944, despite the fact that other war production industries won't have to. With the result of a noticeable increase in radio and electronic equipment for civilians in the near future looks dismal.

Feeling that the proposed new rule pertaining to announcement transcriptions is desirable, the committee requested for the omission of a final sentence which says: "At once every hour the licensee announce which of the programs than those specified in Sub-section presented during the previous were broadcast by means of a mechanical transcription."

Since the FCC lifted its ban on newspaper applications last winter there has been a notable increase in the industry's interest in radio. It is disclosed at the time by the Commission that 273 licensees for AM, and tele were either under direct ownership of newspapers or were controlled by corporations affiliated with newspapers. Since then, 30 new stations have been made.

NAB urged Young & Rubicam, in handling the WAC program with the War Department, to spend more appropriations for the cam-

aign in radio, inasmuch as the WAC recruitment campaign had fallen short of its objective.

A part of the \$100,000 reserve fund of the CBC will be used to put up an experimental frequency modulation station, it was learned from Dr. Augustin Frigon, assistant and acting general manager. He also disclosed that notices had been sent to 34 stations urging them to increase their power to five kilowatts.

Severe reduction of the sale of American radios in Mexico is predicted as the result of the Mexican government's latest attempt to diminish the neighbor republic's importation of "non-essential" products.

**Tele Tales:** Several of the nation's tele stations have launched a contest through the Television Broadcasters Association to find a symbol which best reflects the spirit and purpose of television. . . . Du Mont Laboratories, Inc., is effecting a plan whereby customers may make reservation for tele paraphernalia for post-war delivery. The equipment will be complete for operation of individual stations. . . . CBS' tele station WCBW produced its first live play "The Favor" last Friday. . . . The Theater Guild and the RKO Television Corporation have been elected members of the Television Broadcasters Association, Inc.

**People:** T. A. M. Craven resigned from his position as Commissioner of the FCC, after a seven-year term. . . . July 15, Lester Gottlieb, publicity director of MBS, will become the radio publicity director of Young & Rubicam, succeeding Bill Thomas. . . . Raymond E. Nelson has been appointed a vice-president of the Charles M. Storm Company, Inc., advertising agency.

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

### Basin Street Guesting

Johnny Johnston, singer starring currently at the Paramount Theater, will guest on Milton Cross' forthcoming "Lower Basin Street" program, the Blue, 9:15-9:45 p.m., EWT.



"Ever since the boss advertised for women workers over WFDF Flint, his wife has been at it."



# WHAT 1,253,600 HOUSEWIVES CAN DO

... In a Social Mood

They can talk. Talk about your product. Talk it up. Recommend it. Suggest new uses. But they won't give your product this free word-of-mouth advertising unless you continue to remind them of it frequently. Remember, these women buy \$437,925,000 worth of food and \$54,050,000 worth of drugs and cosmetics annually. They can and DO listen most to WTAM, Cleveland. Keep them listening to your advertising on WTAM. The daytime COST is only \$.000073 per Housewife.

## WTAM CLEVELAND

REPRESENTED BY NBC SPOT SALES

### Millions stay tuned to the National Broadcasting Company

It's a National Habit



# WDRC

HARTFORD 4 CONNECTICUT  
WDRC - FM

### How To Celebrate the 4th of July

Put your "John Hancock" on a Blood Donor's Card and give a pint of blood, by way of saying "Thanks, America, for being free to do this!"

YOUR BLOOD CAN KEEP FREEDOM ALIVE!

# Urgent Need For Survey To Show National Results, Says Time Buyer

(Continued from Page 1)

and speaker declared that "even today, not all networks release information regarding their billings—and it is impossible to get information regarding spot broadcasting."

Dwelling at length on the survey services performed by CAB, Hooper, Nielson audimeter, as well as the activities of NAB, Miss Nelson concluded "there is urgent need for a survey that will show total circulation nationally."

"A study of several various types of survey figures bears out the thinking that variety programs have a much greater overall audience than indicated by the coincidental rating" she said. "Today's ratings are not an indication of the total number of people who listen to a given program. There is an urgent need for the survey that will show total circulation nationally."

## Discusses FM

"In the study of program ratings a history of trends by the various rating methods can sometimes give a better picture of what is happening to a program than actual ratings. For instance, a charting of program ratings over several years by the various methods—CAB both recall and coincidental—Hooper coincidental—and Nielson average and total—all graphed on one sheet, will show very similar trends. Each figure is different—based on the method used. But each has similar highs and lows. The Nielson total audience and the CAB recall showing the higher ratings; and the CAB and Hooper coincidental and Nielsen average audience being lower and fairly comparable. Each is valuable for what it shows—and yet none is completely conclusive—leaving us all still looking for the straw to grasp at to show where we are going, how many people we are reaching, and how well we are doing the job."

"To date FM broadcasting is being offered mainly as a supplementary service to regular AM advertisers," Miss Nelson said. "As is the case with anything in any business—two sides are being taken in connection with

FM broadcasting—the fans who are sure it will revolutionize radio; and the die-hards who feel that FM is simply an improvement on the present method of broadcasting and that the great American Public will not pay for this improvement alone—particularly as long as they cannot get all their favorite programs over FM. And of course the advertisers will not buy FM exclusively until FM can prove that it has a wide enough circulation."

## Television Explored

"That increased circulation cannot be achieved until new sets are manufactured. And I am inclined to think that if both FM sets and television sets were to be released at the same time—and each a separate unit—the average buyer would be inclined to go for the television set because it has an added attraction rather than being solely an improvement over regular radio reception."

"That word 'television' brings a gleam to the eye of anyone connected with the broadcasting industry. We wonder *how soon*—the 'how' of everything about it. This new instrument seems to be one of the futures of the broadcast advertising business—and even before the kinks are ironed out of radio as it stands today, we are all trying to absorb whatever there is to be learned about this new offshoot."

"Some say television will never completely replace radio as we now have it. Others say it will. Some say it will be a part of FM. Others say it will have no connection. Some say it will be necessary to develop mostly live talent programs. Others say that film broadcasting will play a major role in television."

## Treats Movie Angle

"Being a regular attendant at the Television Seminar conducted by the Radio Executives Club of New York, it is interesting to get an insight into the thinking of those individuals who now play a major part in both the radio and moving picture industries. The moving picture industry threatens to, in some measure, spend enough money on television programs, mainly for use in movie houses, to keep the television broadcasting industry from buying up much of the better talent and programming important to making television broadcast advertising as important as radio has become. At the seminar, we heard a discussion of how major races or public events might be bought by movie firms for exclusive showing in theaters. Until now, radio has had an 'exclusive' on on-the-spot broadcasting. As a result of this—if we think radio broadcasting with big talent is expensive—we are likely, if the movie industry predictions come true, to find television broadcasting a great deal more so."

"Another thing—there will be many more people necessary from the standpoint of engineering and production. Talent will have to look as well

as act well. And so far most of the opinions voiced are based on thinking rather than day-in-and-day-out experience. So now those on the sidelines have to sit back and watch all these 'voices' take action."

"Part of my job being to show the advertiser how much he is getting for how little—I was particularly interested in what one of the engineers said at a seminar meeting—that the wave-length of a television station will not influence the extent of that station's coverage the way the wave-length of a radio station does. At least that's one problem eliminated. Or then again—we might find ourselves in the position of drawing circles for television coverage only to find out later that that too will reach almost any place!"

"One more thing—when you think of the attention given to watching a moving picture as against listening to a radio program—that very increased amount of attention, whatever it will be, will make television worth the extra dollars that may be spent."

"I'm looking forward to the advent of television—and only hope that I'll have the ability to absorb the growing pains of that too. Because while each problem seems insurmountable at the time you always look back on the finished project with a joy of accomplishment."

## Robert E. Dunville Elected Crosley Corp. Vice-Pres.

(Continued from Page 1)

Friday by James D. Shouse, Crosley vice-president in charge of broadcasting. Dunville's promotion is expected to give Shouse an opportunity to devote more time to new developments planned by WLW for the post-war period and other expansion activities. Announcement was made by Shouse at the semi-annual sales meeting of New York and Chicago representatives of WLW and executives of the station in Cincinnati. At the same time Shouse announced the appointment of Eldon Park formerly of Cincinnati but who has been connected with WLW's New York office for the last three years, as assistant general manager. Park started with WLW as a University of Cincinnati co-op student in 1930 and since that time has served in practically all departments.

Creation of a new division was also announced by Shouse. It will consist of the sales promotion department, the public relations department, the merchandising department and the specialty sales unit. The activities of these departments will be under the direction of Marshall Terry, who has just resigned as vice-president in charge of sales and public relations director of the Trailer Company of America. The sales promotion department at WLW is directed by Samuel White, while Roger Baker is head of the public relations department and Lou Sargent directs specialty sales.

## Cowles Group Seeks To Buy WCOP, Boston

(Continued from Page 1)

and Look Magazine, and owns several radio stations in the midwest. The station is WCOP, Boston, a watt outlet on the 1,150 band which has carried a large proportion of Boston's foreign-language programs for some years now.

Sellers would be Arde Bulova, Harold A. La Fount, with the set as \$225,000—\$150,000 for the station and \$75,000 for the Say Realty Co., which owns the site. Other Bulova stations sale which is now before the Commission for approval include WPEN, Philadelphia, WOV, New York, and WHartford, with approval announced last week for the sale of WELI, Haven.

## FM Applications

Application for FM stations filed with the Commission Friday include WKIP, Poughkeepsie Newspapers, Inc., Poughkeepsie, N. Y.; Gannett Publishing Co., Atlanta, Me., and the Consolidated Broadcasting Corporation, Los Angeles license of KGER, Long Beach, Cal.

## Hyde's Name Mentioned As Successor To Craven

(Continued from Page 1)

George Henry Payne, Republican whose term expired a year ago. Eventually, however, former chief engineer E. K. Jett was chosen to payne's spot. This taken then a decision that Craven would not be reappointed, as it provided the Commission with a technical expert.

Hyde's appointment would be welcomed both within the Commission and among broadcasters, whose respect he has won. The practical difficulty is, however, that Hyde is a long-time Republican and there is a particular reason for the Commission to name a Republican to replace Craven, who was nominally a Democrat.

The present political division of the Commission shows three Democrats—Chairman Fly, Commissioners Jett and Walker, two Republicans—Commissioners Case and Wakefield, one independent—Jett, a Republican or a Democrat could probably be appointed and confirmed by the U. S. Senate.

## WENT Joining CBS

Effective July 1, 1944, radio station WENT, Gloversville, New York, is joining CBS as a special supplementary station, Herbert V. Akerberg, CBS vice president in charge of stations, made known over the week-

## Paper Salvage

Dayton—WING's contribution to the Waste Paper Drive filled an 18 by 10 foot square and six feet high, members who carried the paper estimated the weight of the load to be one to 10 tons.

## The Mailbag

### Blue vs. NBC

On front page of Thursday RADIO DAILY you credit NBC with first broadcast of Dewey's voice after nomination on Wednesday night. We wired you stating that WJW Blue outlet in Cleveland was first station in the nation to present Dewey on the air at 6:07 p.m., EWT from Cleveland airport. NBC broadcast followed more than 10 minutes later stop in fairness to local stations showing initiative in presenting outstanding programs we ask that you make correction.

# 4 War Bond Sale By Radio Industry

(Continued from Page 1)

tal and other high ranking s will participate. It is a com- n salute by the Treasury De- ent to the Navy for its bond- efforts and at the same time a ic program with a Fourth of me.

four major networks—NBC, he Blue, and Mutual—on July 4 will broadcast a special cement for the War Finance n of the Treasury Department attention to the fact that thea- ill be open over the holiday e sale of War Bonds and asking blic to buy Bonds at theaters he holiday.

r in the day at 6:15 p.m., NBC resent Frank Black and the rchestra in a musical salute to ndence Day. Program will in- patriotic numbers and an ap- buy more bonds.

ighting the programs of the , CBS correspondents in Eng- and France will broadcast inter- with American fighting men ere. This feature will be heard 11:05 to 11:30 p.m. Columbia ts Corwin, which is also a July ture at 10:00 to 10:30 p.m. will an Independence Day theme ene Kelly playing the lead in 's "Home for the Fourth." This tory of an Army private home ve for the holiday, who arrives alization of what he is fight-

y programs on the Blue and networks will combine bond with their Fourth of July ob- e and independent stations in ork likewise are linking bond to the holiday shows.

al opening of the mammoth ing pool, the gift of Tom an and his "Breakfast at guests to the Hollywood Canteen will climax the gala of July festivities to be staged vice personnel by the Blue k. The party starts at 7:30 WT, a half hour preceding the broadcast of "Breakfast At to the East at 8 a.m.

al Independence Day musical ns will be featured by the Farm and Home Makers hour originates in Chicago and with dwards—"Ukulele Ike"—from ork. Edwards will do a medley rge M. Cohan tunes in honor n's anniversary.

## Signal Corps Tribute

rt Monmouth, N. J.—Inde- nce Day will be marked and at this Signal Corps s sub-posts with the broad- by an all-soldier cast of hen Vincent Benet's "Listen he People." Written in free e, Benet's warning to America ard its democracy has been ed widely. It will be broad- over Newark station WAAT 4:15 to 4:45 o'clock tomor-

# WOMEN IN RADIO

By MILDRED O'NEILL

## Letter to Becky!

Becky, age 6, of Charlottesville, Va., had a little elephant that she "lost last July on High Street." Surely, the kind lady of "The Land of the Lost" would find it for her in the mythical kingdom under the sea. No harm to ask. And so it was that Isabel Manning Hewson, writer of this Blue Network program received a child's scrawled letter. . . . Becky has a new elephant now and a letter that she will always treasure, which reads as follows.

★ ★ ★

Dear Becky. . . Thank you very much for your letter about the little elephant you lost last July on High Street. You asked me if I could find it for you in "The Land of the Lost," where all the toys go that little children lose. You know, don't you, Becky, that no one who goes down to the Kingdom Under the Sea can ever come back except, of course, my brother Billy and I who make the trip every week over the Blue Network? But I have a surprise for you. Last week, I was coming back on a current from The Land of the Lost when I met a little elephant on the way down I asked him if he would like to go live with you and he said "yes." So I have packed him in an air-conditioned box and he will arrive at your door in Charlottesville any day now. Love. . . Isabel Manning Hewson.

★ ★ ★

There are some who think that post-war plans are premature; others do not, and in the latter group women probably predominate the world over. Regardless of how difficult the road, they instinctively look ahead and plan for the future. . . . One of radio's well-known women who is definitely for post-war planning is Adelaide Hawley, woman's commentator on WEAJ (New York). Miss Hawley is adding to the variety of her broad- casts by way of microphone interviews of men and women experts in various fields of endeavor, during which she will get their ideas on what the war's end will bring.

★ ★ ★

There are all kinds of opportunities today for women to take the place of men, but it is not given to many to get started in the profession of a famous husband and on the very spot of his first notable success. One exception is Mrs. Raymond Clapper, wife of the brilliant newspaper columnist whose "press soldiering" cost him his life. . . . Olive Clapper started her career last week as radio commentator at the Republican National Convention in Chicago, the city in which, 24 years ago, Raymond Clapper, then of the United Press, was the first to break the news that Warren G. Harding had been selected GOP presidential candidate.

★ ★ ★

Congratulations. . . to Alice Cooper Chapman of the NBC Information Staff on her fine song recital at Steinway Hall, New York. . . . to Mildred Bailey, WTAG's (Worcester) women's features editor, who celebrated the fourth anniversary of her "Afternoon Journal" . . . to Mary Lee Taylor, home economist on KRNT (Des Moines) for that wonderful record—10 straight years of broadcasting without missing a day. . . . to Katherine Fox, public service director for WLW (Cincinnati) for having been awarded the DSM in recognition of her volunteer effort by the War Finance Committee of Ohio. . . . to Mr. and Mrs. Albert Rogers Perkins. The bride of last Saturday was Jane Tiffany Wagner, director of women's war activities for the National Broadcasting Company. . . . to Ruth Franzen of KFI-KECA (Los Angeles) on her promotion to the post of assistant producer.

## Babe Ruth Back On NBC

Babe Ruth has been signed by NBC to do another summer and fall stint on the program to be known as "Here's Babe Ruth," beginning Saturday, July 8, 10:30-10:45 a.m., EWT. Ben Grauer, announcer, will "umpire" the show.

## Stylists On "Post" Show

Lilly Dache and Norman Norell famous fashion designers will fore- cast Fall fashions as guest stars of the Saturday Evening Post's "Listening Post" program on July 6, at 10:45 a.m. over the Blue Network.

# Film Company Signs NBC On Tele Deal

(Continued from Page 1)

to be televised will be one having as its subject Dr. Jose Rozzal, Philip- pines martyr. The film will be short- waved by NBC immediately after its release to exhibitors. The picture is scheduled to go into production in 90 days. Before its release for television purposes a radio version of the film will be broadcast by NBC on its Coast "Pacific News" program in three weekly half-hour installments.

Fromkess disclosed a new franchise agreement providing for the realign- ment of territorial percentages and distribution charges to fit the heavy increase in the company's production budgets. At the same time he re- vealed that PRC had a backlog of some 30 story properties in some form of preparation. Fromkess said the company would deliver not less than half of its 1944-1945 program by mid- September.

Formal election of officers of oper- ating units of Pathe Industries, the new parent company of PRC, will take place between July 10 and 20, Fromkess asserted. The PRC execu- tive will return to the Coast on July 20.

# Treasury May Discontinue Free Platter Programs

(Continued from Page 1)

appears. The 15-minute Salute has been used by about 700 stations, with over 600 selling the "Song for the Day," a five-minute show.

These programs were set for local sponsorship during the Fourth War Loan Drive. Immediately popular, they were kept on the air during the period between the Fourth and Fifth drives. With the general impression being that they would be turned out for local broadcast as long as War Bonds are on the market. Selling ex- perience of broadcasters with these discs has been excellent.

No announcement has been made, but RADIO DAILY learned on good authority last week that the decision to discontinue these platters after the Fifth War Loan is over has been reached. There has been a hot fight within the Treasury on this matter for several weeks. With economy per- haps the major factor in the decision to discontinue. Members of the radio section of the War Finance Division are reported to have fought for con- tinued authorization of funds for these platters.

## Independence Sermon

Chicago—John Barclay, in the role of Dr. Richard Gaylord, min- ister of the mythical church of Five Points, will deliver the In- dependence Day sermon. "The Significance of the Declaration of Independence," on "The Guiding Light" tomorrow (NBC, 2:00 p.m., EWT). Inna Phillips is author of the program.

## PROMOTION

## "Army Hour" Tribute

NBC's advertising and promotion department has issued an attractive readable 64-page brochure titled "G. I." relating the history of the Army Hour, the weekly feature (Sundays, 3:30 to 4:30 p.m., EWT) from April, 1942 to October, 1943. Supplemented with many photographs, the text of the booklet carries on from the program's basic thesis of a five-point creed to a summation of the project's vast scope in global coverage.

"G. I." has on its cover a gold embossed seal of the U. S. flanked on both sides by the letters "G" and "I," with an edging of stars and stripes in red and blue against the flat white of the paper cover. Maj. Gen. Alexander D. Surles, the War Department Public Relations Director, has written the foreword. Credit was given to the operational staff of the Army Hour headed by Col. E. M. Kirby, chief of the Radio Branch, War Department Bureau of Public Relations, and the NBC representatives associated with the program since its inception.

## KOA Sews Up Area

KOA, in Denver, devotes its new promotion piece to the station's Home Forum program's sewing contest and the femcees who put it over, Lora and Betty Price.

Photographs of noted personages who appeared on the program during the contest are splashed effectively over practically the entire brochure, allowing enough space for informative print.

The contest was sponsored by the National Needlecraft Bureau and was promoted in Denver by screen trailer promotion, taxicab placards, window displays and posters. Letters went to home economics teachers in elementary schools, high schools and colleges in Colorado. Entries were received from KOA listeners in Denver, the Rocky Mountain and Plain States region, which constitutes the Denver market. Also from remote places such as Walla Walla, Wash.; Malt, Idaho; Bluebell, Utah; Globe, Ariz.; Gladstone, New Mexico; Decker and Bozeman, Mont.; Boise City, Okla., and Pinewood, Minn.

## Canadian Officials Study Press-Radio Situation

Montreal—M. J. Coldwell, CCF leader, told the Parliamentary radio committee meeting recently that that body should consider recommending in its report the divorce of radio and press ownership in Canada. He said he had just heard that Roy Thompson, Kirkland Lake, Ont., already owned a number of stations and now was buying up some newspapers. Mr. Coldwell said he thought this was "not a healthy situation" to allow press and radio news channels to fall into the hands of a relatively small group of persons. R. Augustin Frigon, acting general manager, said CBS did not encourage control of press and radio by small groups.

## COAST-TO-COAST

## —INDIANA—

FORT WAYNE—WOWO promotion department mixed business with pleasure with excellent results recently. They gave to all their spot salesmen a set of checkers; but as a reminder, on every red square was the name of one of WOWO programs. Every move covered a show, and the resulting suggestion has seemed successful. . . . VINCENNES—The Terre Haute Brewing Co., through Pollyea Advertising of Terre Haute, has renewed with WAOV, two daily 15-minute newscasts for 26 weeks; and their "Eye-Witness News" for one year.

## —GEORGIA—

COLUMBUS — WRBL's News Editor Henry has returned here after a brief "vacation" directing the activities of WGPC of Albany, Ga. . . . Four boys and four girls, graduates from local high schools, will begin their college education this Fall on WRBL scholarships. If any one of the boys enters the armed services, his scholarship will be held in abeyance until he can continue his education.

## —FLORIDA—

MIAMI—WIOD is again presenting its musical program "WIOD Merry-men" during the summer, fall and winter. Originating in WIOD's studios, it is under direction of Musical Director Earl Barr Hanson.

## —CONNECTICUT—

HARTFORD—A Southwick, Mass., woman is the winner of the \$10 prize offered by WDRC for naming a new discussion show heard each afternoon. The new title is simply "What Do You Think?," and replaces the temporary one, "You Name It."

## —COLORADO—

DENVER—Commencing June 19 through July 21, daily classes in radio announcing are being conducted by Clarence Moore, KOA program director and dean of local announcers, in KOA's studios, 3:30-4:30. . . . KOA picnic for all station employees and their families will take place Sunday, July 9.

## —MASSACHUSETTS—

BOSTON—Yeon J. Kowal, regional director of the WMC was interviewed by Dorothea Davis on her "Help Wanted"

program last Friday afternoon on WEEI. . . . Morris Plan Co., of Rhode Island, has renewed thrice weekly five minutes of song with the "Memory Song Man," on WEAN, Providence. . . . WORCESTER — M-G-M has inked a 52-week contract with WTAG for the 15-minute 6 p.m. newscast, thrice weekly.

## —OHIO—

CINCINNATI—WCKY will sponsor for the 3rd straight year the Miss Greater Cincinnati Health, Beauty and Talent prelim to the Atlantic City "Miss America" contest. . . . Honor of being the first child baptized in St. Antoninus Church, here, went to Jane Lentz, infant daughter of Mr. and Mrs. Adrian Lentz. Her father is WCKY studio engineer—DAYTON — Ohmer Register Co., of Dayton, is backing "Music from the Shell" Sunday eve band concert originating on WING for 13 weeks.

## —NEW YORK

SYRACUSE — Jim Lelene completed 1200th broadcast for local Dairymen's League account on June 1. . . . Charles Marks has begun his 12th year this week as WFBL's Morning Mediator. . . . E. R. Vadeboncoeur, WSYR program director, has taken over new duties as vice-president of the Central New York Broadcasting Co. . . . KINGSTON—WKNY announcer Ray Howe has joined the Army Air Corps.

## —MICHIGAN—

DETROIT—Tom McCullough is sportscasting for WJLB. . . . "Victory Varieties," WJLB's noon-time show, is going out to the USO Bond Show broadcast in the center of Washington Boulevard on huge stage constructed for the Fifth War Loan purposes.

## —CALIFORNIA—

SACRAMENTO—Jack McClain, formerly of KROW, has joined the KFBK announcing staff as staff announcer handling the graveyard shift. . . . HOLLYWOOD — From Mutual-Don Lee: Most people know Vincent Lopez for his prowess at the piano, but few knew he can also smash a ball into left field with the best of the batsmen. . . . FRESNO—Bob Rees, who doubles as head of Fresno High School speech department and KMJ staff announcer, has been coaching the men on perfection of their mike technique.

## —IOWA—

DES MOINES—From KSO-KRNT "Dial Tones": "Susie the Steno, after a date with an inland Marine, observes: "Chase and Sanborn coffee ain't the only thing that's fresh when it's dated." . . . Highlighting KRNT's broad Sunday news coverage is the 12:30 Stanley Dixon broadcast, under sponsorship of the Milwaukee Road (Chicago, Milwaukee, St. Paul and Pacific Railroad).

## —NORTH CAROLINA—

CHARLOTTE—Martha Dunson, manager of the UP Bureau, with offices in the WBT studios, announced her resignation June 28, and her coming marriage to Major A. W. Lagrone, of Edgefield, S. C., and now at Maxwell Field, Alabama. . . . Miss Joanne Edson will replace Miss Dunson, July 4. She is from the UP Bureau in Raleigh, N. C.

## AGENCIES

THE KATZ AGENCY, INC., announces the appointment of Liam Bailey, of the Chicago office manager of the Katz Agency's in Kansas City, Mo.

LARRY PAYNE, widely known in the industry, who has been working for the Stanley Boynton agency, has joined that organization as its program director and assistant to Stanley Boynton.

DOHERTY, CLIFFORD A. SHENFIELD, INC., have appointed Burton Stevens as art director of agency. He formerly was with Peacock and Ryan, and was art director until his recent resignation.

FRANCIS H. FENN, president of the American Bantam Car Company at Butler, Pa. announces the appointment of the M. H. Hackett Co. to prepare its advertising. Schenck Hats, Inc. of Philadelphia, also engaged M. H. Hackett Co. to prepare its advertising.

LA BRUM AND HANSON, Philadelphia public relations and advertising counsel moved on July their new quarters in the Bank Securities Building, Walnut and Juniper Streets.

## Stork News

A 10-pound baby girl was born to the household of A. Harry Zoo, Trenton, New Jersey. Zoog, who has his own advertising agency offices in Trenton and Philadelphia was formerly general manager of WTTM, Trenton, and WEPG, Atlanta.

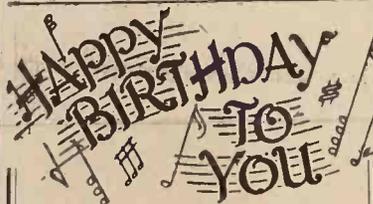


...won't you say a few words?

"Glad to! . . . Uh . . . st out of breath . . . WBYN reports are on the air the minute the race over (exclusively 12 6:30)—even faster than the race itself.

1430 on the di

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



July 3  
Dorothy Kilgallen John Lake  
John E. McMillin Jerry Vogel  
Russell Walker

July 4  
Irving Caesar Michael Chimes  
Julia Mahoney Adelaide Klein  
Mary Patricia Alioate Al Jarvis  
John F. Royal George Sundel  
Alec Templeton Jack Kelly



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 28, NO. 2

NEW YORK, N. Y., WEDNESDAY, JULY 5, 1944

TEN CENTS

## Radio Aids Movies Today

### Radio Will Route Pilotless Planes

Montreal—Radio will guide pilotless post-war planes across the Atlantic in the opinion of radio scientist, Dr. R. L. Smith-Ross, who foreshadowed development in a recorded address to the wireless section of the Institution of Electric Engineers.

He said his forecast was no mere flight of fancy—if advances in radio-operated remote control had kept pace with progress in radio-detection. "Such aircraft," he said, "would fly along specially selected routes."

(Continued on Page 7)

### Teachers Radio Workshop To Get Underway Soon

Inauguration of the 1944 Teachers Radio Workshop in Philadelphia, Boston and Pittsburgh by the Westinghouse Radio Stations, Inc. in cooperation with the Board of Education at Philadelphia, University of Pittsburgh, Board of Education at Pittsburgh, and Boston University at Boston, was announced recently.

The course, developed last year at KYW, Philadelphia, will include all

(Continued on Page 2)

### WMCA Arranges Series Of Hall Johnson Choir

Signing of the Hall Johnson choir for a series of broadcast on WMCA, New York, beginning yesterday, was announced by Nathan Straus, president of WMCA, as a public service contribution to the activities of the City-Wide Citizens Committee on Harlem. The programs,

(Continued on Page 6)

### Tube Prospects

Washington—A stepped-up tube production program for home receivers is forecast by NAB, in its current reports. Few details are given, but the association says it expects to see a substantial increase in the final two quarters from the four million odd tubes which were scheduled during each of the first two quarters of the present year.

### Too Many "Pauls"

Philadelphia—The person who yells "Paul" at WIBG is likely to find himself trampled to death? There's Paul F. Harron, president; Paul Krantz, engineering supervisor; Paul Collins, Paul Kingsley, and a new addition from WITH, Paul Miles, announcers.

### CBS Signs Talent For Tele Programs

Following several weeks of experimentation with live studio shows, Worthington Miner, manager of the CBS Television department, announced recently the signing of the first fixed period contracts with artists.

One of the programs accepted is Vera Massey's song-soliloquy "Will You Remember?" Miss Massey has signed a television contract for 13 weeks, with an option for an addition.

(Continued on Page 2)

### Ted Collins Enters Tele As Consultant For WABD

Ted Collins, manager of Kate Smith and producer of her programs, has been appointed program consultant of the Du Mont Television station WABD, New York, it was announced by Leonard F. Cramer, vice-president of the Allen B. Du Mont Laboratories. Collins has a number of program ideas which will be experimented with on WABD.

## War Recordings Rate High; Geo. Hicks' Discs Among Best

### Recordings Of Awards Made Available By NAB

Washington Bureau, RADIO DAILY  
Washington—Platters on the presentation of the Chief Signal Officer's certificate of appreciation to President J. Harold Ryan of NAB, for the radio industry's aid to the Signal Corps and Army communications generally, will be made available to

(Continued on Page 7)

### Web Shows And Independent Stations Plug "Free Movies" Campaign For Fifth Bond Drive

### St. Louis Radio Co-op Paces 5th Bond Drive

St. Louis—This city was the first city of its size to go over the top in the Fifth War Loan Drive, passing its goal eight days ahead of schedule with a total of \$181,665,605. This exceeds the goal by about \$800,000. The drive is still continuing and many millions are expected to be added to the sales total. The stations of St. Louis performed another fine job;

(Continued on Page 6)

### Levey & Nelson to Speak At Tele Seminar Thurs.

Arthur Levey, president of the Scophony Corporation, and Raymond E. Nelson, vice-president of the Charles M. Storm Company, Inc., will be the speakers at the Television Seminar of the Radio Executives

(Continued on Page 4)

### Radio Veterans Plan Special Air Corps Shows

Atlantic City—Three veteran radio men, stationed here at the AAF Redistribution Station No. 1, are teaming to present several AAFRS No. 1

(Continued on Page 7)

An estimated audience of 69 million listeners will hear a barrage of announcements being broadcast today and tonight over four major networks and scores of independent stations informing the American public that approximately 8,000 movie theaters, half the theaters in the nation, will hold Free Movie

(Continued on Page 6)

### Plan Radio Journalism For Post-War Colleges

Washington Bureau, RADIO DAILY  
Washington—The NAB and several college and university groups are considering the establishment, after the war, of a permanent council on radio journalism, with standards set for full-time courses in radio journalism. This plan signifies the acceptance on the part of educational groups of the distinct character of radio jour-

(Continued on Page 6)

### NBC To Carry First Rome Synagogue Pickup

The first Jewish broadcast from Nazi-held territory liberated by the Allies will be heard exclusively over NBC in a special program from the

(Continued on Page 2)

### Love Matches

Over \$5,000,000 in War Bonds were sold as admissions to the championship tennis matches played at Merion Cricket Club, Philadelphia, June 24, and broadcast over WFIL. Among the tennis stars who appeared were Bill Tilden, Vinny Richards, Alice Marble and Mary Hardwick Hare. Tom Moorhead, WFIL sports announcer, gave a play by play description.

(Continued on Page 7)



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : : Business Manager

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# FINANCIAL

(July 3)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	164	163 3/4	164	+ 1/4
Crosley Corp.	21 1/2	21 1/4	21 1/4	+ 1/4
Gen. Electric	38 3/4	38	38 3/4	+ 1/4
Philco	34 1/2	34 3/8	34 7/8	+ 1/4
RCA Common	11 3/4	11 1/4	11 3/4	+ 1/4
RCA First Pfd.	76 1/2	75 3/4	76 1/2	+ 1
Stewart-Warner	17 1/4	16 3/4	17 1/4	+ 1/4
Westinghouse	105 3/4	104 3/4	105 3/4	+ 3/4
Zenith Radio	42	41 3/4	42	+ 1/2
NEW YORK CURB EXCHANGE				
Nat. Union Radio	4 1/2	4 3/8	4 3/8	
OVER THE COUNTER				
	Bid	Asked		
Farnsworth T. & R.	13 3/4	13	13 3/4	+ 3/4
WCAO (Baltimore)			21 1/2	
WJR (Detroit)			36	

## Wedding Bells

Camp Pendleton, Calif.—Marinae Captain Lyman Armentrout Garber, former New York City attorney, and Marian Simpson Carter, program director for America's Town Meeting of the Air, were married here recently. They will reside at Delmar, Calif.

## 20 YEARS AGO TODAY

(July 5, 1924)

When Maddalena Hauff, known throughout the State of Georgia as the "Nightingale of the South," broadcast recently from New York City, all the stations in Atlanta remained silent during her program so that her host of friends in the southern state might tune in without local interference.

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED!

Blues **KGO** is THE Bay Area Buy!

# Coming and Going

WILL C. GRANT, president of Grant Advertising, Inc., has left Chicago on a swing around Latin America. He'll visit branch offices in Miami, Havana, Rio, Sao Paulo, Buenos Aires, Caracas and Mexico City.

JOE SIEFERTH and the WJZ Victory Troupe, 30 at Quantico, Va., where today they will entertain at the U. S. Marine base.

A. N. ARMSTRONG, JR., assistant manager of WCOP, Boston, is back at his office following a 10-day business trip to the Middle West.

STANLEY YOUNG, general manager of the Chicago office of Spot Sales, Inc., station representatives, is in New York to embark aboard his boat on a vacation cruise of two weeks.

BILL HANSEN, Chicago representative of Fred Waring, has returned to New York to join Waring's Words & Music staff.

HENRY GROSSMAN, network operations engineer for CBS, and ARTHUR PERLES, assistant director of press information, are late arrivals back from Chicago, where they assisted in the covering of the Republican convention.

MARY WICKES, heard regularly on the Col. Stoopnagle program over CBS, is in St. Louis filling a two-weeks opera engagement.

M. H. SHAPIRO, managing editor of RADIO DAILY, who has been sojourning amid the pastoral surroundings of Cornwall Bridge, Conn., is expected back at his desk today. TOM FITZSIMMONS, night editor of the paper, has abandoned his typographical hot-seat for the more tranquil atmosphere of Roxbury in the Catskills. He'll return July 12.

ANN BRANTON, music clearance director of CBS, left Los Angeles Friday for New York. She will spend a month at CBS headquarters here.

MARY SUSAN WOODALL, continuity writer at WPTF, Raleigh, N. C., is back at the station after visiting the Marine Air Station at Cherry Point, N. C., where she assisted in creative writing at the enlisted men's school.

JERRY LESTER, comedian who has been filling an engagement at Slapsie Maxie Rosenbloom's in Hollywood, leaves the West Coast today for New York, where he will open July 12 at the Roxy Theater.

ALEX L. HILLMAN, magazine publisher in the entertainment field, and EUGENE LYONS, editor of "Pageant," have returned from Chicago, where they attended the Republican National Convention.

## Teachers Radio Workshop To Get Underway Soon

(Continued from Page 1)

phases of practical radio broadcasting specifically for public school teachers so that they might be professionally trained in the presentation of educational programs. It will be conducted on a daily basis during July of this summer and then extended for the rest of the year on a bi-monthly basis.

By arrangement of the Philadelphia Board of Education, teachers attending receive college credits. Gordon Hawkins, program supervisor and originator of the plan in Philadelphia, heads the Teacher Workshop activities. His assistant is William C. Galeher, educational director of KYW, while George Slade of WBZ heads the Workshop at Boston and Robert White of KDKA supervises the one at Pittsburgh.

## Peggy Stone's Debut

Peggy Stone, formerly of Spot Sales, announces temporary offices at 304 E. 44th Street, and the signing of WINN, Blue Network outlet at Louisville, for sales representation.

## NBC To Carry First Rome Synagogue Pickup

(Continued from Page 1)

Synagogue of Rome, Sunday, July 23, 1:15-1:30 p.m., EWT. The program is presented in cooperation with the American Jewish Committee in observance of the Jewish holiday, "Tishe'ah B'ab." The Synagogue of Rome was closed by the Germans, September 9, 1943 and was reopened July 16, 1944 with the liberation of Rome.

Ralph Howard, who is NBC correspondent of the American Fifth Army in Italy, is making arrangements for the broadcast.

## CBS Signs Talent For Tele Programs

(Continued from Page 1)

tional 13 weeks, carrying her programs on WCBW through until the end of the year.

Another program to be retained indefinitely is "Opinions on Trial" which presents forum discussions of controversial questions. News coverage is also regarded as a television "natural."



That's why... ALL PHILADELPHIA has formed the habit of dialing 1400 regularly.

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



## ...by any other name

Shakespeare's line still stands up. And applied to radio it means an audience is an audience... no matter the call letters it listens to.

Let's look at Baltimore. What does a listener cost you in this 6th largest market? It's very easy to find out.

First, you take a station's coverage. All stations have coverage maps.

Then you find out how many people listen to that station. You know how that's done.

Then you divide the number of listeners by the cost of the program.

It's as simple as that.

Down here in Baltimore we know how many listeners you get for your dollar. And we know, too, the station that delivers the most listeners for your dollar. It's the successful, independent radio station W-I-T-H.



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

TOM TINSLEY, President  
REPRESENTED BY HEADLEY-REED

# "We're still meeting our listeners in person" . . .

Our WJZ "Victory Troop" has just made  
its 250th personal appearance . . .

250 separate face-to-face meetings between WJZ and  
more than three million soldiers, sailors  
and other service people,

war plant workers and bond  
buyers . . . The WJZ "Victory Troop"

traveled 67,000 miles through New York, New Jersey,  
Connecticut, Rhode Island and Maryland . . . the normal coverage  
area of WJZ . . . *Three million more* people now know WJZ personally. They  
now have a new affection for the station which goes out of its way to bring them  
enjoyment . . . In addition to these, are the eight million in Greater New York,

Westchester, and Connecticut for whom WJZ

has taken on a new  
personality since its recent trans-  
mitter move now brings new strength and clarity

to its signal in their homes . . . It's time you  
made a new estimate of the *new* WJZ . . . These  
new friends of WJZ can be your friends!



**YOUR STRONGEST VOICE IN THE WORLD'S RICHEST MARKET**

KEY STATION OF THE BLUE NETWORK ★ 770 ON YOUR DIAL

# WJZ

PROGRAM REVIEWS

"FINDERS KEEPERS"

Sustaining

WEAF-NBC, Monday, July 3, 10:30 to 11 a.m. EWT.

Bob Sherry, emcee; Irving Miller's Orchestra, Julie Conway, vocalist. Ira Avery, Producer.

SURE FIRE QUIZ AND ENTERTAINMENT.

NBC touched off a pre-Fourth of July piece of radio fireworks Monday morning with the alluring title of "Finders Keepers." New show is a solid half hour of smartly blended audience participation quiz, breezy musical interludes, and general entertainment which brands it as a big time, night time show for morning audience consumption.

Charm of "Finders Keepers" is its "homey" qualities which makes a house party out of a quiz show and besides honoring winners adds up to a goodly portion of gay, diversified entertainment.

Skits and musical offerings form the basis of the quiz session. Audience furnishes three contestants who are asked to pick the Lyric flaws in a vocal of "Let Me Call Your Sweetheart" and of errors in quotations from Shakespeare. Another rendition was a garbled account of proceedings at the Republican Convention.

Comedy situations come from two sources. One from the highly professional delivery of cast in the quiz roles and the other from the comments of the unprofessional audience contestants who commented on their own corrections.

Personable Bob Sherry who holds promise as a first rate emcee did a workmanlike job of keeping the show moving and making the most out of the quiz situations; Pert Julie Conway, added her beauty, charm and voice to the proceedings with the same finesse that made her a favorite on Kay Kyser's College of Musical Knowledge. Irving Miller's orchestra paced the show with an excellent musical background and Ira Avery held the stop watch as the producer. Last but not least was the fine writing job of Marjorie Fisher, creator of "Finders Keepers," whose scripting blended mental gymnastics and house party antics into a highly entertaining and very commercial half hour of morning radio fare.

KCKN The VOICE of GREATER KANSAS CITY 24 Hours a Day BASIC MUTUAL AFTER 6 P.M.

MAIN STREET WITH Ol' Scoops Daly

Convention Clean-Up!

Gate-crashing honors at the 23rd Republican National Convention went not to "One-Eyed" Connolly but to a mere slip of a girl totally inexperienced in the ways of gate-crashing. She is Kay Turpin, secretary to Mike Huber, sales promotion manager of the Blue Network's Central Division. Kay got a hurry-up call to go to the convention to run an adding machine in the tabulation of votes on the presidential nomination. Nobody remembered to get her some credentials so she arrived at the Stadium empty-handed. Stopped cold at the gate, naturally, Kay started talking and she talked long and fast with the result that she not only was admitted but was escorted to the press and radio gallery, an almost impossible vantage point to reach without proper credentials.

Chicago

Although the networks pooled broadcasting facilities at the convention and stuck pretty close to their pre-arranged schedules, NBC got off the beaten path long enough to come up with a "scoop" by putting Dewey on the air from Cleveland when his special plane stopped there to re-fuel en route to Chicago. The network's Elmer Peterson was aboard the Dewey plane and managed to get the New York governor to speak briefly via a WTAM set-up at the Cleveland airport. The convention delegates sweltered in 105-degree heat on the third and final day, but they still were about 20 degrees cooler than the boys with the roving microphones and the 50-pound pack transmitters who roamed the Stadium dishing up interviews and "color". Blue's Martin Agronsky nearly collapsed from the heat. Mutual's Cecil Brown declared it was as hot in Chicago as it ever was in Singapore. Current gag around town is that Democratic Mayor Kelly ordered the steam turned on at the Stadium for the Republicans. It was also suggested that all the GOP oratory generated the heat. In a pool of Blue commentators, Gov. Green of Illinois was voted the most comfortably dressed man and Mrs. Raymond Clapper the most comfortably dressed woman.



Incidentally, Mrs. Clapper did an excellent job for Mutual on her first major radio assignment. and Tom Slater, the net's director of special events, is assigning her to a similar role for the Democratic conclave this month. Heat or no heat, Columbia's Bob Trout managed to retain that cool-as-a-cucumber appearance. the Columbia booth, presided over by genial Paul White, was a popular stopping place for press and radio fraternity. One booth away sat Cecil Brown, but so far we know Paul and Cecil never got any nearer to one another than that. Art Perles and Ethel Kirsner of the New York CBS press staff, with the aid of Shep Chartoc and Florence Warner of WBBM, kept press relations perking smoothly. Blue was ably represented by Eli Henry, NBC by Jack Ryan and Mutual by Dale O'Brien (WGN) and Lester Gottlieb, who was on his last major assignment before leaving the network for Young & Rubicam. Conspicuous by their absence from the convention scene were two of radio's top-flight commentators, Raymond Gram Swing and Gabriel Heatter. Poor health kept Heatter in the cool comfort of his Freeport, Long Island, home. There was no explanation as to why Swing was missing from the conclave.



Remember Pearl Harbor



AGENCIES

YOUNG & RUBICAM, has placed Howard E. Williams in charge of the San Francisco office. He formerly was associated with Erwin, Wasey & Co. The agency also has announced that Robbins Milbank has been appointed to supervise creative and merchandising for the organization on the West Coast.

S. I. COLE, president of Aerovox Corporation of New Bedford, Mass., has just been elected a director of the RMA Parts Division for the two-year term beginning 1944. This prominent condenser manufacturer was a member of the executive committee of the RMA Parts Division during 1943.

CHARLES M. STORM, INC., is preparing for Brugal & Co., San Juan, Puerto Rico, an advertising campaign for Brugal Rum, distributed in the United States by Park & Tilford.

ASSOCIATION OF NATIONAL ADVERTISERS, INC., has elected to membership of the following companies, together with the individuals who will represent them in the ANA: American Enka Corporation, New York City, Carl Reimers, advertising director; MacMillan Petroleum Corp., Los Angeles, Calif., H. W. Cheney, assistant to the president, and Wilson Sporting Goods Co., Chicago, L. B. Icely, president.

Levey & Nelson to Speak At Tele Seminar Thurs.

(Continued from Page 1) Club, tomorrow night in the NBC studios.

"Specific Types of Television Programs" is the general topic to be discussed by the participants, with Nelson discussing the nature of television programming, and Levey explaining "why the large screen" in his talk.

Advertisement for KOA radio station listing features like 68.8% Dealer Preference, 69% Listener Loyalty, 9 out of 10 top programs, 50,000 watt power, 7 state coverage, and 50,000 watts 850 K.C. Represented nationally by Spot Sales.



## 22 Years is a Long Time in Radio\*

We're Baltimore's oldest active radio station!

During the past 22 years, WFBR has developed a loyal listening audience—the kind of people you can depend on . . . the people who have listened to our station and enjoyed our programs over a period of years that is considered long in radio broadcasting. Their wholehearted response has been earned only through good programming and good service.

Sponsors, too, have been as loyal as our audience. Some of our advertisers have been with us almost as long as the station has been on the air!

But aside from our audience and sponsor loyalty, WFBR is proud of its technological developments which include many "firsts" of national as well as local importance. Baltimoreans have applauded our progressive pioneering!

When you include WFBR in your Baltimore radio plans . . . you reach the audience that has always known and recognized WFBR as Maryland's pioneer broadcasting station!

RADIO CENTRE, BALTIMORE-2, MARYLAND  
NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.

# WFBR

\* ANOTHER GOOD REASON WHY

IS YOUR BEST BALTIMORE BUY!

# Plan Radio Journalism For Post-War Colleges

(Continued from Page 1)

nalism, and its difference from newspaper reporting and writing.

The plan was the outcome of a joint meeting of the NAB radio news sub-committee, the radio committees of the American Association of Schools and Departments of Journalism, the National Association of the American Association of Schools and Departments of Journalism, and the National Association of State Universities in Chicago last week. Fred Seibert pres. of AASDJ and director of the school of journalism at the University of Illinois will prepare a report for the NAB in August, outlining complete details and naming personnel of the council.

The council, as planned, would include representatives of NAB, networks, radio division of the press associations, school and college associations, the president of AASDJ, the Federal Radio Education Committee and the Association for Education by Radio.

### Similar Group Now Functioning

The council idea stems from a similar group now functioning for newspapers and the college organizations.

The council would not only implement radio journalism courses but would act as an inspiration for publications in the radio news field and for ethical standards of operation.

Others at the Chicago meeting, in addition to Siebert, were Karl Kierper, KMBC, Kansas City, Mo., chairman of the NAB radio news committee; Walt Dennis, special events and public relations director, WHN, New York, acting secretary of NAB news committee; Paul H. Wagner, department of journalism, Indiana University; Wilbur Schramm, director school of journalism, University of Iowa; Richard W. Bechman, department of technical journalism, Iowa State College; Mitchell V. Charnley, professor of journalism, University of Minnesota and Frank E. Schooley, executive secretary, National Association of Educational Broadcasters and program director of WILL, University of Illinois.

# WMCA Arranges Series Of Hall Johnson Choir

(Continued from Page 1)

which are intended to interpret the Negro's reactions to life as expressed in song, will be heard every Sunday from 3:03 to 3:30 p.m., until fall when the "New World A' Coming" series will be resumed.



**JOHN TILLMAN**  
CBS Announcer  
Now serving in the Army of the United States

# Radio Aids Film Drive Today With "Free Movie Day" Plugs

(Continued from Page 1)

Day tomorrow, with an all-time record for "E" Bond sales in theaters expected to climax the day. Tomorrow, all theaters participating in Free Movie Day will admit free any person who buys a War Bond.

### Tribute to Radio

"That this unprecedented radio barrage, morning, noon and night, should climax the 'Fighting Fifth' War Loan Campaign is a fitting tribute not only to the motion picture industry's intensive drive to sell war bonds, but it is a grand tribute from radio to the motion picture industry.

"For radio to devote so much costly air time to a patriotic drive by the motion picture industry is another way of saying to the motion picture showmen of America that they have not only done a difficult job well, but they have convinced wartime America that the motion picture industry has won an enduring and inspiring place for itself in the pages of history. On behalf of the National 'Fighting Fifth' Committee, I want to express my deepest appreciation to all in radio who cooperated," R. J. O'Donnell, national chairman, announced yesterday.

The networks participating are: Mutual Broadcasting System, National Broadcasting Company, the Blue and Columbia Broadcasting System.

According to Crossley-Hooper figures, this "package of announcements" will reach even beyond the Fifth War Loan kick-off broadcast from Texarkana on June 12th, in which President Roosevelt and Secretary of the Treasury Henry Morgenthau and Hollywood luminaries took part. Although the four networks carried that one big show, it could be heard only the hour it was on the air. In this instance, however, the Free Movie Day message will run the gamut of radio's format for four hours during the best listening hours over the major webs.

During the daytime today, plugs will also be heard on 660 network-affiliated stations which have received special Free Movie Day publicity material. Hollywood commentators, film and drama critics, newscasters and others are expected to use this material. Also, program directors of

several regional networks have attested that Free Movie Day announcements will be carried several times throughout today and tonight.

Martin Starr, radio director for the motion picture industry's "Fighting Fifth" campaign, lined up all radio promotion for Free Movie Day. With additional shows expected to be set as late as Wednesday, the major network lineup announced Monday noon included:

The "Dunninger Show" coast-to-coast on the Blue Network, 9-9:30 p.m., EWT, which will carry not only the Free Movie Day plug on the night of July 5, but a special salute to the motion picture industry, written by Starr and to be voiced by Jeanne Cagney; Mutual's powerful coast-to-coast "Can You Top This," 7:30-8 p.m., EWT; The "Allan Jones Show" (Old Gold) over Columbia, 8-8:30 p.m., EWT; The "Frank Sinatra Show" over CBS, 9-9:30 p.m., EWT; and "Great Moments in Music," over CBS, 10-10:30 p.m., EWT.

The "Dr. Christian" show over CBS made preliminary announcements concerning Free Movie Day on June 21 and 28, with the exact day for the event not mentioned.

On Thursday, Paula Stone will do a special broadcast over WNEW, New York, constituting a Free Movie Day Salute. R. J. O'Donnell, National chairman of the motion picture industry's Fifth War Loan Committee, will open the program, and a number of stars will participate, including Milton Berle, Jeanne Cagney, Helen Menken, Dennis O'Keefe and others.

New York commentators who will include Free Movie Day plugs include: Adrienne Ames (WHN), Art Green (WINS), Bessie Beatty (WOR), Martin Block (WNEW), Margaret Arlen (WABC), Malcolm Child (WEVD), Nancy Craig (WJZ), Julius and Ethel Colby (WMCA), Alma Dettinger (WQXR), Alam Kitchell (WJZ), Mary Margaret McBride,

# St. Louis Radio Co-Paces 5th Bond Drive

(Continued from Page 1)

they cooperated to the fullest extent in providing complete facilities, the encouragement of War Bond purchases. Personal commercialism not given an iota of attention by station. Radio in St. Louis proved its best job yet on a War campaign and can well be found in its performance.

### Record Bond Sales

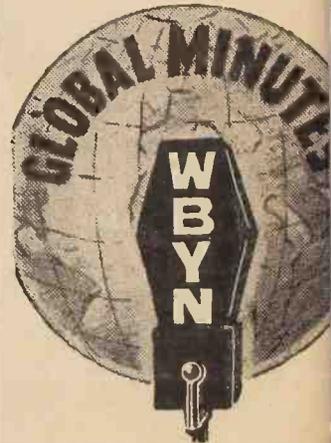
In two one-night stands, Roy star of NBC's "Grand Ole Opry," sold \$200,000 in War Bonds for Fifth War Loan Drive. Acuff sold first \$100,000 in Jasper, Ala., second in Dothan, Ala.

(WEAF), Adelaide Hawley (WF), Johnny Kane (WEVD), Ed Fitzgerald (WOR), Paula Stone (WN), Ted Campbell (WMCA), Bob F. (WMCA), Martha Deane (W), Sidney Mosley (WOR) and others.

Together with the major network plugs, the event will be plugged the airwaves for a total of at 17 hours, beginning with Edgerald's program over WOR at 7.

The listener breakdown on the network shows devoting time to Movie Day on Wednesday follow "Allan Jones Show," approximately 12,000,000; Dunninger program, 5,000; "Can You Top This," 9,300; Frank Sinatra show, 25,500,000; Moments in Music," 16,400,000.

In addition, M-G-M's "Screen program over the coast-to-coast network, with millions of listeners, and the company's spot announcements on 125 stations in 65 cities include Free Movie Day Plugs.



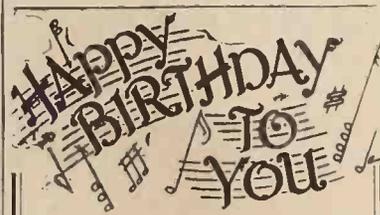
# CHATTANOOGA



POWER EMPIRE

# WDOD CBS

5,000 WATTS  
DAY AND NIGHT  
PAUL H. RAYMER CO.



July 5, 1944

Milton Biow Don Dunphy  
Thomas K. Neely Tim Ryan

Whenever an A. P. or I. N. S. flash comes over the wire... a minute later (all day long) it's over the air on 1430... that's "Minute Station" service

For Availabilities:

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

# Report Leader Among Invasion ET's

(Continued from Page 1)  
gent, is on the staff of the Network and his recording is ed with anti-aircraft and bomb

osite type of show which has long awaited is described as the typically American narration. descriptive in character, the as first heard in the U. S. over as a BBC rebroadcast. In this Warren W. Ward, gave a vivid tion, but without undue emond told of the scene in Nor where he landed his glider en gathered the other pilots d them to the beach for trans on back to England.

mediately after it was broad- Harold Pärtch, musicologist with ohn Simon Guggenheim Me- Foundation, phoned and said s particularly impressed with cording as he felt Lt. Ward's elivery, easy but spontaneously was that for which search had made for the past three years— typical American voice." Pärtch s to score the broadcast ally and use it for teaching es in connection with his Gug- m fellowship position.

the recordings of the invasion to the front more as the prac- method of getting action and tive pictures of the war, many s are building them up as part e regular program material. has set up a Newsreel type of d daily at 6:15 p.m., EWT and the recordings, pooled network hose from the BBC etc. are and made presentable as pos- also narrated, by Paul Killiam s assistant to Dave Driscoll, or of war services and news for Mutual.

plan of giving standout re- gs when most people are at to listen and apt to miss the hots is expected to spread to parts of the country. er examples of unusual record- include the Ed Murrow record- l a rocket plane in motion and resulting explosion and some di- rom the Normandy beachhead. ickup from the latter place is et too good.

## Resort Hotels On WJZ

Resort Hotels of Sullivan y, New York, is sponsoring the al program featuring Chester rd and Marcia Rice on WJZ ay, Wednesday and Friday from o 11:20 p.m., EWT, to promote ember hotels in this area among oning New Yorkers.

VER THE 3rd  
LGEST MARKET  
THE COUNTRY'S  
EATEST STATE  
ER STATION



# ★ PROMOTION ★

## Promotion Angles

KFTI's most recent promotion proved to be very novel. From the standpoint of promotion, business firms in Twin Falls, Idaho, and vicinity received an eye opener when the station circulated its latest. The station sent out its first monthly edition of its program schedule with a frontispiece telling the new business added during the month of May—local, national spot and network.

Inserted in the program schedule were three novelties: a microphone blotter with the station's call letters imprinted, a story of arrangements made by the station to completely cover the invasion and the consequent advantage of advertising at a time when ears in the area were listening to their NBC affiliate, and lastly a free ringside ticket to the Invasion.

## Radio Veterans Plan Special Air Corps Shows

(Continued from Page 1)

broadcasts. 1st Lt. Michael J. Foster, formerly of CBS, heads the department which produces all radio programs broadcast from this station. His ace announcer and producer is Sgt. Hamilton Woodle, of the Special Services Office, and ex-announcer on WBEN of Buffalo. Corp. Paul Flynn, of Johnstown, Pa., previously an announcer and producer for WHJB, of Greensburg, Pa., is also assisting Lt. Foster.

## Stork News

Sam and Mrs. Kaufman are the parents of a baby daughter born at Doctors Hospital, June 28. The baby, to be called Elisa Deane, weighed six pounds six ounces. Kaufman is music editor for NBC and also editor of the house organ, NBC Transmitter. Mrs. Kaufman is the former radio and stage actress Dorothy Darling.

Mr. and Mrs. Joe Barnett are the parents of a daughter, Carol, born at Lenox Hill Hospital in New York. Barnett is associated with NCAC and his wife is known to radio as Rosalind Green.

## Kansas Eyes Future

"The Post-War Plans of Kansas Families," an advance report from the Kansas radio audience of 1944, is a thick, informative brochure that tells a statistical story of this area's future marketing plans with the compliments of WIBW, "the voice of Kansas." More than 50 pages, interestingly designed in brown, blue and white, are utilized for this purpose.

The survey, conducted by Dr. F. L. Whan of the University of Wichita, explains in the index what it proposes to reveal, among which are included: Explanation of methods, ownership and condition of radio sets, occupational plans for the post-war era, place of residence plans for the post-war era, amount and type of savings and post-war purchasing. The promotion piece is commendable and proves this station has foresight.

## Recordings Of Awards Made Available By NAB

(Continued from Page 1)

NAB members at no cost. Members desirous of broadcasting the program urged to write Washington headquarters, since the supply of discs will be limited to the demand. The presentation is due to take place within the next week.

Although the Chief Signal Officer was actually honoring the entire radio industry, the certificate is made out to NAB as the one group representing most of the nation's broadcasters. Thus distribution will be limited to NAB. Network distribution will be limited to NAB. A network is believed to have been interested in broadcasting the presentation, but NAB turned down the offer in order to keep the broadcast to members state.

## Heads NBC Special Events

Joseph Meyers, news supervisor for NBC has been appointed acting manager of special events, it was announced recently by William F. Brooks, NBC director of news and special events. Meyers replaces Lathrop Mack, who has been named manager of guest relations for the network.

# Radio Will Route Pilotless Planes

(Continued from Page 1)

and at the control of land operators on each side of the ocean.

"During the flight the position of all craft would be continuously under supervision, and the craft would be fitted with radio-operated devices which would automatically lead to evading action should another aircraft, whether pilot-operated or not, cross the route at a point where collision might be possible.

## Indication of Radio Progress

"Radio operated instruments installed in the aircraft could give information as to meteorological conditions all along the route."

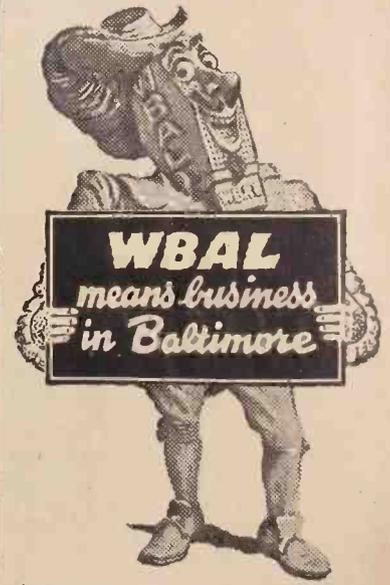
The war was accompanied by revolutionary advances in radio as an aid to aerial and marine navigation.

The results would clearly be applicable to ship and aircraft direction finding with the aid of special transmissions from beacons.

It was anticipated that various devices known before the war as iceberg-detectors and collision preventers would have reached the stage of being suitable for direct application to the navigation of civilian air and sea craft.

## New "Chick Carter"

"Chick Carter," (Monday through Friday, 5:15 to 5:30 p.m., EWT), observed a double celebration Monday, July 3 by beginning the second year on WOR-Mutual with Leon Janney, a new actor, in the title role. The young veteran actor will replace Bill Lipton, creator of the Chick Carter role since its inception, who turned 18 on June 13 and this Saturday reports to Dartmouth for training in the Navy's V-12 program. Fritz Blocki direct and produces the "Chick Carter" series.



Edward Petry & Co., National Representative



## WALTER COMPTON

BACKGROUND FOR NEWS

add  
**WSAY**  
to his  
sponsor list



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

# RADIO DAILY

Vol. 28, No. 3 Thurs., July 6, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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

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## FINANCIAL

(Wednesday, July 5)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Chg.	%
Am. Tel. & Tel.	164	163 3/4	163 3/4	+	3/4
CBS A	33	33	33		
CBS B	32 1/2	32 1/2	32 1/2		
Crosley Corp.	22 3/4	21 7/8	22 1/2	+	3/4
Gen. Electric	39	38 5/8	38 7/8	+	1/8
Phico	35 3/8	34 3/4	35 3/8	+	3/4
RCA Common	11 7/8	11 1/4	11 7/8	+	1/2
RCA First Pfd.	75 1/2	75 1/2	75 1/2		
Stewart-Warner	17 3/4	17 3/8	17 3/4	+	3/8
Westinghouse	106	104 3/4	104 3/4	+	1
Zenith Radio	42 3/4	41 7/8	42 3/4	+	3/8

### OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	21 1/2	
WJR (Detroit)	36	

## 20 YEARS AGO TODAY

(July 6, 1924)

Not generally known to the average radio fan is the fact that the frequency of a station, or the wave length, is measured by means of a device known as the wave meter. Every high-grade broadcasting station is provided with a wave meter with which to set the frequency of the outlet accurately, thus keeping every station in its "own front yard."

# 1<sup>ST</sup>

In The Billboard's recent poll to determine local stations whose public relations have been outstanding, WTAG ranked first in Central New England. Public relations as a branch of public service has helped to maintain WTAG's top rating in Listening Station Indexes. When you buy time, bring an audience from the INSIDE.

# WTAG

WORCESTER

## Coming and Going

WILLIAM E. WARE, general manager of KWFC, Hot Springs, Arkansas, has returned from Chicago where he spent a week on station business.

C. NICHOLAS PRIAULX, vice-president in charge of finance for the Blue network, has returned to his post after a week's vacation at Lake Gananoque, Ontario.

CHARLES LEDINCHAM, announcer for WLVA, Lynchburg, Va., is spending a few days in Gotham, to observe network operations.

REV. EVERETT C. PARKER, assistant public service manager of NBC, returned yesterday from a week's business trip to the Midwest. Lectures on radio and religion were included in his travels.

ELSIE THOMPSON, organist for Columbia's "Aunt Jenny" series, off to Illinois to visit with her husband, Col. James Boyd, recently returned from overseas duty.

RALPH EDWARDS and his "Truth or Consequences" are in Charlotte, N. C., for tonight's Bond-selling performance. The Edwards aggregation is heard over NBC, 8:30-9 p.m., EWT.

HUGH M. FELTIS, general manager of KOIL, CBS affiliate in Omaha, Nebraska, is in the City for several days on business.

NORMAN PAUL, scripter for the Blue's "Duffy's Tavern," has returned to New York, after several months in Hollywood.

WILLIAM F. MALO, commercial and sales promotion manager of WDRC, is in Gotham for a few days on business.

PHIL MOORE, musical scorer for the Mildred Bailey show, is en route to Hollywood in the interest of his new song, "I'm Gonna See My Baby."

CLDYE W. REMBERT, managing director of KRLD, Dallas, Texas, is in Gotham on a business trip.

## 1st Ultra High Units In Use In Canada

(Continued from Page 1)

and Patricia Bay. It provides instantaneous communication as to reservations, flight planes, loads, flight clearance and dispatch. There is no contact with planes in flight, which have their own radio systems. The system is "point-to-point" and no other radio can pick up its messages.

"This is a development that can be applied to all commercial air lines after the war," said S. S. Stevens, superintendent of communications and electronic development for STCA. He also pointed out that one of the most valuable characteristics of ultra-high frequency modulation is that it eliminates static and fading in any weather conditions.

The system is powered by 50-watt transmitters installed in the Hotel Vancouver and on Mount Newton, Vancouver Island more than 40 miles away and a mile and a half from Patricia Bay airport.

## KSD Planning Special Democratic Conv. Cover

St. Louis—Special guests and correspondents of the St. Louis "Post Dispatch" will join with KSD's own commentator and announcers in a series of feature broadcasts from Chicago adding to KSD's regular NBC coverage of the Democratic National Convention starting July 19.

The "Post Dispatch" station will have a staff of 10 or more in Chicago with a KSD booth at the convention and direct wires to St. Louis. Special non-sponsored broadcasts have been scheduled for 5 p.m. and 10-15 p.m. daily while the convention continues. The programs will stress political comment with feature sidelights, and when possible, guest speakers following the example set at the Republican Convention when Sir Willmot Lewis, London "Times" correspondent provided an international viewpoint for the St. Louis audience.

## NBC Engineer Arrives For West Coast Project

(Continued from Page 1)

laboration with OWI. The Defense Plant Corporation is financing the project.

He will stay at the Pacific Coast plant, in charge of technical operations, after the completion of the four shortwave stations that NBC will operate technically for the Overseas Branch of OWI.

## WJW Sked Football

Cleveland—William O'Neil, president of radio station WJW, and Chas. F. Walsh, assistant to the president of the Cleveland Rams, announce the signing of a contract to broadcast the Cleveland Rams Professional football games for the 1944 and 1945 seasons over radio station WJW, Cleveland, Ohio.

# Racing Tracing

Weather clear . . . track fast . . . but WBYN is even faster! Every few minutes, 12 to 6:30 while races are on . . . minute-reports . . . exclusively on 1430!



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



## MacFarlane Broadcast the First 1,000 Plane Raid

Can you see in your mind's eye 1,000 planes? Can you imagine the thrill it must be? And then can you imagine what it is to see the first group of 1,000 planes in the world, leave to bomb Germany? And the news it made in America as the story came across the Atlantic to The States?

That's just one episode in the war life of Ian Ross MacFarlane. Just one more indication of the way this newscaster has been in the war right up to the hilt.

It's just one more reason why his newscasts carry an authenticity and force seldom heard on the air. He's been through the events once . . . that are happening again.

Ian Ross MacFarlane broadcasts exclusively for W-I-T-H.



# W-I-T-H

IN BALTIMORE

TOM TINSLEY, President  
REPRESENTED BY HEADLEY-REED



**The news comes to  
Chicago's millions...**

**...via WMAQ**

From London and the French invasion towns, Rome, the Karelian Isthmus, from Yunnan Province and the South Pacific islands, accurate news is INSTANTLY brought to Chicago's millions by WMAQ.

The expert commentators, analysts and reporters who serve WMAQ, command the attention of the vast radio audience in the rich Chicago market—second largest in the United States. To them belongs much of the credit for making WMAQ the CHICAGO STATION MOST PEOPLE LISTEN TO MOST.

The great news-hungry mass of people who instinctively tune to WMAQ for the latest happenings both at home and abroad is another reason why WMAQ is the logical choice for local and spot campaigns. Astute advertisers have learned that their campaigns on this station do reach and influence millions of people and that increased sales and profits are the result.

In Chicago it's WMAQ.

**WMAQ  
CHICAGO**

They all tune to the

**National Broadcasting Company**

**It's a National Habit**

America's No. 1 Network



A Service of Radio  
Corporation of America

**SOUTHWEST**

**PEGGY DALTON** is the new editor of the WOAI Women's Page of the Air, the San Antonio station. . . . An addition to the WOAI staff is Josephine Dickman, to the continuity department. . . . Latest newcomer to the staff of KABC is Emily Flennican, to the accounting department. . . . Senator W. Lee O'Daniel is being heard over KABC each Thursday afternoon in a series of broadcasts titled "Report On the Home Front." "Songs by Louise" is the title of a new series of programs being broadcast over WFFA, Dallas, for a quarter hour each Tuesday and Thursday at 10:15 p.m. The program features organ music by Hugh Waddill, songs by Louise Mackey, with Bob Stanford as announcer and reader of poetry.

Fred Kincaid is now sportscasting for KGKO, Fort Worth, in addition to his WFFA chores. . . . Baird's Bakery has renewed for another year its extensive spot campaign over KGKO.

B. C. Headache Powders sponsors the nightly "Roundup of Sports" over KRLD, Dallas. . . . Mary Lee Carroll, local songstress, has joined D'Artega and his all girl orchestra. . . . OPA Questions-Answers is the title of a new series of broadcasts originating from the studios of WRR and carried by stations of the Texas State Network for a quarter hour each Saturday evening.

**YOU MAKE SALES..**

**WHEN YOU BUY SPOTS**

ask a John Blair man

**JOHN BLAIR & COMPANY**

REPRESENTING LEADING RADIO STATIONS

**MAIN STREET**



**California Culls . . .**

● ● ● Clyde Coombs, of KARM, Fresno, had need of the well-known "second wind" after a mad week's whirl of entertaining the Pacific Advertising association delegates, CBS ninth district affiliates and members of the Rotary club. The boys on Radio Row are still talking of the fluff that created a four-minute laugh on Tom Breneman's "Breakfast At Sardi's."

**Los Angeles**

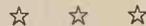
Tom was questioning an 82-year-old guest and his 81-year-old wife, who were celebrating their 62nd wedding anniversary, when the aged, but quick-witted guest, gave a very unexpected answer to the query of where he had spent his honeymoon. . . . ● Speaking of honeymoons, Mary Anne Gideon, CBS junior sound effects girl, is discarding a radio and screen career to become the bride of Major John Van Trigt, at Walker Army Air Field, Victoria, Kan., July 12. Her beauty resulted in Lionel Barrymore arranging a screen test for her, but Mary decided upon sweet domesticity. ● Mrs. Vivian Rinker has been made manager of KERN, Bakersfield, succeeding Dean Banta, who resigned.



● ● ● Former KFI-KECA announcers are wearing khaki in most all of the war theaters. Bill Stulla is still addressing a turbaned mike in New Delhi from dawn to dusk and later, while George Dvorak is still operating one of the G. I. stations in the famous South Pacific Mosquito network. Doug Evans reports from Italy and it should not be long before he reports from Rome. Pvt. Pat Bishop is down in Texas, taking practice marches with full pack every day, while Cpl. Bernie Smith, former KFI-KECA publicity and agricultural director, has made it safely over to North Africa. . . . ● "Another day, another girl," quipped Glan Heisch, KNX program director, when Dr. Tollefson, father of four boys, informed Glan that the latter had become the father of his fourth consecutive girl. It was Glan's birthday, too, and, in addition, he had just been re-classified 2-A by his draft board. Mrs. Heisch is a sister of Bud Heistad, the announcer. . . . ● Mary Frances Kylen, assistant traffic manager at KIRO, Seattle, is visiting Connie Blake, of the Columbia Pacific traffic department.



● ● ● Mrs. Hal Styles did an excellent job of pinch-hitting for her husband and handled the commentating job on "Lest Ye Forget" and "Young America Speaks" while Hal, who won the Democratic nomination for Congress against Congressman John Costello, made a trip to Washington. Mrs. Styles, who was her husband's secretary before their marriage, is continuing to handle the same duties. . . . ● Speaking of secretaries, Marcene Buckman is now an aide to Milt Samuel, Pacific Blue Boswell. ● Lt. (j.g.) Norman Anderson, 2nd Lt. Ray Rosencrans, an infantry officer in Texas, and Farlan Meyers, of the Air Transport command, are among the former Columbia Pacific employes, who have been visiting Columbia Square. Marvin Mueller, who was one of the busiest men in Chicago radio before coming to the Coast, is the new announcer on "Stars Over Hollywood."



● ● ● Albert Sack, who has resigned as Pacific Blue musical director, is vacationing in Cleveland. One of his first chores as a free-lance will be handling the baton on the Frank Morgan "Maxwell House" show. Lynn Randle, of the CBS publicity department, has been dubbed "Miss Rip Van Winkle," because she declared she had spent her two weeks vacation sleeping. Bernice Gould, secretary to Meyer Davis, New York orchestra leader and play producer, here on her first visit to the Southland.



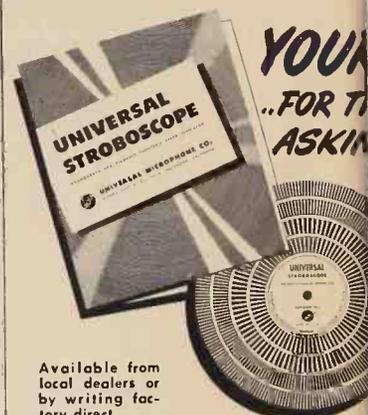
—Remember Pearl Harbor—

**NEW BUSINESS**

KYW, Philadelphia: Barr's Jewers, Philadelphia, through Edward Prager of Baltimore, has renewed its schedule of three station breaks weekly for 26 weeks; Johnson & Johnson of New Brunswick will use two day time station breaks weekly for 1 weeks for baby powder and five one minute announcements weekly in three-week campaign for surgical dressings, through Young & Rubicam New York; Campbell Soup Company (Beef Noodle Soup), through Foot Cone & Belding has contracted for 1 station breaks for seven weeks; Procter & Gamble Company, Cincinnati three station breaks weekly for a 13 week period. Product is Teel agency is the Biow Company of New York.

**Plan Technicians School For Theater Television**

(Continued from Page 1)  
Glennen of the Fox Theater. The object of the plan is to train men for television when this industry opens on broad basis. The plan calls for a course of about 25 weeks during the first season. Mathematics will be stressed in the training which may be given in one of the local schools or universities. Enrollment would be open to all IATSE members here.



Available from local dealers or by writing factory direct.

**UNIVERSAL STROBOSCOPE**

This handy phonograph turntable speed indicator complete with instructive folder, is now available gratis to all phonograph and recorder owners through their local dealers and jobbers. A recorder old the Universal Stroboscope will aid in maintaining pre-war quality of recording reproducing equipment in true pitch and tempo. Universal Microphone Co., pioneer manufacturer of microphones and home recording components as well as Professional Recording Studio Equipment, takes this means of rendering a service to the owners of phonograph and recording equipment. After victory is ours—dealer shelves again stock the many new Universal recording components you have been waiting for.



# FD Sale To Field By Commission

(Continued from Page 1)

old by Crosley to comply with multiple-ownership rule. The Commission announced also it will hold hearing August 15, on the petition of the CIO's United mobile Workers that renewal be denied WHKC, Columbus, O., because of alleged interference with the right of free speech. The UAW has complained strongly of unwarranted censorship by the station on a script of Edward T. Frankenstein, its vice-president, and in other instances. It's compared what Frankenstein has to say with what has actually been broadcast by commentators on the other side of the fence—with particular attention to remarks of Fulton O. Fisher, Jr., carried by Mutual. Frankenstein comments on similar subjects were excised by WHKC, and it claims.

The Commission granted two 250-watt stations, both on the 1,340 band—the Dublin, Ga., Broadcasting Co., and the Western Radio Corp. of Pasco, Washington. An FM license was granted to banks of the Wabash, Inc., of Haute, Ind., licensee of standard station WBOW.

# Pope To Speak Shortly To the Canadian People

Canadian Bureau, RADIO DAILY

Quebec—Montreal Star announces the authority of a cable from the Pope to Watt, its war correspondent in Rome, that the Pope will broadcast daily to Canada at an early date. A dispatch says such a broadcast to a specific country is very unusual, but it originates from the pontiff's appointment of the Royal 22nd Regiment in Quebec a few days ago.

The Pope will repeat for Canadian listeners something of what he said to the British, and will speak both in French and English. The broadcast will be carried over the network of the Canadian Broadcasting Corporation, whose transmitters and engineers will conduct the broadcast from the Pope's private apartment. No date has been announced here by the CBC.

CBC officials announced yesterday that their war correspondents in Italy, Robert LaFleur and Peter Stursberg, secured a recording of the address of Pope Pius XII to the Royal 22nd Regiment when the French-Canadian pontiff visited the Vatican Monday. It is expected that the recording will be broadcast over the CBC networks.

Pope Pius repeated the address for himself in his private library and afterwards added a few words in English.

# Missing In Action

Vancouver, B. C.—Major Kent Stevenson, 40, British Broadcasting Corporation war correspondent for 12 years, is missing following an engagement with the RAF, his parents, Mr. and Mrs. H. M. Stevenson, Vancouver, were advised yesterday.

# Form Tele Producers Unit Among Indies on W. C.

Los Angeles—Pacific Coast Independent Television Producers Association has been formed, with Patrick Michael Cuning, Hubbard Hunt, Rudi Feld, Armand Piaggi and Joseph Sawyer as charter members. Attorney John Herbold is counsel for the new organization.

# New Citizen

Cincinnati—Actress Lottee Stavinsky, who portrays Polish Anna Polaski in "Pepper Young's Family," (WLW, Mondays through Fridays, 3:30 p.m., EWT), has received the thrill of her lifetime, her American citizenship papers. Miss Stavinsky came to these shores six years ago.

# NBC Announces New Series Of Wartime Drama Shows

(Continued from Page 1)

"They Call Me Joe." Series will begin Saturday, July 22, and will continue for 12 weeks.

In co-operation with the War Department, NBC will make special transcriptions of the program which will be flown to approximately 400 outlets of the Armed Forces Radio Services around the world. This is the first NBC series planned for such distribution.

"They Call Me Joe" is a presentation of the NBC University of the Air. Frank Wells is scripting all the programs.

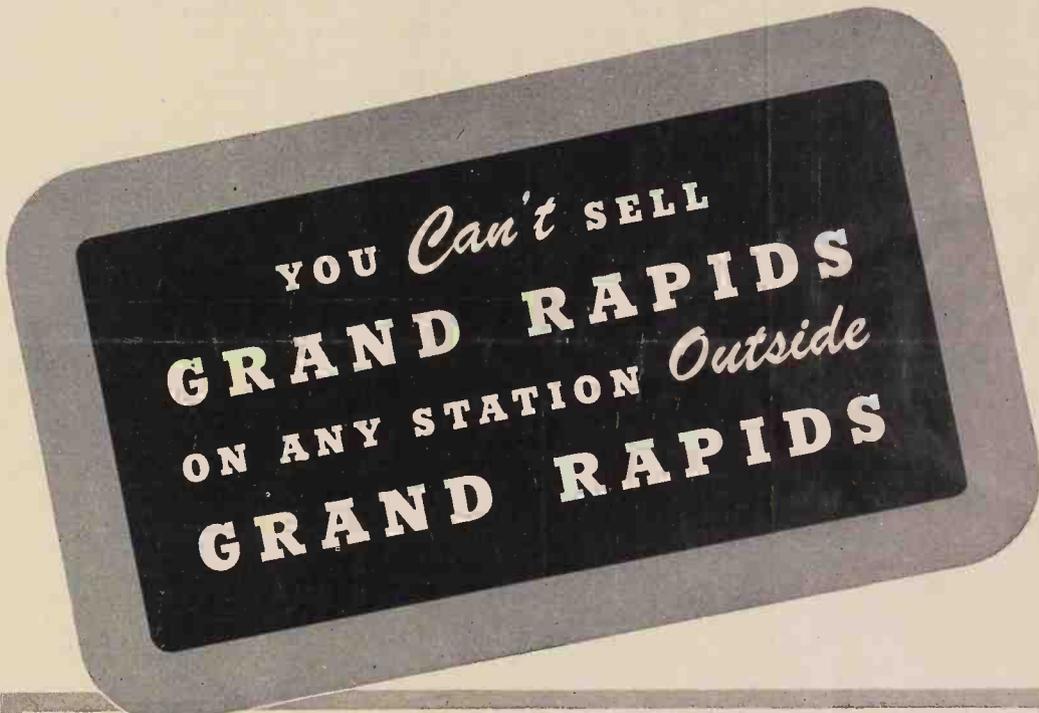
# AFRS To Broadcast Educational Series

(Continued from Page 1)

educational series across the seas were worked out by Erik Barnouw, supervisor of the AFRS Education Service; Lt. J. Parker Wheatley of the Morale Service Division's Special Projects Branch; Lyman Bryson, Columbia Broadcasting System Director of Education; and Leon Levine, producer of the program.

The AFRS plans to broadcast also a number of "School of the Air" music and literature programs in the near future.

# GRAND RAPIDS Is Michigan's Largest Market Outside Detroit



# WOOD

*has more than twice as many  
Grand Rapids listeners as  
any other radio station anywhere*

## Rush Of FCC Action From Duopoly Moves

(Continued from Page 1)

1,360 kilocycles, WLW and WSAI both carry NBC and Blue programs. KECA is on the 790 band, with 5,000 watts, and has always carried Blue exclusively. Price for WSAI is \$550,000 and for KECA \$800,000. Field recently bought WJJD, Chicago.

Transfer of control of WCAP, Asbury Park, N. J., from Georgia A. Burley to the Charms Co., has also been asked. In another multiple-ownership instance, applications were received to assign to licenses of WAIT and WGES, Chicago, among two groups formerly sharing ownership of both stations. The partnership holding WAIT includes Gene T. Dyer, Evelyn M. Ringwald, Elizabeth M. Hinzman, Adele Molds, Vivian Christoph and William F. Moss, while that presently owning WGES includes Dyer, Gene T. Dyer, Jr., Moss, Miss Christoph, F. A. Ringwald, Louis E. Molds and Grace V. McNeill. The WAIT license would go to Gene T., Evelyn M., and Gene T. Dyer, Jr., Adele and Louis E. Molds and Grace V. McNeil. The WGES license would go to John A. Dyer, Vivian Christoph, Elizabeth Hinzman, F. A. Ringwald and William F. Moss.

### WGES Switch

WAIT operates with 5,000 on the 820 band, while WGES uses the same power on the 1,390 band. Commission action is still pending upon the application for sale of a third Dyer station in Chicago, WSBC. This 250 watter, on the 1,240 band, has been sold to Julius, Oscar, Arnold, Bertha and Gertrude Miller by Gene, John and Evelyn Dyer and Elizabeth Hinzman for a price of \$100,000.

New FM applications have been received from Hearst Radio Inc., Baltimore, licensee of the 50,000 watt NBC outlet WBAL, and from Crosley for a transmitter in Dayton, O., Leonard A. Versluis, Grand Rapids, Mich., the Voice of Alabama, Inc., Birmingham, and Board of Education, Floral Park, N. Y., (non-commercial). A commercial television application has been received from WGAR, Cleveland.

### Houston Situation

Further complicating the Houston, Texas, situation, where a petition for rehearing on the Commission's recent grant of a license to Judge Roy Hofheinz for a 250-watter is still pending, Fred Weber, E. A. Stephens and William H. Talbot are now seeking a 250-watter in Houston, to operate on the 1,560 band. This trio is now licensee of WDSU, New Orleans. Other applicants for the Houston channel are the Greater Houston Broadcastign Corp., and Scripps-Howard.

A new 250-watter, on the 1,240 band, has been asked by J. W. Birdwell, Nashville, Tenn. A frequency shift from 1,400 to 1,250 kilocycles and a power boost from 250 watts to five kilowatts has been asked by WSAU, Wausau, Wisc., and The Patterson Broadcasting Service. Application for a 250-watter in Birmingham, Ala., has asked to change its fre-

# ★ PROMOTION ★

## New House Organ

To further promote its promotional activities, KMBC sent out a four-page educational house organ called "Listening Post" to all educators in the Kansas City area. The purpose of the publication is to give news and information about programs of educational and cultural interest for the listeners' facility. KMBC will publish this item once a month. Circulation of the first printing was 5,000.

In addition to the above, this station publishes "Heartbeats," a monthly house organ which is designed to familiarize advertisers and agencies with this station's commercial activities. This publication is sent to both national and local agencies.

## KMOX's Seller

"Most Of the Listeners, Most Of the Time . . ." is the name of KMOX's brochure which is both colorfully designed and contains informative facts pertaining to prospective advertisers and other affiliates interested in the St. Louis area.

With Hooper reports to substantiate its claim, KMOX shows graphically how the station's popularity is compared to other stations in the same area. Agencies and advertisers should find the brochure helpful. Messages throughout the four pages are direct and easy to grasp.

## Bright Future For Blue Seen By Don E. Gilman

(Continued from Page 1)

Division. Gilman, who has just returned to the Coast, spent two weeks in the East conferring with network executives. While in the East Gilman submitted and had approved the plans for the \$40,000 remodeling job on the Hollywood Playhouse which will be done as soon as an okay is granted by the WPB. The Blue Network board also approved the five year lease on the theater which will be used primarily to house KECA, but will also be used to originate network and local programs. Action is still pending however before the FCC on the sale of KECA to the Blue.

Backing up Gilman's prediction as to Blue's prosperity, it is pointed out that recently three important programs have been added to the network's schedule. These are: "Blondie," for Supersuds, which starts July 21; "Scramby Amby," for Manhattan Soap which goes Coast to Coast July 26, and "Glamour Manor," Procter & Gamble strip.

quency request from 1,340 to 1,490. A. W. Talbot, who has applied for stations in Billings and Missoula, Mont., has amended his frequency and power specifications. Instead of the 1,410 band in Billings, with one kilowatt night and five day, he asks the 1,490 band with 250 watts. In Missoula instead of the 630 band with one kilowatt day and five nights, he asks the 1,230 band with 250 watts.

## Mastheads

WOR's most recent promotion piece is literally plastered with newspapers. This is by way of saying, as the station itself points out, that WOR's program listings have expanded from less than 50 newspapers in 1936 to the number of 191 newspapers in 140 cities and town—this station's area, during the ensuing years.

The promotion piece is made of plain copy paper, and all the mastheads of the 191 newspapers are effectively scattered to imply that the "powerful station" hits the seven states that include 16 cities, with more than 100,000 people for each.

## Caricatures

"This Is the No. 1 Program Behind Most WBBM Success Stories" is the title on the cover of WBBM's latest brochure. It doesn't plug any particular program, but instead has 20 caricature drawings of the personnel involved in the production end of the station's programs. The promotion piece also points out that the persons involved in the program department have 163 years of radio behind them—totaled up, of course.

The brochure is made of heavy stock in burnt sienna. The caricatures are also in burnt sienna. All in all giving the brochure has individuality.

## KDKA's 5th Bond Drive Passes the Million Mark

Pittsburgh — KDKA Bondwagon cash sales of War Bonds during the Fifth War Loan Drive passed the million dollars mark when \$306,320 worth of the U. S. Treasury Certificates were sold during a rally at Somerset, Pa., last Saturday. The aggregate sale of bonds during the Bondwagon's four stops thus far on its 1944 itinerary has reached \$1,073,320. Other western Pennsylvania cities visited by the KDKA troupe of artists and office personnel were Indiana, Connellsville and Clearfield.

## Short Wave Birthdays

Two programs shortwaved by the NBC International Section have reached their first anniversary. "La Hora Del Nino" (The Children's Hour) and "Pagina Femenina" (The Woman's Page) are broadcast weekly from NBC in New York to Latin America. "La Hora Del Nino" is prepared and produced by Maria Rubini, "Pagina Femenina" is done by Mary Spaulding.

## Lazar's New Assignment

Bill Lazar will take over the announcer's spot on the show "To Your Good Health" next Monday. The program, presented by CBS thrice-weekly, stars Lyn Murray's orchestra and the chorus of stars. It is produced by David White of Batten, Barton, Durstine & Osborn.

## ANA Sets New Survey Re Consumers' Views

(Continued from Page 1)

Association of National Advertisers. The opinions will be obtained interviews with representative consumers, West said. "Our member companies want to know specifically what the public approves or disapproves about business; what it understands and doesn't understand; what steps it would suggest for improvement, both in advertising and other business activities affecting the public," he added.

The study is being carried under the direction of the ANA Public Relations, of which Charles Carr, of the Aluminum Company of America, is chairman. Opinion search Corporation of Princeton, N. J., has been retained to do the search work.

In announcing the new program Mr. West stated: "No responsible business can afford to ignore changing public attitudes toward business. These attitudes have a bearing on many corporation policies. This is especially true in advertising, which forms an intimate link between American people and the business man. While business should know what kind of copy is acceptable to the public and should be closely touched with marketing conditions, it also needs to know the public's feelings and opinions, which sometimes change quickly. Often these changes are not immediately noticeable and cannot be understood without constant, thorough study."

## Radio Hillbilly Unit In Political Picture

(Continued from Page 1)

the Jamup and Honey Mobile Unit No. 1 of the WSM-NBC Grand Opry, Colonel Barton, multi-millionaire oil man, is getting big crowds one of the most spirited political rallies in the history of Arkansas.

Following the successes of Louisiana's new governor, Jimmy Davis and W. Lee O'Daniel, the "pass the biscuits pappy" flour peddler for Texas, now in the Senate, Colonel Barton is campaigning against four veterans including Governor Homer Hines, Mrs. Hattie W. Caraway, H. Fulbright and Rosser Venable.

## New Recruiting Song

"The Voice of the Army," a new composition by Norman L. Cloutier, NBC manager of Thesaurus program has been adopted the official song of the U. S. Army Recruiting Service according to an announcement by Major General J. A. Ulio, adjutant general. It will be used for recruiting activities by the War Department under a royalty-free license agreed upon by the writers. Major H. Nor Callahan wrote the words. With the completion of the arrangements, the tune and lyrics will be available for all Army bands.



# ★ ★ ★ COAST - TO - COAST ★ ★ ★

### — NEW JERSEY —

**PATERSON**—WPAT will broadcast this Saturday afternoon at 2 o'clock the "Invasion Carnival" in which the residents of Passaic County will offer prayers for the over-all success of the invasion, and will celebrate the success of their Fifth War Loan Campaign. Entire affair has been worked out by WPAT's program department. . . . **CAMDEN** — In cooperation with the RCA Victor Divisions, the Department of Music Education of N. Y. U.'s School of Education has added to its summer curriculum. Leaders in the field of music and music education, students of the University, and persons interested in making industrial music a career will participate in the public lecture series to be held July 10, 17 and 24.

### — NEW MEXICO —

**ALBUQUERQUE**—KOB has sold 116 commercial programs to promote the Fifth War Loan Drive. These programs included transcribed Treasury programs and locally produced shows. One program is a daily report period direct from the War Loan headquarters.

### — NEW YORK —

**SYRACUSE**—Lt. Ewart M. Blain, for several years with WFBL's sales department, was cited recently with the Army's Bronze Star Medal for meritorious performance in the New Georgia campaign. . . . Miss Elsie Jane Pfeil has introduced a new feature on her Women's Page program, heard Monday through Friday, from 3:30 to 4 p.m., over WFBL. Once a week, she interviews a member of the staff who informs the listener about his or her job at WFBL, how he got into radio, and something about his background before entering radio. This feature has become popular with the radio audience, judging from the calls Miss Pfeil receives.

### — TENNESSEE —

**KNOXVILLE**—Charles Ben Davis, who has been associated with WNOX for the past several years as chief continuity writer and War Program Director, moved to WBIR as program director on Monday, July 3. . . . Tys Terwey, news editor and chief announcer of WNOX for six years, has resigned to accept an overseas position with OWI. . . . Joseph Leonard, instructor of a class in radio technique at the University of Tennessee, has joined the announcing staff of WNOX for the summer.

### — VIRGINIA —

**ROANOKE**—As its part in the current bond drive, WSLS presented a variety show June 21, from 10:30 p.m. till midnight from the stage of the American theater, \$161,475 being sold in bonds.

### — IOWA —

**DES MOINES**—Stanley Dixon's 5:15 p.m. commentary heard on KRNT and also on WMT and WNAX for Premium Crackers has received the printed plaudits of two well-known publications, the "Railway Conductor" and "Railway Clerk." . . . Dick Burris' 7:15 a.m. broadcast for Bond Clothing on KRNT includes a generous helping of Iowa news and any local event of outstanding importance.

### — TEXAS —

**SAN ANTONIO**—Emilio Caseres and his violin, featured often over WOAI, is leading his own orchestra. . . . Wedding Bells instead of station identification rang out recently for S/Sgt. Morris Stein who was wed in Chicago to Miss Estelle Kahn. The bridegroom is author, producer, director and narrator for five weekly broadcasts aired by local Air Service Command at Kelly Field. . . . **FORT WORTH**—"Women of Wolters" is the presentation each Friday afternoon of the female members of Camp Wolters over KGKO. Nurses and WAC's join in bringing to the air stories and a pleas for more members to these organizations.

### — OHIO —

**CINCINNATI**—Large crowds turned out for two presentations of "Let Freedom Ring," given by WCKY, in the Sherman Theater, Chillicothe, O., as a feature of that city's Fifth War Loan Campaign. Admission was by war bond purchase and bond sales for the two performances totaled \$300,000. . . . Charles J. Lammers is the man behind many of the better shows that originate on WLW. He is in his 11th year with WLW. . . . **DAYTON**—Wedding bells rang out recently for WING announcer Don Coagley and Miss Hope Mitchell.

### — OKLAHOMA —

**TULSA**—KVOO is doing a participation show at Camp Gruber, Okla., called "Behind The Dog-Tag" which is aired by KVOO Sunday afternoons following the "Army Hour." It has received a very high rating and is written, produced and emceed by Corp. Allen Funt, of the Special Services, 42nd Division. . . . **OKLAHOMA CITY**—Venida Jones, WKY's Queen of the Console, is wearing a new bracelet these days. It's a handmade, aluminum one with best wishes engraved on it, sent from New Guinea by an admirer of hers.

### — MISSISSIPPI —

**GREENVILLE**—Eleven of 14 radio stations in the State were represented at the quarterly meeting of the Mississippi Broadcasters Association in Natchez, Miss., Saturday and Sunday, June 24 and 25. P. K. Ewing, Jr., manager of WMIS in Natchez, was host. Newly elected officers were: Hugh O. Jones, owner and manager of WGCM in Gulfport, president; Hugh H. Smith, manager of WAML, Laurel, vice-president; and Emmett H. McMurry, general manager of WJPR, Greenville, secretary-treasurer.

### — MICHIGAN —

**DETROIT**—Owen P. Uridge, assistant general manager of WJR, took office July 1 as a director of the Detroit Rotary Club. He is the only radio or press representative among the directors and officers of the club.

### — CONNECTICUT —

**HARTFORD**—WDRC's news commentator, George B. Armstead, is giving two 15-minute interpretative series a week. . . . WHTT's special eye truck and mobile recording equipment was recently used by the Connecticut War Finance Committee to make recordings of appeals to buyers by eight prominent State senators. Series, processed by Muzak, produced by Ken Thomas of the Connecticut War Finance staff. . . . were made to Alex Templeton, Adams, Clifton Fadiman, Edna Ber, Eva Le Gallienne, Kath Hepburn, Fontaine Fox and Ric Rodgers. These talks are currently running on 11 State radio stations throughout Connecticut, and may be carried on others.

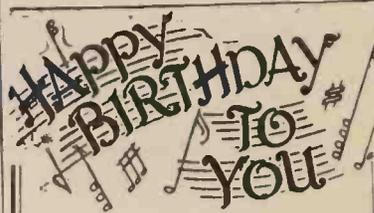
*A New Address  
for an old friend*

CLEVELAND'S FRIENDLY STATION

**WGAR**  
**NOW**  
**1220**



★ A BETTER SPOT ON THE DIAL  
A BIGGER AUDIENCE  
A BETTER BUY THAN EVER

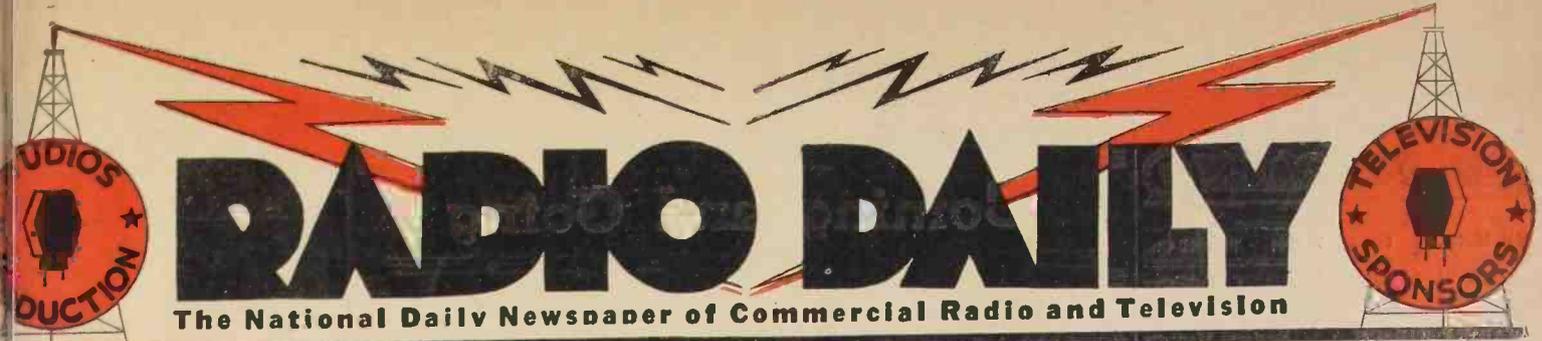


July 6

La Verne Andrews      Red Evans  
Harry Lawrence      Bill Burnham  
Don Mersereau      Clark Overton  
Estelle M. Sternberger

EXPERT COPYWRITER—5 YEARS' SOLID RADIO BACKGROUND. AVAILABLE ON PART TIME BASIS! WRITE RADIO DAILY. BOX 848, 1501 BROADWAY, NEW YORK 18, N. Y.

★ BASIC STATION. . . COLUMBIA BROADCASTING SYSTEM  
G. A. Richards, Pres., John F. Patt, Vice Pres. & Gen. Mgr.  
Edward Petry & Co., National Representative



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

L. 28, NO. 4 NEW YORK, N. Y., FRIDAY, JULY 7, 1944 TEN CENTS

## WOV Hearing Before FCC

### Summer Shows Rating Well As Replacements

Summer replacement shows are to be holding their own and are less striking a middle course rating as compared to their fall winter season predecessors. Averaging appears to be around the half mark of the regular shows, some doing better and other slightly worse. According to data in recent Hooper rating reports, Charles Ruggles, holding down 8-8:30 p.m., EWT place on CBS which was part of the Kate Smith (Continued on Page 5)

### Banker's Funeral Rites Scheduled For Tomorrow

Hollywood—Funeral services will be Saturday at Church of Immaculate Heart of Mary for Daniel J. Baker, Jr., 41, vice-president of J. Peter Thompson Company, who died of heart attack. He joined company in 1925 as an office boy and two years later established organization's Hollywood office. He is survived by his wife, Loerna Layson, former Warner Bros actress, and their daughter Anne.

### Head of CBC Board Of Governors Resigns

Canadian Bureau, RADIO DAILY Montreal—Major General LaFleche, services minister, announced yesterday in the Canadian House of Commons the resignation of Rene Gagnon, of Montreal, as chairman of Canadian Broadcasting Corporation board of governors and appoint- (Continued on Page 2)

### Versatile

Radio's only writer-director-producer-conductor will be Jules Werner when his "Shangri-La Inn" takes to the airwaves in the fall tentatively scheduled for the Blue Network. Werner is the writer-producer-director of the Blue's "Story and Theater," for which Paul Creson is the composer. Prolific Werner is also the originator of the program "Story Behind the Stars."

**Dramatic**  
In a cable from Mutual's London Bureau Chief John Steele came further dramatic proof of the dangers under which newsmen work. Several days ago Doug A. M. Salomon, Warner Bros. studio manager in Great Britain, went with Mutual's correspondent Arthur Mann to capture the actual sounds of the Nazi rocket planes or "doodlebug" as they're called. Yesterday word came that Doug Salomon was killed by one of those rocket planes.

### Television Guild Renews Activities

Television Guild has resumed its activities in accordance with its stated purpose,—"to promote, advance and foster understanding and appreciation of television." Membership is said to be composed of staff members of advertising agencies and educational institutions. It was organized in 1940 for broadcast objectives, pro- (Continued on Page 6)

### Hannegan To Comment For NBC At Convention

Robert E. Hannegan, chairman of the Democratic National Committee, will summarize each session of the coming Democratic National Convention in Chicago for NBC, it was announced by William F. Brooks, NBC (Continued on Page 2)

## Practical Video Planning Outlined Before Seminar

### Plan Wire Recorder Pickup At Democratic Convention

As the experiments of the magnetic wire recorder proved successful at the Republican National Convention in Chicago, WGN and the Mutual network will test further the new device at the Democratic Convention which will be held July 19 in the same city. Experiments are (Continued on Page 2)

### Long Postponed Hearing On Application For WOY Transfer Under Way \$300,000 Is Involved

### Texas Station Stirs Up Interest Before FCC

Washington Bureau—RADIO DAILY Washington—With Judge Roy Hofheinz already having completed construction on the 250-watt transmitter for Houston, Texas, on May 23, the FCC yesterday announced that it will hold a hearing next Monday on his license application. At the same time, the petitions for intervention and rehearing filed by the Greater (Continued on Page 5)

### Herbert Marshall Stars In New Series On CBS

"A Man Named X," starring Herbert Marshall in the role of an American intelligence operative, is the title of a new dramatic mystery series sponsored by the Lockheed Aircraft Corporation, beginning next Monday (Continued on Page 2)

### 'Amer. Home Campaign' Series Ends On Monday

Dorothy Lewis, coordinator of Listener Activity for NAB, will be heard on the final program of the "American Home Campaign" series on the (Continued on Page 2)

Washington Bureau—RADIO DAILY Washington—The long-deferred hearing on the application for transfer of WOY, New York, yesterday got started on what promises to be a stormy career, after a last minute Commission vote to overrule Commissioner Paul Walker's decision of June 28 denying the intervention petition of Richard E. O'Dea, a stockholder in the station, who maintains that the proposed sale is not legal. (Continued on Page 5)

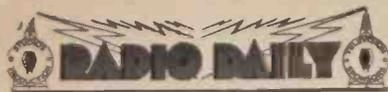
### First 5-Min. Ratings Released By CAB

First ratings on five-minute network programs by CAB covering the month of June were released yesterday. Highest rated of the five-minute programs with an 8.2 rating was the Bill Henry, 8:55-9:00 p.m. Monday through Friday, program on CBS sponsored by Johns-Manville. Next came Meaning of the News sponsored by B. F. Goodrich on CBS, 6:55-7:00 (Continued on Page 6)

### CBS To Pick Up Races From New Jersey Track

CBS will be the first network to broadcast races from the track on Saturday, July 8 when Ted Husing and Jimmy Dolan will describe the (Continued on Page 2)

**WOR Scoop**  
Paul Killiam, assistant war service director for MBS, was on his toes when General Charles de Gaulle arrived at the National Airport, Washington, D. C., yesterday. Killiam transcribed the general's first words as he stepped from his plane. The transcription was rushed to the web's key, WOR, and aired over last night's "Radio Newsreel" 6:15 p.m., EWT.



Vol. 28, No. 4 Fri., July 7, 1944 Price 10 Cts.

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## FINANCIAL

(Thursday, July 6)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163 1/2	162 3/4	162 3/4	- 3/4
Crosley Corp.	23 1/4	22 1/2	23	+ 1/2
Gen. Electric	39 1/8	38 3/8	38 5/8	- 1/4
Philco	35 3/8	34 3/8	34 3/4	- 3/8
RCA Common	11 7/8	11 1/2	11 5/8	- 1/4
RCA First Pfd.	76	75 1/4	76	+ 1/2
Stewart-Warner	17 1/2	17 1/8	17 1/8	- 1/2
Westinghouse	105 3/8	103 1/2	104	- 3/4
Zenith Radio	42	41 5/8	41 7/8	- 3/4
NEW YORK CURB EXCHANGE				
Nat. Union Radio	4 5/8	4 1/2	4 3/4	+ 1/8

### Plan Wire Recorder Pickup At Democratic Convention

(Continued from Page 1)

planned to test the ability of the device to pick up on-the-spot news broadcasts under circumstances that would not permit the use of relay lines and from points where it would be difficult to set up a mobile unit.

### Stork News

Mr. and Mrs. David Hale Halpern are the parents of a daughter born yesterday at Lennox Hills Hospital. Father is general manager of the Henry Souvaine office.

## 20 YEARS AGO TODAY

(July 7, 1924)

It has been pointed out that radio stations in Chicago, Pittsburgh and Schenectady use from 7 1/2 to 9 kilowatts. This accounts for their clear reception at great distances. The topography of New York is one of the factors responsible for the lower power here. . . . Less than a half-dozen years ago all transmission blooped and howled and anything that made a noise was broadcasting.

## Coming and Going

EDGAR KOBAK, executive vice-president of the Blue, leaves tomorrow for Pine Wood, Connecticut where he'll vacation for two weeks.

MERLE S. JONES, general manager of KMOX, CBS affiliate in St. Louis, Mo., has returned to St. Louis, Mo., after a brief stay in New York.

ARCH SHAWD, vice-president and general manager of WTOL, Toledo's Blue affiliate, spent a few days in the northern part of Michigan, reconditioning himself and his fishing tackle.

JOSEPH M. SEIFERTH and his WJZ Victory Troop will spend the Sunday of July 9 in Peekskill, to hypo the interest of prospective purchasers at the War Bond rally there.

MORT GOTTLIEB, television writer and producer, will spend the week-end in New Haven, attending the impromptu class reunion at Yale.

LESTER GOTTLIEB and his family leave today for a brief vacation at Atlantic City before he assumes his new duties as publicity director of Young & Rubicam.

PETER ZANPHIR, assistant director of sales promotion and research of MBS, left yesterday for a two weeks' vacation at Westport, Conn.

PHIL BROOK, chief announcer at WTAG, Worcester, Mass., is behind the microphone again after a short vacation spent in New York.

JOHN E. FETZER, president-general manager of WKZO, CBS affiliate in Kalamazoo-Grand Rapids, Mich., is in Gotham for a brief visit.

RALPH WEIL, manager of WOV, leaves for Washington, D. C., today for station business conferences. He's expected to remain in Washington several days.

MARY AGNES SCHROEDER, noted radio writer, returns to her home in St. Louis after a several days' visit to her friends in Gotham.

JO LYONS, assistant radio producer of B. B. D. & O., leaves tomorrow for a two weeks' sojourn to Cape Cod.

GARTH MONTGOMERY, copywriter for B. B. D. & O., left earlier this week for his two weeks' vacation at Nantucket, Mass.

### CBS To Pick Up Races From New Jersey Track

(Continued from Page 1)

feature races at the Garden State Park, near Camden, N. J., on WABC at 4:30 p.m. They will air the running of the Rancocas Stakes, a \$7,500 added event for two year old fillies. Other races will be covered on following Saturdays at the same time, July 15, 22 and 29.

### 'Amer. Home Campaign' Series Ends On Monday

(Continued from Page 1)

Blue Network Monday, July 10, at 1:45 p.m. During the past three months, 650 women have broadcast special material prepared by 24 leading organizations pertaining to the subject of the American home.

### Herbert Marshall Stars In New Series On CBS

(Continued from Page 1)

over CBS. The program will replace the second half hour of the "Lux Radio Theater" time, 9:30 to 10 p.m., on Mondays, during the summer. Stephen Longstreet, novelist, wrote the series. Foote, Cone & Belding handled the account.

### Bea Lillie To Be Heard From London Tomorrow

Bea Lillie will appear twice from London tomorrow on BBC programs to be heard on American networks. They are the "Atlantic Spotlight" on WEA, 12:30-1 p.m., EWT, in which Miss Lillie will perform her hilarious monologue, "Double Damask"; and the "Trans-Atlantic Quiz" on WJZ 15 minutes later, in which she will take part in an unrehearsed program to show what Americans know about England and vice versa.

### Head Of CBC Board Of Governors Resigns

(Continued from Page 1)

ment of Howard B. Chase, of Montreal, president of the Canadian Brotherhood of Locomotive Engineers, as his successor. Morin will remain on the board of governors.

General LaFleche said that Morin in consenting to remain as chairman in 1942, had said he did not know how long he could continue in office. Recently, he told the minister his personal affairs required an increasing share of his time and he couldn't fairly keep the onerous duties as chairman of the board any longer.

#### Praises Morin

General LaFleche said that while he was sorry to see Morin resign after serving CBC so well and faithfully, he was glad to see the position of labor in the national life recognized.

Answering a question from Gordon Graydon, Progressive-Conservative House Leader, General LaFleche said that so far the board of governors had not yet recommended a name for the appointment of general manager which has been vacant since the retirement in December of Dr. James Thompson, president of the University of Saskatchewan. Dr. Augustin Frigon, assistant general manager of the CBC, is acting in the post.

### Hannegan To Comment For NBC At Convention

(Continued from Page 1)

director of news and special events. He will broadcast five-minute accounts from the floor of the Chicago Stadium, beginning with the first meeting on Wednesday, July 19.

This assignment is part of the network's effort to provide equal coverage of the two political conventions. At the recent Republican National Convention, Rep. Joseph W. Martin Jr. handled this job for NBC.



### OFF the Record with de Valera

During the last twenty years, Iain Ross MacFarlane has spent much of his time abroad. His recent tour of the British Isles and Ireland has considered the most important of his career.

Take the time he spent with de Valera.

The off-the-record facts he got from the Irish minister, down through the years, made MacFarlane's recent broadcasts about the Prime Minister's showdown vote of confidence the perfect news broadcast. Backed by sure knowledge, he called the turn on de Valera's victory three weeks ahead of the vote!

MacFarlane's predictions have been uncanny. He called the Fall of France, Mussolini's Grecian flop, Machek's defection in Yugoslavia and Britain's temporary reverses in Libya.

MacFarlane has been around. A little learned here . . . a little more learned there . . . all this information drops into a pattern that makes a MacFarlane newscast ahead of the time.

MacFarlane analyzes the news for W-I-T-H in Baltimore, exclusively.



## W-I-T-H

### IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REE

# Practical Video Planning Outlined Before Seminar

(Continued from Page 1)

of home receivers based on the patents first given practical demonstration in London. Raymond Nelson, vice-president and director of radio and television activities of the Charles M. Storm agency, the speaker at the evening session, stated that "television is here—now" and admonished his hearers that "the time for production experimentation is now."

## Explains Theater Tele

viewing the success of Scophony in the presentation of wide-screen television in theaters in London eight months before the war started, Levey stated growing interest in the motion picture industry in this new field of entertainment.

Major film corporations are now in a more favorable financial position than ever in their history, and can undertake, if so inclined, to invest in television on the map rapidly. "Television represents a new industry allied to the motion picture business," the speaker said. "Some officials in the picture business still actually believe their parent companies can afford to 'sit tight' but nevertheless benefit from the financial courage of other companies pioneering in television."

"It is a matter of complete indifference to our company whether the television cable method or the radio pipe links are used to pipe programs into theaters, except insofar as they relate to our own corporate interests and the public interest," the speaker continued.

Turning to a recent address to the stockholders of Paramount by Harry Balaban, president of Paramount Pictures, Levey quoted the Paramount executive as follows: "I have carefully studied the use of television as an adjunct to our theaters. We have an interest in Scophony Corporation of America which is one of the most promising developments for obtaining large screen television which may be useful in theaters."

Levey, using slides to illustrate his point, disclosed that Scophony has a projector known as the "Junior Model" of its "Standard Home Receiver," which presents an 18-inch picture. He explained that the only difference between it and the Standard Home Receiver was that the Standard model gives a picture with an actual viewing surface of 24 inches by 20.

The speaker explained that "the simplicity of the Scophony principles of optical projection is amply proved by this type of receiver; thus the size of picture is obtainable only by a slight modification of the optical system, while the electrical gear and voltages remain the same as in the 18-inch receiver."

"I think it is obvious that the approaching end of the European phase of the war will soon reflect the growing public interest in television and emphasize the greatly increased

values behind those motion picture companies already associated as partners in Scophony corporation with its immense potentialities in post-war.

Mr. Levey paid tribute to Dr. A. H. Rosenthal, director of research and development for Scophony, who conceived the Skiatron electron opacity system, and the so-called "scrambled method" of secret television.

Importance of immediate study and development of television production as a step toward the eventual launching of full scale commercial television was advocated by Raymond E. Nelson, whose agency has pioneered in the tele production field.

## Reviews Operations

The speaker declared:

"Our agency is fully cognizant of the future technical improvements of television after the war. By the same token, we feel that television programming will have to come up to those improvements, if television is to be fully acceptable to the millions of post-war television set purchasers. We have invested considerable time and money in television, even in what may be called its primitive stages, because we feel that the time to make the mistakes is when the television circulation is at a minimum, and we feel that the agency has an obligation to its clients—both present and future—to fully acquaint itself with television's possibilities at a time when the cost is comparatively small and the mistakes receive relatively little public attention."

## Rapid Development Seen

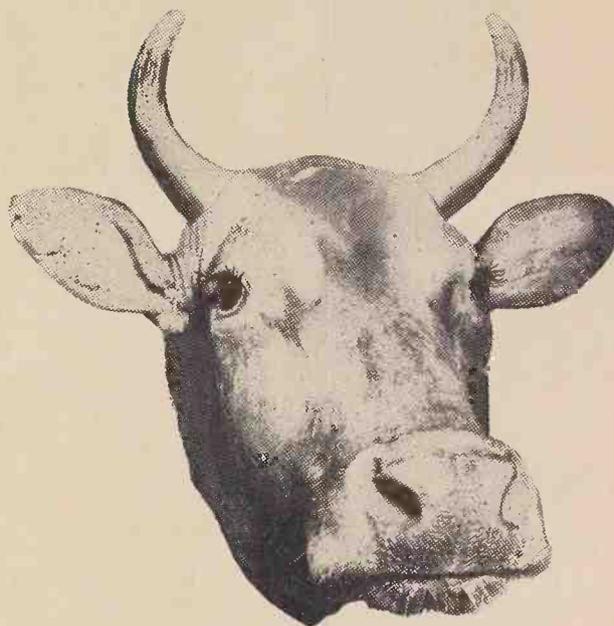
"We do not believe that television will undergo the same gradual development as the radio field due to the fact that mass circulation for home entertainment is already an accomplished fact because of the tremendous development of the radio business. We believe that television, having had several false starts, cannot afford another one, and that telecasting inferior programs to an audience of millions, already conditioned to good entertainment through radio, would be a sad mistake."

"We feel that the matter of technical progress can be safely left to the engineering minds, but we feel that it is worthy of note that radio did not reach its full growth until such a time as good radio programming became general. Television's great problem, to our minds, is programming, and its solution lies directly in the hands of the advertising agencies and their television directors—who, as in the case of radio, were dominant in its development as a successful advertising and entertainment force."

At the opening of last night's tele seminar, Murray Grabhorn introduced Sir Derwent Hall Caine, son of the famous English novelist Hall Caine, who spoke of Scophony's success in England and other pertinent television items of the times.

# GEE, FELLAS,

IT WAS NEWS TO ME, TOO...



I'M A COW. Obvious. But I'm also cover girl on one of the goshdarndest farm stories you ever read. It's just been put out by WOR, and the folks up there thought it might be nice if I told you something about it.

It says, for instance, that the 7-state area WOR covers, has 896,000 farming people who earned half a billion dollars in 1943. That's 12% more than they earned in 1942!

Well, fellas, that was news to me, too. But, listen—you'd better see the whole story. It's called "News Of The Farm"; which, by the way, is the name of the WOR farm show conducted by farm-wise Joe Bier. Popular? According to the Department of Agriculture, 85% of all Eastern farmers listen to it daily.

I'm only a cow. But I know farm folks buy everything. And WOR sells 'em lots of everything.

Write for your copy of "News Of The Farm" today. It's worth havin'.



The address is

1440 Broadway,  
New York 18

LOS ANGELES

By RALPH WILK

WHEN Dinah Shore's Thursday variety-song program switches to NBC in the fall, the network will have radio's two most popular gal and male singers in Dinah and Bing Crosby on the air in succession. Dinah's show moves in right ahead of Bing's.

Jack Kenney, of the team of Mr. Gallagher and Mr. Shean, has just written the music to the song "Easy on the Eyes," the lyrics are by Charles Francis Riesner, M-G-M director, who wrote the very popular tune of World War I, "Goodbye Broadway, Hello France." Kenney and Riesner are now writing "G. I. Joe and Jane."

Hal McIntyre, Freddy Martin, Joe Reichman, Claude Sweeten, Johnny Bond's Red River Valley Boys, Jimmy Wakely, Walter Kelsey, the Victory Military Band and the Milo Twins are featured in Standard Radio's current transcription release, which goes to stations next week.

Frank Bull, seer of the "America Dances" air show, is writing a text book, to be published this fall, for use of station platter spinners.

Edgar Bergen left Sunday for Colorado, from whence he will move Eastward on a month's tour of Army-Navy hospitals.

Norman Nesbitt has sold an original show to KMTR to run Monday through Friday and heard at 10:30 to 10:45 a.m. The show titled "Three Pages for Today" will feature a page on world affairs, a page for the feminine audience, and a page will be held open for editorial and topical events. It's a one-man variety program. Deal was handled by Herb Wixson, commercial manager for KMTR. This makes the second new show for Nesbitt within a week.

Freddy Martin gives eight old-timers the nod in his latest Standard Radio transcription release, which goes to 360 stations next week. The nostalgic eight are "Always," "It had to be You," "I'll Remember April," "Time On My Hands," "I'll Get By," "Beautiful Love," "Sweet Lorraine" and "Melancholy Baby."

Post-War Economic Outlet Is Subject At Roundtable

Washington Bureau—RADIO DAILY

Washington — Representatives of federal agencies and private industries will discuss the topic, "How Much Regulation of Business After the War," on the American Forum of the Air which will be broadcast over the coast-to-coast Mutual Network next Tuesday evening, July 11, from 9:30 to 10:15 o'clock. The broadcast will originate from the Shoreham Hotel, Washington, D. C.

Joins Mutual

WBTA, of Batavia, New York, will become a full-time affiliate of the Mutual Network beginning July 16.

MAIN STREET



Radio Vitamins for Friday ! !

● ● ● When Wynn Wright, NBC's national production manager called Martin Wagner from the web's Chicago staff to take over direction of the "Arthur Hopkins Presents" show..... it seems that Noel Coward was indirectly responsible..... for in 1939 Wright happened to catch an amateur performance of Coward's "Private Lives" in Evanston, Ill., directed as a hobby by Wagner..... Wright, then NBC's Chicago production manager was so impressed that he hired Wagner and recently brought him to New York to do the Hopkins series. ● Other night on CBS' "To Your Good Health" program, Hubie Hendrie, baritone soloist, started to sing, "Deep River"..... after about eight bars, Hendrie was the victim of one of those voice-losing occurrences..... Lyn Murray, musical director took advantage to fill in with a suitable passage of music and by this time Gene Lowenthal, bass, and assistant to Murray who had noticed the difficulty, jumped into the breach and finished the song..... apparently none of the listeners noticed the difference. ● Larry Stevens, formerly BBC public relations man in New York, is now ensconced in his own office in Radio City with Mrs. Roy Porter as associate. ● "Sponsor Wanted," will be the vehicle of Gale Paige, when she guests on the "Hollywood Academy Award" over WJZ next Monday night. ● Burl Ives, American folk-song singer well known to radio audiences, will open in the new show at the Cafe Society Uptown next week and with others will replace the show headed by Mildred Bailey who has her own program on CBS.



● ● ● Ruthrauff & Ryan agency, over a long period of time, has had varied reaction to its one-minute spots, such as the B. O. Fog Horn, and the Pall Mall Beep Beep.... all of which gathered much fan mail..... probably the most unusual experience took place this week when a Lancaster, Wis. citizen sent in a dollar bill by way of showing "the pleasure received" when he hears the "Gee, Gee" G. Washington Coffee spots as heard over WLS, Chicago..... Further congratulating the sponsor and wishing the product great success, he hoped they would get as much out of receiving the bill as he had sending it and that the spots keep on reminding listeners of true Americanism..... the coin of the realm was turned over to the Red Cross..... incidentally, the letter had the salutation, "Dear Madam." ● "Light of the World," soap opera strip heard on CBS, is now handled by Dancer, Fitzgerald & Sample..... appears that five years ago when Trans-American first produced and sold the program to General Foods, it was agreed that the show would be owned by the sponsor after a five-year period..... which time managed to pass and G. F. suddenly read the contract and took over. ● Harold Patch, musicologist with the John Simon Guggenheim Memorial Foundation, is going ahead with his plans to set to music some of the wartime recordings from abroad, particularly the interview with Lt. Warren W. Ward, whom he regards as having spoken in the most typically American accent.



● ● ● Looks like Tom Howard hasn't lived in New Jersey all these years without being able to have the folks back him upon occasion..... tomorrow night on his "It Pays to be Ignorant" program for Philip Morris, Howard will not only have a delegation of men from the Air Service Command stationed at Newark, but also state and city officials who will present gold certificate cards to all members of the cast. ● Harriet Van Home, N. Y. "World-Telegram" radio columnist, will be guest of Bert Bacharach on "Letter To Your Servicemen" over WJZ-Blue tomorrow night. ● Besides sponsoring the New York Philharmonic-Symphony on CBS, United States Rubber Co. makes rubber maps for invasion forces, also rubber models of enemy positions as large as five by seven feet.



— Remember Pearl Harbor —

CHICAGO

By BILL IRVIN

PLACEMENT of two new programs, a renewal of a Musical Clock program, and the renewal of 416 time signals and 156 live announcements heads the business list at WMAQ.

The new programs are a quarterly hour commentary, Monday through Friday, from 12:45 to 1:00 p.m., C for 26 weeks, starting July 10, sponsored by Reliance Textile Company (shirts), through Wade Advertising Agency. Program will feature Dr. L. Sachar, historian at the University of Illinois. The other new show sponsored by Atlas Brewing Company, through Olian Advertising Agency, and consists of five-minute transcribed sports commentary. Sam Balter, titled "One for Books." It is aired Monday through Saturday, 11:15 to 11:20 p.m., C for 52 weeks. It started June 19, product is Edelweiss Beer.

The Musical Clock program renewed, Your Friend, Bob, is sponsored by the Evans Fur Company through Saturday 8:45 to 9:00 a CWT. Renewal is for 52 weeks effective July 3.

The renewal of 416 time signals came from the American Chicle Company (Dentyne Gum), through Barber, Browning and Hershey, Inc. (New York), for 13-week period starting July 2, and the Illinois Telephone Company, through N. Ayer and Son (New York), renew its schedule of 156 live spot announcements for a 26-week period beginning July 2.

Russ Salter, formerly with WJ Chicago, is the latest addition to WLS announcing staff.

Richard Harkness, NBC, Washington commentator, was the only reporter correspondent aboard the special train of presidential candidate Governor Thomas E. Dewey when it left Chicago, June 30 for Albany, N. Harkness made the trip to gather material for his daily broadcasts from Washington.

Army jeeps filled with civilians came a familiar sight on Chicago Michigan Avenue during the 10-c "Buy A Bond, Ride A Jeep" promotion conducted by WLS and the Chicago "Herald American," in cooperation with the U. S. Treasury Department purchases totaling more than \$200,000 were made by Chicagoans the WLS War Bond booth on Concourse at the south end of Michigan Avenue Bridge during the day drive. The crowd was entertained daily from 12 noon to 4 p.m., by staff of the National Barn Dance program and headline talent from Chicago clubs and theaters.

4C WRITER

Comedy, continuity, copy and creation of novel programs.

AVAILABLE

Write RADIO DAILY, Box 849, 1501 Broadway, New York 18, N. Y.

## Kas Station Stirs Interest Before FCC

(Continued from Page 1)

ton Broadcasting Company and Spps-Howard Radio were denied. Her application for Houston was filed Monday from Fred Weber E. Stephens of New Orleans, and Ted Taylor, former head of the defunct broadcaster victory council is also reported to be planning to file an application for Houston. Hofheinz application is set for hearing on two issues: "To determine truthfulness and accuracy of representations made by one in behalf of the applicant in the course of the hearings on the application (in and in communications and comments addressed to Commission; to determine the qualifications of applicant to operate the broadcast in the public interest." Greater station and Scripps-Howard were notified of this action and may present evidence on the issues named.

### Wants Station

Hofheinz told the Commission in that if he were granted the station he would retire from public life to devote his time to his station. May 15 of this year, however, before his application for construction permit was granted, he filed for reelection to his judicial office. He has since informed the Commission that he still intends to devote his time to the station, retiring from office when he goes on the air. Application for the license of Hofheinz's station, KTHH, was received yesterday.

Durr yesterday granted the motion of Gene L. Cable, Fort Worth, Texas, for dismissal of application for a 250-watt station on the 1,340 band. Durr also granted the petition of the Matheson Co., Boston, for licenses of WHDH, to intervene in the application of WJLS, Greensboro, N. C., for a construction permit to operate on the band.

Application for a new FM station in Philadelphia was filed here yesterday at the FCC by the Philadelphia "Inquirer." The "Inquirer" also applied for commercial television license.

The FCC yesterday made final the proposed findings of fact and conclusions proposing to deny application of L. Smith, Jr., WJLS, Beckley, West Virginia, for a construction permit to make changes in equipment and operation of a local station on the final frequency of 560 kilocycles with 100 watts power at night, 250 watts day, unlimited time. WJLS now operates on 1,240 kilocycles with 250 watts unlimited time.

The Commission concluded that the granting of the permit "would not be conducive of efficient use of the final frequency, would run counter to sound allocation principles, and would extend the daytime service of the station to include an area of 390 square miles with an estimated population of 110,741; however, there would be loss in service to a population of approximately 17,000

## Postponed Hearing On WOV Application Gets Under Way

(Continued from Page 1)

Three hundred thousand dollars is involved.

Yesterday's session was marked by extensive discussion of the Balbo Oil Company, owned by the Mester Brothers, its difficulties with Federal and state authorities and, indirectly, the political philosophies of its owners, the latter subject twice occasioning heated exchanges between Charles B. McGroddy representing O'Dea and Murray Mester and Phillip Hennessey, his attorney. Sandy Cohen who with Horace Lohnes represents Bulova and Henschel was also involved in the second outburst.

McGroddy launched one discussion of difficulties between the Mester Brothers and various government agencies involving alleged misrepresentation of oil products. Cases in Connecticut, New York, New Jersey and California were mentioned, as well as an OPA complaint against the company now pending. The label of the Balbo Oil Company was questioned in most of these cases, and it was usually charged that less olive oil was used in the product than was set forth on the label. Finally Hennessey objected that the whole line of the questioning was irrelevant here.

### Makes Comparison

He likened the situation to that in the WMCA case, where over the protest of Counsel Eugene L. Garey, the Lea Committee decided not to go into the case thoroughly because of the case pending in the New York court. Cohen then added his objection, with McGroddy replying that the matters regarding which he was questioning Mester are "clearly irrelevant to the way they carry on their business and will carry radio business," if they are permitted to acquire the WOV license. McGroddy then spoke slyly at both attorneys, declaring that if the Mester Brothers are unprepared to reply to questions on these matters, they may defer replying, but adding that the time of the hearing was set for yesterday at their desire. His inference was that he himself had only a minimum of time in which to prepare for the hearing—less than 24 hours, while the other attorneys must have been prepared for some time.

Cohen began to reply, scoring McGroddy for introducing the ques-

tion of "Fascism," whereupon McGroddy broke in, "Mr. Cohen, let's stop right here. I never mentioned the word 'Fascism.' If that inference was given in my previous questioning, it was strictly unintentional." Intense interested spectators at the hearing were John J. Sirica, and Robert Barker, Garey's successor as Lea Committee counsel and Lea committee investigator respectively. First witness to be heard was Ralph Weil, WOV manager, who was questioned concerning his intentions regarding the program policies of the station in the event he remains at his post. No change in program policies is contemplated, he said. And it was apparent that he does expect to be retained. The station carries a heavy schedule of foreign language shows, when the Mester Brothers filed their earlier application to purchase WOV, two years ago, they had expected to have Andrea Luotto, Italian timebroker, as station manager. Luotto's loyalty to this country was not accepted without question by the Commission, it appeared then, and when a hearing on the transfer application was ordered, the application was withdrawn.

### Remain Intact

Questioned later by Hyde regarding his program plans, Murray Mester said he hoped to retain the present WOV staff, and plans no change in the program policy. He said he has made no preliminary arrangement with the staff or any members of it that they remain on after the station is sold, but added that he has no replacements in mind. As for Luotto, he is in charge of all radio advertising for the Balbo Oil Company, and will continue to handle Balbo time. He will, however, have no connection with WOV except for the Balbo broadcasts. He will not "become agent for a greater number of WOV programs than he now handles" Mester assured Hyde.

Hyde asked Mester also for his ideas on forum-type programs, and the sale of time for controversial issues. The second part of the question was not answered fully, but Mester declared that he feels "all people involved in a question should have the right to express their opinions at the same time so the public can have all the story at one time, rather than just one side in 15 minutes and the other later."

Hyde questioned him also about whether the station would try to increase its audience by using "surprise" programs or cash awards. Here Mester replied with a phrase he used more than once in discussing Balbo Oil Co. labels, saying he did not know definitely whether he would use cash award programs but that all programs on the station would be "within the law." He added, "or approved." And questioned concerning this phrase, he replied that he meant approval by the FCC. Hyde then asked

## Summer Shows Rating Well As Replacements

(Continued from Page 1)

time, and a rating of 6.5, something lower than Miss Smith. Charlotte Greenwood, filling the former Bob Hope slot on NBC, is down for 16.0 fairly good despite the Hope final rating of 27.0 when he went off the air. Gracie Fields on NBC filling the Edgar Bergen-Charlie McCarthy spot hit 11.4 which is not very far off from the average Bergen rating.

### More Contracts

Harry Savoy on NBC in place of Abbott & Costello is placed at 8.7 which compares to the A&B final rating of 17.9. Hildegard on NBC for Raleighs in place of Red Skelton is given 12.2 as against Skelton's final rating of 25.4. Johnny Mercer doing the strip on NBC vacated by Fred Waring (this is not a summer replacement) is rated at 6.3; Waring had a final rating of 8.9 when he went off. M-G-M's "Screen Test" on Mutual which replaced Fulton Oursler, has a 2.8 rating. In the Hildegard rating, the Eastern portion of the listeners is estimated, due to late hour.

Most of the ratings are based on first and second shows and in some cases it depends what if any kind of a show is on the opposition networks.

Rated for the first time by Hooper are some five-minute shows. These are Goodrich News, on CBS five times weekly at 6:55-7 p.m., EWT, which has a rating of 4.3; Johns-Manville News, also on CBS five times weekly at 8:55-9 p.m., EWT has a rating of 8.8; "Story Teller" on the Blue, sponsored by Esquire Inc. Tuesday through Friday at 9:55-10 p.m., EWT is rated at 2.0.

him about his familiarity with FCC functions, procedure and regulations, whereupon Hennessey declared that complete familiarity was not necessary, since competent persons familiar with these matters would be employed.

As the hearing drew to a close, FCC attorney Leonard Marks put in the record several additional complaints against the Balbo Oil Company, including one headed "U. S. versus 16 cans of salad oil."

The hearing will resume this morning, with Hennessey resuming direct questioning of Mester.

Hennessey had completed yesterday, it was thought, but in view of the subsequent testimony decided to renew his direct questioning in order to strengthen the case for his client. Meyer Mester will also be heard.

Richard O'Dea was an extremely attentive spectator throughout the proceedings. O'Dea is believed to want the station himself. He owns 20 per cent of one type of stock and 50 per cent of another type in the Wodaam Corporation license, and claims that Bulova was obligated to offer the controlling interest to him before any one else. He waived such rights at the time of the first application to sell, but has subsequently withdrawn his waiver.

## Television Guild Renews Activities

(Continued from Page 1)

motion, popularizing and advancement of the art of tele broadcasting and now works closely with agencies, clients and manufacturers of tele equipment.

Weekly meetings are given to speakers on specific phases of television. Other group meetings are devoted to script writing, lectures and appraisal of ideas and scripts. Sample scripts are available for study as well as books, current articles and other information. Guild also offers practical aid to anyone planning to work in the new medium, particularly to commercial organizations faced with such problems.

## Set Political Debate For CBS Tele Station

Probably the first such "forum" of its kind, CBS will televise tonight during its two-hour program 8-10 p.m., EWT a political debate over station WCBW. "Opinions on Trial," visualizes a video court room scene and the issue to be tried is: "Republicans Deserve To Win in the Next Election." The debate will run from 8:15-9 p.m. Affirmative side will hold Wm. S. Bennett, lawyer and former Congressman; Roderick Stevens, Congress candidate and John Lamula, State Assembly Candidate, all on GOP ticket, of course.

On the negative side will be Mrs. John Poletti, wife of Col. Poletti, regional commander of Rome and former Lieut. Gov. of New York State and Henry Epstein, former Solicitor General of the State. At 9:15 p.m., after the usual interval of motion pictures lasting 15 minutes, Sgt. Al Hine of Yank magazine, just back from Iran, will tell how the weekly is produced and sent to the men at the front.

## KVOR's Bond Auction

Colorado Springs—With spirited bidding highlighting its Fifth War Bond Auction, KVOR sold more than \$350,000 in bonds to its listeners in studios from Thursday evening at 7 o'clock to nearly 1 o'clock the next morning two weeks ago. Supplementing auction sale was the \$15,000 sold by KVOR on D-Day which brought the station's contribution to El Paso County to \$365,000. In addition, KVOR's special events spurred the local citizenry to bond buying at the banks last Friday morning.

## KLZ Public Service

Denver—KLZ, in cooperation with the University of Colorado, The Rocky Mountain Radio Council and the Foreign Policy Association of New York, has been presenting Dr. Stuart Cuthbertson of the University as the speaker in the public service feature "Foreign Reporter," since June 4. The script is prepared by the Foreign Policy Association from its reports and bulletins.

## WOMEN IN RADIO

By MILDRED O'NEILL

"Polly Is Ten" . . . . . so ran a birthday announcement we received the other day, and because it reminded us of one of yesteryear's musical gems, "Mandy Is Two," we quote. But this is a birthday in radio—the 10th anniversary on July 1st of Polly Malone's debut over WCAE (Pittsburgh) with her woman's program. Today, her sponsors run a gamut from books to lingerie. So in honor of the happy occasion, we nominate Polly Malone woman of the week in radio.

★ ★ ★

In private life Polly is Mrs. Frank Lonergan. Her informal chattiness, heritage no doubt of a background of solid farm folk, has brought her an extensive and loyal audience and the highest Hooper rating of any of the local home economy shows. In the days before her radio debut, Polly was a badly-underpaid librarian and a highly-regarded counselor to her friends and neighbors in matters of cooking and housekeeping. It was these same friends and neighbors who spurred her to commercialize on this valuable knowledge and her first program, "Polly Put the Kettle On," was an almost exact duplication of her own telephone conversation with them. This lady of the air-waves took the name of Polly because she thought it sounded honest and unaffected. That has been her keynote through the years.

★ ★ ★

All is not gold that glitters and all nyloned legs are not as nimble as they appear. The latter can be well authenticated by the girls of WBIG's staff (Greensboro). Though they are the proud possessors of three pair each of nylon stockings, obtained when the boss acted as receiver for the sale of many hundred pair confiscated from a local black market, they are still foot-weary from standing in line for hours to get their allotment. What price glamour!

★ ★ ★

Regardless of war-time handicaps, gals in radio must get to their jobs. They cannot let it be said that the greatest absenteeism is with the women. Maude Monk of WFIL Engineering (Philadelphia), in apropos, is a believer in preparedness. Who could tell when a transportation strike might arise and keep her from the operation of the public address system on shows originating from the WFIL Playhouse? A bicycle would be the answer. So Maude bought two—one for herself and one for a friend, but with the purchase loomed the dark specter of delivery. This, however, was a problem solved in record time when Pat Reese, WFIL hello girl, came to her aid. The two girls rode the bikes through the city and right on out to Upper Darby . . . . . a mere sprint of about 20 miles.

★ ★ ★

Says Ruth Welles, women's commentator for KYW, the Westinghouse station in Philadelphia, a woman's radio program is "nice work if you can get it." Well, she ought to know! And fortunately, she doesn't stop there, for writing in the "American Soroptimist," magazine of the American Federation of Soroptimist Clubs, Mrs. Welles gives warning to women seeking radio careers that "gaining experience may be very tough going, but once you have become established, the reward is rich in satisfaction, in interest and in financial return."

★ ★ ★

Through the sweltering heat of a Summer noon-day, Jane Lee, editor of KPO's Women's Magazine of the Air, together with her engineers, tramped to an interview of member of the women's land army who were berry picking on a ranch outside of Sebastopol, California. Equipped as one of the army with basket slung round her neck, Jane got busy in patriotic zeal. She picked all right, but later when the weighing process started, somehow couldn't seem to explain just how it was those berries never got past her eager lips. Disappearing berries notwithstanding, net result was a comprehensive description of the history and current work of the "Random Harvesters," so called because all are part-time, vacation workers.

## First 5-Min. Ratings Released By CAB

(Continued from Page 1)

p.m. Monday through Friday, with rating of 4.4, The Coronet Story Tell on the Blue 9:55-10:00 p.m. Monday through Friday rated a 3.2.

Ratings, the first ones released five-minute programs, were obtained from interviewing in the new CAB 81-city sample—the largest sample ever used on a continuous basis to rate national programs. Programs five-minute in length will continue to be rated twice-a-month and the new, greatly expanded program of the CAB.

## Series Of Musical Spots Extended By Quality Bakers

Series of musical spots, sponsored by the Quality Bakers of America, cooperative organization of independent wholesale bakers, will be continued for at least five more months, according to Robert L. Schaus, manager of the advertising division. Spots are currently being heard over 50 stations throughout the country with the exception of the West Coast. Each disk is made to fit the needs of certain regional or local baking companies. Thus the talent Enric Madruga, Patricia Gilmore, vocalist and Hank Sylvern, organist, alternate to accompany the soloists, and John Reed King does the commercial, all acting as emcee and the credits are for the local baking firm. There are 105 member companies.

Designed to both "entertain and sell," Schaus states that both baker grocers and their respective customers have received the musical spots with favor. This is the first time the individual members of QBA have been mentioned in radio activities heretofore the commercials have been of straight institutional nature.

## Will Produce Tele Films

Filmedia Corp., has announced through Sherman Price, its president, plans for release of one or more educational television films per month for the school and adult discussion group films beginning with this September as part of the firm's expansion program. Special attention will be directed at a series of post-war over view subjects to be produced with the aid of leading government and national civilian educational organizations.

## "Wax Works" On WWNC

WWNC, Asheville will begin a new daily 25-minute sustainer on July 10, titled "Wax Works" to appeal chiefly to teen-agers vacationing from school. Show will feature both sweet and swing pops, with a guest record collector each week and the story and performance of a rare record daily. The first week's offerings include Columbia circa 1928 Crosby, '29 Dorsey, Vallee playing sax with his Connecticut Yankees, and a Bix.

The Fifth Annual Edition of

RADIO DAILY'S

“SHOWS OF TO-MORROW”

will be published

Friday, July Twenty-First



**SHOWS OF TO-MORROW ISSUE WILL INCLUDE COMPLETE  
DATA ON EVERY TYPE OF RADIO PROGRAM INCLUDING**

MUSICAL	NEWS	DRAMATIC
COMEDY	TELEVISION	JUVENILE
SPORTS	WAR	AGRICULTURAL
EDUCATIONAL	VARIETY	FOR WOMEN
HOLLYWOOD	FOREIGN LANGUAGE	MISCELLANEOUS

# ★ ★ ★ COAST-TO-COAST ★ ★ ★

## — NEW YORK —

NEW YORK—Don Arries will replace Bob Russell's Variety Hour on WHN this Saturday with a new program "South American Sway".... John Jaeger, WNEW's Chief Announcer, is doing a series of AFRS programs for the Johnny Doughboys overseas.... "Echoes of War" is the title of a new summer series of special original dramatic presentations to be heard over WNYC for four weeks on Tuesdays at 8 p.m. The first broadcast will be July 11.... WOV's "Wake Up, New York," Peggy Lloyd's early morning program, celebrated its first birthday on the air July 5, with a boost in time from one hour to 90 minutes.

## — CALIFORNIA —

SAN FRANCISCO—Practical application of the principles of radio writing, announcing, production and other fields, will highlight the second annual summer Radio Institute at Stanford University and NBC-KPO, here, which starts July 10.... The OCD's National Security Award was conferred on KPO-NBC, by the Ninth Civilian Defense Regional office.... INGLEWOOD—Series of Universal Microphone Co. ads on the history of communications was requested for instructional purposes at the Army Cavalry School, Fort Riley, Kans.

## — COLORADO —

DENVER—The New York Furniture Co., of Denver, has purchased time on KOA for a 52-week schedule of daytime and night-time one-minute announcements.... As part of "Teamwork for Victory" fete, regular half-hour broadcast of the Fitzsimons General Hospital Band, entitled "Clambake in Khaki" originated on June 24 in the Greek Theater of Denver's Civic Center.

## PICTURE OF THE WEEK



Major Edney Ridge, U. S. marshal and co-owner of WBIG, Greensboro, N. C., braved an army of women last week when he presided at a government sale of 5,000 pair of confiscated nylon hose. Suffice to say the sale was a success with the coveted nylons going at OPA retail prices.

## — DISTRICT OF COLUMBIA —

WASHINGTON—Jerry Strong, morning man at WINX, emceed the "Shot From the Sky" show at the Washington Monument Grounds on Wednesday evening, June 28. Among the items he auctioned off during this War Bond program was a wing and a complete wheel assembly from a German Messerschmidt. Andrew J. Snow, representing the United States Steel Corp., bought it for \$437,000 in bonds, the highest bid offered on any single item during the Five War Bond Drives.

## — INDIANA —

FORT WAYNE—WOWO "Famous Hoosier Hop" took time off recently to make a personal appearance at Wabash, Indiana where more than 2,000 hillbilly fans gathered to see their favorites.... TERRE HAUTE—

Jill Girrard (Gillian Maas), director of Women's programs and promotion manager of WBOW, has what she considers a "feather in her cap" since she's the first and only woman to be a guest of the Shriner's of Terre Haute at their Friday Luncheon Club.

## — GEORGIA —

SAVANNAH—Harben Daniel, vice-president and general manager of WSAV since its organization in 1939, was elected President of the Company at the Annual Board of Directors meeting in early June, succeeding the late Arthur Lucas.... MACON—Bond rally held by WBML on Sat. evening, June 24 netted \$168,000 worth of pledges. Popular programs were presented by WBML before 5,000 people.

## — NEBRASKA —

OMAHA—"The Town Hall of the Air," held at the Joscelyn Hall here

on June 29, attracted another g audience of 1,500 people. Sponsored by the Omaha Radio Council, program presented the following speakers: Paul Hagen, author "Germany After Hitler"; Prof. R. M. Arndt, assistant professor Economics, University of Nebraska; Emil Ludwig, noted biographer; Carroll Binder, Foreign Editor Director of Foreign Service for Chicago "Daily News." Subject "Should Defeated Germany be allowed Immediate Self Government"

## — PENNSYLVANIA —

PITTSBURGH—Newscaster Ben walked into KDKA the other day beamed over the arrival of a new son. Beamed even more when he learned he had added a new commercial. Starting week, Kirk will be heard Monday through Friday at 10:45 a.m. under sponsorship of Serutan.... WCAE marked Independence Day by donating all of its Court Announcements to patriotic purposes. YORK—Hilda Emery Davis and Virginia Davis, wife and daughter of Meyer Davis, orchestra leader and producer, were guests of Luis Vyner, WBSA executive director, on special Fifth Bond Drive broadcast.

## — WASHINGTON —

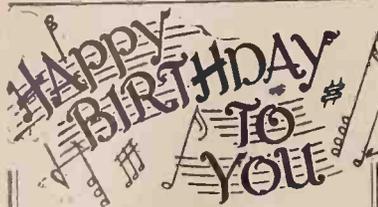
SEATTLE—Walt Harris, former of KIT, Yakima and KOB, Albuquerque, has joined KIRO as announcer.... With the end of the 1943 school year, the program of "3 R's in 5 Minutes" and "Rithmetic and Reading" five minutes, has assumed its new role for the summer in the "Caucade of Ideas".... YAKIMA—KIT started a new women's program called "Tarry Time," and Mrs. Lou King does the announcing on it.

## — MINNESOTA —

MINNEAPOLIS-ST. PAUL—"Millie Baily and Company" is the name of a new musical variety show featuring popular jazz singer as star and mistress of ceremonies presented by WCCO each Wednesday night at 8:30 o'clock "The High Places," a daily serial based on the lives of a group of communists from Candelotown, Conn., an imaginary town near New York City, made its debut on WCCO-CBS Monday, July 3, at 2 p.m. The cast is headed by Joan Teague, stage and radio actress.

## Shipbuilders Sponsor Warrington On WCAE

Philadelphia—The Sun Shipbuilding and Drydock Corporation is sponsoring the new WCAE "Music By Warrington" program, starting Monday 6:15-6:45 p.m., EWT. The program will feature Johnny Warrington, composer-conductor, his orchestra. Warrington and his ensemble are currently heard on Monday evening over the CBS network. Songstress on this program will be Betty Barton. Production is under Joseph Gottlieb, the station's production director.



### July 7

Arlene Harris	Lucille Husting
Irwin Lilienthal	David Ross
Hal Schenker	Verne Smith
Pauline Swanson	Everett West

### July 8

John Brewster	Fritz Clark
Sydel Forbes	Percy A. Grainger
Nelson M. "Nels" Griggs	
Bill Thompson	Gertrude Niesen
Charles Spencer Tigner	Lou Fulton

### July 9

Martha Boswell	Al Sommerfield
Walter "Buck" Dice	Ralph Wilk
Bryan Field	Ted Steele
Ted Lloyd	H. V. Kaltenborn

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

DL. 28, NO. 5

NEW YORK, N. Y., MONDAY, JULY 10, 1944

TEN CENTS

## Dem. Convention Plans

### National WOV Hearing Took Place Friday

Washington Bureau—RADIO DAILY Washington—The final session of a hearing on the proposed sale of WOV by Arde Bulova and Harry D. Wischel to Murray and Meyer Mester took place Friday in an atmosphere of extreme acerbity among the various counsel involved. The record remains open only for receipt of depositions regarding the Mester Brothers, which will be submitted shortly from New York. (Continued on Page 6)

### Hartford Radio Stations Aid In Circus Disaster

Hartford—Radio stations did yeoman service in aiding public officials and the Ringling Brothers-Barnum & Bailey circus fire on Friday which claimed the lives of 140 persons and injured many more. WOV was one of several stations which broadcast news of the disaster and swept the Ringling Brothers-Barnum & Bailey Circus with a net. (Continued on Page 5)

### Capt. Lovette Receives Legion Of Merit Award

Washington Bureau—RADIO DAILY Washington—The legion of merit award was yesterday presented to Capt. P. Lovette, who leaves today to take a sea command after two years as head of the Navy's public relations section. He will be succeeded by another former Navy man, Capt. A. S. Meritt. The citation to Lovette, accompanying the medal, follows: "For exceptional service during the war." (Continued on Page 4)

### Not A Single War-Song Hit In 1943-44 Top Radio Tunes

Top 25 song hits for the 1943-44 season covering a period of one year ending July 1, 1944, finds "People Will Say We're in Love," as having continued through the season as the song heard on the air by the largest radio audience. Mid-year tabulation by the Office of Research-Radio Division, for its Audience Coverage Index and Audience Trend Index, is based not on individual performances of a song but the size of the radio audience it was played to. Thus the higher a song's ACI, the more it has been heard by radio audiences.

Approximately half of the top 25 hits for the past season were songs from either motion picture or legitimate theater productions. Musical comedy "Oklahoma," represented with the Rodgers-Hammerstein leader is also represented in eighth place with another song from the show, "Oh, What a Beautiful Morning."

Not a single so-called "war song," is represented in the top 25 tunes of the past year which include two revivals in "Paper Doll" and "Put Your Arms Around Me, Honey." Despite the hullabaloo about "Mairzy Doats," as far as being heard by radio audiences (Continued on Page 6)

### Tele Set Owners Asked To Become Show Critics

Television set owners in the New York area will become program critics and will be asked to pass on the merits of locally produced video shows, Raymond E. Nelson, vice-president and director of radio and television for the Charles E. Storm agency, disclosed Friday.

The agency plans call for the sampling of 750 set owners in the New York section monthly. They (Continued on Page 2)

### Stoess Leaves WLW-WSAI; Joins N. Y. Tele Company

Cincinnati—William Stoess, veteran musical conductor associated with the broadcasting division of the Crosley Corporation since 1921, is leaving WLW-WSAI July 10th to join the musical production staff of Trans-American Broadcasting and Television Corp. of New York.

Stoess who was musical director of the Crosley station from 1926 to '37 has literally grown up with the (Continued on Page 2)

### Nets Arrange Cover For Chicago Meeting

Plans for radio's coverage of the Democratic National convention in Chicago starting Wednesday, July 19, were completed the past weekend with practically the same personnel of announcers, commentators and technicians as used at the GOP convention, scheduled to handle the broadcasting features. Schedule for network (Continued on Page 5)

### Waring Signs Contract For New Fall Sponsor

As a sequel to collapse of negotiations for the Philco Hall of Fame show, Fred Waring, signed contracts the past week-end for a new half-hour show sponsored by the Owens-Illinois Glass Works on the Blue Network starting September 7. Show will be heard on Thursdays from 7 to 7:30 p.m., and will feature the Waring band, glee club and other artists.

### NBC Will Sponsor Tele Technical Course

NBC will sponsor a four-week course in television for the engineering personnel of its affiliated stations beginning October 2, it was announced Friday by Philip I. Merry. (Continued on Page 2)

## ★ THE WEEK IN RADIO ★

Industry's Public Service Role

By CHARLES MANN

RADIO's public service role rose to greater heights last week as surveys indicated that approximately 69 million listeners heard an endless number of war bond announcements broadcast over the four major networks and many independent stations in cooperation with the 8,000 movie theaters that devoted one day to Free Movie Day to purchasers of "E" Bonds.

The U. S. Treasury Department openly praised the broadcasters for

their time and efforts and considered the industry's participation even more generous than its fine showing during the Fourth Bond Drive.

Prolonged postponement of the application for transfer of WOV, New York, got under way on what appears to be a violent episode, after a last minute Commission vote to overrule Commissioner Paul Walker's decision of June 28 denying the intervention petition of Richard E. (Continued on Page 3)

### Record Bond Sales

Total of \$2,085,000 in "E" bonds in Raleigh, N. C., brought Ralph Edwards' total in broadcast sales for the Fifth War Loan tour to \$14,177,292—almost three times the hoped-for total of \$5,000,000. Nor is "Truth or Consequences" through —Edwards is currently piloting his zany crew on a series of non-broadcast one-nighters to wind up the Fifth War Loan drive.

### Hi Ho! Silver!

Des Moines—All other work stopped in the KRNT Auditing Department Friday, as employees gathered around to help count the one-thousand-twelve silver dollars and one fifty-cent piece a Des Moines business man brought in to buy War Bonds. The coins, which Harry T. Sharp, beverage business man had been collecting for about six months, weighed 60 lbs.



Vol. 28, No. 5 Mon., July 10, 1944 Price 10 Cts.

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

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

**FINANCIAL**

(July 7)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163	162 3/8	163	+ 3/8
CBS A	33	32 1/2	33	+ 1/2
CBS B	32 1/2	32 1/2	32 1/2	— 1/8
Crosley Corp.	23 3/8	22 7/8	23	— 1/8
Gen. Electric	39	38 1/2	39	+ 3/8
Philco	35	34 3/4	35	+ 1/4
RCA Common	11 1/2	11 1/8	11 1/2	+ 1/8
RCA First Pfd	76 1/2	76 1/2	76 1/2	+ 1/2
Stewart-Warner	17 1/8	16 3/4	17 1/8	— 1/8
Westinghouse	104 1/8	103 3/8	103 3/8	+ 1/8
Zenith Radio	41 7/8	41 1/8	41 7/8	+ 1/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	28 1/2	28 1/2	28 1/2	+ 1/2
Nat. Union Radio	4 7/8	4 5/8	4 7/8	+ 1/4

OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	21 1/2	—
WJR (Detroit)	36	—

**20 YEARS AGO TODAY**

(July 10, 1924)

After fifteen days of bringing to the radio audience the oratory, cheer-marathons, marching and counter-marching of delegates at the Democratic National Convention, announcer Graham McNamee has emerged a national hero. His picturesque descriptions of convention scenes and events went out over nineteen broadcasting stations. Major J. Andrew White of WJZ also deserves honorable mention, but his radio audience was small in comparison to the millions who were enabled to hear the McNamee broadcasts.

**THE SAN FRANCISCO RADIO PICTURE HAS CHANGED!**

Blues **KGO** is THE Bay Area Buy!

**Coming and Going**

HAL A. SEVILLE, national sales manager of WJL, Hagerstown, Maryland, Mutual affiliate, is in Gotham for a few days on business.

JOHN McNEIL, manager of WJZ, will spend his two-week vacation, starting today, at his Summer home in Westport, Conn.

FRANCES E. KAYE, public relations counsel, is expected back at her office today after a few days' business trip to Philadelphia, Pa.

GASTON CRIGNON, general manager of WISN, Milwaukee, arrived in town over the week-end for business conferences.

LEONARD KAFNER, president and general manager of WCAE, arrived in town today on business.

JAMES M. GAINES, assistant director of advertising and promotion left last Friday for Chicago to confer with NBC officials and executives of General Mills, Inc.

MARCIA ALDRICH, secretary to Charles P. Hammond, NBC director of advertising and promotion, left last Friday for a two weeks' vacation which will take her to the outskirts of New York state and Pennsylvania.

O. B. HANSON, NBC vice-president and chief engineer, and RAYMOND F. GUY, radio facilities engineer, leave today for Washington, where they will attend a meeting of the RTPB Panel No. 4 on Tuesday. Hanson will stop off at Princeton Wednesday to confer with officials of the RCA Laboratories.

JAMES H. NELSON, manager of NBC network sales promotion, leaves today for a visit to NBC Central Division headquarters, Chicago. He is expected back Friday, July 14.

CHARLES M. ROBERTSON, JR., president of the Ralph H. Jones Company, is in Gotham for the week on agency business.

EDGAR KOBAK, executive vice-president of the Blue, left last Saturday for Pine Orchard, Conn., where he'll vacation for two weeks.

MRS. OPAL KNOWLES, secretary to R. H. Mason, manager of WPTF, Raleigh, N. C., is vacationing at Mayview Manor, Kings Mountain.

BERNARD DUDLEY, popular announcer, leaves today to vacation at Hot Springs, Virginia.

BILL SAUNDERS, WSLs program director, left last week-end for his vacation, which takes him to Craig Healing Springs.

CLIFFORD J. HUNT, radio sales manager, and STANLEY H. MANSON, manager of company public relations for the Stromberg-Carlson Radio Mfg. Company, Rochester, N. Y., are in Chicago attending the National Retail Furniture Association.

CHRISTOPHER CROSS, assistant publicity director of MBS, returns to his desk today after a few days' visit to Stamford, Conn.

BLANCHE WOLFFE, magazine editor for MBS, is expected back at her desk early this week after a brief visit to West End, New Jersey.

**Tele Set Owners Asked To Become Show Critics**

(Continued from Page 1)

will be asked to become critical of programs produced by the Storm agency as well as those presented by other agencies and stations.

"With 10 per cent of the 7,500 reputed television set owners in this section represented we will be able to get some good first hand data on the programming preferences of the tele devotees," Nelson said. "This information will be invaluable in the planning and presentation of future television shows."

Nelson is a firm believer that television production and programming is the all important phase of video development at this time. Without a high standard of programs the new electronic industry will suffer in its post-war development, he contends.

**Stoess Leaves WLW-WSAI; Joins N. Y. Tele Company**

(Continued from Page 1)

broadcasting industry joining WLW when as one of Cincinnati's leading young violinist, he combined the job of playing, announcing, writing and producing at WLW.

**"Fun In Studio One"**

Philadelphia—"Fun in Studio One," new type of audience participation program on WCAU, will be sponsored for 52 weeks, by the Penn Fruit Company. Entirely ad-lib, the broadcast will be heard three times weekly at 3:45 p.m., with co-stars Horace Feyhl and Powers Gouraud, both veteran WCAU talent artists.

**NBC Will Sponsor Tele Technical Course**

(Continued from Page 1)

man, director of facilities development and research. The sessions will be held for 20 school days, with field trips and classes alternating, in Room 666 of the NBC Building, Radio City, New York.

Attendance will be limited to 35 students. Classes will be held daily, Monday through Friday, 9 a.m. to 4 p.m. The evenings will be devoted to preparation for the lectures.

The RCA Institute will direct the course and the faculty will be augmented by network engineers and officials.

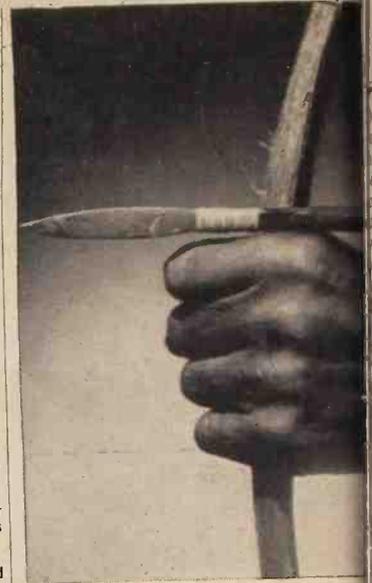
**WDRC**

HARTFORD 4 CONNECTICUT  
**W D R C - F M**

**THE FOREST and the TREES**

You've heard the one about not seeing the forest because of the trees. So don't settle for five or six of the twenty-six towns in the big Hartford Trading Area. Get complete coverage on WDRC!

USE WDRC TO  
 CONNECT IN CONNECTICUT



**SOME SHOOT INTO THE AIR . . .**  
 land they know not where!

That can be said again and again . . . particularly in radio! Do you, as a user of time, know exactly where your messages land? Do you know exactly how many people actually hear your messages? Do you know exactly what your cost per listener is?

There's one town we know of where you can get all the facts to enable you to buy time on the one radio station that produces more listeners for your dollar.

The town is Baltimore . . . the station is W-I-T-H.

Based on the Robinson Radio Reckoner . . . (the sound principle of coverage, popularity and cost . . . W-I-T-H leads all stations in Baltimore by a wide daytime margin. And is second to only one station, on one program, on a Sunday afternoon!

The safe, sure buy in Baltimore based on facts alone, is W-I-T-H the independent station.



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

TOM TINSLEY, President  
 REPRESENTED BY HEADLEY-R

# THE WEEK IN RADIO

Industry's Public Service Role

(Continued from Page 1)

ea, stockholders in the station, maintains that the proposed sale is not legal.

Several NAB member stations, commenting on "an open letter to the National Association of Broadcasters and Rubicam, Inc.," sent by Fred H. Avery, NAB director of broadcast advertising on June 20, have endorsed the effort to obtain for the WAC Recruitment campaign the coming fiscal year. The agency has not issued a comment to date.

Two contrasting broadcasts both taped up via recordings, are hailed as the best to come out of the war date, with additional recordings expected to be heard from time to time, to go down in radio history as among the most authentic picture of the war in course of the invasion so far. One was made by George Hicks, the other by Lieut. Warren W. Wood.

Reactions of the current trend in advertising, including the media of radio, magazines, newspapers, etc., can be obtained from the American Publicity Council for the purpose of keeping the industry more closely related with the thinking and feeling of factory, office and service workers, farmers, mechanics, returning veterans and others. This poll will be taken by the American Publicity Council.

CBS' program, "The American Heart of the Air," covering geography and science, will be broadcast by the War Department's Morale and Welfare Division to service men and women stationed overseas starting on October 9.

The first ultra-high frequency modulated radio system to be installed either in Canada or the United States has been inaugurated by the Trans-Canada air lines on its Vancouver-Victoria route.

NAB's first ratings on five-minute work programs were released. They were for the month of June. They indicate the experiments of the mag-

netic wire recorder was successful at the Republican National Convention in Chicago, the Mutual network will utilize it for the Democratic Convention.

**Tele Tales:** Arthur Levey, president of Scopphony Corporation of America, announced that wide-screen theater television was a reality but disclosed that SCA would market a line of home receivers based on the visual patents first given practical demonstration in London. The Television Guild has resumed its activities in accordance with its stated purpose: to promote, advance and foster understanding and appreciation of television. The first large-scale project for technical training in theatrical television has been launched by Local 199, IATSE, Detroit. Purpose of this venture is to train men for television when it comes into its own. Consummation of a deal making the product of his company available to NBC for coast-to-coast televising was announced by Leon Fromkess, PRC Pictures vice-president in charge of production. Ted Collins, manager of Kate Smith and producer of her shows, has been appointed program consultant of the Du Mont Television station WABD.

**People:** Rene Morin resigned as chairman of the Canadian Broadcasting Corporation board of governors. His successor is Howard B. Chase of Montreal. Robert E. Dunville was made vice-president of the Crosley Corporation and general manager of WLW. Funeral services were held last Saturday for Daniel J. Danker, Jr., vice-president of J. Walter Thompson Company, who died of a heart attack.

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

## Takes AP Service

W. G. GLOVER, Groversville, N. Y., has accepted the special AP radio wire through Press Association, Inc., according to Bernard M. Dabney, Jr., manager of the station.

## Allen's New CBS Post

Los Angeles—George Allen became the program director of CBS' Pacific Network beginning with July 1, as a result of the expansion of Columbia's Los Angeles program department under Hal Hudson, Pacific Coast program head, it was announced by D. W. Thornburgh, vice-president in charge of CBS West Coast operations. Hudson will continue to supervise all West Coast programming. Glen Heisch, KNX program manager, will work with Allen as program director.

## New WEF Show

Esmerelda, hillbilly comedienne from Tennessee, will start her early-morning series over WEF on Tuesday, July 11 at 7:45; and thereafter, she will be heard on Tuesdays, Thursdays and Saturdays. A veteran of the airlines, Esmerelda will conduct a recorded program interspersed with weather reports, time signals and her own pungent comments on topics of the day.



"Careful, dear — you know WFDP says we musn't lose our ration tickets."



# WHAT 1,253,600 HOUSEWIVES CAN DO

... In a Social Mood

They can talk. Talk about your product. Talk it up. Recommend it. Suggest new uses. But they won't give your product this free word-of-mouth advertising unless you continue to remind them of it frequently. Remember, these women buy \$437,925,000 worth of food and \$54,050,000 worth of drugs and cosmetics annually. They can and DO listen most to WTAM, Cleveland. Keep them listening to your advertising on WTAM. The daytime COST is only \$.000073 per Housewife.

# WTAM CLEVELAND

REPRESENTED BY NBC SPOT SALES

Millions stay tuned to the National Broadcasting Company

It's a National Habit



LOS ANGELES

By RALPH WILK

**T**HE LIFE OF RILEY" program, starring William Bendix, moved right into the select circle of air favorites when it switched to its new Sunday-night time of 10 p.m. over the Blue Network July 9. It'll follow Gossiper Jimmie Fidler on the chain.

Harry W. Flannery, CBS war commentator, who has scored many scoops via interviews, has two unusual guests lined up for July presentation: a general fresh back from the Burma Front, and the first soldier returned from the French invasion.

Among the tunes of Johnny Mercer, star of the "Music Shop," NBC, that have been No. 1 on the "Hit Parade" are "Jeepers Creepers," "You Must Have Been a Beautiful Baby," "Gotta Get Some Shuteye," "Could Be," "Blues in the Night," "Skylark," "I Remember You" and "Tangerine."

To Bob Andersen, KNX-CBS newscaster, the month of July is more than just a calendar designation. It's an annual reminder of his life and works! Andersen was born in the seventh month, which also marks the fifth year of his marriage, the tenth year of his career as a newsman and his twelfth year on the air.

**Capt. Lovette Receives Legion Of Merit Award**

(Continued from Page 1)

ceptionally meritorious conduct in the performance of outstanding services to the government of the United States as director of public relations of the Navy Department from August 1942 to June 1944 exercising sound judgment, unflinching tact and administrative ability in the fulfillment of an exacting assignment, Capt. Lovette has been distinctly successful in handling the many problems involved in the organization and adjustment of the Navy's relations with the public and the press during a particularly trying period. His keen insight led to a better understanding by the press of the efforts of the Navy to maintain adequate security measures necessary for the successful prosecution of the war. By his sincerity and tireless energy in this respect, Capt. Lovette has contributed essentially to the progressive success of the war effort and to the security of our nation during a vital crisis, the citation concluded.

**New WEAF Business**

The Ward Baking Co., for Tip Top bread and cake, will participate for another 52 weeks, beginning with July 10, in "Mary Margaret McBride Program" on WEAF; while the C. F. Mueller & Co. will sponsor for another year the "News with Don Goddard" broadcast, starting July 4. A new sponsor on WEAF is 20-Century Fox for a five-minute midnight news period, effective July 6, for one year.

MAIN STREET



**Memos of an Innocent Bystander. . . !**

● ● ● Nat Abramson, WOR Executive, received two items of news over the week-end which made him happy as the proverbial lark. . . . listing them in the order of their respective importance, firstly: the K-9 Division of the War Department notified him that the St. Bernard Dog which his three young sons had enlisted for active duty, was credited with having killed two Japs "somewhere in the South Pacific" . . . secondly: "Dixie Hal," one of the fleetest horses in the Abramson stable of six Trotters, won a stake race at Saratoga. . . ● Frank Readick will play "William Allen White," in tonight's NBCavalcade of America, which will dramatize the life of the late Editor of the famed Emporia (Kansas) Gazette. . . . incidentally, Frank's son, Bob, who recently completed a featured role in the flicker "Donovan's Kid," will start wearing Khaki Friday. ● The Weintraub Agency will audition a new musical-variety show tomorrow. . . ● Y & R realignment sees Frank Telford succeeding Day Tuttle as director of "Molle Mystery Theater," Tuttle taking over direction of the CBSStrip "Bright Horizons," while Ralph Butler continues on "Joyce Jordan," CBSerial. . . ● WNEW's "Wave-Recruiting Drive Program," "Something for the Girls" which bowed off the air Saturday, introduced a new girl trio, "The ABC's" which showed definite promise.



● ● ● Robert Merrill, young NBCConcert baritone, featured on "Serenade To America," will be heard in the next few episodes of Abie's Irish Rose," in which he'll portray an "operatic singer" in the borscht circuit (mountain resort) . . . what makes this an item is the fact that Merrill was actually working a mountain Summer resort when Moe Gale discovered him and brought him to the attention of Radio Execs. . . ● NBCCorrespondent John W. Vandercook, just returned from the Normandy Front, informs us that our soldiers find little interest in the coming Presidential Election, but are definitely worried about possible unemployment after the war. . . ● When, at the last moment, an actor failed to show up to do a Spanish dialect characterization on a recent Blue Net airing of "Land of the Lost," Producer Cyril Armbrister, a member of AFRA who has been studying Espanol, portrayed the "Senor Tropicano" role, dashing madly from the control booth to the studio to deliver his lines. . . ● Claire Barry, of the Barry Sisters Duo, featured on the "Gloomdodgers" heard via WHN, will be married shortly to Al Weinberg. . . ● "For distinguished services rendered in behalf of the War Finance Program," "Palmolive Party's" Barry (tone) Wood will be awarded a citation by Ted R. Gamble, National Director of the War Finance Committee.



● ● ● Rose Marie, the chamtootsie, took to radio doodling over a list of Radio Station call letters and came up with the following sentence: quote:—KATE, a WARM WAVE and KIT, a WISE WAC, took the WIND out of a WOLF with a WOW of a WHAM, slamming him against the WALL. He'll know better next time than to KID with them. . . . unquote:— . . . ● A Low bow to Margaret and Travis Johnson, the "Song-Spinners" of NBC's "Melody Round-Up," who every Monday line up a show for the wounded vets at the Birmingham Hospital in Van Nuys, California. . . ● Harry Savoy, comic on the NBCamel show isn't superstitious but . . . at every broadcast, he carries a little rag doll made by his son 10 years ago in kindergarten. . . ● Chris Cross' new band, heard thrice-weekly via Mutual, is a sweet-swing combo, featuring musical tone-color reminiscent of the style that zoomed Claude Thornhill's former band to the heights. . . . makes you want to roll up the axminster and dance. ● If that New England announcer whose last initial is "S." doesn't relinquish the name, "Dick Gilbert," Dick Gilbert, WHN Disc-Jockey will tell his attorney to take the matter to court.

—Remember Pearl Harbor—

CHICAGO

By BILL IRVIN

WLS averaged two broadcasts a day from the booth. The six jeeps furnished by the Army, made more than 5,000 trips down world famous Boulevard Mich., each jeep chauffeured by an attractive member of the WAC's. Business men bought bonds and gave their rides to youngsters in the crowd. "So the Story Goes," produced by Noblett Radio Productions, Chicago, has been signed on the Michigan State Network for 13 weeks, effective July 2. Program is being sponsored by the Michigan Mutual Liability Company and will originate through WXYZ, Detroit. Contract was placed through Neff Radio Agency. Noblett Productions also has placed "So the Story Goes" on KHQ, Spokane, Washington, for 26 weeks, effective July 7. The Spokane spot is sponsored by the Rainbow Gasoline Company. Business was placed by Walter A. Karlowski Advertising Agency, Spokane.

One of the two magnetic wire recorders, loaned the National Broadcasting Company by the Armour Research Foundation for emergency use at the two national political conventions in Chicago, was demonstrated in a special broadcast over WMAQ on Tuesday, July 4. Marvin Camras of the Foundation, whose research work was primarily responsible for the recorder, was interviewed by staff announcer Don Elder.

**WTHT Bond Program**

Hartford—War Bonds amounting to \$22,950 were sold during a 15-minute radio program over WTHT, Hartford, recently with members of the Hartford Section National Council of Jewish Women staffing the WTHT phones. Announcer Joe Girard kept the phones ringing with his appeal to the listeners to help buy one hospital car for the wounded overseas.

# Lord Stations In Circus Disaster

(Continued from Page 1)

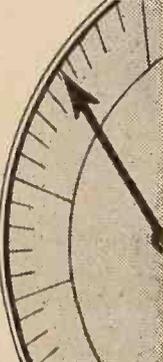
more than 140 lives. Soon WTIC received the flash—minutes after the fire occurred—a steady stream of public service appeals from the Red Cross, state and local were broadcast as they were as the state and city went in its efforts to aid in rescue

announcer Bernard Mullins George Bowe of the production tent were at the circus a few after the first flash came into IC newsroom and later broad- stirring eyewitness story. Extra es were set up in WTIC to the many calls from grief parents. Governor Raymond win spoke over WTIC at 5:15 e asked the people to be calm d how the Red Cross was oper- ing care of the injured.

C. of this city, devoted vir- all of its facilities to helping the circus fire tragedy. Com- or Jack Stevens went to the nd did a 15-minute broadcast experiences. Mayor Mortensen st two 15-minute programs at ver both WDRC and WTHT, the dead and the injured, and advice to families of the casual- tie-up with the Hartford nt," morning newspaper, was and the newspaper provided tion with the latest develop- which went on the air immedi-

Friday General Manager Frank- Doolittle asked Mayor Mor- if he wanted the station to a circus fire relief fund and to go ahead. Doolittle made t \$500 contribution on behalf station, and all week-end spots vevoted to the fund. Contribu- began pouring in almost imme-

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**WBYN**  
"THE MINUTE STATION"

BONDS  
Minute!

For Availabilities:  
LIAM NORINS, Gen. Mgr.  
ation WBYN, Brooklyn, N. Y.

# Plans For Radio's Coverage Of Dem. Convention Completed

(Continued from Page 1)

pickups from the Convention are the same as were in effect during the Republican Convention. Broadcast periods begin at 1 p. m., EWT, and 10 p. m., EWT, each day of the Convention and are expected to last at least an hour.

Consensus of opinion among the New York network crowd is that the Convention will be a short one with the probable drafting of President Franklin D. Roosevelt as a fourth term candidate on the second day—Thursday. Tentative broadcast sched- ules from the Convention call for the closing broadcast on Thursday night. However the webs will be prepared to carry on Friday if the Conven- tion developments warrant it.

## Able Radio Director

J. Leonard Reinsch, general manager of the Cox radio stations, WSB, WIOD and WHIO on leave as radio director of the Democratic National committee, spent the past week-end in New York dis-



J. LEONARD REINSCH

cussing con- vention plans with network radio executives and left Sunday to es- tablish head- quarters for the convention at the Stevens Hotel in Chi- cago. Reinsch is one of radio's youth ful pioneers. He started with WLS in Chicag back in 1924 and graduated from Northwestern University with a B.S. degree in commerce. While at Northwest- ern Reinsch won the D. F. Kellar prize for his treatise, "Handling Radio Ad- vertising and Making it Pay." In 1934 Leonard joined Ohio's former Governor and the one-time Democratic nominee for President, James E. Cox, when Gov. Cox acquired WHIO and moved the station from Erie, Pa., to Dayton, Ohio. He served as general manager of WHIO until 1940 when Gov. Cox purchased WSB and the Atlantic Journal and then transferred to Atlanta to become general manager of the station and to supervise the operations of WHIO and WIOD, Miami. Reinsch is known in radio circles as a "human dynamo" and is widely known among advertisers, agencies and stations.

Radio pickups from the Convention will begin on Wednesday, July 19, at 1 p. m., EWT, when Mayor Edward J. Kelly of Chicago will extend the city's welcome to the delegates. He will be followed by Senator Scott Lucas, senior Senator from Illinois and Robert E. Hannegan, chairman of the Democratic National com- mittee.

At 10 p. m., that night, Governor Robert S. Kerr of Oklahoma, tempor-

ary convention chairman, will deliver the keynote address.

On Thursday, July 20, at 1:00 p. m., EWT, Governor Kerr will present the permanent chairman of the Convention, Senator Samuel D. Jackson of Indiana. His address will be fol- lowed by reading of the Democratic Party platform to the delegates.

At 10:00 p. m., EWT, an address by Helen Gahagan Douglas, delegate from California and wife of movie actor Melvin Douglas, will be heard. Following her address, nominations for the Democratic Presidential candi- date will be opened and the roll call will begin.

The Women's Division of the Demo- cratic National committee will be set up in the ballroom and adjoining offices on the 3rd floor, Stevens Hotel, Chicago on and after Tuesday after- noon, July 11th. Mrs. Charles W. Tillet is head of the Women's Divi- sion; Miss Lorena Hickok, executive secretary; and Miss Louisa Wilson, publicity director. Miss Wilson's office will be especially geared to service women broadcasters and to cooperate in getting women guest speakers for special programs.

Some of the distinguished women expected at the Convention: The

# Leo Fitzpatrick Heads Detroit Opera Assoc.

Detroit—Leo J. Fitzpatrick, vice- president and general manager of station WJR, Detroit, has been re- elected president of the Detroit Civic Light Opera Association.

Other officers for 1944-45 are: vice- president, Henry T. Ewald, president of Campbell-Ewald Company; secre- tary, George M. Slocum, publisher of the Automotive Daily News; and treasurer, J. L. Hickey, Detroit clothier.

Honorable Frances Perkins, Secretary of Labor; The Honorable Nellie Tay- loe Ross, director of the U. S. Mint; Mrs. Paul V. McNutt; Mrs. Samuel I. Rosenman; Mrs. Jonathan Daniels; Mrs. J. Borden Harriman, former Minister to Norway; Miss Margaret Hickey, chairman of the Women's Advisory Committee, War Manpower Commission; Mrs. William H. Davis, wife of the chairman of the War Labor Board; Miss Josephine Schain, former chairman of the National Committee on the Cause and Cure of War and only woman delegate to the United Nations Food Conference in Hot Springs; Miss Harriet Elliott, di- rector of Women's and Education Division of the War Finance Division of the Treasury. Dean of Women's College of the University of North Carolina.



REACH THE WOMEN OF THE OHIO VALLEY WITH . . . .

*Olive Kackley*  
**W C K Y**

50,000  
WATTS  
C B S

THE *L. B. Wilson* STATION

## Final WOV Hearing Took Place Friday

(Continued from Page 1)

York. Morning session contained additional discussion of the qualifications and radio knowledge of the two Mesters, with particular reference to the business practices of their Balbo Oil Company and the Modern Packing Company, which they also own. The Pure Food and Drug Administration case "U. S. versus 16 cans salad oil," referred to Thursday by Commission Attorney Leonard Marks again came in for discussion. This case involved condemnation of a quantity of salad oil in New Jersey, and Murray Mester had stated Thursday that this oil was not his and had not come from Mester Brothers. He claimed to be unfamiliar with the case.

Under questioning Friday he maintained this position, although he admitted that at the time of the complaint (1933) he had been in the brokerage business and could have handled that product. He said he had not appeared at any hearing regarding this case, and repeated the latter statement.

### Four Years Discussed

Meyer Mester was also heard briefly in the morning, testifying concerning his familiarity with radio matters—largely gained during the four year period when he handled all advertising for his company. Charles B. McGroddy, attorney for Richard E. O'Dea, intervening minority owner of WOV stock, questioning him concerning the date at which the name Balbo Oil Company was adopted, with Mester replying that the name had been taken either in 1940 or 1941.

At this point it appeared that the hearing might be over, after Horace Lohnes and Sanford Cohen, appearing for Bulova and Henschel, put copies of various legal documents in the record. Rosel Hyde, handling the hearing for the FCC, stated that the Commission cannot require the appearance of Bulova but that nonetheless he thinks Bulova should have been on hand as an applicant for the transaction regarding which the hearing was held. Lohnes replied that his client's position on the issues of the hearing was a matter of record, adding that if Hyde thought Bulova is not in position to carry out his agreement with the Mester Brothers the Commission should assume ability to deliver. He added that the Commission has all the material on O'Dea's option to buy the WOV majority stock.

With Cohen, Lohnes and Mester Brothers Counsel Philip J. Hennessey all insisting that O'Dea himself take the stand, the hearing was carried over into a stormy afternoon session. O'Dea came on, mentioning early in his testimony the fact that he had been "blitzed" out of his office, having gone to the WOV offices one day late in June and found all the furniture cleared out. He admitted that he had notified Bulova of his decision to

(Continued to Column 4)

## Not A Single War-Song Hit In 1943-44 Top Radio Tunes

(Continued from Page 1)

is concerned, it ran 24th on the list, just slightly behind the older hit "Pistol Packin' Mamma."

Among the standard tunes, "Blue Skies" was on top with the old reliable "Begin the Beguine," in second place. Four of the patriotic classification got a good play, with the "Army Air Corps," being the most heard via the air.

In studying the comparative audiences which heard the various hits,

the number of weeks the song has been in the ACI survey should be taken into consideration.

### Listings

Following listing is in consecutive order of rank and is reproduced from Audience Coverage Index and Audience Trend Index, a survey copyrighted July 7, 1944 and published below by permission of Dr. John G. Peatman, director of the Office of Research-Radio Division:

## ACI HITS FOR 1943-1944 SEASON

(July 1, 1943 to July 1, 1944)

The top 25 song hits, in terms of their audience coverage, are listed below in order of the total ACI points received in the ACI surveys during the year. Songs in "Legit" or Film Productions are indicated.

TITLE (PRODUCTION) PUBLISHER	TOTAL ACI POINTS	NUMBER OF WEEKS IN ACI SURVEY
People Will Say We're In Love (1) (Oklahoma) Crawford	39,864	44*
My Heart Tells Me (Sweet Rosie O'Grady) Bregman-Vocco-Conn	35,020	33
Shoo Shoo Baby (Follow the Boys) Leeds	30,253	28
Besame Mucho, Southern	30,317	41*
I Love You (Mexican Hayride) Chappell	27,839	25
Paper Doll (2) E. B. Marks	26,485	32
Oh, What a Beautiful Mornin' (3) (Oklahoma) Crawford	26,228	46*
Long Ago And Far Away (Cover Girl) Crawford	25,891	18*
No Love, No Nothin' (The Gang's All Here) Triangle	23,135	31
It's Love, Love Love, Santly-Joy	23,013	25*
Put Your Arms Around Me, Honey (Coney Island) Broadway	23,003	40
Sunday, Monday Or Always (4) (Dixie) Mayfair	22,634	26
San Fernando Valley, Mayfair	22,035	23*
I'll Get By (A Guy Named Joe) Berlin	20,555	23*
How Sweet You Are (Thank Your Lucky Stars) Remick	19,894	29
My Ideal, Famous	19,501	31
Poinciana, E. B. Marks	19,021	36
They're Either Too Young Or Too Old (Thank Your Lucky Stars) Witmark	18,568	25
For the First Time, Shapiro-Bernstein	18,318	27
When They Ask About You, Berlin	18,267	31
Holiday For Strings, Bregman-Vocco-Conn	18,012	38*
Speak Low (One Touch Of Venus) Chappell	17,789	25*
Pistol Packin' Mama, Morris	17,740	19
Mairzy Doats, Miller	17,418	19
Don't Sweetheart Me, Advanced	17,215	32*

Footnotes: (\*) Indicates songs which are still active. The following were active prior to July 1, 1943: (1), 5,113 ACI Points and 9 weeks; (2), 519 ACI Points and 3 weeks; (3), 357 ACI Points and 1 week; (4), 642 ACI Points and 2 weeks.

## FAVORITE STANDARDS OF 1943-44

The favorite 15 standards, in terms of their audience coverage, are listed below in order of the total ACI points received in the ACI surveys during the year. The favorite 5 Patriotic songs (not including public domain numbers) are also listed.

TITLE PUBLISHER (or Copyright Owner)	TOTAL ACI POINTS	NUMBER OF WEEKS IN ACI SURVEY
Blue Skies, Berlin	9,513	36
Begin The Beguine, Harms	9,193	37
Embraceable You, New World	9,139	40
Star Dust, Mills	7,554	29
Night And Day, Harms	7,353	29
Smoke Gets In Your Eyes, T. B. Harms	6,284	29
Somebody Loves Me, Harms	6,010	24

(Continued on Page 7)

## Final WOV Session Held Last Friday

(Continued from First Column)

waive his option after the second contract with Mester Brothers had been drawn up, but added that he had been informed of the negotiation for the second contract. At the time of an earlier contract, never carried through, to sell WOV to Mester Brothers O'Dea had waived his option to buy the stock from Bulova.

He explained this earlier action, born of disgust in 1941, he said had agreed with Bulova and Milton Biow of the Biow Advertising Agency to the deal whereby the Wodaam Corporation, of which O'Dea was vice-president, relinquish the control letters WNEW to the Greater New York Broadcasting Corporation, in exchange for the WOV letters from the corporation. Wodaam paid \$200,000 for this deal, with Greater New York paying only \$12,000. McGroddy described this transaction as "two snakes wiggling out of their skins to exchange their bodies and assets." Studios, employees' billing and call letters were changed.

### Suggestions

The position of Milton Biow, long distressed O'Dea, he said, and had predicted that an FCC investigation of alleged hidden stock ownership by Biow might come. O'Dea also said that he had discussed that matter with Loynes, and, to Cohen, "I know that situation as well as a one." O'Dea's discussions regarding station management and ownership deals were invariably with Biow rather than Bulova, he said, adding that he had not seen Bulova half a dozen times in the 11-years they had been associated.

Throughout the telling of O'Dea's story—termed "only one tenth of the whole story," by Cohen—there was constant bickering by the various attorneys, with nearly everything that went into the record being entered over the objection of one or another of the parties. McGroddy finally objected to the whole subject of questioning by Cohen and Hennessey (the latter having tried to get specific charges against the Mester Brothers from O'Dea) on the grounds that in effect O'Dea's case against Bulova now in the New York courts was being tried here before the Commission. He charged that Cohen was reheating his examination of the O'Dea case before Commissioner Clifford J. Durr, pending for the FCC, agreed but added that Cohen be heard in his own justification.

Cohen replied that one side of the case had been put on the record which McGroddy answered that he had not intended to put in the O'Dea testimony and that it had been entered only at the insistence of Cohen through the questioning of Cohen Hennessey. If the other side is to go in, O'Dea interrupted, "why bring Bulova down here? I'm here and ready." Cohen here agreed with McGroddy that he was out to impugn the sincerity, veracity and credibility of the witness.

# AGENCIES

EN SHERVEY has been appointed the business manager of radio department of the Compdvertising, Inc. Miss Shervey formerly manager of the booking business office in the NBC production department.

ARLES W. HOYT COMPANY, has been appointed by the man Aircraft Engineering Corporation, Bethpage, Long Island, to its advertising. Newspapers magazines are planned for the campaign.

RS & AYER, INC., has been appointed the national representative for KWFC, Hot Springs, Arkansas announced by William E. general manager of the station.

RY STEVENS has moved his relations offices to 30 Rockefeller Plaza. Associated with this is Mrs. Roy Porter.

SON ARGUESO has been appointed assistant treasurer of Doherty and Shenfield, Inc. Argueso, his recent resignation, was controller of the Pedlar, Ryan & agency. He had been with the agency for the past five years. will assume his duties with the agency immediately.

HARD DONALDSON, formerly Celanese Corp., has been appointed manager of the research department of Arthur Kudner, Inc.

ENN H. HILLER, sales and marketing counsel, has joined Brooke, French & Dorrance, Inc.

## ton's Radio Workshop Opens Summer Session

ton—A hundred students, educators and representatives of four agencies and other organizations interested in radio broadcasting enrolled in the WBZ Radio Workshop presented with the cooperation of the Boston University Summer School in the Hotel Bradstreet studios.

Among the students are faculty members from Simmons and Boston universities and from Harvard's Graduate School of Business Administration, the OPA, War Foods Administration, Veterans' Administration and the U. S. Department of Culture. The workshop was intended for teachers only, but with interest greatly evidenced, representatives of other groups were admitted.

## New AP Accounts

The following radio stations have been selected for the special AP radio through Press Association, Inc.: B, Alexandria, La.; WEED, Rocky Mount, N. C.; KIDO, Boise, Idaho; KYW, Philadelphia, Pa.; and Yakima, Wash.

# ★ WORDS AND MUSIC ★

BY HERMAN PINCUS

THIS is but the beginning of a success story....we say beginning for the hero of the yarn. 26-year-old Henry Prichard, is even now "somewhere at sea," in the service of Uncle Sam, a radio operator on an Army Transport....Born in Paris, Kentucky, Henry showed an early aptitude for music and so it was natural, after graduating (with a Phi Beta Kappa insignia) from Kentucky University, for him to become associated with a local station in Lexington, a continuity writer and instrumentalist....came the war and Prichard joined the Colors....While in New York awaiting sailing orders, the Kentuckian, now a Sergeant, brought an original tune, titled, "I Don't Want To Love You" (Like I Do) to BMI where a representative of Chelsea Music heard it and asked for a lead sheet....Prichard wrote the lead sheet for Irving Romm, Chelsea Executive, and that night embarked for overseas convoy duty....Some weeks later, upon returning to New York, Prichard learned that his song was up among the "best sellers" and that Irving Gwartz, keen executive at the Musicraft Recording Co. had assigned Phil Britto to record the ballad....thus this tale's introduction.—this is but the beginning of success.



Not unlike contemporary artists of the stage, screen and radio, including Mickey Rooney, Keenan Wynn, Pat Rooney, second and third, the Bennett Girls and others, Patsy Garrett, new vocal lovely of the CBSerenade "Broadway Matinee," is a genuine product of show business, the daughter of the vaudeville team of Mason & Gwynn, granddaughter of William Oxley, creator of the "Cakewalk" and Elizabeth Delilah Samson, noted light opera heroine....Patsy's father also understudied the famous Minstrel Man, "Honeyboy" Evans and later wrote special material and comedy, with himself as chief comedian with the Original Steel Pier Minstrels.



Tin Pan Alley-Oops....Solly Cohen, newly-appointed professional manager for Carl Fischer, is lining up a neat campaign on "British Eighth March," music by Zo Elliott, composer of the standard hit, "There's A Long Long Trail" set to a poem by John Masefield, Poet Laureate of Great Britain.... ● We've been hearing a new ballad, "I'm Proud," quite a bit the past few days....heard it instrumentally-rendered via the Blue Net by staff pianist Mario Janaro and next day heard Sunny Skylar MBSing it....we say, Sunset Music, has a commercial tune on its hands.... ● Another ballad that seems to have a chance, is "It Was A Lovely Affair," written by George Zeledon and Charles Wynn and published by J. P. Music Co.... ● A new wrinkle in songwriting has been placed on the market....the originator calls it "Compos-a-tune" which is a series of dialed notes and accompanying chords set on a cardboard music chart....well-worked out and can be of use to songwriters.



—Be A Rational National—

## FAVORITE STANDARDS OF 1943-44

(Continued from Page 6)

TITLE	PUBLISHER (or Copyright Owner)	NUMBER	
		TOTAL ACI	OF WEEKS IN ACI
All The Things You Are, Chappell		5,806	23
Just One Of Those Things, Harms		5,153	18
Where And When, Harms		5,125	20
Oh, Lady Be Good, Harms		4,101	18
Tea For Two, Harms		3,812	19
Hallelujah, Harms		3,745	13
My Heart Stood Still, Harms		3,196	12
Make Believe, T. B. Harms		2,871	14
PATRIOTIC			
Army Air Corps, Fischer		13,324	40
Anchors Awegh, Robbins		10,280	32
Marines' Hymn, U. S. Marine Corps		4,182	9
Over There, Feist		2,070	4
Semper Paratus, Sam Fox		1,961	7

# PROMOTION

## WOV's Barn Dance

WOV enlarged its program of hill-billy features with the opening of its "Broadway Barn Dance" last Saturday evening, July 1, from the Palm Gardens, 52nd and Eighth Ave., before more than 1,000 people. Emceed by Layman Cameron, the regular cast included Zev Carver, novelty instrumentalist; Julie-B, yodeller; Ed Smith, fiddler; and Johnny Newton, accordionist.

Guest stars were Elton Britt, cowboy singer; Chester & Lester Buchanan, singing duo; and Chuck & Ellie Story, vocal unit. Johnny Sommers, who was one of the audience, thrilled them with favorite cowboy numbers. He hails from Virginia and is a member of the armed forces.

The entire show proved very popular with the audience. Most of the talk was ad-lib and the pace of the show was fast.

"Broadway Bar Dance" will be a regular WOV feature on Saturday from 10-10:30 p.m. The station airs other hillbilly programs, namely, the "Hill Country Jamboree" (Mondays through Fridays, 6:30-7 p.m.) and the "Hill Country Hit Parade" (Saturdays at 6:05 p.m.). All these airers are announced by Layman Cameron.

## FM Brochure

WMLL, the Frequency Modulation station of Evansville, Indiana, is publishing a neat little book containing a fortnight of FM programs which is mailed twice a month to listeners who signify their wish to receive it, free of charge. Titled "Your Invitation to Finer Music," the first page gives the highlights of FM broadcasting i.e., wide range, static free, high fidelity, as well as a paragraph which speaks of their present and post-war service. Also noted are the hours 11 a.m. to 1 p.m. which are devoted to a "Program for War Workers," over the public address systems at Servel, Sunbeam and Hoosier. Program list which follows gives the time, program title, selections and artists. WMLL sends along with the book a self-addressed postcard containing listeners-preference questions.

## Mutual's June Billings Show Increase Of 38.3%

Gross billings for the month of June 1944, gave Mutual network a total of \$1,521,703, an increase of 38.3 per cent over the same month a year ago, when the gross was \$1,100,483.

Cumulative gross revenue for the first six months of 1944 totaled \$9,895,760, which represents an increase of 67.6 per cent over the total for the first six months of 1943. Last year the six-month cumulative total was \$5,902,924.

## Kaye's New Song

Sammy Kaye will introduce the new song hit, "Janie," on his WJZ "Serenade" program Sunday, July 23rd, at 1:30 p.m.

# ★ ★ ★ COAST-TO-COAST ★ ★ ★

## — NEW YORK —

**NEW YORK**—"From Emporia, Kansas" is the title of a play revering the memory of William Allen White on tonight's "Cavalcade of America" over WBEN...WBEN's popular show, "Rhythm Workshop," goes network every Saturday afternoon in July at 4:30 o'clock...Bob Callan is the newest addition to the WBYN announcing staff...A total of \$5,775,000 in War Bonds was bid by various member organizations of B'nai B'rith for war mementos and souvenirs offered for War Bond auction on Dave Elman's "Victory Auction" broadcast over WOR, Sat., June 24.

## — WISCONSIN —

**MILWAUKEE**—More than 125 representatives of local groups and organizations were featured in an intensive 13 day WTMJ, Milwaukee Fifth War Loan radio drive, June 12 through June 24...WMFM featured soloist June Sheilman lost in the semi-finals of the Hour of Charm contest recently, but upon her return to Milwaukee, she won a one year scholarship to study music under one of Chicago's leading voice teachers, with all expenses met by the Milwaukee "Journal."

## — FLORIDA —

**MIAMI**—The latest stunt originated by WIOD War Bond Stage, in cooperation with the American Red Cross, had Miamians craning their necks in the noon-day heat July 3. A ladder truck of the local Fire Dept. was set up in front of WIOD's War Bond Stage and two stage performers agreed to climb a rung of the ladder every time someone bought a \$25 bond. Individual purchases as high as \$10,000 were made.

## — NEW YORK —

**SYRACUSE**—H. R. Ekins, WSYR news commentator and former UP correspondent, has arrived overseas on a news gathering mission for WSYR. He has been with WSYR since September, 1943, and is normally heard six evenings per week in an analysis of the news. Vadeboncoeur, also a news commentator on WSYR for the P. Lorillard Co., is filling in on Elkins' program for the time being.

## — OHIO —

**CLEVELAND—WANTED:** A ball and chain for Jimmie Oriti, WJW swoonster. It seems the reason the audience restriction was placed on Oriti's programs was that he couldn't keep from swooning over all the beautiful girls who came to swoon over his singing...**TOLEDO**—WTOL's "Navy Send-Off Breakfast" went into its 107th broadcast on Sat. July 1. A cooperative venture of WTOL, the Navy Recruiting Office, and a different commercial sponsor each week, the breakfast held in one of the local's hostleries sends the sailors out to boot-camp with pleasant memories of the old home town.

## — PENNSYLVANIA —

**PHILADELPHIA**—Two new advertisers sponsor shows on WIP beginning week of July 2nd when Sun Shipbuilding Company airs "Sun Ship Question Man" a cash award show transcribed with employees right at great plant and broadcast thrice weekly. It offers unique opportunity for employees to hear their own voices on the air. Second show is "Easy Does It" giving helpful hints to busy housewives and affording cash prizes to listeners sending in suggestions used on program, sponsored three times weekly by William H. Montgomery Company under the trade name of Montco.

## — TEXAS —

**DALLAS**—Broadcasts of the Crazy Water Gang from Mineral Wells, Texas, is being aired here from a studio in the Mercantile Building...**AUSTIN**—Johnny Carter does announcing chores while Barnes Nash is newscaster on KTBC's noon-time broadcast of "Safeway Store News Bulletins"...**FORT WORTH**—Merchant's Biscuit Co. is sponsoring a series of chain break announcements over KGKO weekly.

## — VIRGINIA —

**ROANOKE**—James H. Moore, WSLs manager, was elected District Governor of the Fifth District at recent meeting of the State Lions in Richmond, Va...**Virginia** Krebs, receptionist at WSLs, has returned from a week's vacation at Virginia Beach...Phil Briggs, chief engineer, is back from visiting his brother at Nag's Head in North Carolina.

## — WASHINGTON —

**SEATTLE**—Dorothy Dunham, new to radio, has joined the Music Library of KIRO... "Around the Sound," a 15-minute program of ballads, ditties, and true fish stories of marine life in Puget Sound, is aired every Sunday morning on KIRO. It features the friendly Northwest Troubadour, Ivar Haglund, of the local Waterfront Aquarium, and it is sponsored by Fisheries Supply Co... "Five Star Final," condensed, comprehensive review of the day's news by Jim Wyatt, is now heard over KIRO. This newscast originates in KOIN studios, Portland, where it was inaugurated in 1937 by Wyatt.

## — MISSISSIPPI —

**COLUMBUS**—Walter Long, formerly of Chicago, Ill., has been added to the WCBI staff as news editor and staff announcer. He succeeds Otis Henley, who will become a commercial staff announcer... Alvin Kimbrow is the new addition to the WCBI engineering staff... WCBI and WELO of Tupelo, Miss., will have two representatives at the Democratic National Convention.

## — NEW JERSEY —

**PATERSON**—A warm and inspiring broadcast was heard Thursday, July 6, at 10:10 a.m., over WPAT's daily war bond program, "We Americans," when several very young school children read the letters they sent their parents urging them to buy more war bonds and giving their reasons... Mrs. Pauline Rappaport, of West Englewood, N. J., noted laywoman authority on problems of child welfare, was Mrs. Tina Marshall's guest on the latter's "Lessons for Happiness" program over WPAT last Saturday morning.

## — NEW MEXICO —

**ALBUQUERQUE**—KOB joined with our other local firms in sponsoring a contest for bond workers with \$2,000 in war bonds as prizes offered to the individuals and organizations selling the highest totals during the current drive.

## — CANADA —

**WINGHAM**—Jack Brent, emcee of CKNX Breakfast Club, returned from a vacation June 28th with his bride... As a community service to its listeners, CKNX has inaugurated "The Women's Club of the Air," devoting a 15-minute period daily to women's organizations, such as the Red Cross and the Canadian Women's Institute.

## — NORTH CAROLINA —

**ASHEVILLE**—WWNC has added Harold Martin to its announcing staff. He is a discharged veteran...**RALEIGH**—Ernest Douglass, erstwhile studio guide for WPTF, began new duties as transcription clerk in early June...**GREENSBORO**—WBIG uses every bit of the 15 acre gardens for producing vegetables and fruits which are supplied free to its employees and friends.

## — IOWA —

**DES MOINES**—Helping Nick Charles solve murders is the Sunday night pastime of Claudia Morgan, known as Nora, wife of "The Adventures of the Thin Man" on KRNT for Post Toasties, 9:30 p.m... Sales of Tangee Petal-Finish Face Powder are expected to increase throughout middle Iowa and for a good reason: the George W. Luft Co. is sponsoring the famous Sammy Kaye Tangee Serenade, Sundays at one o'clock on KSO and the Blue Network.

## — WEST VIRGINIA —

**HUNTINGTON**—WSAZ, in spite of the manpower situation, has acquired four new employees: announcer Jack See, salesman Bernard Sammons and Bill Ratcliffe, and traffic manager Barbara Litton.

## — MASSACHUSETTS —

**BOSTON**—Having his script pared in braille and receiving many cues by finger tapping, W. Moody of the Perkins Institute for Blind read the poetic tribute to "Infantry on First Service Comm" performance over WBZ and W recently... Bob Holmes has joined the staff of WHAI replacing Ch. Schon, who has left for Ogunquit, Maine, to play with the summer players there...**WORCESTER**—Announcements are the order of July WAAB... Elliot Kunin, graduate of Emerson School of Radio, is WAAB's announcing staff.

## — CALIFORNIA —

**Hollywood**—Mutual Don Lee commentator Alexander Griffin has signed Harold Soskin, New York publisher, to publish his third book, "Nora Says D.", which will appear in the fall... one was more surprised than Mutual Lee sportscaster Stan Lomax who found himself riding the ether wave instead of the rails. Lomax started out as a railroad engineer; his switch to radio was purely a stroke of fate...**BAKERSFIELD**—Mrs. Viola Rose taken over the duties of local news at KERN, replacing Mrs. Lucille M. who continues as commentator on Women's Page."

it's  
cheaper  
to  
sell

Durham

with

WDNC CBS

COLUMBIA NETWORK

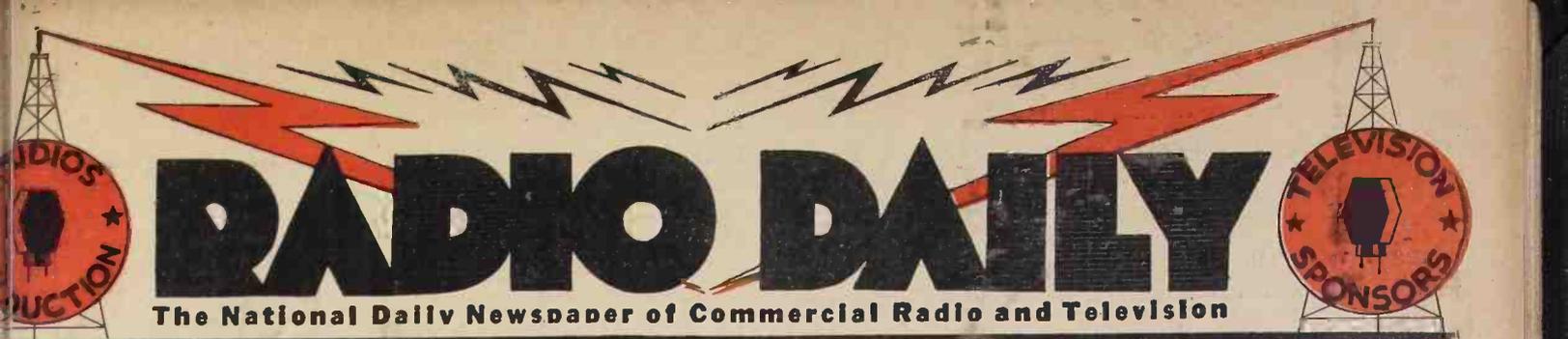
★ NORTH CAROLINA

Represented by Howard H. Wilson

**HAPPY BIRTHDAY TO YOU**

July 10

Arthur M. Holland    Randall Jessie  
Joan Marsh            Robert Kessler  
Jerry Karpf, Jr.        Helen Pickens  
Noble Sissle



The National Daily Newspaper of Commercial Radio and Television

28, NO. 6

NEW YORK, N. Y., TUESDAY, JULY 11, 1944

TEN CENTS

# Political Air Battle Set

## Probes Hofheinz About Station KTHH

Washington Bureau—**RADIO DAILY**  
 Washington—The FCC yesterday ordered a body to hear Judge Roy Hofheinz, youthful applicant for a local license in Houston, Texas, explain the financial setup of his corporation and his own plans regarding public relations in the event he is permitted to operate KTHH, the station he built last year, on the air. Commissioners Durr, Jett, Wakefield and Walker

(Continued on Page 6)

## Conference On Radio And Safety

Authorities in the fields of health, safety and radio broadcasting will convene the Radio and Safety Conference of New York State on the subject, "The Use of Radio in Home and Farm Safety Education," in the city of Roosevelt here July 27. Sponsored by the Home and Farm Safety Advisory Committee of the State Department of Health, the conference will be attended by

(Continued on Page 5)

## Whiteman Recording ET's For 'Atlantic City'

Whiteman, featured with his orchestra in Republics forthcoming album, "Atlantic City," is recording radio transcriptions today to be used in connection with promotion on this album. Moore-Brad Taylor conductor. Two five-minute recordings and six one-minute spot announcements will feature songs highlighted

(Continued on Page 2)

## Radio's 3-Grand Stand

Air Lane Trio makes a special appearance today on the stage of the National Cash Register in Times Square. Al Young, pianist, will purchase three \$1,000 War Bonds during the Trio's program, for the purpose to stimulate purchases from the audience. The Trio appears on the Blue's Whispering Jack Smith and Brass Rail programs, also its new nightly program on Mutual.

### Note Of Optimism

A musical note of optimism was sounded in New York yesterday by Philip J. Jacoby of the RCA Industrial Music Service, who forecasts employment of 26,000 musically trained personnel as plant broadcast directors in the expanding field of industrial music. He was speaking before the NYU summer school classes.

## WGN, Chicago, Plans 20th Anniversary

Chicago—Extensive plans for celebration of the twentieth anniversary of WGN are being made by Frank P. Schreiber, general manager of the Chicago Tribune station, with the week of July 15th set aside for the observance.

One of the highlights of the WGN plans will be a public exhibition of equipment and other properties symbolic of radio's development and photographs depicting some of the inter-

(Continued on Page 7)

## Station Applications Considered By FCC

Washington Bureau—**RADIO DAILY**  
 Washington—Applications from the Michigan College of Mining and Technology, Houghton, Mich., and Hearst Publications (The San Francisco "Examiner") were received Friday by the FCC, and both were returned to the applicants for completion. An ap-

(Continued on Page 2)

## Britain's 25,000 Amer. Sets Become Servicing Problem

### Fritz Kreisler Debuts On Radio Next Monday

Fritz Kreisler, distinguished violinist, will make his radio debut next Monday, July 17 on the Telephone Hour over the entire NBC network. Donald Voorhees, young American

(Continued on Page 2)

11.97% of Massachusetts' retail sales are made in WLAW's primary daytime coverage area! *Advt.*

## Both Republican And Democratic Parties Propose Most Elaborate Budgets In History Of This Country

Coincidental with the picking of a candidate by the Democratic National Convention in Chicago next week, and the official starting point for the campaigns of both major political parties, radio is expected to be a battle ground on a scale never before reached in any presidential election year.

Minimum of \$1,000,000 for radio is indicated as the budget for each of the National Committees (Dem.-Rep.) with the strong possibility that the Republican party expenditures will exceed that of any Democratic time-buys. In 1940 the Democratic National Committee spent \$750,000

with \$350,000 of this sum going for five presidential talks by Roosevelt at \$75,000 each, including repeats, due to sponsored time and talent being bought out.

Apart from national budgets, considerable state and local city time will be purchased or acquired by

(Continued on Page 6)

## Chataqua Assembly To Study Radio & Tele

Study of radio and television has been added to the agenda of Chataqua Assembly at Jamestown, N. Y., and on July 28 officials of the Blue Network will participate in the day's programs.

Addressing the morning session of Radio Day will be Ray Knight, production manager of the Blue, on

(Continued on Page 7)

## John Swallow Launches Television Enterprises

Los Angeles—John B. Swallow, who was associated with NBC Western Division for 12 years, first as manager and later as program direc-

(Continued on Page 5)

## NBC Names Tele Head Of Operatic Production

Dr. Herbert Graf, stage director of the Metropolitan Opera Association since 1936, has been named director of operatic production in television, for NBC, John F. Royal, vice-president and chairman of the network's

(Continued on Page 2)

## Canadian Ruling Prohibits Imports

Montreal—A perturbing discovery has been made by the Financial Post which learns that, despite the budget

(Continued on Page 6)

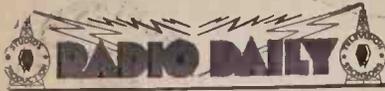
## New York To Indiana

When CBS' television station WCBW telecast its program "Opinions On Trial," Friday, July 7, 8:15-9 p.m., EWT, the Indianapolis Television Laboratories received it in its studios at Indianapolis, Indiana, 980 air miles away. A motion picture was taken off the receiver and will be sent to WCBW for its historical files for future reference.

British Bureau, **RADIO DAILY**  
 London—Some 25,000 American radio sets have now been received in Britain and have been distributed. Although welcome there is a feeling that further supplies would not be entirely justifiable in the present conditions. The first problem has been that about 120 types of sets have

(Continued on Page 6)

53.44% of New Hampshire's retail sales are made in WLAW's primary daytime coverage area! *Advt.*



Vol. 28, No. 6 Tues., July 11, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : Editor

MARVIN KIRSCH : : : Business Manager

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## FINANCIAL

(Monday, July 10)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	164	163 3/8	163 3/4	— 1/8
Crosley Corp.	23 1/2	22 3/4	23	+ 1/2
Gen. Electric	39 3/8	38 1/8	39 3/8	+ 1/8
Philco	37	35 5/8	36 3/8	+ 1 1/8
RCA Common	11 7/8	11 1/2	11 3/4	— 1/8
RCA First Pfd.	75 1/2	75 1/2	75 1/2	— 1
Stewart-Warner	17 1/2	17 1/8	17 3/8	+ 1/8
Westinghouse	104 5/8	105	104 5/8	— 1/8
Zenith Radio	43	43 3/8	43	— 1/8

## 20 YEARS AGO TODAY

(July 10, 1924)

William Jennings Bryan is one of the hundreds of delegates to the Democratic Convention who has been sweltering in the turkish-bath atmosphere of Madison Square Garden, New York. . . Followers of John W. Davis of W. Virginia are writing the radio stations on their approval of the splendid fashion in which his presidential nomination was brought to them. Davis' nomination came on the 103rd ballot at the end of nine days of voting.

Your SALES DOLLARS TRAVEL FAR . . . when you use them on

Ben Ludy, GEN'L. MGR.

# WIBW

The Voice of Kansas TOPEKA

# Coming and Going

JOHN PROSSER, of WKAT, a Blue affiliate at Miami Beach, is spending a few days in Gotham.

LEON BARZIN, conductor of the WQXR orchestra, has returned from a month's vacation spent at Southwest Harbor, Maine.

HERBERT L. KRUEGER, commercial manager of WTAG, Worcester, Mass., is spending several days in Gotham holding business conferences with CBS, network affiliate, and with station representatives.

DEWEY LONG, manager of WELI, New Haven, Connecticut, is visiting Blue network officials in Gotham today.

GEORGE ROEDER, general manager of WCBM, Baltimore, Maryland, is spending a few days in Gotham holding business conferences with the station's affiliates.

JOHN BALLARD, promotion and business manager of the Nunn Network, consisting of WBIR, Knoxville, Tenn.; KFDA, Amarillo, Texas; WLAP, Lexington, Kentucky, is spending a few days in Gotham on his network's business.

ARNOLD CARLSEN, Mutual network's account executive in Chicago, has arrived in New York to hold business sessions with the sales department of MBS.

LOUISE KADISON has returned to her former post of publicity director at WBYN, N. Y.

PAUL FISHER, announcer at WCAE, Pittsburgh, Pa., has returned to his post, following a vacation spent in his home town, East Liverpool, Ohio.

ROBERT CONVEY, general manager of KWK, St. Louis, Mo., and V. E. CARMICHAEL, commercial manager of the station, are holding conferences with Mutual officials in Gotham.

WALTER LOWY, vice-president in charge of advertising of the Formfit Company, spent a few days in Gotham, re his company's new program on Mutual.

CHARLES LEDINGHAM, announcer for WLVA, Lynchburg, Va., has returned to his post, after having spent a few days in Gotham observing network operations.

## The Most Important Thing In Buying Baltimore Radio

Is it Power?—The total number of people who physically can hear a station . . . if they want to?

Is it Popularity?—The percent of potential listeners who are actual listeners?

Is it Cost?—The rate a station charges for its facilities?

Actually . . . shrewd time buyers say it isn't one or the other! It's all three.

On that basis . . . facts (and you can see them too)

prove W-I-T-H is the Baltimore buy.

## Whiteman Recording ET's For 'Atlantic City'

(Continued from Page 1)

in the score of the picture, including "By The Sea," "On A Sunday Afternoon," "After You've Gone," "All Of Me," "Nobody's Sweetheart," "I Ain't Got Nobody," "Blues My Naughty Sweetie Gives To Me," and "Ain't Misbehavin'." Whiteman will serve not only as orchestra leader but as commentator as well.

## Fritz Kreisler Debuts On Radio Next Monday

(Continued from Page 1)

conductor of the 57-piece Bell Symphony Orchestra, will accompany the famous musician.

## G. E. Order Status

Schenectady—Order received by General Electric Company during the first six months of this year amounted to \$811,023,000 compared with \$941,529,000 in the same period of 1943, a decrease of 14 per cent, President Gerard Swope announced yesterday. Cancellations and adjustments, applying to orders booked during the current and prior years, totalled \$267,000,000 in the first half of this year.

## Station Applications Considered By FCC

(Continued from Page 1)

plication for a new standard broadcast station in Binghamton, N. Y., to operate with 250 watts unlimited on the 1,450 band was received from Joseph H. and Agnes L. McGillivra and Adam J. Young. The application for transfer of control of KWLK, Longview, Wash., from Hugh and Mrs. Marjorie McClung to C. O. Chatterton and John M. McClelland Jr., was dismissed.

## NBC Names Tele Head Of Operatic Production

(Continued from Page 1)

television committee, announced yesterday. Appointment of Dr. Graf indicates increasing interest at NBC in live video production with probable emphasis on operatic productions.

## WOR Tele Show

WOR will feature a one and a half hour television anniversary show tonight from 8:15 to 9:45 o'clock over Du Mont Television station WABD with an address by Julius F. Seebach, Jr., vice-president in charge of program operations at WOR.

## ON TARGET!

"PATTERN BROADCASTING" OVER STATION WDAS COVERS PHILADELPHIA



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

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



# W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-R



## Teamwork Gets Results....

**T**HE two great markets that listen to WOV team up, in their respective listening hours, to give WOV a constant, around-the-clock pulling power . . . night and day. WOV's daytime domination of the vast metropolitan New York Italian-speaking audience has a Pulse rating as high as 78% of the 520,000 Italian radio homes. And in the evening between the Hooper checking hours of 7:30 and 10:00 p.m., WOV reaches more homes than any other New York independent station . . . at less than half the cost of the next ranking station.

RALPH N. WEIL, GENERAL MANAGER  
JOSEPH HERSHEY MCGILLVRA, NAT'L REP.



**SOUTHWEST**

**F**RED A. McCABE, who joined the United Press in 1936, has been appointed southwest business manager, it was announced in Dallas recently by Jacques D'Armand, UP Southwest Division manager. McCabe will work with Willard Haselbush, the area's news editor, under D'Armand's supervision.

"Questions-Answers" is the title of a new series of broadcasts originating from the studios of WRR and carried by stations of the Texas State Network for a quarter hour each Saturday evening. On each broadcast questions sent in by listeners are answered by the Texas OPA staff headquarters.

While the Meadowlake men are on a vacation, Frances Beasley, singer heard with the "Early Birds" and Jim Burdette, member of the Farm Boys Quartet, heard daily on KGKO, will handle the vocal assignments on "Mrs. Tucker's Smile" program over WFAA quarter-hourly each Monday, Wednesday and Friday.

Kelly Field, home of the San Antonio Air Service Command is airing two new programs each week. On KONO it airs "At Your Service" for a half hour each Tuesday. "Air Theater of Operation" is the title of a quarter-hour dramatization over KTSA each Saturday.

The Texas Products Co., manufacturers of Vim-O-Lube, have signed a contract for one year covering a three times weekly quarter hour program at 6 a.m. each Monday, Wednesday and Friday, titled "Vim-O-Lube Time" over KGKO. Account was placed through the James McBride Advertising Agency of this city.

**Named Mgr. NBC Dept.**

Richard P. McDonagh, acting head of the NBC script division since March 1, becomes manager of the department effective immediately. C. L. Menser, vice-president in charge of programs, announced yesterday. McDonagh joined NBC in 1937 as a staff writer.

**The SCHOOL of RADIO TECHNIQUE**

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

SPECIAL SUMMER  
6 Weeks' Day Course

**AUGUST 2**

8 Weeks' Evening Courses

**JULY 18 & AUGUST 14**

Taught by Network Professionals, for Beginner & Advanced students, include:  
 • ANNOUNCING • STATION ROUTINE  
 • NEWSCASTING • ACTING  
 • CONTINUITY WRITING • DICTION  
 • COMMENTATING • VOICE

Co-ed. Moderate rates. Inquire! Call or Write for Booklet R.

**R.K.O. BUILDING, RADIO CITY, N. Y.**  
CIRCLE 7-0193

**MAIN STREET**



**California Commentary!**

• • • Intrepid Don Ross, KFWB Boswell, pitched his tent on the shores of Lake Crystal, over the Fourth of July holiday and did some high and fancy fishing. Another piscatorial devotee along

**Los Angeles**

Radio Row is Joe Alvin, NBC's new Western division news and special events man, who goes in for deep sea fishing. Eugenia Clair, "America's Grand Hostess," is about to vacation in Reno for several weeks, but her KMTR "Eugenia Clair Presents" will continue each Tuesday and Thursday, at 3:15 p.m., via especially prepared transcriptions. • • • Announcers Wendell Niles, Harry Von Zell and Trumann Bradley are among the best amateur golf players on the Coast, while Larry Strain, a transplanted Floridian who is with KMTR, is also a nifty performer on the links. By the way, Niles is one of the busiest men in radio and is working on 12 shows weekly. He was recently made co-emcee on the Billie Burke show, "Fashions And Rations," and is also handling the commercials.



• • • Lt. Maurice E. Webster, of the USNR, formerly with KNX, now at Harvard, helping to train all the new Communications Officers for the fleet, writes "my march from Los Angeles to the South Pacific got something of a setback en route and my feet are no more wet than this New England climate can make them, which is plenty." He is head of the Naval radio equipment dept. at Harvard and his job is to teach the communication officers about all types of gears from radio receivers to radar. • • • Joe Leighton, chief petty officer, who is stationed with the Coast Guard at Alameda, Calif., and who was a member of the Columbia Pacific press department before entering the service, was a recent visitor to Columbia Square. Cal Frederick, who was formerly with KOMA, Oklahoma City, KVOR, Colorado Springs, and KLZ, Denver, is the newest addition to KFWE's announcing staff. T'other day, Tom Breneman's "Breakfast At Sardi's" helped a lady in distress. During their interview, the lady in question said she was unable to find an apartment, but before "Breakfast" was finished two proffers of an apartment were 'phoned in.



• • • A splendid example of co-operation is that being extended by "Breakfast At Sardi's" to the new Procter and Gamble show, "Glamour Manor," starring Cliff Arquette. Tom Breneman's show at Sardi's restaurant ends at 8:30 a.m. and then he does a "pitch" boosting "Glamour Manor," urging his hearers to go to NBC, three blocks away, to catch the Arquette program, which starts at 9 a.m. Procter and Gamble sponsor one of the "Breakfast" shows, with Kenyon and Eckhardt the agency on that account. Benton and Bowles is the agency on the "Glamour Manor" opus. • • • Bettie Boone, of the NBC Western division publicity department, no relative of Betty Bunn, of the Columbia Pacific press department, has returned from vacationing in San Francisco. • • • Arnold Maguire, Foote, Cone and Belding's producer on "Hollywood Star Time," has resumed his chores following a two-weeks' outing. Harry Saz handled the show during Maguire's absence. • • • Ben Baxter, blind narrator on "Across The Threshold," the serial drama, recently married Mara Myers, of Battle Creek, Mich., who is a commercial artist.



• • • Lt. (j.g.) Bob Garred, one of the busiest announcers on the air before entering the service, has recovered from "a little tiff with malaria." He was hospitalized at Guadalcanal while ill. "Radio reception is pretty thin this far out," Bob writes. "The best success I've seen out here in radio programs is the new policy of setting up small stations on these different islands."



— Remember Pearl Harbor —

**CHICAGO**

By BILL IRVIN

**J**AMES L. STIRTON, program manager for the Blue Network central division, has been commissioned second lieutenant in the Marine Corps and left on Thursday, July 6, for Marine Base at Quantico, Virginia. Stirton first joined NBC in New York in 1929 and shortly thereafter became a member of the NBC artist's service. In 1937 he left NBC to form his own talent managing organization. In 1938 he rejoined NBC and was sent to Chicago to manage NBC's artist's service. He continued in this capacity until January, 1942, when NBC and Blue separated, at which time he was appointed program manager for Blue's central division. Stirton's successor has not been appointed by network as yet.

Ruth Martin is replacing Frank Clow as secretary of Harlan Eugene Reed, WBBM news analyst. Mrs. Clow is leaving WBBM to do public relations and promotion at Armour Research Institute, Chicago.

Ruth E. Miller, formerly assistant to Frank Chizzini of NBC's recording division, has joined staff of Neblett Radio Production, Chicago, as manager of the transcription department.

**Wedding Bells**

The Marquise Louise de Pallavicini of New York and William F. Broderick, director of news and special events for the National Broadcasting Company, were married yesterday in Washington, D. C. The bride is widow of the Marquis Alphonse Pallavicini of the Hungarian Diplomatic Corps. Chief Justice Edward C. Eicher of the Federal Court of District of Columbia officiated at ceremony which was held in chambers.

**WBYN LISTS ITS MINUTE VARIETIES:**

NEWS MINUTES... instantaneous all day	1430
RACE RESULT MINUTES... exclusive . . 12 to 6:30	1430
SPORTS REPORT MINUTES... spotted ever so often . .	1430
MUSIC MINUTES... continuous, hour after hour	1430

THAT'S all day  
**WBYN** "minute" service  
1430 on the dial

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

# AGENCIES

**ANN B. MILLER**, formerly special representative of National Stads, has joined Brooke, Smith, & Dorrance, Inc.

**RY DUNLAVEY**, formerly with Huff & Ryan, Inc., has joined Ryan & Lusk, Inc., and will charge of radio time buying.

**WRENCE DRAKE** joins the handling department of Comp-advertising as a market analyst and merchandising executive. Drake formerly with Kroger Grocery & Company, where he held the position of director of market research in the company's Cincinnati quarters.

**NTON & BOWLES, INC.**, has been appointed by the Bituminous Institute to handle its advertising effective September 1.

**GENE KATZ** has resumed his position as secretary of The Katz Agency, national advertising representative after more than two years with OWI. Katz was chief of the Bureau of Overseas Intelligence in Washington, and chief of Operational Intelligence in London, OWI.

**RYON & ECKHARDT** agency has been appointed to handle the advertising for the Bendix Helicopter Company.

**RSET FOODS, LTD.**, Long Island City, has appointed S. Duane Inc., to do its advertising. Newspapers and magazines will be used.

**ORGE H. ALLEN**, former advertising executive with McCann-Erickson, has joined the service staff of Arthur Kudner, Inc.

**SELL BIRDWELL** and Associates have been retained by the Alvin Bruck Advertising Agency to handle the nation-wide publicity for "Scramby Amby," which goes to coast via the Blue July 26. Ward Blake, account executive, is producer of the show.

**CHARLES W. HOYT COMPANY**, has been appointed to handle advertising for the Meyers Make manufacturers of "Meyers Make" pens.

**KIZ**  
560 Kc  
5 KW  
**DENVER**

KIZ topped all Denver stations in Billboard's seventh annual publicity survey. KIZ is the best and sells 'em.

PRESENTED BY THE KATZ AGENCY

# WHO'S WHO IN RADIO

## ROBERT W. BUCKLEY

**GENERAL** Robert W. (Bob) Buckley, newly appointed Assistant Western Sales Manager of CBS, began his sales career at a very early age. He started selling newspapers when he was seven years old, and hasn't deviated from that line of business since that time.

Buckley was one of the lads who bothered housewives during the 20's with "Buy a magazine, lady, I'm working my way through college." He handled crews of collegiate magazine salesmen during Summer vacations and paid his way through Brown University (Class of '27) with the proceeds. While an undergraduate he was advertising manager of the college daily paper—other extra-curricular activities included earning his letter as a member of the wrestling and track teams.

After receiving his B. A. degree, Buckley attended the Harvard Graduate School of Business Administration, and, after a short time in the investment business, became an advertising salesman for the Butterick Publishing Company. Buckley switched to radio in 1936 as an account executive for the William G. Rambeau Company, radio representatives. Later he was appointed manager of their New York office.

In 1938 he joined the CBS Network Sales Department in New York and in 1940 became associated with the Ludlow Typograph Company, Chicago, as a special field representative. He returned to CBS in July 1943 as a member of the network's sales force in Chicago.

The Buckley family—Mrs. Buckley (nee Marion Hedly), Robert H., 6 years, and Arthur B., 1½—live in Chicago during the Winter, and spend the Summer months in Libertyville, Ill. Buckley's hobbies include golf in Summer, skiing in Winter, and bridge and backgammon any season.



CBS Drummer

### John Swallow Launches Television Enterprises

(Continued from Page 1)

John Swallow, has organized Television Enterprises, Inc., to produce and market commercial films for theaters and television. He has opened temporary offices in the Orsatti building and has engaged several cartoonists and animators.

### Fibber McGee In Lead In Last Coast Ratings

Top ten programs with highest ratings on the West Coast, were headed by Fibber McGee and Molly during the May and June survey made by C. E. Hooper, Inc. This program is now off the air for the summer and left with a rating of 25.7 as to the Coast. Second place went to Frank Morgan and Fanny Brice with 19.6 and third to "The Great Gildersleeve" with 19.4. Fourth and fifth respectively were "Screen Guild Players" with 19 and "Aldrich Family" with 18.9 ratings.

Fifth to tenth place average from 16.7 down to 16, which almost made it a toss-up between, "Take It Or Leave It," Bob Burns, "Lux Radio Theater," "Blondie" and "Ellery Queen."

### Stork News

Adolph J. Schneider, manager of operations of NBC's newsroom, Sunday night became father of a seven-pound, five-ounce boy in the French Hospital. Mrs. Schneider is the former Florence Swift. The newcomer, still unnamed, has a three-year-old brother, Kurt.

### Plan Conference On Radio And Safety

(Continued from Page 1)

Officials from the State's radio stations and in Canada, Massachusetts and Connecticut. Dr. Sterling Fisher, assistant public service counselor of NBC, will open the meeting with a talk on "The Problem of Special Service Broadcasting." Prof. Kenneth A. Bartlett, of the Radio Workshop, Syracuse University, will preside over the afternoon session.

Dr. Edward S. Godfrey, Jr., state commissioner of health, will be chairman at the dinner in the evening, and J. Harold Ryan, president of the NAB, will be the speaker. After the dinner, the delegates will attend a special broadcast feature of the National Safety Council in the National Broadcasting Company studio.

**1<sup>ST</sup>** In The Billboard's recent poll to determine local stations whose public relations have been outstanding, WTAG ranked first in Central New England. Public relations as a branch of public service has helped to maintain WTAG's top rating in Listening Station Indexes. When you buy time, buy an audience from the INSIDE.

**WTAG**  
WORCESTER

# PROMOTION

## "Jobs For Heroes"

KSFO, San Francisco, has inaugurated a new program, "Jobs for Heroes," to help the United States Employment Service find jobs for the returning servicemen, and to acquaint the families of these men with the expert planning being done by this federal agency in solving this problem.

The program is sponsored by the local Moore's Store for Men, and the account is handled by Brisacher, Van Norden & Staff with Charles Gabriel as the account executive.

Once a week, four discharged veterans, who have already secured employment, appear as guests of Margo (Marjorie Trumbull) at the broadcast presented over KSFO from the Hotel Mark Hopkins. These men tell their experiences in the hope that they can help some of their buddies.

The new feature of KSFO has proven popular universally. Mothers, wives and sweethearts of these ex-fighters write and telephone the station requesting further information about how they can aid their returning servicemen make the transition from uniform to business suit.

## Women's Angle

"Six Keys to Better Homemaking," woman's program over WKY, Oklahoma City, originated and conducted by Helen Barr, is the subject of a clever brochure now in the mails. Its purpose to stimulate interest in this Monday through Saturday morning feature is clearly understood and should accomplish its purpose if this comprehensive little folder has anything to do with it. Program's title is the keynote that explains the feature—one key each for the kitchen, for charm, entertaining, budgeting, decorating and for child care. Then, four good recipes are given, followed by a request of the reader to in return send in a favorite recipe.

**WBAL**  
means business  
in Baltimore

Edward Petry & Co., National Representative

## Fly Probes Hofheinz About Station KTHT

(Continued from Page 1)

were all on hand to hear Hofheinz testify that he intends to devote his full time to the station once it is licensed.

There was discussion also of Hofheinz's failure to notify Scripps-Howard Radio and Greater Houston Broadcasting Co., both applicants along with Hofheinz's Texas Star Broadcasting Company back in 1941, that he was reentering his application last spring. The three parties had agreed among themselves during a hearing in 1942 that in the event one filed a new application, he would give the other two parties 30 days notice in advance. None of the three applications was approved at that time because of the equipment freeze order of April, 1942.

Hofheinz explained that he had felt the January relaxation of that order freed him somehow from this obligation, especially in view of the fact that he had all his equipment ready and the other parties did not. He said also that he had discussed the matter with Rosel Hyde, FCC assistant general counsel, and had been advised that he need not notify the other applicants. Hyde's version of the conversation was somewhat different—merely that Commission regulations did not require such notification. Hyde said he was not aware of the stipulation among the three parties.

Hofheinz did notify Scripps-Howard on Apr. 14, more than a month before his construction permit was granted, that he had refiled. He did, this, he said, because he hoped Scripps-Howard would cooperate with him; at no time did he anticipate any cooperation or even cordiality with Greater Houston. The latter corporation includes two officers who are members of the Houston law firm which handles legal work in that area for Jesse Jones' RFC.

Hofheinz said after the 1941 application had failed to go through, J. R. Parten and H. R. Cullen, prominent Houston educator and philanthropist respectively, had withdrawn from the Texas Star Broadcasting Co., leaving Hofheinz and W. N. Hooper as stockholders. Hofheinz holds 30 shares of common stock at \$50 and seven and one half shares of preferred at \$1,000. Hooper holds ten shares of the common and 42½ of the preferred. Total capitalization is \$52,000.

He is completing his eighth year as county judge in Harris County, Texas, which includes the city of Houston, Hofheinz said. As county judge his duties include supervision of the 600 county employes and other functions which make the job similar in many respects to that of a mayor or city manager. Hofheinz is ready to step out of this elective job if he is granted a license for his station.

In the meantime, he said he filed for renomination in the Democratic primaries before he had any indication he would receive his construction permit. Subsequently, with his station under construction, he paid

## Britain's 25,000 Amer. Sets Become Servicing Problem

(Continued from Page 1)

been sent over each varying basically in structure and in a variety of minor details.

All the sets, when distributed to the retailer, were in good condition and in working order. But subsequent efforts to service them have not been conspicuously successful. There is no subsequent service guarantee as in the case of British sets nor are repairers as fast in giving repairs back as with British types.

A shortage of component parts has been one problem which is now being tackled.

The first 10,000 sets were issued early in April by the Radio Manufacturers Association after complete checking and adaptation to British needs. The balance, originally stated to number a further 20,000 were to have been imported, to the end of June according to this Association so that the fact that 25,000 only are coming means a cut of 5,000 in the original specification.

Seventy-five per cent of the American sets went to manufacturers for distribution, the remainder going through importing firms. To ensure the maximum national distribution, the two pre-war years were regarded

as the \$950 filing fee. He explained that this early filing was in order to forestall opposition and to give political friends and possible opponents a clear idea of his plans. Furthermore, he said, he felt obligated to his family to seek re-election in the event he did not receive his broadcast license—and that license "has been under a cloud" since the construction permit was granted.

No decision was reached yesterday by the Commission, although one is expected soon. There was considerable speculation here as to the reason's for the unusual interest in the case of Chairman James Lawrence Fly. His questioning of Hofheinz was extremely sharp.

The Commission on Saturday had refused Greater Houston's request to postpone yesterday's hearing for another week. Greater Houston was not represented, although a wire simply affirming the fact that it had not had 30 days notice in advance that Hofheinz was renewing his application was read in the record by Hyde. Philip Hennessey appeared briefly for Scripps-Howard, simply stating that Hofheinz had notified his client of the refile on April 14. In its petition to intervene and for rehearing, filed last month, Scripps-Howard had alleged that it had no notification from Hofheinz. Hennessey took no part in the proceedings apart from that initial statement.

### WBOW Signs For AP

Terre Haute—WBOW has contracted for the special AP radio wire through Press Association, Inc., according to an announcement recently by George M. Jackson, WBOW mgr.

as a basis and sets distributed nationally on the data available for that two years period. In actual practice this has worked out at from one to two sets only per dealer assuming that all dealers accepted the offer. Prices were controlled at all stages so that every set was charged at a basic price known to customer and trade alike.

Perhaps of greater interest to British radio and radio trade men is the fact that Britain produced 55,000 sets last year for home civilian use, the first which have been so permitted during this war, and an indication that the requirements of the Services have now been so far met as to permit the British manufacturer to turn partly to the home civilian market.

One promise which has not materialized is the Utility set. This was promised by A. Dalton, president of the Board of Trade, some considerable time ago, but up to date the creation of such a simplified unit has been prevented by Service priorities. The fact that civilian production has now been resumed is taken as promising that some likelihood now exists of a Utility set being available towards the end of 1944.

### Canadian Ruling Prohibits Imports

(Continued from Page 1)

provision for entry of American manufactured articles such as radio receiving sets, an order of the Privy Council No. 6765, passed November 20, 1940, expressly prohibits the manufacture or assembly in Canada of any new model such as a specified list of articles including radios. The list bars industry from experimenting with or producing any new model or design so that even if materials could be obtained from the United States manufacturers it would be completely contrary to the order. On several occasions representations have been made by manufacturers seeking to have the order rescinded. Refusing to comply a Minister of the Crown said Canada was taking her cue from the United States but so far as is known the United States has no corresponding prohibition.

### Douglas in Cool Spot

Larry Douglas, replacing Harry Cool, will be heard over WABC-CBS on Thursdays from 10:30 to 11 p.m., EWT, beginning July 13, on the Bourjois program "Here's to Romance," along with Ray Block's orchestra, and a guest star weekly.

### Robson Named Producer

William N. Robson has been named producer-director of "A Man Named X," CBS' new Monday dramatic series starring Herbert Marshall, 9:00 to 10 p.m., EWT. Gordon Jenkins is musical director of the new series.

## Dem.-GOP Plan Huge Radio Expenditure

(Continued from Page 1)

state organizations for both sides New York being regarded as a call at least for the Democrats get a concentrated going over radio, while California is almost the same boat. On a lesser scale there will be much of a battle in Connecticut where Rep. Claire Bo Luce is running for reelection.

That choice time schedules scarce is held to be an obvious of the better availabilities being absorbed by sponsors and proportionately greater than in 1940. It pointed out that many leading radio clients who in 1940 may have relinquished their time to one or two political parties, may be loath to do the honors this year because they are interested in spending and saving the money. Tax situation figure strongly in giving up time. The other hand many of the large commercials on the networks even those users of spot may do some of their time rather than to it to one of the political parties.

Meanwhile preliminary moves feelers for time are being put forth by the Dems and GOP. J. Leon Reinsch for the former, as radio director of the Democratic National Committee is already at work for official confirmation of a radio director for the GOP is expected momentarily. Ted Church who handled in 1940 and also the recent Convention in Chicago, stands a good chance of being retained. Choice is said to lie between Church and an age man who helped in 1940.

In some quarters, broadcasters definitely see limitations of radio buying unless the advertisers with the choice skeds cooperate with or both parties. However, with Office of Defense Transportation clarifying that if President Roosevelt is given special train privileges, same will probably go to his opponent, it is believed that campaign by train and plane travel will down to a minimum and radio will more widely than ever before.

### Gets New Post At WHAS

J. M. Wynn has been named promotion and trade relations manager of The "Courier-Journal," The Louisville "Times" and station WHAS, succeeding John H. Hoagland, recently resigned. Connected with the advertising departments of newspaper since 1925, Wynn has been national advertising manager of the company for the past seven years.

### Fowle Returns Home

Farnsworth Fowle, CBS foreign correspondent, returned to his country recently after six years and nine months overseas. He will devote most of his vacation to reading newspapers and listening to colleagues' broadcasts. After the brief holiday in Vermont, Fowle will turn to Europe for CBS.

# Maquaque Assembly Study Radio & Tele

(Continued from Page 1)

a Radio Program Goes on the air. An address by Dr. W. R. G. G. G., vice-president in charge of Phonics, General Electric Commission "Television" will follow. During the afternoon session, Alma Bell, Blue women's commentator, will be heard on "Radio and the Public". Cleo Roberts, Blue war correspondent in the South Pacific, who is in the East soon, on "Radio at the Front"; and H. R. Baukhage, Blue commentator, "How Radio Reaches You the News." Broadcasts of Kitchell's "Woman's Exchange," early heard on WJZ, New York, of "Ladies Be Seated," with Ed and Polly, regularly heard on Blue Network, will originate in Maquaque, and the broadcast of Baukhage Talking" will originate in Jamestown High School, during the afternoon session. All broadcasts will be picked up by WJTN, Blue station in Jamestown. During the evening session of Radio Day will be addressed by Phillips Carlin, president in charge of programs, Radio As a Medium of Entertainment"; Paul Whiteman, musical director, "Radio and Music"; and Edgar G. Snodgrass, executive vice-president, Radio As an Agency of Opinion."

## "Vox Pop" Starts 5th Year Of Broadcasting

"Vox Pop," popular CBS Monday program, celebrate its fifth straight year of defense and war broadcasting yesterday. The program was broadcast from Hamilton Field, California over WABC, 8 to 8:30 p.m., with interviewing personnel at the base. The interviewers pioneered the idea of visiting defense plants and military bases with a program from London, Conn., on July 4, 1940. This broadcast marked 899th scheduled show aired since "Vox Pop" was begun in Houston, Texas, in 1932. During this time, Parks Johnson has traveled 226,000 miles through 41 states, Canada, Puerto Rico, Mexico and Cuba.

## Religious Co-ordinator

Memphis—With the aim of helping its listeners to be better men and women, WHAS has added to its full-time Religious Co-ordinator. Beginning on August 1, C. E. G. G. G., for the last year years president of Milligan College in East Tennessee, will conduct a daily 15-minute program devoted to current social problems and to religion on a broad basis.

## Reed Goes To Coast

The "Falstaff Show," starring Alan Reed, is now originating from the coast. The show is heard Mondays, Wednesdays, and Fridays, 11-11:45 p.m., EWT. The show previously originated from WJZ.

# PROGRAM REVIEWS

## "DANGEROUSLY YOURS"

Vicks Chemical Co.

WABC-CBS Sunday 2-2:30 p.m. EWT  
Morse International

FINE LIGHT ROMANTIC SERIES OF CLASSICAL AMOURS IN AUSPICIOUS DEBUT.

Directing a special appeal to the women of the house for its Vatronol nose drops, Vicks offers an attractive package in "Dangerously Yours," a series of separate dramatizations with the hero usually the lovable knave type who has good qualities at heart. First program was built around the Alfred Noyes poem "The Highwayman," and this was a particularly effective and entertaining half-hour as scripted by Jean Holloway, produced by Nick Dawson (of the agency) and Ed Wolf whose office has the series and directed by Richard Sanville. Greater care in every detail could not have gone into a Broadway legit attraction, and Sanville set a great tempo that gave the impression of considerable action, yet never losing any of the softness of the progress of love. This particular poem of course ends in tragedy for both lovers, usually held to be a hot potato, but not in this case, so fine was the production.

Victor Jory played the highwayman, Martin Gabel was narrator, and Gertrude Warner was the inn keeper's daughter engaged to one of the knighted gentry but in love with the road agent, also a nobleman, in disguise. Others in the cast were excellent and Mark Warnow's orchestra was always ample.

Second in the series heard last Sunday was "The Pirate of New Orleans," the story of Jean Lafitte and the governor's niece just about the time the governor of Louisiana places a price upon the pirate's head later he helps to save New Orleans being defended by General Andrew Jackson against the British and conse-

## Coast Producer Develops New Tele Cartoon Technic

Los Angeles—Patrick Michael Cunningham, tele producer, Bob Clampett, cartoon producer, and Joseph Sawyer are working on the development of a new live action cartoon technique. pointed at telecine commercialization. In the test shots, they are utilizing members of the "Tom Sawyer" tele unit and Lockard Martin, seven feet, four inches tall and weighing 285 pounds. Jack Morse, of the Dan B. Miner advertising agency, is serving in an advisory capacity.

## Increase At WOR

Sales totals at WOR, New York, for the month of June this year were 17 per cent higher than the previous record June in 1943. During the past month 38 new business contracts were signed.

## "ABIE'S IRISH ROSE"

THE PERENNIAL FAVORITE.

Perennial comedy with never a loss for suspense or complications to keep the listener interested, finds the program taking itself to a mountain resort for the summer with the two fathers Messrs. Levy and Murphy, partners in the boarding house. Loony Lake has plenty of troubles as the owners strive to keep the customers from taking the next train everytime something goes wrong or the twins are rumored as having scarlet fever. With the "casino" on hand for entertaining the guests, all talent and even special guests have an opportunity to entertain on occasion whether amateur night or otherwise. Thus the musical director Joe Rines has even been heard as a one-man band.

Anne Nichols as usual is never at a loss to supply clever scripts and the cast continues to work smoothly on all occasions. Drene, Procter & Gamble hair shampoo, still gets the credits on the show and this product is said to be doing some 21 per cent of the business as against a competing 11 per cent for another radio client's product. Which would indicate that "Abie" is at least doing okay for P. & G. H. W. Kastor & Son is the agency handling this P. & G. account, and there has been some talk of Rudy Vallee taking the 8-8:30 p.m., EWT time over NBC and possible "Abie" moving elsewhere. Agency has not yet confirmed this.

quently society accepts him once more.

Jory, Gable, Miss Warner, Gilbert Mack, Arlene Morton, Jean Ellyn, Michael Fitzmaurice, Ed Jerome and Lon Clark were among the cast of Sunday's performance which indicates that the purse strings are wide open for the benefit of the program and the result speaks for itself.

Vicks is to be congratulated on having decided on what it wanted, was smart enough to do the job right and place it in capable hands.

## 'Scramby Amby' Goes Blue On Wednesday, July 26

"Scramby Amby," quiz program of national popularity, will be heard over the Blue Network on a nationwide hookup every Wednesday evening from 7 to 7:30 o'clock, EWT, starting July 26, with a re-broadcast on the Pacific Coast from 7:30 to 8. PWT. Originating in Cincinnati's WLW two years ago, the show is sponsored by the makers of Sweetheart Soap. Perry Ward emcees the program and Larry Keating announces it.

## WIP Convention Cover

Philadelphia — Alexander Griffin, WIP news commentator, will handle the Democratic Convention for WIP and the coast-to-coast Mutual network. Benedict Gimbel, Jr., president of WIP, also plans to attend.

# WGN, Chicago, Plans 20th Anniversary

(Continued from Page 1)

esting aspects of the station's two decades of broadcasting. Exhibit will be located in the public service office and elevator corridors in the lobby of Tribune Tower and in Harmont Hall.

Back in 1924 the first WGN studio was opened at the Drake Hotel and the station remained in enlarged hotel quarters until the new WGN building was completed in 1935. Coverage of the Republican Convention in Cleveland and the Democrats in New York signaled the station's debut.

The station has been the home of many firsts. It was here that Correll and Gosden who later gained fame as "Amos 'n' Andy" got their start. Many name bands such as Wayne King, the late Hal Kemp, Jan Garber, Coon-Sanders, Kay Kyser and Anson Weeks owe their initial radio success to WGN. The station, according to reports, were the first to broadcast the Kentucky Derby, Pioneered in "Big Ten" football coverage and proved as a training ground for many topflight announcers and entertainers.

Right now WGN is planning its new post-war building which will house FM and AM broadcasting, television and facsimile.

## Plan FM Stations

East Liverpool, O.—The Ohio Broadcasting Co., subsidiary of Brush-Moore Newspapers, Inc., has announced plans for a FM broadcasting station in East Liverpool, O., after the war, subject to FCC approval. W. H. Vodrey, secretary-treasurer of Brush-Moore Newspapers, also disclosed plans to use WHBC, Canton, O., as a FM unit. The East Liverpool station will be located atop Deidrick's Hill, city's highest elevation, and serve the tri-state communities of Chester and Newell, W. Va.; Midland, Pa., and Wellsville and East Liverpool, O.

# WANTED...

Sublet small office in Radio City. Will buy your furniture. Either individual office or part of suite. Box 200 K,

RADIO DAILY

1501 BROADWAY,

NEW YORK 18, N. Y.

# ★ ★ ★ COAST-TO-COAST ★ ★ ★

## —INDIANA—

**F**ORT WAYNE—A unique incentive for being a safe pedestrian is given on "Miller's Morning Melodies" over WGL. Miller's Ice Cream Stores give a gallon of ice cream each day on the program to the person that a Miller's observer sees obeying the safety rules. The offer has stirred up a lot of interest, and also has helped in the city's Safety Campaign. . . .

**VINCENNES**—Esco Walk and Sons, local dealers in ladies' apparel, is sponsoring "Let's Take a Look in Your Mirror" with Stella Unger. The entire series, consisting of 156 programs, is heard over WAOV.

## —LOUISIANA—

**NEW ORLEANS**—Miss Alice Robert, WWL promotion manager, has announced her pending marriage to Edward W. Barclay on July 15. . . . The deep South is definitely planning for the future in commercial television. WWL reports that already two tele sponsors have been signed by the station for post-war programs. They are the William B. Reilly Co., distributors of Luzianne Coffee, and the D. H. Holmes Co., local department store.

## —SOUTH DAKOTA—

**YANKTON**—Recently portions of the WNAX area in Iowa and South Dakota was stricken with tornadoes and in some instances entire towns were leveled. During one of his broadcasts, George B. German, inquiring farm director of WNAX, mentioned that as usual in catastrophes of this sort, children were made most unhappy, and it might be a good idea if some of their dolls and toys could be replaced by WNAX listeners. The response to this suggestion was immediate, and WNAX's farm department has been swamped with dolls and toys of every description.

## —COLORADO—

**DENVER**—Fred Thomas, Jr., KFEL's most recent contribution to the Navy, was home last week on leave from Farragut where he is enrolled in the V-12 program. . . . Mark and Salome Hansen, who play the title roles on the Public Service Company's "Nancy and Ned" show on KFEL, were proud parents once again last week of a bouncing baby boy, Mark Christian Hansen.

## —NEW YORK—

**NEW YORK**—The R. J. Reynolds Tobacco Company, Liggett & Myers Tobacco Company, Colgate-Palmolive-Peet Company, and Ballard & Ballard Company have renewed current campaigns on the Columbia network. . . . Gen. Lewis B. Hershey, Director of Selective Service, will discuss on WMCA, tomorrow, July 12, 9:45 to 10 p.m., the "New Developments In Selective Service". . . . Morton Downey will headline a bevy of entertainers on Thursday night, July 13, Blue, 9:30 EWT, when Harry James and His Orchestra appear on "The Victory Parade of Spotlight Bands" in Akron, Ohio, to give a national salute to the rubber industry.

## —GEORGIA—

**COLUMBUS**—Amid the shot and shell of stimulated infantry attack on a fortified position, WRBL set up its microphones for a broadcast of the activities of Infantry Day at Ft. Benning. . . . Jim Harding, formerly of Tusculooosa, has joined WRBL as a staff announcer. . . . Sidney King has joined the staff of WGPC, Albany, Ga., in a promotional-programming capacity.

## —MASSACHUSETTS—

**BOSTON**—The Greek Radio Committee, of Clark University, Worcester, is now sponsoring a summer series of a 15-minute program entitled "Greece and the Greeks of Today" on WAAB every Saturday evening at 8:15 o'clock. . . . Gene Krupa, opening in Boston with his new band, was interviewed by Bob Perry, WORL 920 Club. . . . John H. (Tex) Maskell furnishes the hillbilly tunes during the pre-broadcast period and broadcast of WEEL's "Victory Garden Almanac," Monday, Wednesday and Friday at 3:45 p.m. Jesse Buffum, WEEL's Farm Reporter, emcees the show.

## —IOWA—

**DES MOINES**—John Drake, KRNT and KSO sales promotion manager, has resigned from the Des Moines Cowles stations, effective July 15, to join the promotion staff of WLS, Chicago. He came to KRNT and KSO in September, 1942 from Kansas City. No successor has been named to the post.

## —NORTH CAROLINA—

**CHARLOTTE**—Thelma Byrum Haigler of WBT program department passed the five year mark as a WBT staff member. . . . **RALEIGH**—WPTF has a complete transcription service supplied by WBS.

## —CALIFORNIA—

**SAN FRANCISCO**—Bob Phillips is the new all night announcer at KGO. . . . **HOLLYWOOD**—After 30 weeks of a strictly all-male cast on CBS "We Deliver the Goods" program from Catalina Island, Evelyn Scott, CBS actress, was the first woman to appear on the show. . . . **FRESNO**—Jack Griffith, KMJ merchandising director, is in Hollywood, taking the NBC Summer School course. . . . **SAN LUIS OBISPO**—Recently, KVEC in cooperation with the Monday Club, local women's group, did a 1½-hour remote in the interest of the Fifth War Loan Drive. Guest speaker was Mrs. Eleanor Wilson McAdoo, daughter

of Pres. Woodrow Wilson, and chairman of Women's Division War Finance Committee for the seven Western states. Total bond sales during broadcast was \$49,743.75.

## —NEW YORK—

**SYRACUSE**—Jim De Line, popular Musical Clock master of ceremonies at WFBL, will appear Thursday, July 13, on the Keith Theater stage with the station orchestra under Claude Bortel. June Gardner and Helen Russell, clock soloists, will be featured also. The occasion is the Frank Sinatra contest being conducted by the theater in connection with a Sinatra picture booked for this week.

## —OHIO—

**CINCINNATI**—Gilbert W. Kingsbury, who joined WLW-WSAI as assistant editor-in-chief on Armistic Day, 1942, has been elevated to editor-in-chief in the stations' newsroom, succeeding William Dowdell. . . . **DAYTON**—Warren Anderson, announcer, has joined the WING staff. . . . When WING announcer Don Coagley left to be married in Pennsylvania, he forgot his bride's wedding ring and had to wire program manager Lin Mason to bring it to him. (P. S.—Lin was best man).

## —PENNSYLVANIA—

**PITTSBURGH**—WCAE production man John Leban celebrated his birthday today. . . . Sam Sague, WCAE announcer, chalks up a birthday on July 13. . . . Evelyn Gardiner, director of KDGA's home forum, has been elected to a third term as president of the Pittsburgh Branch of the American Home Economics Association. . . . Dave Tyson, chief announcer at WWSW, is on leave of absence for the summer.

## —TENNESSEE—

**NASHVILLE**—James L. Reppert and Grant Turner are two new announcers at WSM. . . . "War Town," a weekly radio series based on the work of community and war service agencies, is being presented every Saturday morning over WLAC, and is receiving a tremendous promotional effort. Various agencies honored on the series are the guests of the station each week.

## —MINNESOTA—

**MINNEAPOLIS**—St. Paul—Starting Thursday, July 6, "Corliss Archer," WCCO-CBS comedy drama of a charming young scatterbrain, is being heard at 8:30 p.m. each week. This move is a permanent one. . . . Colgate "Theater of Romance" made its debut on WCCO-CBS last Tuesday with James Hilton's lovable masterpiece, "Goodbye, Mr. Chips." The drama starred Karl Swenson in the title role and Gertrude Warner as Mrs. Chips.

## —MISSISSIPPI—

**GULFPORT**—The Lions Club staged a very unusual bond breakfast recently at 8 o'clock in the Hotel Markham that attracted 160 guest and topped the Club's announced quota of \$50,000. The entire program was recorded by Don Murphy and his engineering staff of WGCM, and was presented to the radio audience the same day at 5:30 p.m.

## —TEXAS—

**SAN ANTONIO**—Arthur "Bud" Harris is back at the mike for KA after an absence of several months. He attended the University of Texas Radio House, school of radio broadcasting. . . . **HOUSTON**—The KT Broadcasting Co. has filed application in Washington, D. C., for permission to construct a new \$50,000 high frequency broadcasting station. . . . **FOUR WORTH**—Waples-Platter Co., a tributor of "Wapco" and White Swan Fine Foods airing an extensive nouncements schedule over KGFM have increased their schedule.

## —MICHIGAN—

**DETROIT**—Joe Penberthy has joined announcing staff of WJR. . . . James Cruisberry, news-editor of WBBM, Chicago, taking a vacation in Michigan; part of visiting George Cushing, WJR news-editor. . . . Two WJR girls are new officers Alpha chapter of Zeta Kappa Psi, national business girls' corarity. They Calla West, of the WJR accounting department, the vice-president, and F. Boddy, of the WJR music library, treasurer.

## Oklahoma Stations To Cover Conventions

Oklahoma City—KOMA, of this city, and KTUL, of Tulsa, will cover the State delegation activities at the Democratic Convention in Chicago, beginning with a direct 15-minute pre-convention broadcast next Tuesday night, July 18, at 10:30 o'clock.

Two regularly scheduled broadcasts will originate from the Stadium on the days of the meeting. Additional special feature interviews are being planned involving political personalities in attendance.

Since Gov. Robert S. Kerr will open the convention Wednesday night with the keynote speech, interest in the state is particularly high. Mrs. B. Hohnson, of Lawton, Okla., is another delegate who will probably be heard on the two station convention programs.

Handling the Chicago pick-ups will be KOMA manager, Kenyon Brown, and KOMA news editor, Bill Bryson.

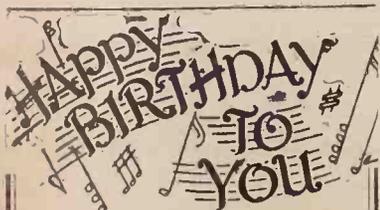
## PERSONAL!

To any of my celebrated friends who fancy an informal vacation . . . in a high altitude with a low tariff . . . I've got the spot . . . the famous old FAWN CLUB at

## LAKE PLACID

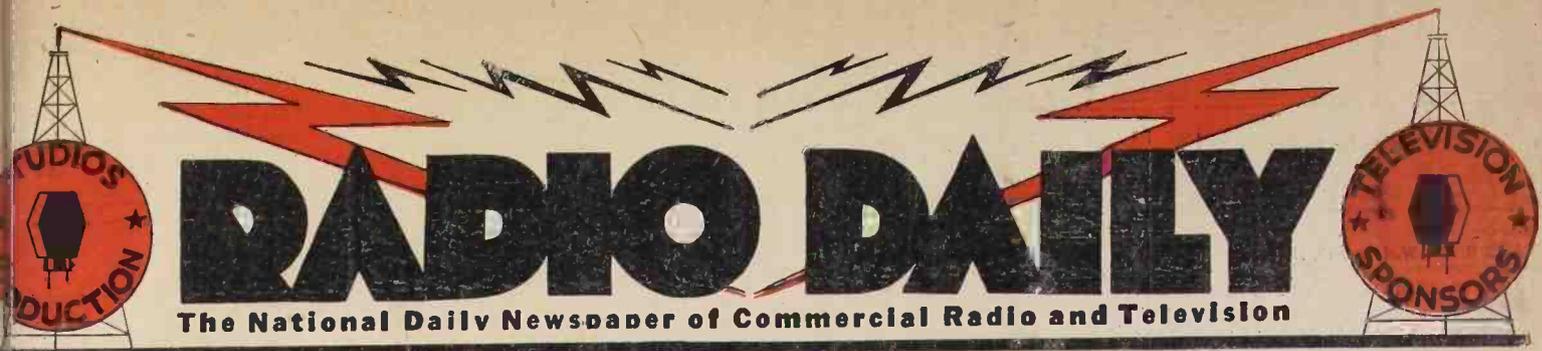
Private Golf Course, but no private phones; nice Bar, with birch forests for a backdrop; and nothing gets dressed-up except the food. If you hanker for a July holiday, with SONNY BARKAS as your host, and all the delights of Lake Placid at your command, buzz me at Circle 7-7826. (Or call Lake Placid 347.)

CARL ERBE



July 11

T. H. Anderson, Jr. Merle Jones  
Fred Feibel Jack O'Brien  
David Montgomery Herbert Wolf  
Harry Von Zell



# NAB Skeds Chi. Agenda

## Strengthen Coverage for Dem. Convention

Official announcement by President Roosevelt that he will run for a fourth term, plus the looming ramifications of selecting the No. 2 man to run the Democratic Convention, many extra sessions instead of making it short, in the opinion of many political experts who now see the need for more sessions instead of a cut and dried proceeding.

Preparations by networks and stations.

(Continued on Page 6)

## Seldes & Hutchinson Speakers At Seminar

Albert Seldes, director of television programs for CBS, and Thomas Hutchinson, production manager of Radio Television Corp., will speak on a general topic, "Specific Types of Television Programs," tomorrow at the Television Seminar of the Radio Executives Club at the RCA Building.

The two authorities will discuss the handling of sports, news commercials and other types of television programs for a half hour each.

## AFRA New York Local Chooses Nat. Bd. Members

Results of the recent AFRA election via balloting by mail added the names of seven New York members to the National Board. At the same time, 69 delegates were chosen for the Sixth AFRA convention to be held in Cleveland, August 25 to 27th, inclusive.

Seven New Yorkers elected to the board.

(Continued on Page 5)

## Handy Gadget

Chicago—Possible post-war use of an essential item of war equipment was previewed at Chicago's Victory National Open Golf Tournament when scorers and sports writers used the U. S. Army Signal Corps' "Handie-Talkie" radio instrument in charting the progress of the game. The device enabled spectators and the press to easily follow the tourney.

## Fire Dance

Durham, N. C.—WDNC was all set to broadcast the regular Saturday evening dance remote from the USO, when the skies began to brighten. In a few seconds an entire city block of the Tobacco Warehouse district was aflame only a block away. Chief Walter Hill and Engineer Russell Wicker made a quick shift in mike set-up from dance floor to the USO roof which served as a grand stand seat for the fire. There, Program Director Hank Curth assisted by station manager Frank Jarman, gave Durham listeners reports that a \$500,000 fire was raging in the business area.

## NAB Board To Present 3 By-Law Changes

Washington Bureau—RADIO DAILY Washington—Three changes in the NAB by-laws were voted for presentation to the Chicago convention next month by the By-Laws Sub-committee of the NAB Board of Directors. In meeting here Monday and yesterday.

(Continued on Page 5)

## New CBC Executive Is 'Casey Jones' At Heart

Montreal—Howard B. Chase, secretary of the Canadian Brotherhood of Railway Engineers, newly appointed chairman of the Canadian Broadcasting Corporation's board of governors,

(Continued on Page 5)

## Tele Seminar Poll Tomorrow

First comprehensive poll of expert opinion on the subject of television will be featured in tomorrow's "Television Daily" supplement of RADIO DAILY. The survey represents the views of the majority of 400 agency executives, network officials, television experts, and broadcasters who have been in attendance regularly at the weekly sessions of the "Television Seminar" conducted by the Radio Executives Club. Opinions are based on answers to questionnaires directed to the seminar registrants during the past few weeks.

## Convention Sub-Committee Requests Its Members To Restrict The Number Of Delegates To Minimum

Washington Bureau—RADIO DAILY Washington—Urging all members to confine their delegations to the barest minimum, the convention sub-committee of the NAB Board of Directors yesterday announced a tentative agenda for the five-day session in Chicago August 27-31. It was emphasized that this is only a "tentative topical" agenda, with additions possible. Speakers were not identified, and will not be for several weeks.

All members are urged to conform.

(Continued on Page 6)

## 7 P. & G. Programs Renewed Over NBC

Seven Procter & Gamble shows on NBC have been renewed for 52 weeks, with four of them on the full network. Several products and agencies are involved. They are: "Road of Life," (Monday through Friday, 11-11:15 a.m., EWT) through Compton Advertising for Duz, using the

(Continued on Page 5)

## 'Quick As A Flash' Debut Sked On Mutual This Sun.

"Quick as a Flash," new audience participation show, will bow in on WOR-Mutual Sunday, July 16, at 6:30 p.m., EWT. Sponsored by the Helbros Watch Co., the show will be aired over 30 stations up to and including Sept. 10, 1944, at which time the number of stations will be in-

(Continued on Page 2)

## 'Melody Hour' Again Set For Full CBS Network

Sterling Drug Inc., yesterday announced renewal of the "American Melody Hour" over the full Columbia network, effective July 18. Presented

(Continued on Page 2)

## FCC To Approve Permit-Exchange

Washington Bureau—RADIO DAILY Washington—The FCC was asked yesterday to approve a swap whereby C. W. Meyers and Mrs. Josephine Hunt relinquish their controlling interest in KALE, Portland, Ore., to the Journal Publishing Co., receiving in return control of KOIN. Both parties previously held stock in both.

(Continued on Page 6)

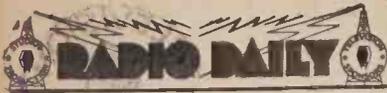
## McKesson-Robbins Exec Tells Radio Experiences

Bridgeport—L. M. Van Riper, vice-president and advertising director, presented the history of McKesson & Robbins Inc.'s experience with radio

(Continued on Page 6)

## X-Ray Application

Detroit—The use of X-ray for radio, developed by Merrill R. Mitchell, WJR's chief transmitter engineer, has proven so successful, it may be adopted by other stations in the country. After experimenting with his X-ray equipment, he found out that X-ray can be used to discover when tubes are about to burn out. Also, X-ray can be used to locate trouble with other parts.



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

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## FINANCIAL

(Tuesday, July 11)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel & Tel.	163 <sup>7</sup> / <sub>8</sub>	162 <sup>7</sup> / <sub>8</sub>	162 <sup>7</sup> / <sub>8</sub>	- <sup>7</sup> / <sub>8</sub>
CBS A	33	32 <sup>7</sup> / <sub>8</sub>	32 <sup>7</sup> / <sub>8</sub>	- <sup>1</sup> / <sub>8</sub>
Crosley Corp.	23	22 <sup>1</sup> / <sub>2</sub>	22 <sup>1</sup> / <sub>2</sub>	- <sup>1</sup> / <sub>2</sub>
Gen. Electric	39 <sup>1</sup> / <sub>2</sub>	39 <sup>1</sup> / <sub>8</sub>	39 <sup>1</sup> / <sub>8</sub>	- <sup>1</sup> / <sub>4</sub>
Philco	37	36 <sup>1</sup> / <sub>4</sub>	36 <sup>3</sup> / <sub>8</sub>	- <sup>1</sup> / <sub>4</sub>
RCA Common	11 <sup>3</sup> / <sub>4</sub>	11 <sup>3</sup> / <sub>8</sub>	11 <sup>3</sup> / <sub>4</sub>	.....
RCA First Pfd.	75 <sup>7</sup> / <sub>8</sub>	75 <sup>1</sup> / <sub>2</sub>	75 <sup>7</sup> / <sub>8</sub>	+ <sup>3</sup> / <sub>8</sub>
Stewart-Warner	17 <sup>1</sup> / <sub>2</sub>	17 <sup>1</sup> / <sub>8</sub>	17 <sup>1</sup> / <sub>8</sub>	- <sup>1</sup> / <sub>4</sub>
Westinghouse	104 <sup>1</sup> / <sub>2</sub>	103 <sup>3</sup> / <sub>8</sub>	104 <sup>1</sup> / <sub>2</sub>	+ <sup>1</sup> / <sub>4</sub>
Zenith Radio	44 <sup>3</sup> / <sub>8</sub>	43 <sup>1</sup> / <sub>2</sub>	43 <sup>1</sup> / <sub>2</sub>	- <sup>7</sup> / <sub>8</sub>

### NEW YORK CURB EXCHANGE

Nat. Union Radio	7 <sup>3</sup> / <sub>8</sub>	6 <sup>5</sup> / <sub>8</sub>	6 <sup>7</sup> / <sub>8</sub>	+ <sup>1</sup> / <sub>2</sub>
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### OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	21 <sup>1</sup> / <sub>2</sub>	.....
WJR (Detroit)	36	.....

## 20 YEARS AGO TODAY

(July 12, 1924)

A most entertaining hour of music is promised by station WOR, Newark, when in the near future it presents the Bell Record Symphony Orchestra under the baton of Leopold Freudberg. . . . General Charles G. Dawes, Republican vice-presidential nominee, expressed his pleasure to the radio audience that the Democratic vice-presidential nomination had been conferred upon his old friend Governor Charles W. Bryan of Nebraska.

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED!

Blue's KGO is THE Bay Area Buy!

# Coming and Going

TOM FITZSIMMONS, noted night editor of this publication, is expected back at his typical graphical hot-seat today, following a quiet week's vacation in the Catskills.

AUGUST GREBE, general manager of WBAX, Wilkes-Barre, Pa., is spending a few days in Gotham, visiting Mutual network officials.

JIMMY PARKS, representative of Anne Nichols' "Abie's Irish Rose" radio program, in town at the New Weston.

W. B. DOLPH, general manager of WOL, Washington, D. C., arrived in town yesterday to spend a few days holding business conferences.

HENRY WEBER, musical director of WGN, Chicago, Illinois, arrived in Gotham yesterday to observe MBS network operations.

JOHN McCORMACK, general manager of KWKH, Shreveport, Louisiana, is expected in Gotham today to hold business conferences. McCormack will stay at the Ambassador Hotel.

HARRY WISMER, sports director of the Blue Network is in New York from Detroit, for special broadcasts which will originate from WJZ.

JOAN EDWARDS, star of CBS' "Hit Parade," has been invited by Mrs. F. D. Roosevelt to sing at Hyde Park. Miss Edwards leaves today.

DEWEY LONG, manager of WELI, New Haven, Connecticut, is back at his post after having visited the Blue yesterday.

JOHN BALLARD, promotion and business manager of the Nunn Network, is en route to his station at Knoxville, Tenn. He visited Blue network officials during the past few days.

BRUFF OLIN, general manager, and TED JONES, commercial manager of WKIP, Poughkeepsie, New York, arrived in Gotham yesterday to hold conferences with Blue officials.

WILLIAM LANE, general manager of WAGE, Syracuse, New York, is expected to arrive here tomorrow to hold business conferences. Lane will stay at the Ambassador Hotel.

REV. JOHN W. HYNES, managing director of WWL, New Orleans, La. HOWARD SUMMERVILLE, general manager, and LARRY BAIRD, commercial manager, both of WWL, are in town for a few days on station business.

## 'Melody Hour' Again Set For Full CBS Network

(Continued from Page 1)

for Bayer Aspirin, the musical program is broadcast Tuesdays, 7:30 to 8:00 p.m., EWT. Soprano Eileen Farrell, contralto Evelyn MacGregor and baritone Bob Hannon are the featured vocalists.

Sterling Drug has been a consistent Columbia advertiser since 1931 and has sponsored the "American Melody Hour" since April 21, 1942. Dancer-Fitzgerald-Sample handles the account.

## William A. Winterbottom

William Arthur Winterbottom, 60, vice-president and general manager of RCA Communications, Inc., and recognized as one of the world's authorities in the field of radio and communications, died early Saturday of a heart attack at his home in Bayside, Long Island.

Mr. Winterbottom, who last month celebrated the thirtieth anniversary of his association in radio communications, was first associated with the Marconi Telegraph and Wireless Company of America and in 1919 joined the newly formed Radio Corporation of America.

Surviving, in addition to Mrs. Winterbottom, are two sons, Arthur W. of Bayside, manager of the Plant Valuation Dept. of RCAC, and Roy W., aviation engineer with the U. S. Navy in New Caledonia; and two sisters Mrs. Ernest King and Mrs. James Frearson, both of New York City.

Mr. Winterbottom was a charter life member of the Downtown Athletic Club, and a member of the Whitehall Club, India House, the Radio Club of America, the Institute of Radio Engineers and Veteran Wireless Operators Association. He was treasurer of the Bayside Yacht Club and a Mason.

Funeral services were held last evening at the All-Saints Church in Bayside.

## 'Quick As A Flash' Debut Sked On Mutual This Sun.

(Continued from Page 1)

created to 116. Making first show by Bernard Procktor and Richard Lewis, who resigned recently from the Biow office. Ken Roberts will be the announcer, Ray Block and his orchestra will provide the music, and a cast of top radio artists will entertain. A guest star will appear each week, the first one being Jay Jostyn of the "Mr. District Attorney" show.

## Seeks New London License

The FCC has received the application of the Thames Broadcasting Corp., holder of the license to operate WNLC, New London, Conn., to construct an FM radio station of 1,000 watt-power, to cover the trading areas of New London, Norwich and Westerly. A transmitter site has been selected, and the corporation has plans for the immediate erection of the FM station upon the approval of the FCC.

CHATTANOOGA

High In Scenic Grandeur

WDOD

HIGH IN FAVOR WITH TIME BUYERS

CBS 5,000 WATTS

DAY AND NIGHT PAUL H. RAYMER CO.



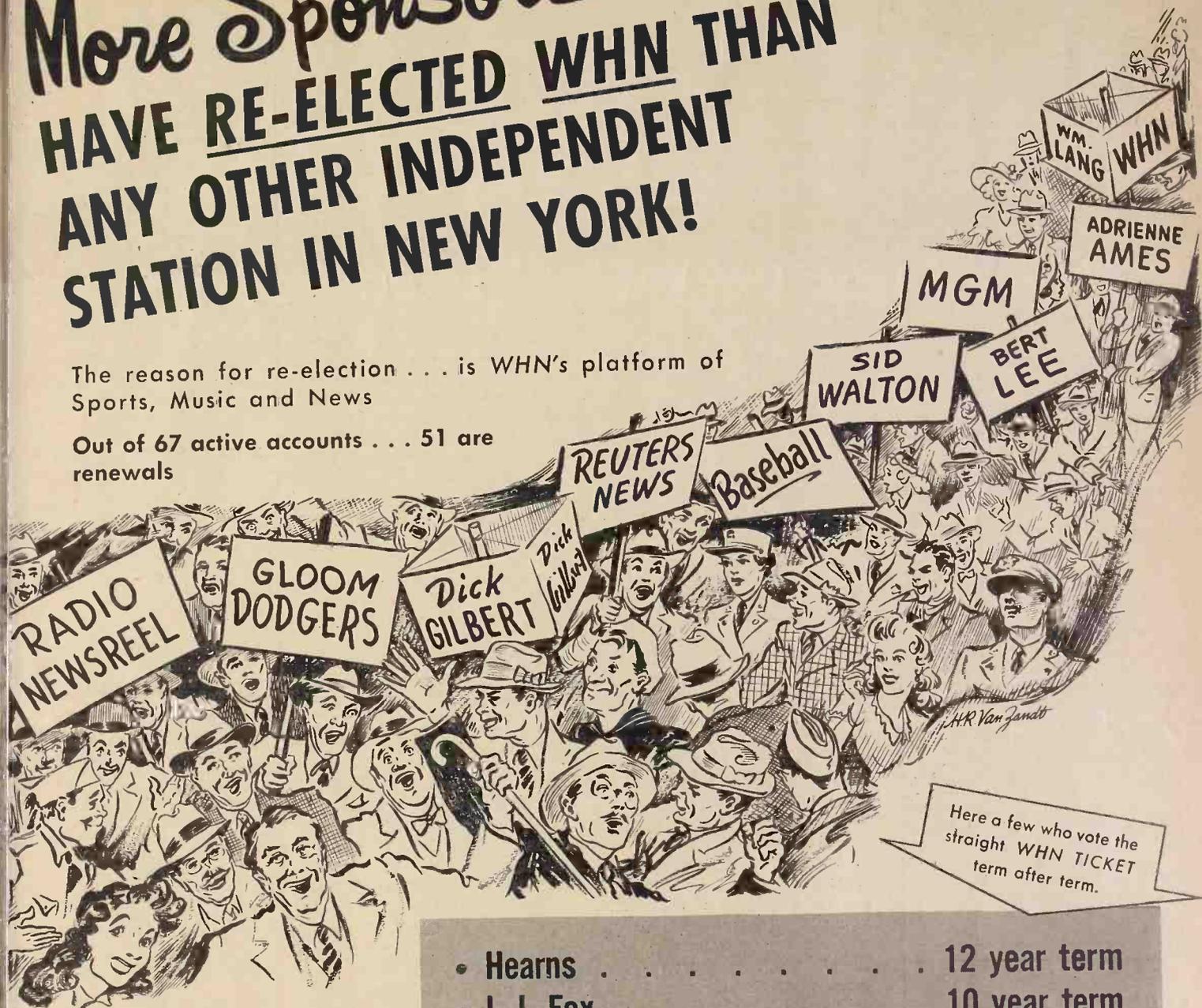
W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REE

# More Sponsors HAVE RE-ELECTED WHN THAN ANY OTHER INDEPENDENT STATION IN NEW YORK!

The reason for re-election . . . is WHN's platform of Sports, Music and News

Out of 67 active accounts . . . 51 are renewals



Here a few who vote the straight WHN TICKET term after term.

Don't wait till fall to nominate WHN's 50,000 watts to work for you in America's biggest and richest market. GET YOUR RESERVATIONS IN TODAY!

- Hearns . . . . . 12 year term
- I. J. Fox . . . . . 10 year term
- Adams Hats . . . . . 10 year term
- Metro-Goldwyn-Mayer . . . . . 9 year term
- B.C. Remedy . . . . . 6 year term
- Pepsi-Cola . . . . . 6 year term
- General Foods . . . . . 4 year term
- Old Gold . . . . . 3 year term



**AMERICA'S MOST POWERFUL INDEPENDENT STATION**

Represented by RAMBEAU

1540. BROADWAY, NEW YORK

# NAB Makes Tentative Plans For Chi. Agenda

## Dem. Convention Looms Tougher; Radio Foresees Extra Session

(Continued from Page 1)

fine their delegation to one, except for members of NAB standing committees.

Registration will be Sunday, the 27th, at the Palmer House. The standing committees will meet Monday, with the first general meeting now scheduled for Tuesday morning, at which time the annual report will be presented by NAB's new president J. Harold Ryan. Ryan's general topic will be "Broadcasting and the War Effort." His report will be followed by the naming of conferees and a session on war and post-war advertising. The retail promotion plan will be gone into in detail, with a special recording concerning the plan presented.

### Cooperation

Other Tuesday morning activities will include a review of the sales managers group activities for the past year, a talk on department store advertising and broadcast service to small merchants, NAB cooperation with the Proprietary Drug Association, and a discussion of the use of radio in post-war building and housing programs.

After lunch there will be a lengthy session on public relations and listener activities, the radio news committee, and the program managers committee. Handling of radio news and news policies will be studied. Also on Tuesday afternoon there will be talks on radio and women's groups, radio and government agencies, and radio councils.

### Research Report

Wednesday morning will see a thorough discussion of station coverage and methods of coverage determination with a report from the research committee. This report will also cover methods of audience measurement. This will be followed by a business session, election of delegates at large and the consideration of three by-law amendments discussed elsewhere in this issue.

A small markets station panel will follow lunch, with full discussion of the opportunities and the responsibilities of small market stations and consideration also of the small market stations as training ground for radio personnel.

This session will be followed by a music discussion, with reports from the NAB Music Committee on the Ascap situation and full discussion of the Ascap and BMI situation.

Thursday morning will see the labor session, with particular attention to the recording contracts, difficulties with AFRA the platter-turner controversy and legislative proposals.

The final session, Thursday afternoon, will be in the form of a seminar with experts in the fields speaking on the post-war future of AM from television and facsimile.

There is a possibility also that several night sessions might be decided upon.

(Continued from Page 1)

tions to cover the convention opening next week in Chicago are going on unabated with provisions now being made for a possible deadlock. It is pointed out that the situation is apt to be analogous to that of 1924, radio's first national political convention when the famed phrase, "24 votes for Underwood," helped to run the Democratic Convention into a full three weeks.

Situation as to the status of Vice-President Wallace is reported as being FDR letting the opposing groups on a vice-president fight it out between themselves, with Wallace sitting fairly strong with a goodly number of votes "in his pocket."

Networks are already arranging to hold on to their reservations at hotels beyond the original time reserved, all of which may be for naught but no chances are being taken. Both radio, television, and even FM will be pressed into service in giving the public full coverage of the proceedings. NBC will be in the vanguard as to tele coverage.

### NBC Completes Plans

NBC plans to start with the gun when Chairman Robert E. Hannegan calls the delegates to order until "the last cheer dies out." The network's staff of commentators and analysts will go on the air at noon Wed. July 19, as the first session opens from the Chicago Stadium. The evening meeting begins at 9 p.m., CWT with NBC's broadcast of the proceedings scheduled to start at the same time. An identical schedule will be followed on the Convention's second day, Thursday, July 20.

Members of NBC's news staff will cover the proceedings. Included in the group will be H. V. Kaltenborn, Lowell Thomas, Morgan Beatty, Richard Harkness, Mary Margaret McBride and Ben Gross. William F. Brooks, NBC's Director of News and Special Events, will be in charge of the staff.

In addition, Robert E. Hannegan, chairman of the Democratic National Committee, will give a five-minute summary of the proceedings at the conclusion of each night session. Rep. J. W. Martin, Jr., performed a similar chore for NBC during the recent Republican meeting.

### CBS Covering All Features

All outstanding features of the Democratic National Convention, from the opening addresses on Wednesday, July 19, to the final selection of party nominees, will be broadcast over Columbia. Network will be on the air from the Stadium twice daily, at 1:00 p.m., EWT, and 10:00 p.m., EWT, with broadcasts expected to last at least one hour.

Paul White, CBS Director of News Broadcasts, will direct Convention programs, assisted by Bill Slocum, Jr., CBS Director of Special Events, and Bob Wood, CBS Washington news chief. Bob Trout, CBS reporter and analyst, and John Daly, CBS for-

ign correspondent, will be chief announcers.

At 10 p.m., that night, Governor Robert S. Kerr of Oklahoma, temporary Convention chairman, will deliver the keynote address.

At 10 p.m., EWT, an address by Helen Gahagan Douglas, delegate from California and wife of movie actor Melvin Douglas, will be heard. Following her address, nominations for the Democratic Presidential candidate will be opened and the roll call will begin.

Major events will be analyzed and described by CBS analysts Bob Trout and Quincy Howe and reporters Bill Henry, John Daly, John Harrington and Tris Coffin.

Special events, including interviews with Democratic officials and broadcasts direct from the Convention floor, will be handled by Slocum, and Shep Chartoc and Jack Burnett of WBBM, Columbia's Chicago station. Addresses by prominent Democrats will be arranged by Helen Sioussat, CBS Director of Talks.

Henry Grossman, Network Operations Engineer, is in charge of the technical arrangements for all broadcasts from the Convention.

WBBM Chicago, has assigned James Crusinberry, news editor, and analysts Alvin Steinkopf and Robert Hurleigh. Station KMOX, St. Louis, is sending Arthur Casey, Program Director. Francis Douglas, news editor; W. R. Wills, analyst, and Katherine Darst, reporter. Station KNX, Hollywood, will have Harry Flannery as its Convention representative.

### WOR-Mutual Set-Up

Final arrangements have been completed for the broadcasting of the Democratic National Convention from Palmer Stadium in Chicago by WOR and Mutual. The complete WOR-Mutual corps of newsmen again will cover all the phases of the convention repeating the outstanding job done two weeks ago during the Republican meeting.

Martha Deane, popular WOR women's commentator, will go to Chicago again to bring a first hand report on the women's angle during the convention. Miss Deane will broadcast to her WOR listeners from Chicago by direct wire. Although the convention doesn't officially open until Wednesday, July 19, Miss Deane will arrive in Chicago on Monday, July 17, and will be heard in a special pre-convention broadcast on Tuesday, July 18, from 2 to 2:30 p.m.

At 10 p.m., Thursday, Senator Jackson will introduce Helen Gahagan Douglas, delegate from California, who will speak. Following her address, the roll will be called for nominations for the office of the President of the United States.

### Blue's Convention Coverage

Supplementing the broadcasts from the Democratic Convention in Chicago on July 19 and 20 at one and at 10 p.m., EWT, to be carried by all four networks, the Blue Network has

set up a comprehensive schedule of special broadcasts from Chicago.

All Blue Network commentators covering the Convention will participate in a series of pre-convention broadcasts to be heard as follows: Saturday, July 15—7 to 7:15 EWT; Sunday, July 16—3:30 p.m., EWT, and 10:30 to 11 p.m., plus a pick-up from Chicago on "Weekly War Journal," heard 12 to 12:30 p.m., EWT. Monday, July 17—11:15 to 11:30 p.m., EWT. Tuesday, July 18—11:15 to 11:30 EWT.

### Special Features

With G. W. (Johnny) Johns, Blue director of news and special features, in charge, the Blue's convention coverage will be handled by a staff including George Milne, engineer; Thomas J. Dolan, manager; Gene Rouse, Central news and special features manager; and Bryson Rash, WMAL news and special features manager, Washington.

Blue commentators and correspondents who will cover all angles of the Convention include Earl Godwin, Henle, Baukhage, Henry J. T. Leon Henderson, William Hill, Walter Kiernan, Patricia Dougherty, covering women's angles, Harry Mer, Bryson Rash, Ernest K. Lind and columnist, and Cleve Ross, Blue commentator who has just returned to the United States from Southwest Pacific theater. Ross will act as a roving reporter of the convention.

## FCC To Approve Permit-Exchange

(Continued from Page 1)

stations.

In addition, the Commission asked for a construction permit for a new FM station by the Tampa-Tampa, Fla. and a new 25-watt station in the 1,490 band, by James A. Blum, Ronald C. Johnson, Elbert B. C. Bert Graulich, Charles H. Job, William A. Johnson, James E. Berer, Charles E. Cross, Alden J. Worth, Frank E. Sater and Frank Beougher—doing business as A. Shores Broadcasting, Ltd., Gables, Fla.

## McKesson-Robbins Expects Tells Radio Experiment

(Continued from Page 1)

advertising at a two day meeting with company executives, merchant and special representatives of here today.

After a successful start on a scale in January 1942, he reported that the company covered the country with news programs, minute spots or chain-breaks by 1943. The firm advertises the following products: Bexel, Calox, All Cleansing Cream and Yodora.

**MEMO:**

**TO PROGRAM MANAGERS**

*and*

**PRODUCERS—**

**RADIO DAILY'S**

**SHOWS OF TO-MORROW**

**IS NOW IN PREPARATION**

*Final acceptance date for  
your program idea listings is  
Monday, July 17th.*

# ★ ★ ★ COAST-TO-COAST ★ ★ ★

## —UTAH—

**SALT LAKE CITY**—Lois Dye is the new face in KDYL's accounting department. . . Charles Stockdale, KDYL chief engineer, is a rabid amateur movie camera enthusiast. . . Kay Richins was appointed director of special events at KDYL, and Charles Barrington was made director of public service programs. . . John Wolfe, KDYL senior announcer, awarded the annual "Play Box" silver plaque for outstanding actor.

## —WISCONSIN—

**MILWAUKEE**—For the 16th consecutive football season, the Wadhams Oil Company, Division of Socony-Vacuum, will sponsor play-by-play broadcast of Wisconsin University and Green Bay Packer football games, starting in September. . . WTMJ sportscaster Russ Winnie will call the plays for Wadhams for the 16th consecutive season.

## —CALIFORNIA—

**OAKLAND**—Old Homestead Bakery, subsidiary of Langendorf Bakeries, Inc., purchased a heavy schedule of 10 announcements daily on KROW, as a special promotion for their Butternt Bread. . . **HOLLYWOOD**—"Midland, U. S. A." heard mornings over KHJ—Don Lee's Monday through Friday, is a dramatic serial enacted by a cast of experienced performers. They are Griff Barnett, Noreen Gammill, Charlotte Knight, Mario Peronne, Jenilee Huss, Joe Forte and Richard Deane. It is written by Jack Holmes and produced by Don Fitzgerald.

## —INDIANA—

**EVANSVILLE**—The William R. Bootz Mfg. Co. has joined the group of local factories broadcasting the noon day popular music program on WMLL. . . "Broadway Matinee," presented daily in the afternoon over WEOA-CBS, is sponsored by Owens-Illinois Glass Co. It stars Ronald Graham and Patsy Garrett.

## —CONNECTICUT—

**HARTFORD**—M-G-M signed WTIC's news commentator Professor Andre Schenker for a 52-week contract which began July 4. . . WDRC has already contributed more than \$1,100 to Mayor Mortensen's circus fire relief fund which will be used to aid victims of the Ringling Brothers tragedy.



July 12

Gracie Barrie      Joan Kay  
 Milton Berle      Harold R. Peat  
 Thomas F. Harrington      Ray Winters  
 Jimmy McClain      William Meeder  
 Oscar Hammerstein, 2nd

## —VIRGINIA—

**RICHMOND**—Edward Dudley Naff, WRVA music director for 15 years, died June 19. . . **ROANOKE**—Lee Goeller has been added to the continuity department of WSL. . . Wenona Wheeler is the attractive new addition to WSL staff in the filing and research departments. . . Frank Ballard, production manager at WSL, has gone to Easthampton, N. Y. for the summer where he is playing in summer stock.

## —WASHINGTON—

**SEATTLE**—KIRO observed the third birthday of its power increase to 50,000 watts last Friday night with a rollicking station party at the KIRO transmitter site on Vashon Island. . . Sir Girja Bajpai, minister from India to the United States, gave his views on the future Indian-American cooperation in a special broadcast over KIRO—Bob McCoy, recently discharged from the U. S. Army, has joined the announcing staff of KIRO.

## —DISTRICT OF COLUMBIA—

**WASHINGTON**—Tenth anniversary and 520th consecutive broadcast of the "Labor News Review," weekly labor program heard on WTOP, was celebrated on the air last Sunday, July 9. Albert N. Dennis, director and commentator, originated it in 1934. . . Robert Lewis, CBS news reporter, was a winner on a Pin Money program.

## —WEST VIRGINIA—

**CHARLESTON**—H. V. Diefenbaugh, of WCHS' sales staff, proved his ability when he served as auctioneer in the city-wide Bond Rally during the Fifth War Loan Drive. . . New members to WCHS' staff are: Elizabeth W. Camp, staff announcer and promotional manager; Margaret Wilson, continuity writer and announcer; and Charles Vassar, who returns to radio after several years' absence, as announcer. . . **HUNTINGTON**—WSAZ's former chief announcer, Aviation Cadet Bob Drexler, USNR, returned last week on his first leave in a year.

## —PENNSYLVANIA—

**PHILADELPHIA**—Ben Parks has been added to KYW's staff of announcers for the summer vacation period. . . "Songs You Love" featuring the soprano voice of Eda Morini, accompanied by Rocco Stanco at the organ, is being heard over WPEN thrice weekly, having begun July 5. The program is sponsored by Evergreen Memorial Park. . . The signing of Garden State Racing Association, Camden, N. J., for a 10-week series of spot announcements on WFIL rounds out a trio of summertime where-to-go ads currently heard on the station.

## —TEXAS—

**DALLAS**—The Dr. Pepper Bottling Co. is well represented on air shows here each Sunday with three programs over WFAA, KRLD and KGKO. . . **FORT WORTH**—Universal Mills for their Gold Chain Flour is airing "Hackberry Hotel" over KGKO for a quarter hour. Program takes place

in a mythical village, Peaceful Valley. . . **AUSTIN**—Joseph's Man's Shop, of this city, is airing a special 15-minute program weekly from Bergstrom Field featuring music by the Transport Command Band over KNOW.

## —NEW YORK—

**NEW YORK**—Lever Bros. Co. has added 25 CBS stations to the network of its "Aunt Jenny" program, effective July 31. This brings total number of Columbia outlets carrying the daytime serial to 78. . . The 1944 football schedule for the Brooklyn Tigers (formerly the Brooklyn Dodgers) will begin on WINS on October 8 when the Tigers meet the Detroit Lions in Detroit. . . James Hoffman has been named night news editor of WQXR's newsroom.

## —MASSACHUSETTS—

**BOSTON**—Tried and true musical favorites were offered on the Carnation Program over WBZ Monday night at 10 o'clock, ranging from Stephen Foster to Jerome Kern. . . "The New World Choristers," a five-week summer series of "Music of the New World," a program of the NBC Inter-American University of the Air, will present choral music of the Americas from the 17th century to the present day beginning tomorrow evening at 11:30 o'clock on WBZ.

## —NORTH CAROLINA—

**RALEIGH**—Harris Coley and William Singleton, both juniors in high school, have begun their duties as WPTF guides for the summer. . . Bill Palmer, formerly with WIS, of Columbia, S. C., and Bill Haswell, new to radio, have joined WPTF as announcers. . . **NEW BERN**—WHIT will become a regular affiliate of the Mutual network on July 24, it was announced by Louis N. Howard, president and general manager, who signed the contract last week in New York with Mutual officials.

## —OHIO—

**CLEVELAND**—Freddie "WJW Old Timekeeper" Miller is emceeing the show at the Cleveland Stage Door Canteen every Tuesday night. . . Bernie Rascher, local orchestra leader and singer, has joined WJW's music staff. . . Bob Ledyard is a member of WJW's announcing staff. . . **DAYTON**—Jack Wymer and Charlie Reeder have written a new song "You're Lovely Tonight," and introduced it on their popular daily program, "Sunny-side Up," over WING.

## —NEBRASKA—

**OMAHA**—H. A. Carlson, KBON newscaster, has accepted a similar position with KGO San Francisco, where he will be affiliated with two other former Omahans, Don Searle, former manager of Central States Broadcasting System and now KGO manager, and Frank Samuels, former local advertising man.

## —CALIFORNIA—

**LOS ANGELES**—July 10, Carlton E. Morse, writer-producer of "I Love a Mystery," announced a new story

sequence, "The Case of the Te Comedian." It will have a Hollywood locale, tell the mystery of the European clown and high wire former who is imported to star picture.

## Radio Control In Canada Discussed By Parliament

**Montreal**—Four alternative for the operation of control of in Canada are under consideration by the Parliamentary Radio Committee which is now preparing its report for presentation to Parliament.

These alternatives are as follows: 1—The establishment of a Supervisory Board of three members, analogous to the Board of Transport Commissioners, to regulate all public and private radio broadcasting in Canada.

2—Conversion of the CBC into a purely radio operating agency, but supervisory powers over privately-owned stations. The CBC is to continue to be publicly-owned present.

3—Retention of the present CBC operating and supervisory but with a full-time chairman and general manager. The chairman of the Board of Governors would discharge himself to policy and general direction of broadcasting, and the general manager would have charge of technical and business side of CBC.

4—Abolition of the present radio fee, the revenue of the from commercial advertising to be supplemented by a direct grant from the Federal Consolidated Revenue Fund.

During the public sessions of the Parliamentary Radio Committee, aggressive Conservative members inclined to the opinion that a general supervisory board to regulate all radio broadcasting should be appointed, leaving the CBC to its present broadcasting activities.

The liberal majority on the committee is expected, however, to continue the CBC organization in control of all broadcasting in addition to the operation of its stations. The appointment of a time chairman is likely to be recommended and Bernard K. Sand now a member of the Board of errors, has been mentioned for post. If this plan is followed, present acting general manager Augustin Frigon, will be confirmed his present work.

Dr. McCann, chairman of the Parliamentary Radio Committee, that a statement appearing in the Toronto "Globe and Mail" attributed to Douglas Ross (P. C. Toronto St. Paul's) and indicating the committee was considering recommending abolition of the \$2.50 radio license fee in Canada must be considered the personal observation of Mr. Ross and not an official statement.

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



28, NO. 8

NEW YORK, N. Y., THURSDAY, JULY 13, 1944

TEN CENTS

# Planning New Network?

## Hands-Off Policy Nets' Ban On Song

Washington Bureau—*RADIO DAILY*  
Washington—FCC Chairman James  
Fly said yesterday that the  
Commission has no authority with  
respect to the network ban on the  
"Don't Change Horses in the  
Middle of the Stream." The song has  
been barred by the major networks  
on the ground that it possesses politi-  
cal significance. Chairman Fly's let-  
ter indicates no disagreement  
between the nets and sent to the copy-  
right owners follows:  
"We have received your telegram of  
(Continued on Page 12)

## T. Houston, Granted Program Testing Permit

Washington Bureau—*RADIO DAILY*  
Washington—Not yet coming  
with a license, the FCC yes-  
terday announced that it will permit  
testing by KTHT, the un-  
dertaken station of Judge Roy Hof-  
Houston, Tex. The station was  
tested last week, but the license  
application was subject to hearing  
today of this week. No decision  
(Continued on Page 2)

## "Ge Door Canteen" News Time Over CBS

"Ge Door Canteen," sponsored on  
by Corn Products Refining Co.,  
renewed the program over 56 net-  
work outlets effective July 28. Bert  
as emcee, Raymond Paige or-  
ganizer and Hi, Lo, Jack and the Dame  
permanent talent on the show,  
(Continued on Page 2)

## Coverage

Baltimore—Popularity of Ian Ross  
MacFarlane's coverage of the Re-  
publican convention for WITH, Bal-  
more indie, has resulted in Tom  
Slesley, general manager, assign-  
ing MacFarlane to return to Chi-  
cago for the Democratic show.  
WITH will have a direct line to  
the convention floor and will give  
special coverage to the Maryland  
legation.

### Blood Donors

Hartford—Red Cross Blood  
Bank called Leonard I. Patriceili,  
program manager of WTIC, last  
Saturday about noon and said they  
were badly in need of between 50  
and 60 type "O" blood donors for  
hospitalized victims of Barnum and  
Bailey Ringling Brothers Circus fire  
which occurred in Hartford last  
Thursday. At 2:00 p.m. the Red  
Cross called the station and asked  
that the announcements be dis-  
continued as they already had  
over 100 volunteers.

## NBC Closed Circuit Talk On Rail Travel

Closed circuit talk over NBC net-  
work will be held July 17 at 1 p.m.,  
EWT on the subject of the train  
travel crisis, the speakers being  
headed by Lt. General Brehon B.  
Somervell, commanding general of  
the Army Service Forces; Mayor La-  
Guardia of New York, as president  
of the U. S. Conference of Mayors  
(Continued on Page 11)

## OK Experimental Licenses For Radio Phone Usage

Washington Bureau—*RADIO DAILY*  
Washington—The FCC yesterday  
announced grant of two construction  
permits to the Lockheed Air Ter-  
minal, Burbank, Calif., to permit ex-  
(Continued on Page 11)

## AFM-Disk Row Continues; Victor Re-Issues Pop Tunes

### First Vet Of World War II Employed By NBC Dept.

First discharged veteran of World  
War II to be employed by the NBC  
Information Department is John  
Kieran, Jr. son of the columnist and  
one of the experts on "Information"  
(Continued on Page 2)

## Station Expansion Program Of Cowles Giving Rise To Much Speculation In Washington Radio Circles

### Rouse Program Head Of Blue Central Div.

Gene Rouse has been appointed to  
the post of program director of the  
Blue Network's Central Division, it  
was announced yesterday by E. R.  
Boroff, vice-president in charge of  
the division. Rouse, former head of  
the Blue news and special features  
department in Chicago, succeeds  
James L. Stirton who left last week  
(Continued on Page 2)

### Congress Radio Gallery Now Lists 91 Members

The new Congressional Directory  
lists 68 active members of the Con-  
gressional radio gallery, plus 20 in  
the armed forces. Since the directory  
went to press three more active mem-  
(Continued on Page 11)

### Seeks More Co-op Shows For Local Sponsorships

Blue Network's co-operative pro-  
gram division is seeking more shows  
for syndicated local sponsorship, ac-  
cording to Stanley Florsheim, man-  
(Continued on Page 11)

Washington Bureau—*RADIO DAILY*  
Washington—Indications  
that the Cowles interests have  
network aspirations with  
Washington as the hub of their  
expansion activities is the sub-  
ject of considerable speculation  
in radio circles here.

Swap applications have been  
received at FCC for the owner-  
ship exchange of WOL, Wash-  
(Continued on Page 11)

## Tele Program To Have Brooklyn As Subject

Tomorrow's CBS television fea-  
ture, "Opinions On Trials," heard 8-10  
p.m., EWT over WCBW will handle  
the question, "Brooklyn is the un-  
just target of innocent attacks." The  
borough across the river will be de-  
fended by Attorney Sydney Asher,  
president of the Society for the Pre-  
vention of Disparaging Remarks  
(Continued on Page 11)

## British Planning New Receiver Production

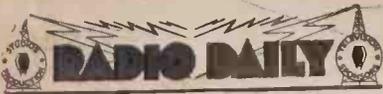
London—The British radio indus-  
try, British Board of Trade, and the  
British Broadcasting Corporation  
have planned to produce 250,000 util-  
ity radio receivers of standard de-  
(Continued on Page 12)

### New Turntable

An automatic two-speed turn-  
table of new design has been in-  
vented by Arnold B. Hartley and  
Hillis W. Holt, program director  
and chief engineer respectively of  
WOV. Machine was developed for  
broadcast use in response to need  
for a turntable that would avoid  
the possibility of playing 78 rpm  
(rotations per minute) discs at  
33-1/3 rpm, or vice versa.

WLAW makes daytime CBS shows available to  
207,283 Mass., N. H., and Me. residents! Adv.

To reach New England's 3rd largest Concentrated  
Radio Audience... you need WLAW! Adv.



Vol. 28, No. 8 Thurs., July 13, 1944 Price 10 Cts.

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

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**FINANCIAL**

(Wednesday July 12)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	162 3/4	162 1/4	162 1/2	- 3/8
CBS A	32 7/8	32 1/2	32 7/8	- 1/8
Crosley Corp.	23 3/4	22 3/4	23 1/2	+ 1
Farnsworth T. & R.	14 1/4	13 1/2	14	+ 1/4
Gen. Electric	39 3/8	39 1/4	39 1/4	+ 1/8
Philco	37	36 1/2	36 1/2	+ 1/8
RCA Common	12	11 3/8	12	+ 1/4
RCA First Pfd	76 1/2	76 1/2	76 1/2	+ 5/8
Stewart-Warner	17 1/4	17 1/8	17 1/8	- 1/8
Westinghouse	104 1/2	103 3/8	104	- 1/2
Zenith Radio	44 1/2	43 3/4	44 3/8	+ 7/8
<b>NEW YORK CURB EXCHANGE</b>				
Nat. Union Radio	7	6 3/4	6 7/8	.....
<b>OVER THE COUNTER</b>				
			Bid	Asked
Stromberg-Carlson			16 1/2	17 1/2
WCAO (Baltimore)			21 1/2	
WJR (Detroit)			36	

**20 YEARS AGO TODAY**

(July 13, 1924)

The New York that greeted the delegates to the last national Democratic convention held here in July of 1868 was a city of only about 750,000 people. The city's radio audience alone probably exceeds that figure by a considerable margin today.



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.

**First Vet Of World War II Employed By NBC Dept.**

(Continued from Page 1)

Please." Kieran hopes to continue in radio and possibly go into television production.

Kieran, Jr. was discharged as a 1st Lt. having served with a Tank Destroyer Unit in North Africa and Sicily. He received wounds which resulted in his discharge. He was awarded the Croix de Guerre in Tunisia and since then the Purple Heart and Infantry Combat Badge.

**"Stage Door Canteen" Renews Time Over CBS**

(Continued from Page 1)

which uses the Stage Door Canteen atmosphere and guest stars.

Show which is heard Fridays 10:30 p.m., EWT is handled by he G. L. Miller Co. agency.

**KTHT, Houston, Granted Program Testing Permit**

(Continued from Page 1)

here has yet been received in the case.

Hofheinz' right to the license was challenged by two other parties who had sought the same assignment in Houston, Texas.

**"Screen Test" Sked**

Five more professional performers will appear on next week's edition of M-G-M's "Screen Test," heard week-days, from 9:15 to 9:30 p.m., EWT, over Mutual, July 17 to July 21. Bret Morrison, Fred Lewis, Mary Ashworth, Phil Kramer and Marion Hughes will be the guest on the show.

**Honor UP Correspondent**

The fourth United Press correspondent to be decorated in the war, James E. Roper this week was awarded the Purple Heart for injuries to his eyes when his jeep on the Italian front was dive-bombed on July 3. Roper is at present in the 5th Army press camp hospital.

**Medical Discharge**

Staff Sgt. Herbert Fields, former conductor of "This Is Fort Dix" programs, aired over MBS, Sundays 3:30 p.m., EWT, has been medically discharged from the army. MCA has signed for his services.

**Rouse Program Head Of Blue Central Division**

(Continued from Page 1)

to join the Marines as a Second Lieut. Rouse's successor has not yet been named.

Blue's new midwest program head has been in radio for 23 years and is credited with being one of the first seven announcers heard on the air in the U. S. In 1931 he joined NBC's Central Division as a staff announcer and soon was promoted to the post of night supervisor of announcers. He continued in this capacity until his appointment in January 1943 as director of news and special features.

**H. V. Kaltenborn's Son Honored By Yale "U"**

New Haven—For the first time in the history of Yale University its Government Department has accepted a doctor's thesis which deals with broadcasting. The thesis entitled "Radio and Politics" was presented last month by Rolf Kaltenborn, son of commentator H. V. Kaltenborn, in completing the requirements for the doctor of philosophy degree. It analyzes the political influences and pressures surrounding the Federal Communications Commission, and will soon be published in book form.

Rolf Kaltenborn was teaching in the Government Department of Yale University before enlisting in the United States Army Signal Corps. He is now stationed at Camp Crowder, Missouri.

**Stoopnagle Gets Bigger Studio**

Col. Stoopnagle and show moved to CBS Playhouse No. 5, 139 W. 39th St., starting July 8, due to the fact that the program is drawing audiences too large for regular studios. (Show is heard Saturdays 4:00 to 4:25 p.m., EWT). Two new personalities joining the program are comedian Louis Sorin, who was in "Rosalinda," and comedienne Mary Wickes, last seen in Sinatra's "Higher and Higher" movie.

**G. E.'s Stockholders**

Schenectady — General Electric stockholders totalled 232,332 on June 23, the highest number ever to own stock in the company, it was announced by W. W. Trench, secretary of the company. This is an increase of 6,737 over a year ago.

**It Used To Be A Cinch To Buy Time In Baltimore!**

Nothing to it. Pick out some important call letters — point to the power with pride. And look at those shows they carry.

But not any more!

Today shrewd buyers of time want to know fundamental facts. Answers to questions like, not how many homes do you cover . . . but how many listeners? And not alone how many listeners, but what does each listener cost?

Yes, radio time buying can be done with a slide rule these days . . . particularly when you get to those cash figures!

If you'd like to get more listeners for the dollar you spend in Baltimore . . . then get facts on W-I-T-H . . . the independent station!



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

TOM TINSLEY, President REPRESENTED BY HEADLÉY-RE

**WDAS AUDIENCES HAVE BEEN Loyal FOR OVER TWENTY YEARS**

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

# TELEVISION DAILY

Copyright, 1944, by Radio Daily Corp.

SECTION OF THE RADIO DAILY • JULY 13, 1944

## DOLL REVEALS OPINIONS OF EXPERTS

### Plans Tele Cover Dem. Convention

Working on a split second requiring the closest kind of cooperation between NBC, RKO, cameramen, airplanes and studios, the National Broadcasting Company is planning to give the Democratic Convention wide coverage next week.

Insights gained from the television geography at the Republican National Convention will be applied to Democratic Convention. The GOP, however, was well received by video fans and the only element sought by the tele men is better lighting on some convention highlights. The shortcoming at the Republican Convention will be corrected at Democratic show.

Plans for exclusive television use never before been produced on a massive scale nor has such deep planning been carried out to ideal entertainment material for video screen. Every cameraman was carefully briefed on the requirements before a single frame was filmed. This was necessary in order that certain procedures be followed in newsreel production but

(Continued on Page 7)

### Speakers Bureau Set to Meet Demands

Use of an increasing demand for speakers versed in the technical and non-technical aspects of television. Television Speakers Bureau has been established by the Television Broadcasters Association, Inc. Other organizations of TBA are in a position to supply speakers for luncheon meetings, conventions, conferences, theatrical meetings and other public functions.

(Continued on Page 7)

### Tele Show-Case

Television as a talent show-case other mediums, seems to be set out by the screen tests being given two youngsters, Dennis Morgan and Eleanor Dennis after their appearance on Television Work. Osborne played Romeo in a production of "Romeo and Juliet" on WABD and Miss Dennis in "Interesting People" show.

### Tele Seminar Survey

*Opinions on television based on returns from 450 questionnaires sent out by Television Daily to video devotees attending the summer Television Seminar of the Radio Executives Club in New York reveal significant viewpoints on planning the post-war electronic developments.*

Analysis of the questionnaire returns disclose:

That the majority of persons attending the Television Seminar find the series of lectures interesting with some concluding that too much emphasis has been placed on the technical aspect of the subject.

That production is the major problem for immediate consideration of those interested in programming and the commercial development of television.

That television possesses much more commercial possibilities than the post-war FM operations.

That the visual prospects of video has captured the interest of the merchandising field and plans are now underway for in-store presentation of television programs.

That the radio broadcasters and production men must make a comprehensive study of the showmanship and production technique required by the new art in preparation for tele's post-war development.

Technical phases of television were secondary in the minds of the radio and television executives, agency officials and others who furnished detailed answers to the Television Daily questionnaire. Most interesting to them were the questions which covered: "Should television be developed in its present form or should it await post-war technical improvements?" and "What do you regard as the major problem in television development: allocations? production? adaptability to merchandising? etc." Consensus of opinion on these two questions were largely that the production problems of television was of paramount interest right now and that allocation of wave lengths, manufacturing of sets and televising equipment were next in the order named. Most everyone of the agency group who participated in the survey were emphatic that if television is to progress commercially as an entertainment medium, good production and programming is of first importance.

#### Sustained Interest Shown

One aspect of the returns that seemed significant is the sustained interest among those attending the Television Seminar in the subject of video. Almost everyone who returned their questionnaires to Television Daily detailed their answers and in many instances used additional pages to augment their viewpoints. This reaction, in the opinion of Murray Grabhorn, director of the Television Seminar, can be regarded as meaning that there is a lively and growing interest in the subject of television.

Two examples of answers to the questionnaire are those of Edgar Kobak, executive vice-president of the Blue Network, and a staff television writer with a well known advertising agency who prefers

(Continued on Page 5)

### First Video 'Follies' To Be Given Tonight

First of an annual series of special two hour musical tele programs, "The Television Follies of 1944," will be presented over WABD, Du Mont's New York station, tonight from 8:15 to 10:15 p.m., under the direction of Raymond E. Nelson, vice-president and radio and tele chief of the Charles M. Storm agency.

Starring in the first of the Follies series are Nord Cornell, recently seen and heard in "Rosalinda," "Student Prince," and "Blossom Time"; Dolores Wilson, singing discovery; Gwen Davies, Blue Network star and featured vocalist with Lee Castle's orchestra; Audrey Sperling, singing star of "Let's Face It"; Robert Tower, currently appearing in "Follow the Girls"; Ray Martell, star impersonator and well known to New York audiences as one of the "Radio Rogers"; Sydel Robbins, continental singer last seen at "Paris Qui Chant" and "La Vie Parisienne"; Betty Carroll, featured in television's "Gypsy Rendezvous"; George Gilbert, magician and monologist, who appeared, appropriately enough in the Tintex "Color Magic" show; Rita Blake, veteran tele purveyor of the blues; Bob-

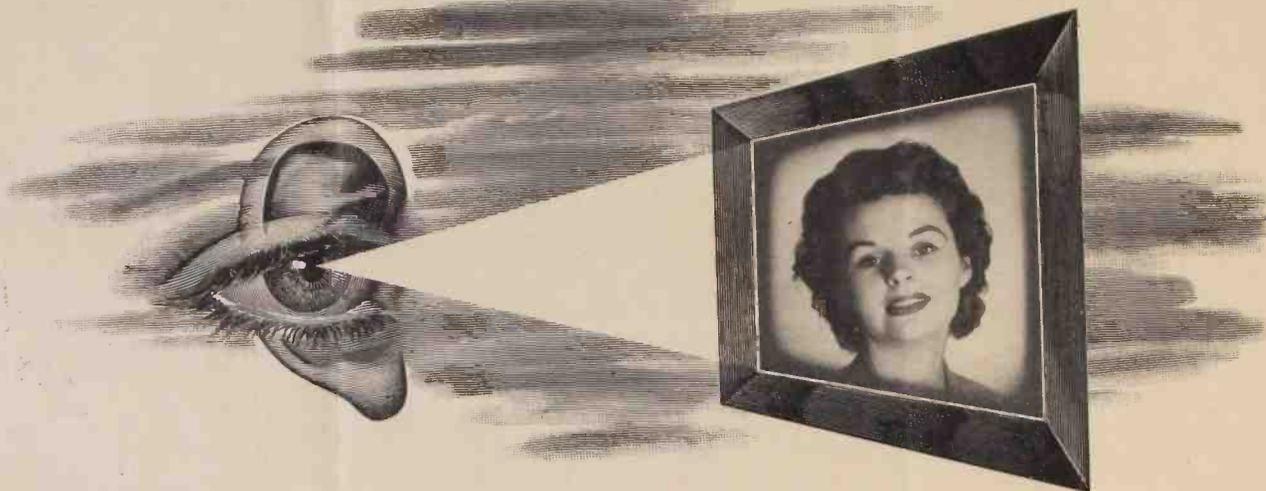
(Continued on Page 7)

### FDR Film Sequences Sought By Tele Crowd

President Franklin D. Roosevelt's decision to be a candidate for reelection resulted in an eleventh hour rush among video producers to obtain film clips of the Chief Executive to be used in pictorial coverage of the Democratic convention. NBC had the edge in the film quest with its exclusive tieup with RKO-Pathe news film library through RKO Television Corporation.

### Veteran

Howard Winner, one of the Pathe cameramen assigned by RKO Television Productions to cover the Democratic Convention in Chicago for NBC television, is a veteran photographer. He covered the Chinese war, arrival of the first American troops in England, the landings in North Africa and the campaign in Tunisia.



**S + S = \$**

The dollar sign is the answer. It completes the well-used television formula S + S, or Sight plus Sound, and it's a rather dramatic way of saying that television will bring profit to you.

S + S = \$ has been just a promise for a long time. But it's due to become a reality shortly after victory.

You're informed on television, of course, or you wouldn't be reading this publication. But is "being informed" enough? Isn't it high time for action... for constructive planning?

DuMont will fill this need for planning—with the DuMont Equipment

Reservation Plan. There are other prospective telecasters in your area, so send for this plan. It contains cost estimates... offers our arrangement for *reserving* and custom-building your transmitting set-up; for training your personnel.

The demand for television time will soar after victory. There'll be a peacetime scramble to be "first with television," because S + S = \$.

DuMont's extensive specialized experience in precision electronics, in television station construction and management is at your command... in the DuMont Equipment Reservation Plan.

Copyright Allen B. DuMont Laboratories, Inc., 1944



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

# TELEVISION VIEWS OF SEMINAR EXPERTS

(Continued from Page 3)

main anonymous for business

## Kobak's Tele Views

Kobak's reply to the question follows:

What are your interests concerning tele-

begin with, I would be interested in seeing the various "schools of thought" in television get together and in an area of agreement on standards in how soon television will deserve to be on light.

I am interested in seeing that the time is not given inflated, erroneous as to how soon they will get good local television.

Since television is in operation, I would be interested to see that it is operated soundly both as a public service and as an advertising medium.

Have you found the "Television Lectures" enlightening?

Enlightening is not the word. I think the Seminar is serving a purpose in stimulating interest in all phases of television, but I feel that it would be a mistake to think that merely by attending the Seminar one can become an expert in television.

Television knowledge can come only to a person is working in it day after day as part of his regular job. Outside that, everything else is theoretical or book knowledge.

What phase of video development do you think most important at this time?

I think that at this time the most important development should be the bringing of a balanced and sound approach to the whole industry of television. Shake your head in the clouds if you must, but keep your feet on the ground.

Do you think FM development possesses commercial possibilities of television?

I think that an ice cream cone with scoops wins over a cone with only one scoop. After all, television has sight and sound.

What type of sponsors do you believe will attract?

Sponsors with the necessary imagination, courage, and will-power. What they manufacture will make no difference unless the television industry makes it a difference.

Should television be developed in its present form or should it await post-war technical improvements?

I prefer to say answer to question No. 1.

What do you regard as the major problem in television development?

The major problem in television development to my way of thinking is television development.

## Agency Man's Viewpoints

Agency writer's opinions follow:

1—I'm an agency writer on the account of a prominent television manufacturer of the first five.

2—Very interesting; more interesting in enlightening.

3A—Development of a good quality, \$200 projection-type home receiver, a screen at least 20 inches wide by 15 that looks like a piece of desirable furniture.

3B—Improvement of picture quality particularly in the amount and sharpness of detail. Some critics argue that television will be held up until 1000-line picture definition

has been made commercially practical. This is much like arguing that we shouldn't patronize airplanes until they can fly 1000 miles an hour. Laboratories have never achieved 1000-line picture quality and don't know how it can be done on the small area on the face of a Cathode-ray Tube. Laboratories have never achieved better than 700-line definition so far as I know and the improvement over the 525-line standard has not been as great as the layman would expect.

I can agree that picture quality must be improved but I'd rather have pictures of 525-line standard (only 475 actually being active in the visible image) than no television at all. And I'm sure the average man would give the same answer if the situation is explained to him.

I think that improvement of picture quality must start at the beginning, back with the cameras. I believe that infra-red lighting for the cameras offers a richer field of investigation than many angles that are being researched.

If television were to find favor with screens no larger than 12 inches wide by 9 inches deep, the 525-line standard would be entirely satisfactory for living room viewing, the proper viewing distance being 5 to 10 times the height of the picture according to individual preference. However, the public appears to be expecting a projection-type screen at least 15 inches wide by 12 inches high or larger. As the screen is enlarged, the line definition (which remains constant at 525) is coarsened and the viewing distance has to be increased. The average living room becomes too small for the lines to fuse into an eye-satisfying picture. The answer appears to be greater line definition but could very well be a matter of obtaining sharper detail in the initial pickup.

Ans. 4—I think it probable that we shall see television sets with an FM dial, since the wave frequencies could be received on the same circuit. All that would be needed is a video output when listening to a straight FM program.

Ans. 5—All present radio sponsors should do as well or better with television, and travel, automobiles, planes, department stores, food products, etc. will discover magnificent sales potentialities in the new medium.

Ans. 6—Every current survey of public opinion shows that the public wants and expects to buy television sets soon after victory. It is a certainty that this expectation will be realized regardless of the merits pro and con in the present debate within the industry. If no inventions cropping out in this war period deliver 1000-line picture quality or natural color telecasting, you can bet that all manufacturers will be offering postwar sets providing for reception of the 525-line black-and-white standard. The public has always been willing to buy new things, even when the service obtainable wasn't all that might be hoped for. Manufacturers are timid; the public is always much braver. Actually, you know, present picture quality is not nearly as poor as television's "friends and severest critics" would have you believe. People who have never seen television are fascinated by what they see on the sets around town, all of which need adjustments or replacement of parts.

Ans. 7—Unionization—virtual freezing of station duties and talent charges before the industry has an opportunity to find itself—holds a threat to rapid expansion.

The limited portion of the frequency spectrum available for telecasting is certainly a bottleneck for the industry. Perhaps channels can be established upstairs but the "super-frequency" telecasting so dear to the hearts of publicity engineers has so little research to go on that it rates as merely a glorified possibility. The comparatively unexplored and therefore uncrowded upper regions of the frequency spectrum appear to offer fully as many disadvantages as benefits. This possibility certainly offers no same basis for suggesting that present standards of television be suspended. A bird in the hand, etc.

Some declare full color television is "almost" here... 85 per cent here. Truthfully, color transmissions is still a laboratory plaything, standing today where black-and-white

telecasting stood at the time that mechanical scanning was abandoned for the reliable fast-as-light method of electronic scanning. It is quite likely that commercially practical natural color telecasting will eventually be achieved by a method undreamed today. The present progress with mechanical methods certainly offers little reason for asking the industry to crawl back into the laboratory. We may have color by the end of the war but no one is in a position to predict it at this time or honestly to assert it will be developed and commercially proved up before 1954.

## Post-war Outlook

To the question "Should television be developed in its present form or should it await post-war technical improvements?" most of the answers were for a green light on present-day activity.

Emil Mogul, advertising executive, thinks "as soon as materials are available, the industry should begin to manufacture television equipment that has reached the highest point of development at that particular time and should not wait for further post-war developments."

In the opinion of Ransom P. Dunne, staff director of Newell-Emmett Company, television "should be developed in its present form to the very utmost, while at the same time research should be carried on constantly in the laboratories to make for post-war developments."

One advertising writer who prefers to remain in anonymity believes that it is the manufacturer who is timid; the public brave. He says: "The public has always been willing to buy new things, even when the service obtainable wasn't all that could be hoped for."

Perfection through use is the idea of James Murray, sales promotion director of WJZ, New York. Mr. Murray writes: "Should be developed in its present form. By making it available to layman now, it is quite possible many worthwhile suggestions will come to speed growth."

## Benedict Gimbel Jr., Dissents

Benedict Gimbel, Jr., president of WIP, Philadelphia, has a dissenting opinion. Says Mr. Gimbel: "Await post-war technical improvements." Also of a negative opinion, Henry Herrman, script editor of the J. Walter Thompson Company, says: "In its present form television is not satisfactory. All improvements probably will be post-war, technical or otherwise."

Another question which drew considerable feeling in the matter was "What do you regard as the major problem in television development?"

## Production Major Problem

James Leaman, television consultant, believes the major problem to be "production. The best television shows of today are poor by comparison with programs in other media." Mr. Leaman thinks "showmanship is the most important facet of programming in any medium."

Of the same opinion is Victor Seydel, production director for the Blue Network, who writes: "I think one of the big problems will be smart programming. If this is done it will lead to smoothing out the other problems of sales, etc. Programming will naturally include the production operation."

## Emphasizes "Allocations"

Walt Frammer, free lance producer and writer says: "Production with a capital P." Alexander Nimick, Jr. of N. W. Ayer & Son, writes: "Allocations are the major immediate problem but production is the biggest headache."

"Ample distribution of receiving equipment to establish audience" is the major difficulty in the opinion of Eldon A. Park, WLW account executive. "All other problems relatively simple," says he.

Maurice Galanter, radio salesman, thinks the problem is one of "adaptability to merchandising." Mr. Galanter asks: "How are you going to show people how Carter's Little Liver Pills perform their miracle. I can see modeling a dress, but what about Ipana Tooth Paste, etc."

To the question "Do you think FM development possesses the commercial possibilities of television?" the general consensus of opinion was negative.

## Heralded As Innovation

Charles R. Strauss of Pettingell & Fenton, New York, being of that opinion, writes: "It seems to me that television is a new means of transmission involving a new form of entertainment experience for the public. In contrast, FM is a better means of sound broadcasting, offering no new entertainment potential."

That "both are a means of communication; from there on they are different" writes John G. Curran of the Branham Company. "It would be difficult to assert that one possesses a greater commercial possibility than the other—both having so recently emerged from the embryonic," further says Mr. Curran.

John Hade of station WJZ, New York thinks that FM is "the outstanding commercial potential in radio—when the public has an opportunity to better understand it." Some thought FM equalled television in commercial possibilities in the early stages, but that this would change in the future.

## Publicist's Views

David O. Alber, publicity head, is definitely against any delay in television progress. "The major problem is to get a large audience," says Mr. Alber, in anticipation of advertisers asking "How many people will actually see my programs?"

# TELEVISION *and* NBC

**O**f all the post-war developments promised by progress in the art and science of radio, TELEVISION presents the greatest challenge and the greatest opportunity.

It is a challenge which can be met only by the co-operation of Government, broadcasters, and the radio manufacturing industry.

War interrupted development of television as a commercial service. Of necessity, men and materials were diverted to the war effort and must continue to be so diverted until victory has been achieved.

## Better Service to Public

The policy of the National Broadcasting Company always has been, and will continue to be, to foster and encourage any developments in the broadcasting field which promise *better service to the public*.

In respect to television, it is the policy of NBC to contribute to the utmost towards the *earliest possible development* of television as a national service and industry.

A deep and firm foundation for the ultimate television achievement already has been laid. For the past 15 years the National Broadcasting Company has actively pioneered in the development of television service.

## Television Since 1931

NBC was granted the first commercial television license issued by the FCC, and began commercial operations on the day the license was granted, using the New York Empire State Building transmitter which NBC had been operating experimentally since 1931.

Currently we are maintaining a

limited schedule of weekly television broadcasting, including films, outside pick-ups of sports events, and telecasts from our recently reconditioned live talent television studio in Radio City, New York. Our program schedule will be expanded as rapidly as war conditions permit.

## NBC Sound Broadcasting to be Continued

Because of its extensive coverage and accepted type of highly developed program service there is no foreseeable period when sound broadcasting will become unnecessary. Therefore, NBC will continue to maintain its sound broadcasting services at the highest peak of technical entertainment and educational excellence.

Radio now is virtually an around-the-clock service. Even when television becomes universally available, there will be times when the radio audience will be predominantly *listeners* rather than viewers.

## New Dimension for Radio

Television is the capstone of the radio structure. It adds a new dimension to radio. So you can logically expect NBC, as America's Number One Network, to bring you the finest television programs just as you look to NBC today for the finest in sound radio.

NBC is committed to a policy of close co-operation with the Government and other members of the industry in the efforts to secure the best practical standards of operation for a commercial television broadcasting system.

In developing a basis for an eventual television network, the National Broadcasting Company will co-operate in every way with the owners and operators of the stations affiliated with NBC.

## NBC Prepares for Expansion

In preparation for the expected expansion of television services in the post-war period, NBC will continue to tap new sources of program material and talent, develop new program techniques, transmit outside pick-ups of sports and other spot news events, telecast more live talent programs and continue research and development in all phases of television.

When materials become available, NBC will construct a television station in Washington, D. C. To establish the anchor points of a television system, NBC has also filed application with the FCC for construction permits for television stations in Chicago, Cleveland and Los Angeles, where NBC already maintains a programming organization and studio facilities.

A nationwide network will not spring up overnight, but must proceed as an orderly, logical development. Such a development, as we see it, will develop first by the establishment of regional networks which will gradually stretch out over wider areas, and finally become linked together.

## Moderate-priced Television Sets

Despite the problems and risks which confront the radio industry, NBC believes that television service should be brought *as soon as possible* into every home, and that this is and should remain the task of private enterprise.

While NBC is leading the way in development of network television, the radio manufacturing industry will be busy building the finest television broadcast equipment and television receivers at moderate prices.

Through this unity of effort, you can count on NBC to meet the challenge and opportunity television presents.

# National Broadcasting Company

America's No. 1 Network



A Service of Radio  
Corporation of America

# Plans Tele Cover Dem. Convention

(Continued from Page 3)

ed to television, should not be  
ed.

### Describes Technique

ed Butterfield, news editor of  
News, heads production at the  
m working with a crew of nine  
n camera and sound men. Gen-  
rangements for the Convention  
ge were set up by C. L. Men-  
BC vice-president in charge of  
ms.  
levision," Butterfield explains,  
res a different technique from  
els. For one thing, our crews  
ooting a far greater footage of  
cene than we would ever do  
e reels. It is not easy to get  
one. Our men have been taught  
ch only the highlights of action  
en 'cut.' I saw a cameraman at  
adium glance at his footage  
as the figures ran up and up,  
ake his head in a puzzled way.  
d never been told to do that  
o. But we were convinced that  
on requires this expanded cov-

n there is the matter of close-  
a newsreel work we mix long  
nd closeups but because of the  
size of the television screen,  
shots were recorded only when  
ere essential for background or  
here, and then only for short

At the Stadium during the GOP  
ation the camera gallery was  
ed from the speaker's rostrum  
the majority of the action took  
So we made considerable use  
lenses which brought the sub-  
ose to the viewer.

in most large gatherings of  
nd, the lighting was more than  
nt for our purpose although it  
arent that the delegates swel-  
in their seats did not appre-  
he brilliant arcs shining down  
m from the top galleries."

the responsibilities of the  
staff did not end with the  
g o fthe last scene at each ses-  
Butterfield had a schedule of  
plane flight leaving Chicago  
w York and as the zero hour  
he exposed every important  
up to the deadline. The film  
en unloaded from the camera  
nes, quickly labeled and tagged  
subjects covered, placed in spe-  
pping containers and given to  
e-escorted messenger who got  
pment to the airfield with only  
es to spare. At LaGuardia Field  
w York, another messenger  
t to rush the films to the labo-  
where they were immediately  
pped. Because NBC is now tele-  
negative instead of positive  
considerable time is saved by  
ng the printing procedure after  
pment.

### Fast Editing Job

the RKO-Pathé studios, Paul  
NBC director of film broad-  
screened the reels before they  
scarcely dry. Working from  
supplied by Butterfield, Alley  
the films for content and  
and outlined the commentary

# WHO'S WHO In TELEVISION

## WORTHINGTON C. MINER

Worthington C. Miner, manager of the Columbia Broadcasting System's television department, can best be described as a man who qualifies as two kinds of expert: one versed in the science of electronics and as an expert on the entertainment phases of television.

Since joining with CBS Television in 1939, Tony has studied video from every angle, covering it in minute detail from the scientific to the esthetic. He can outline every step in the development of television, from the early days of the primitive "flying spot" back in '30, right down to the ultra-modern CBS color television.

Tony turned his back on Broadway to go into sight broadcasting. So he brought to his new field a thorough knowledge of the theater. His experience in the theater, coupled with his knowledge of television technique gives him an invaluable asset in the present stage of television development.

Recently when CBS studios in Grand Central terminal resumed live talent shows, it was necessary to rebuild the studio staff. CBS had been transmitting film four hours a week since December, 1942. At that time live broadcasting was suspended due to war conditions. With the resumption of live programs, Tony jumped in and trained a dozen new hands in the technique of directing, handling lights, cameras and stage effects.

Directing a television program from the control room is a complicated matter. The director must watch the camera position, the lights, the sound and the quality of the picture. He switches from scene to scene as the picture on the preview monitor pleases him. But to get one camera in position while another is on the air, he must give verbal orders over a mike, connected by earphones to the various operatives and cameramen on the floor. He must be watching half a dozen detailed operations at once, and know what he wants to do about them. For the first two or three shows, Tony did all of this. In between shows, he trained the new men. The new staff has now reached a point where Tony can turn over some of the duties to them.

Before his connection with CBS television, Tony had won considerable distinction as a director in the theater. He entered that field in 1925 as assistant to Guthrie McClintic, Broadway producer, and became a director in 1929.

From 1929 to 1938, Mr. Miner directed, among others, these plays: "Jealousy," "Five Star Final," "Reunion in Vienna," "Both Your Houses," "Her Master's Voice," "Bury the Dead," "On Your Toes," "Excursion," "Father Malachy's Miracle." He also directed for RKO Pictures in '33-4, and did some dialogue collaboration with Bob Benchley.

Tony's a native of Buffalo (Nov. 13, 1900), and was educated at Kent School, Connecticut; Yale (class of '22); Cambridge, England, until 1924. His instructors at Cambridge were I. A. Richards and C. K. Ogden, sponsors of "basic English." Tony was in the 16th Field Artillery, 4th Division, in World War I. He's married to Actress Frances Fuller and has three children. His hobbies are painting in oils, and architecture.



"Versatile"

whenever sound accompaniment was absent. With this done, the complete program was ready for telecasting from NBC's Radio City film projection studio.

Convention material filmed has included many color scenes showing state delegations particularly those from the eastern states served by television stations WNBT, New York; WJTZ, Philadelphia and WRGB, Schenectady. Thousands of feet of film recorded every important convention move from the official opening on Monday noon to the demonstration that followed Dewey's acceptance speech on Wednesday night.

Television presented on-the-spot scenes from the 1940 Republican Convention in Philadelphia using coaxial cables to convey the signal impulses between the convention city and New York, but the overall coverage provided in that manner did not compare

in its scope with that arranged and accomplished at Chicago.

### Postwar Studios

Postwar television studio designed by the Austin Company will enable one set of costly cameras, controls and other broadcasting equipment to handle continuous network programs without interruption for changes of scene or audience. J. K. Gannett, Austin vice president and director of engineering, is providing a turntable stage, cantilevered cameras, and dual audience seating facilities on either side of a central control room.

### Will Repeat Show

Arrangements are being made for The Television Workshop Players Group to repeat "Woman Who Was Acquitted" and other plays at other video stations.

# First Video 'Follies' To Be Given Tonight

(Continued from Page 3)

bie Jean Bernhardt, who does the choreography and solo dance work; Broadwayites Fred Flesher, Steven Morrow, Jules Racine, George Foster and many others.

The Conover girls, most of whom have graced several magazine covers each, include Marilyn Keogh, Connie Webb, Dorsee Brent, Shannah Dean, Joan Pederson, Jacqueline Soans, Joan Charlton, and Bette Bugbee.

The musical score of the "Television Follies" combines music from Follies shows of the past with original melodies from the pen of Sam Medoff, with special lyrics by Nelson Medoff. Musical Director of the Charles M. Storm Co., has arranged the score for a television sized orchestra.

Costume designs for the "Follies" have been executed by Brooks Costume Company, and the production is mounted in settings by Frederick Widlicka, Storm Art Director, and Tom Fowler of the Fowler Scenic Studios.

The "Television Follies of 1944" is the first full-length presentation on the Charles M. Storm Company's crowded television schedule. Next in the series is "The Boys from Boise," an original musical comedy scored by Sam Medoff, which airs September 7 over WABD, under the sponsorship of Esquire Magazine.

## Tele Speakers Bureau Set to Meet Demands

(Continued from Page 3)

Lists of available speakers are being distributed by TBA and copies may be obtained by writing to Will Baltin, Secretary-Treasurer, Suite 1038, 500 Fifth Avenue, New York 18, N. Y.

In addition to the speakers available for public engagements, the TBA list includes motion pictures on television that may be obtained without cost for exhibition at meetings.

### Tele Symbol Contest

Scores of suggestions for a new television symbol have been received by the Television Broadcasters Association and affiliated tele stations. Contest closes at midnight on July 31st and awards will be made in August. War bond prizes are being offered to persons submitting the winning symbols.

### Chicago Bound

Ralph Austrian of RKO Television Productions and a staff of RKO-Pathé cameramen will leave this weekend for Chicago to film the Democratic National Convention starting Wednesday. Convention films are being produced for the NBC television department.

### Special WABD Series

A series of court dramas is scheduled for station WABD on four consecutive Sundays in August. Is available for sponsorship.

## How Tele Leaders Stack Up

Thumbnail sketches of some of the leaders in the television home receiving set manufacturing field are printed herewith through the courtesy of Financial World:

*"The Crosley Corporation* (long-term notes \$11,000,000; no preferred stock; 545,800 common shares, no par) normally manufactures not only a complete line of radio and television receiving sets and related products, but also electric ranges, *Shelvador* refrigerators, electric ironing machines and a lightweight two-cylinder "economy" automobile. It recently sold radio broadcasting station WSAI but continues to operate WLW, W8XAL (short wave) and has a permit to build a television station in Cincinnati. (Working capital \$17.9 million).

*"Allen B. Dumont Laboratories, Inc.* (no preferred stock; 821,040 "A" and 560,000 "B" shares, ranking alike except as to voting rights; all "B" shares held by Paramount Pictures), long primarily a research and development engineering enterprise, has manufactured cathode-ray tubes, oscillographs and television transmitting and receiving equipment since 1939. (Working capital \$595,640).

*"Farnsworth Television & Radio Corp.* (no funded debt—current liabilities include \$5.1 million short term notes; no preferred stock; 1,400,997 shares of \$1 par common) operated before the war principally as a manufacturer of *Farnsworth* and *Capehart* radio-phonograph combinations as well as of receivers for other companies. It has done considerable development work on television and electronics and holds numerous patents in both. Last month, it bought radio broadcasting station WGL at Ft. Wayne, Ind., from Westinghouse Electric. (Working capital \$2.9 million).

*"Philco Corporation* (no funded debt—current liabilities include \$15 million short term notes; no preferred stock; 1,372,143 shares of \$3 par common) is normally the largest manufacturer of radio re-

(Continued on Columns 3-4)

## PATRICK MICHAEL CUNNING—

ANNOUNCES EASTERN AVAILABILITY

OF

AMERICA'S OLDEST AND MOST SUCCESSFUL TELE-SERIAL

*The Adventures of Tom Sawyer\**

By MARK TWAIN

★ This celebrated Tele-Serial has enjoyed "top" rating on the Pacific Coast for the past five years and is offered in eighty-eight episodes as a live-action package unit with the original Tom Sawyer Tele-Stock company. This serial geared to Bread Company or Breakfast Food Commercialization is also available in our new "Sell-O-Vision" Telecine. For particulars and quotations write or wire.

STAGE 8

"AMERICA'S LEADING INDEPENDENT TELEVISION PRODUCING ORGANIZATION"

6530 SUNSET BLVD. — IN HOLLYWOOD, CALIF.

## "Tele: Its Postwar Promise"

By JAMES H. CARMINE

Vice-President in Charge of Merchandising, Philco Corporation.

All the evidence now at hand indicates that television will progress rapidly to become one of the nation's important industries as soon as the war is won and technical personnel and materials are available to erect transmitting stations, but receivers and produce acceptable programs for the public.

Even before the war, television had been developed to the point where it was possible to provide pictures of greater clarity and detail than are afforded by home movies. Undoubtedly much of the research and engineering work now being done by the radio industry as its contribution to the war effort will have collateral benefits for television when there is time to make the necessary applications.

Television broadcasting facilities today are within reach of approximately 25,000,000 people, provided receivers were available. If, as we expect, at least 42 more television stations are added in key cities in the immediate post-war period to the nine now in operation, the coverage would expand to about 70,000,000—or more than half the population of the United States. The next step will be for television to fan out from the key cities into smaller communities via relay links and network hook-ups. Later, through relays or coaxial cables the stations will probably be joined into national chains, which will allow the television audience all over the country to see as well as hear their favorite



JAMES H. CARMINE

stars and political leaders, and to witness the great news events of the world passing before their eyes.

It has been our experience to date and the Philco station has been on the air since 1932, that the telecasting of actual news and sports events will be an even more important feature of television than sound radio. Philco has broadcasted the University of Pennsylvania football games for the past four years, hockey matches from the Philadelphia Arena, and the famous Philadelphia Mummers' Parade. All of the programs have aroused widespread interest and indicate the great possibilities that lie in this direction.

As new television stations go on the air, the service to the viewing audience will increase, and the demand for television sets will grow accordingly, which, in turn, will interest more people in entering the broadcasting phase of the industry. More and better programs will result. Beyond any question, television is going to create thousands of jobs in research, engineering, production, sales and service, and in programming, and should, therefore, become an increasingly important factor in the post-war economy.

## How Tele Leaders Stack Up

ceiving sets, also producing radio-phonograph combinations and record players, household refrigerators, air conditioners, storage and dry batteries, radio tubes and parts. Company operates commercial television station WPTZ at Wyndmoor, Pa., and is active in research and development in radio, television, ultra-high frequencies and electronics. (Working capital \$14.2 million).

*"Radio Corporation of America* (long term notes \$65 million; 900,820 shares of \$3.50 cumulative preferred stock; 13,881,016 common shares, no par) is, of course, the dominant factor in the radio industry in the broadest sense, with activities embracing manufacture of *RCA-Victor* transmitters, recorders, phonographs, records, motion picture sound reproducers, television senders and receivers, tubes, etc., international ship-to-ship and ship-to-shore radiotelegraph communication, control of National Broadcasting System, and extensive research and development in radio and allied arts. (Working capital \$115.3 million).

*"Zenith Radio Corp.* (no funded debt; no preferred stock; 500,000 common shares, no par) is a major manufacturer of radio receiving sets and equipment and operates FM radio broadcasting station W51C and television station W9XZV in Chicago, mainly for experimental purposes at present. A subsidiary, *Wincharger Corporation* produces wind-driven electric generators and batteries for farm use, etc. Company recently successfully introduced a new moderately priced electronic hearing aid. (Working capital \$5.5 million)."

# EMME INFLUENCE IN TELE PRODUCTION

## Tips On Tele Fashions

By **FRANCES HUGHES** and **GERI TROTTA**  
(Coordinating and Copy Editors of "Mademoiselle")

vision is the white hope of the industry—manufacturers, advertising agencies, fashion lines—are all waiting with baited breath to exploit what they consider the unlimited selling power of television.

However, what we have learned, in this magazine's television debut, is that at this point, you cannot exploit.

You must still explore. By trial and error, for instance, we learned these facts:

A static picture, pretty as it may be on the page, is a bore on television. Unless your model is more than a dead pan, you haven't sold the goods, and still not properly utilizing the new medium of action.

As an animated model will provide a wonderful contrast to the dead page. And you may want to solve from the page into its counterpart. For example, "Mademoiselle" presented its static dress, the dress of tomorrow eliminates all underwear, model stepped out of her skirt to her one-piece romper-arrange—an interesting bit of business was, at the same time, a nice of cheese cake—and who is to that?

Let her do the detachable cape . . . the reversible coat . . . wear two-way hat both ways . . . and, all, let her look as if she were wearing it and sharing a new find with a friend. The more informal and casual she is, the better. Avoid like a plague the smooth, impersonal, impersonal. Think of television as entertaining, cozy friend dropping in for a chat with a few people in a parlor.

Your model is an actress with a voice who can speak for herself and your product—as she shows much the better. Otherwise, let the too-soupy off-stage voice tell the story simply and naturally, with background music that can be faded when the commentator fades out. Avoids dead air, dead beats, and boring audience.

Last word about models—the full-on peach, fresh out of the Delaware can, may be a complete dud on television. Unless she has a long, face with good bones (some call horse-face), she may squash

down like an accordion. Play safe and give her a tele-test before you give her a contract.

Trial and error is still the rule in make-up. We put our trust in Helena Rubinstein. She gave us Navy-blue lipstick and dark eyeshadow in degrees of intensity, which varied according to the coloring of each model. It worked like a dream. You might try someone else. Your make-up expert might give you dark brown instead of Navy blue. The point is, make your own tests before you put your show on the air. Many an otherwise good show has washed out because of inadequately made-up faces.

On television, the clothes with the most punch are those with news value—clear, concise lines and exciting silhouettes. In this stage of the television screen development, quality—and that goes for quality of fabric, workmanship and detail—is lost in the shuffle. A customer-made \$50 hat, for example, might look like its \$5 copy. The marvelous, handloomed imported tweed suit is apt to be indistinguishable from its wool-and-rayon substitute. The quality manufacturer who wants to use this new medium must, therefore, get around the reproduction limitations of the screen by emphasizing new silhouettes or original ideas.

Showing a full figure from top to toe is still an unsatisfactory business. By the time your camera has dollied back for a long shot, you can't see hide nor hair of a fashion. Show your pretty girl in layers like a pouesse-cafe. Close-up, progressively, on her hat and make-up first, her blouse and tiny waistline next, her skirt, if it's that interesting, and her shoes if they warrant social attention.



GERI TROTTA



FRANCES HUGHES

## Beauty & Television

By **HARRY CONOVER**

When I think of the vast avenues of opportunity which will be open to cover girls with the advent of television after the war, it makes me dizzy. Apart from the commercial side of radio, in which I'm sure everyone can envision the beautiful girl delicately powdering her nose for a cosmetic sponsor, flashing a brilliant smile for the toothpaste manufacturer, luxuriating in a mink for I. J. Fox, or thoughtfully setting a table with sterling silverware—think of what this is going to do for the beautiful girl who has dramatic aspirations! (And they all have, believe me).

Here we have the soap opera, "Mrs. Wiggs' Second Husband's First Wife." The Other Woman in radio today is described jealously and enviously by the heroine as extremely beautiful. All the Other Woman has to do on the air is keep a sneer in her voice and a waspish quality to her accents. The listener's imagination supplies the rest. But television is going to knock that intangible "listener's imagination" into a cocked hat. There'll be no need for imagination when all the listener has to do is look at a screen in her living room and see the whole drama enacted before her. And if that Other Woman isn't as beautiful as she's cracked up to be, the sponsor's going to find himself paying for a farce when he ordered a serious drama. Either one of two things will have to happen: (a) a serious run on the beauty salons in Radio City, or (b) a lot of new auditions. And "b" is where we come in.

Or take radio's lighter programs—the musicals, with a visiting gagman and "featured songstress." Many of the name bands are aware of the need for a good-looking girl to front the band, and have them. Indeed, Kay Kyser went so far as to hire model Georgia Carroll as his vocalist. But the average radio singer has a long way to go to match looks with the beautiful Georgia. Today a radio singer can get away with it—a clever photographer and a good retouching job will take care of the curious fans. But with television there can be no such toying with listeners' affections.

When the announcer's dulcet tones announce "the glamorous and beautiful singing star"—she'll darn well have to be.

All of this, naturally, is going to be a swell break for a lot of the girls on my roster. Most of these kids are ambitious to do more than pose for a photographer—and their work, incidentally, has a lot more to do with acting than the average person realizes. You don't just "strike a pose"—the day of the toothy smile to sell anything is gone. A girl must know how to register appeal, wistfulness, sorrow and all the photogenicills surrounding the sale of a product. With that sort of background—all they'll really have to pick up is clear enunciation (which lots of them studied in college) and radio technique. It's not a snap—but it can be learned, and the girls have the intelligence to do it. Lots of them are on the stage already—Betty Caulfield is doing a swell job in "Kiss And Tell," Andria Mann, Candy Jones, Gail Banner, and Nancy Callihan in "Mexican Hayride," Rhoda Hoffman in "Oklahoma!," Leila Ernst in "The Doughgirls," and there are lots of others around.

Before I close this happy soliloquy, I'd like to revert once more to the commercials. Everyone knows how arresting the photograph of a beautiful woman is . . . magazine advertisers can attest to that. Everyone also knows how arresting a well-written radio program can be . . . sponsors can attest to that. The one drawback on the latter is the long-winded plugs, which the experienced listener has learned to automatically ignore. However, with some of the most famous beauties in the country delivering the commercial—and with listeners able to see her—well, I just don't see how they can miss.



HARRY CONOVER

## August Contributors

Will Include:

- Helena Rubinstein  
International Cosmetic Authority
- Commander E. F. McDonald, Jr.  
President, Zenith Radio Corp.
- Ted Collins  
Kate Smith's Manager and Tele Consultant
- Thomas H. Hutchinson  
Production Director, RKO Television Corp.

## Shows of Tomorrow

Television interest in the special "Shows of Tomorrow" issue of RADIO DAILY has resulted in producers submitting several show ideas for consideration as video programming. Entries for the "Shows of Tomorrow" issue close next Monday.



## Research gives TELEVISION new horizons

● TELEVISION RAYS—like human sight—do not “bend” far beyond the curvature of the earth. They travel in a straight line to the horizon—and from the horizon off into space. In preparing television as a service to the public, research has sought ways to extend television’s program service by radio relaying from city to city.

A solution to this problem has been perfected by RCA engineers: the radio relay station—capable of picking up and automatically “bouncing” tele-

vision images from station to station. With such relays supplementing a coaxial cable, entertainment, sports and news events could be witnessed simultaneously by Americans from coast to coast.

Today, RCA’s research facilities are devoted to providing the Allied fighting forces with the most efficient radio and electronic equipment available. Tomorrow, these same skills and energies will continue to serve America in developing and creating new and finer peacetime products.



**RADIO CORPORATION OF AMERICA**

RCA LABORATORIES • PRINCETON • NEW JERSEY

RCA  
leads the way in  
radio—television—  
electronics



TUNE IN! ●●● RCA's great new show, 7:30-8:00 P.M. EWT, over the Blue Network, every Saturday ★ BUY WAR BONDS EVERY PAY DAY ★

## Expansion By Cowles Gains Capital Interest

(Continued from Page 1)

and WMT, Cedar Rapids, Iowa. Cowles Brothers take over the capital Mutual Broadcasting System outlet, and the Mutual Broadcasting System the western station.

Commander T. A. M. Craven, who completed a seven year term in the U.S. Navy, was named a vice-president of the Cowles Iowa Broadcasting Company recently, is slated to be WOL's general manager. Craven's return to the radio scene is regarded as important and possibly the first step in web development.

### Possible Links

Recently the Cowles group acquired WHOM, Jersey City, N. J., has an FM license and could be developed as a television station. This station, adjacent to Newark, might be the second link in a network originating in Washington. Another possible link is WCOP, for which was recently acquired by the Cowles Group from Arden and Harold A. La Fount.

The Cowles organization also controls properties in Des Moines, Ia., where it reported interested in a radio station in St. Paul.

Commenting on the proposed acquisition, William B. Dolph, American Broadcasting Co., vice-president, said when his company takes over Cedar Rapids, he contemplates a personnel change. He said that B. Quarton, general manager of Cedar Rapids, president of the Cedar Rapids Chamber of Commerce, would continue his present executive capa-

bility in the American Broadcasting Company are impressed with possibilities for further growth and improvement of WMT." Dolph of Cedar Rapids is just about the medium-sized community in the Midwest with the most consistently prosperous trade area."

### Cowles Comment

"I will regret giving up the operation of WMT, Cedar Rapids," Cowles said. "We have tried to give that excellent radio service and we had wonderful cooperation from the community leaders in Cedar Rapids. On the other hand, Washington, seems to us to be a challenge and opportunity. There are many fine stations in the Washington and WOL is among the best. Craven is unusually well fitted with extraordinary knowledge of the possibilities of broadcasting to build up to even a more outstanding

## Experimental Licenses For Radio Phone Usage

(Continued from Page 1)

Experimental work in radio telephone terminal grounds. This will involve work in signalling emergency calls, etc.



## Windy City Wordage!

● ● ● "The Lone Ranger," injured recently, is looking for an understudy and George Trendle, president of the King-Trendle Broadcasting Co., Detroit, is offering a full time job to the successful applicant for the "Hi Ho Silver" role. ● Charles P. Hammond, NBC's director of advertising and promotion,

### Chicago

was in Chicago on Tuesday to make a presentation before the Central Division sales staff at a luncheon meeting. He was accompanied by James Nelson of the NBC promotion staff. ● So great have been the crowds attending the Blue's Breakfast Club (more than 800 were turned away one morning recently) that a ticket policy has been instituted in place of the first-come plan by which the studio audiences have been handled since the Breakfast Club's inception. One of the first fan requests under the new policy was for tickets to the Saturday, Dec. 23 broadcast. That will be the program always the one nearest Christmas—when Emcee Don McNeil will bring the missus and his three boys to the studio to participate in the show. ● Tenor Danny O'Neill's radio and night club bookings will prevent his going to the Coast, so Danny has arranged for his wife and new-born son to fly here.



● ● ● Herbie Mintz, the piano star of WENR's But Not Forgotten series, recently picked up a relative when a Milwaukee woman wrote asking whether Herbie's announcer, Joe Wilson, had any relatives. If not, she would like to adopt Wilson, both of her sons being in service. Mintz replied that he didn't know about Wilson's relatives but that he wouldn't mind having an adopted aunt himself. Two days later, Herbie received a court certificate, formally sealed, attesting to the legal adoption of Wilson and himself as nephews!



● ● ● Here's a Republican convention story we believe is worth repeating, even at this late date. John Harrington of the WBBM-CBS staff, was roaming around in search of interview prospects among the delegates. Harrington and his engineer tramped hither and yon with their walkie-talkie set, broadcasting as they went. They had not gone far when they became aware that they were being followed by a gray-haired man who was completely engrossed in the operation of the walkie-talkie. The man who was following them was Alf Landon!



— Remember Pearl Harbor —

## Tele Program To Have Brooklyn As Subject

(Continued from Page 1)

About Brooklyn; he will have three star witnesses.

Leading the Brooklyn opposition is Raymond E. Nelson, vice-president of the Charles E. Storm advertising agency, assisted by Joey Lee, former taxi driver who has written some radio material on occasion and one who hates "dem bums"; Robert Bagar, music critic of the N. Y. "World-Telegram" and George Foster, asst. tele producer with the Storm agency.

Other features of the two-hour tele show will include Glenn Grey, Coast Guardsman, telling his story on, "They Were There." Program will open with a quarter-hour news coverage by Everett Holles, CBS assistant director of news broadcasts.

## Seeks More Co-op Shows For Local Sponsorships

(Continued from Page 1)

ager of the network's department, who stated that programs already syndicated on a recorded basis would be considered for live web broadcasts. Network will also consider shows that have been heard as sustainings or commercials and those that have never been on the air. Time for these shows is available, Florsheim said.

### Seven Shows Now On Web

Blue which started with "Baukhage Talking," in February 1942, now has seven co-op shows on the network. Baukhage is currently sponsored locally over 100 Blue outlets and each of the other six co-op programs has a substantial sponsored line-up.

## NBC Closed Circuit Talk On Rail Travel

(Continued from Page 1)

and Col. J. Monroe Johnson, director of the Office of Defense Transportation, will also participate. Talk will be titled, "The Critical War Time Transportation Problem."

General Somervell will outline the transportation requirements of the military services including the handling of casualties and the added burden that is to come. Mayor LaGuardia will report on the Mayor's Conference to popularize home vacations.

### Guests to Be Present

Col. Johnson will discuss the prospects of rational travel and offer suggestions for volunteer transportation curtailment.

NBC studios have been asked to open their studios for guests interested in the problem. These guests will include municipal executives and officers of the Chamber of Commerce, as well as women's service clubs, merchants and industrialists.

## Congress Radio Gallery Now Lists 91 Members

(Continued from Page 1)

bers have been added, raising the total to the all-time high of 91, including those on military leave. When the gallery was first established a dozen years ago there were only 20 members.

In addition to those listed as active, there are 11 associate members of the radio galleries including network and local commentators throughout the country. All enjoy the courtesy of the gallery in Washington.

## Back From So. Pacific

Clete Roberts, Blue Network war correspondent in the Southwest Pacific attached to General MacArthur's headquarters, is back in the United States for a rest before resuming his duties as a correspondent later this summer.

# WANTED...

Sublet small office in Radio City. Will buy your furniture. Either individual office or part of suite. Box 200 K,

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

# FCC Hands-Off Policy Re Nets' Ban On Song

(Continued from Page 1)

June 30, 1944, in which you allege that your musical composition 'Don't Change Horses in the Middle of the Stream' has been barred by NBC, Mutual and the Blue Network on the ground that it possesses political significance.

"Under the Communications Act of 1934, as amended, the Commission possesses no affirmative powers with respect to particular presentations over radio stations, except broadcasts by candidates for public office which fall within the scope of Section 315 of that act. The matter of which you complain is not within the purview of Section 315. The Commission's power with respect to the programs of existing station licenses is limited to determining, in the light of the station's entire operation, whether the station has been operating in the public interest.

"The statutory duty to operate in the public interest includes the obligation to afford a well-rounded, and not one-sided presentation of controversial public issues. From the single incident which you cite it could not be concluded that the organizations involved are pursuing a one-sided and biased policy. The utmost which you contend is that the networks have made an erroneous and unwarranted judgment as to the character of the song.

"Your interest in calling this matter to our attention is appreciated."

## Heads Engineers

Pittsburgh—Charles A. Powel, manager of Headquarters Engineering of the Westinghouse Electric and Mfg. Co., was elected president of the American Institute of Electrical Engineers beginning in August. He was presented with the president's badge at the opening of the Institute's Summer Technical Meeting recently. Powel will succeed Dr. Nevin E. Funk, vice-president of the Philadelphia Electric Co.

## Green Valley Guesting

Geraldine Fitzgerald, Warner Brothers actress, will guest on Mutual's "Green Valley U. S. A." July 23. The program is broadcast at 5-5:30 p.m., EWT.

## WANTED RADIO SCRIPT WRITERS

Large advertising agency has openings for DRAMATIC script writers on salary or free lance basis. If interested, please submit qualifications including past writing experience. Samples of work will NOT be considered at this time. We will communicate with likely candidates. Address RADIO DAILY, Box 850, 1501 Broadway, New York 18, N. Y.

# COAST-TO-COAST

## —UTAH—

SALT LAKE CITY—Sears, Roebuck Co. announced last week at 7:45 a.m. on their "Voice of a Nation" broadcast over KDYL, a special shipment of two-thread hose. When doors opened at 10 o'clock a.m., clerks from other departments were called to take care of customers. At 10:10 entire stock was sold out. No other advertising media was used. Charles Barrington, Public Service Director of KDYL, arranged series of informative talks by the State Health Department advising citizens to keep dogs penned up, and how to cope with cases of rabies, when the city was headed for minor epidemic of the disease.

## —WEST VIRGINIA—

CHARLESTON—This city wound up the final week of the Fifth War Loan Drive with a broadcast from an L.C.T. (Landing Craft Tank, 801). Guest of honor was Larry Allen, recently repatriated from a German Prison Camp. Another feature of the wind-up of the drive was the all day campaign held July 8, at the downtown "Victory Hut." The quota was exceeded by almost \$5,000 for that day alone. Berton Sonis, staff announcer at WCHS, has been advanced to production manager of the station.

## —DISTRICT OF COLUMBIA—

WASHINGTON—William B. Dolph, of WOL, chairman of the Radio Committee of the local War Finance Division of the Treasury, announced recently that, during the Fifth War Loan Drive, his committee, which is comprised of all six Washington stations, topped 400 per cent of its War Bond purchase quota. Committee is: William B. Dolph, WOL, chairman; Lawrence Heller, WINX; Kenneth Berkeley, WMAL; Carleton Smith, WRC; Carl Burkland, WTOP; and Ben Larson, WWDC.

## —OHIO—

CINCINNATI—Dewey Fleming, Washington correspondent of the Baltimore "Sun," will be guest observer on the WLW-NBC "World Front" news broadcast from Chicago, July 16, as part of WLW's coverage of the Democratic National Convention. Kirk Wood, who has been singing with Bob Chester's Orchestra, is the newest vocalist on the WLW-WSAI staff. TOLEDO—The Wooster Record Printing Co., Wooster, O., has applied to the FCC for a permit to build an FM station to cover an area of 8,500 square miles.

## —PENNSYLVANIA—

PHILADELPHIA—WCAU last week assumed costs of a Free Movie Day ad, 300 lines, appearing in all local dailies this week. Lou J. Finske, Fifth War Loan area chairman, made the deal with Dr. Leon Levy, WCAU president. Latest of the supermarkets to buy WFIL time is Giant Tiger, Philadelphia, who is using four announcements weekly over a 52-week period. Announcer Jack O'Reilly has accepted a position in New York with WNEW, where he will divide his interest between announcing and sports comment.

## —TEXAS—

SAN ANTONIO—Frank Stewart, program director of KABC, left to assume new duties in the production department with the Jane-Wilhelm-Laughlan Advertising Agency of Houston. Jean Searle has replaced Walt Zahrt, who for the past five years has been merchandising manager of WOAI. Eston Pace, KTSA announcer, is back at his duties following a session in a local hospital. Edna Forrester, former secretary to Bill Lutz, KTSA merchandising manager, off to find a new post with an agency in Houston.

## —NEBRASKA—

OMAHA—Clement W. Young, former commercial manager of KOWH, is a lieutenant commander, third ranking officer of the armed guard center in Brooklyn, where he directs seagoing gun crews of the merchant marine. Mrs. William Baldwin, formerly a vocalist with KFAB, is the mother of a baby boy at Alameda, Cal. Barbara Blair, KOIL program department, is recovering from an operation.

## —NEW HAMPSHIRE—

PORTSMOUTH—Carl Reed, former newscaster of WHEB, died July 4, at Burbank, Calif. A World War I veteran, Reed joined WHEB May, 1943. Jeanette Bell, new to radio, has been added to the continuity staff at WHEB. Duane Young, also new to radio, has been appointed farm events director of WHEB.

# No Agreement Yet In AFM-Disk Dispute

(Continued from Page 1)

cial counsel for the AFM represents the union, whose president James Petrillo is in Chicago. Ralph C. and Robert P. Myers of Columbia RCA, respectively, represented recording firms.

Meanwhile RCA's Victor Division yesterday revealed that it plans re-issue 118 popular records pressed in the past, as rapidly as product permits with 100 more re-issues being scheduled for September. Orchestras and vocal talents whose records will be pressed include: Duke Ellington, Glenn Miller, Tommy Dorsey, Artie Shaw, The Pastors, Benny Goodman, Bunny B. and others who will be represented in the swing-classics. Hot is represented by Muggsy Spanier, Coleman Hawkins, Fats Waller, Louis Armstrong, Lionel Hampton and others. Ballad field will include Wayne King, Sammy Kaye, Noble, Freddy Martin and others.

Spokesman for Columbia Records stated that it was the policy of the company to issue a recording record each week and an album once a month. There was no immediate plan for jacking up the speed at present but this was considered a strong possibility.

## British Planning New Receiver Production

(Continued from Page 1)

sign within the next 12 months. The don Sunday Dispatch announced. They are the new "war-time civil receivers." There will be 175 main sets costing £12 3s. 4d., 75,000 battery sets costing £10 including tax.

The keen "rider of the air waves" follows WBYN's exclusive race reports.

A nose length ahead . . . because of the 12 to 6:30 "minute round-ups".

Stepping fast in popularity as more and more New Yorkers discover the "extras" on the Minute Station, 1430 on the dial.

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

July 13

Frank Dane      Dave Garroway  
George Ing      Phillips H. Lord  
Carolyn Montgomery      Harry Sosnik  
Tim Spencer      Charlene Wyatt

IS FOR VITALITY

WKY is alive to every opportunity to serve its listeners with many special programs and services. WKY is alive and alert every minute.

WKY  
OKLAHOMA CITY  
The Katz Agency  
representative

WKY HAS EVERYTHING — FROM "A" TO "Z"





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

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## FINANCIAL

(Thursday, July 13)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163 1/4	162 3/4	163 1/8	+ 3/8
CBS A	32 1/2	32 1/2	32 1/2	- 3/8
CBS B	32 5/8	32 1/2	32 1/2	- 1/4
Crosley Corp.	23 3/8	22 3/4	23 1/4	- 1/4
Farnsworth T. & R.	14	13 1/2	13 3/4	- 1/4
Gen. Electric	39 1/4	38 7/8	39	- 1/4
Philo	36 1/2	36	36	- 1/2
RCA Common	12	11 5/8	11 7/8	- 1/8
RCA First Pfd.	76	75 1/2	75 1/2	- 1
Stewart-Warner	17 1/8	16 3/4	17 1/8	- 1/8
Westinghouse	104 3/4	104 1/8	104 1/8	+ 1/8
Zenith Radio	44 1/8	43 1/2	44	- 3/8

OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	16 3/8	17 3/8
WCAO (Baltimore)	21 1/2	
WJR (Detroit)	36	

## 20 YEARS AGO TODAY

(July 14, 1924)

It is interesting to note that broadcasting has actually reached its fifteenth anniversary this year. Back in 1909 Enrico Caruso stood on the stage of the Metropolitan Opera House, in the presence of electricians and watchmen and warbled an aria into a paper cone attached to a musician's tripod. The cone was hooked to a telephone wire connected through to the laboratory of Lee W. DeForest.

## WANTED

One Announcer and one Operator wanted by WDRC. Apply at once, WDRC, Hartford 4, Conn.

# Coming and Going

C. L. MENSER, vice-president of NBC in charge of programs, leaves for Chicago this week-end to supervise the television filming of the Democratic National Convention for the network's New York tele outlet.

BEN F. HOVEL, general manager of WSAU, CBS affiliate in Wausau, has arrived from Wisconsin for a few days in New York.

CHRIS CROSS, assistant director of publicity for the Mutual network, left yesterday for Washington, D. C., on business. From there he'll go to Chicago to participate in the web's coverage of the Democratic convention.

JONAS WEILAND, station and commercial manager of WFTC, Kingston, N. C., who has been vacationing on Long Island, took time out this week for business conferences in the city. Visited the Blue Network Wednesday and his national representatives yesterday. He'll leave for the home offices on Monday.

CHARLES W. PITTMAN, station manager of WBML, Macon, and ALFRED LOWE, commercial manager of the station, have arrived from Georgia for confabs at the offices of the Blue Network.

DICK BROWN, he of the coast-to-coast Mutual program for Formfit Corset Co., is back in New York following a short trip to Chicago.

WILLIAM F. CRAIG, commercial manager of WLBC, CBS outlet in Muncie, Ind., is visiting at network headquarters in New York.

MARION O'HARA, manager of WMAN, Mansfield, Ohio, leaves for the home offices tomorrow after having spent some time in town on station business.

## CIO Plans To Contest WHKC License Renewal

(Continued from Page 1)

tion of the CIO's United Automobile Workers, who ask that the Commission deny WHKC, Columbus, O., a license renewal. The Union charges that the station is not operated in the public interest and point to deletions for the broadcast scripts of UAW vice-president Richard T. Frankenstein.

The union charges:

1. That the station has a policy of not permitting sale of time for programs that solicit membership or discuss controversial subjects such as race, religion and politics.
2. That the station does not apply this policy uniformly, but only strictly in connection with those with whom the management disagrees and loosely or not at all in connection with others.

## New Sound Effects Dept. Organized By Blue Web

In organizing a new sound effects department, the Blue Network has appointed M. C. Brachhausen, effective July 17, to arrange for the building and buying of all necessary equipment, Phillips Carlin, vice-president in charge of programs, has announced. Brachhausen was with NBC's sound effects staff for seven years. The Blue will continue renting NBC sound effects, equipment and service in the meantime.

C. W. "JOHNNY" JOHNSTONE, Blue Network director of news and special features, and PATRICIA BELL, his secretary are now in Chicago to set the stage for the web's coverage of the Democratic National Convention.

BENEDICT GIMBEL, JR., president of WIP, Philadelphia, in New York conferring with Mutual network officials and national representatives.

WILLIAM B. DOLPH, general manager of WOL, Washington, D. C.; MADELINE ENSIGN, program director of the station, and OLIVE CLAPPER and FULTON LEWIS, JR., Mutual commentators, will leave the Nation's Capital on Sunday for Chicago and the Democratic conclave.

JONES EVANS, commercial manager of WBAX, Wilkes-Barre, Pa., leaves for home today following conferences with officials of Mutual, with which the station is affiliated, and a visit at the New York offices of the outlet's national reps.

HERMAN BESS, vice-president of WNEW, who has been in Chicago on business, is expected back the end of this week.

JACK DE RUSSY, sales manager of KYW, Philadelphia, and B. A. McDONALD, manager of Westinghouse Stations, Inc., were callers this week at the spot sales department of NBC.

WILLIAM T. LANE, station manager of WAGE, Blue Network affiliate in Syracuse, N. Y., in Gotham this week.

JOSEPH SEIFERTH and the 20 members of his WJZ Victory Troop will entertain Navy personnel at Norfolk tomorrow. It will be the 291st appearance of the Troop. On Sunday they will appear at Virginia Beach.

## Leon Henderson Program Leaves Blue On Aug. 5

(Continued from Page 1)

day night" spot was "too great an obstacle to hurdle."

It was disclosed that the entire appropriation of \$400,000 per year will go into newspapers, transportation advertising and spot radio. Milton Cross, the announcer of this series, will be used on spot announcements.

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

# What's A Listener Cost In Baltimore?

It's very easy to find out. First, you take a station's coverage. All stations have coverage maps.

Then you find out how many people listen to that station. You know how that's done.

Then you divide the number of listeners by the cost of the program.

It's as simple as that.

Down here in Baltimore we know how many listeners you get for your dollar. And we know, too, the station that delivers the most listeners for your dollar. It's the independent radio station W-I-T-H.



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

TOM TINSLEY, President  
REPRESENTED BY HEADLEY-R

# TELEVISION *and* NBC

Of all the post-war developments promised by progress in the art and science of radio, TELEVISION presents the greatest challenge and the greatest opportunity.

It is a challenge which can be met only by the co-operation of Government, broadcasters, and the radio manufacturing industry.

War interrupted development of television as a commercial service. Of necessity, men and materials were diverted to the war effort and must continue to be so diverted until victory has been achieved.

## Better Service to Public

The policy of the National Broadcasting Company always has been, and will continue to be, to foster and encourage any developments in the broadcasting field which promise *better service to the public*.

In respect to television, it is the policy of NBC to contribute to the utmost towards the *earliest possible development* of television as a national service and industry.

A deep and firm foundation for the ultimate television achievement already has been laid. For the past 15 years the National Broadcasting Company has actively pioneered in the development of television service.

## Television Since 1931

NBC was granted the first commercial television license issued by the FCC, and began commercial operations on the day the license was granted, using the New York Empire State Building transmitter which NBC had been operating experimentally since 1931.

Currently we are maintaining a

limited schedule of weekly television broadcasting, including films, outside pick-ups of sports events, and telecasts from our recently recon-ditioned live talent television studio in Radio City, New York. Our program schedule will be expanded as rapidly as war conditions permit.

## NBC Sound Broadcasting to be Continued

Because of its extensive coverage and accepted type of highly developed program service there is no foreseeable period when sound broadcasting will become unnecessary. Therefore, NBC will continue to maintain its sound broadcasting services at the highest peak of technical entertainment and educational excellence.

Radio now is virtually an around-the-clock service. Even when television becomes universally available, there will be times when the radio audience will be predominantly *listeners* rather than viewers.

## New Dimension for Radio

Television is the capstone of the radio structure. It adds a new dimension to radio. So you can logically expect NBC, as America's Number One Network, to bring you the finest television programs just as you look to NBC today for the finest in sound radio.

NBC is committed to a policy of close co-operation with the Government and other members of the industry in the efforts to secure the best practical standards of operation for a commercial television broadcasting system.

In developing a basis for an eventual television network, the National Broadcasting Company will co-operate in every way with the owners and operators of the stations affiliated with NBC.

## NBC Prepares for Expansion

In preparation for the expected expansion of television services in the post-war period, NBC will continue to tap new sources of program material and talent, develop new program techniques, transmit outside pick-ups of sports and other spot news events, telecast more live talent programs and continue research and development in all phases of television.

When materials become available, NBC will construct a television station in Washington, D.C. To establish the anchor points of a television system, NBC has also filed application with the FCC for construction permits for television stations in Chicago, Cleveland and Los Angeles, where NBC already maintains a programming organization and studio facilities.

A nationwide network will not spring up overnight, but must proceed as an orderly, logical development. Such a development, as we see it, will develop first by the establishment of regional networks which will gradually stretch out over wider areas, and finally become linked together.

## Moderate-priced Television Sets

Despite the problems and risks which confront the radio industry, NBC believes that television service should be brought *as soon as possible* into every home, and that this is and should remain the task of private enterprise.

While NBC is leading the way in development of network television, the radio manufacturing industry will be busy building the finest television broadcast equipment and television receivers at moderate prices.

Through this unity of effort, you can count on NBC to meet the challenge and opportunity television presents.

# National Broadcasting Company

## America's No. 1 Network



A Service of Radio  
Corporation of America

## LOS ANGELES

By RALPH WILK

**H**AL HUDSON, program director for the CBS West Coast Division, became the father of a boy born to his wife, Helen, recently. The Hudsons are parents of another child, a girl, Jill, two years of age.

Joe E. Brown is back from Sacramento where he was the guest star of the city and was responsible for selling more than \$3,000,000.00 worth of war bonds.

NBC Announcer Jim Doyle of the "Melody Round Up" show is getting together a list of Star Andy Devine's favorite program gags. He'll have them printed in pamphlet form and sent overseas.

Bob Burns will be featured in and will narrate for the 35-millimeter movie short entitled "Hollywood Farmers" which is being produced by Gene Lester Productions for fall release. Irving Applebaum directs.

Harry W. Flannery, CBS commentator, turns his war programs over to a substitute for two weeks in July. He heads for Chicago July 15 to report the Democratic National Convention for the CBS network.

Johnny Mercer considers "Oh Watch a Dance" one of his luckiest tunes, though never published. He sang it when he auditioned for a job with Paul Whiteman, which marked the beginning of his singing and song-writing success.

Producer Dick Mack of the CBS "Blue Ribbon Town" show is spending six weeks in New York City and Provincetown, Mass., visiting with his family at home and resting for his return in August to begin work on the fall "Blue Ribbon Town" schedule. During his absence, Joe Allabough, CBS production contact, will be acting producer for the summer show, "Kenny Baker in Blue Ribbon Town."

## MBS Kills Commercials For Convention Coverage

(Continued from Page 1)

Commercials in the first two days of the meet. On Wednesday July 19, three 15-minute commercials from 1-1:45 p.m., EWT will be cancelled and the next day four sponsored programs from 1-2 p.m. and 10-10:30 p.m. will see two more go by the board.

Subsequent cancellations will depend on how the convention goes and whether extra sessions are in order. Increase in the list may also take place during the first two days of the conclave.

## Increase Production

Rochester—During the first six months of this year ending June 30, the local Stromberg-Carlson Company increased production and delivered more than \$27,000,000 worth of radio, Radar, and communications equipment to the military forces, it was revealed by Dr. Ray H. Manson, vice-president and general manager.



## Radio Vitamins for Friday ! !

● ● ● Most immediate one to benefit by the Pabst change of Groucho Marx for Danny Kaye, is Kenny Baker who will hold down the CBS Saturday night 8 p.m. stanza until late in December when Kaye takes over. . . . Kaye is anxious to do a USO trip overseas to entertain the boys and he will embark on this shortly. . . . Pabst, it is said, liked Groucho Marx, but with an eye toward television, believed it was a good thing to have a comic like Kaye signed, sealed and delivered. . . . yeh, they got something there. . . ● Radio City office workers have a new pocket-size magazine to peruse in their spare moments. . . . entitled The Office Staff, is distributed free, and edited by Van Dyke Hill, formerly with the Rockefeller Center mag. . . ● In the booklet containing the collected works of one Falstaff Openshaw, we see where Fred Allen is sole author of all of the poems heard on his program the past season, even the uttered by others. . . ● NBC did a nice little job of invading the INS golf tourney, not a bad gesture. . . ● WOR-Mutual fellers paid the check for the farewell party given to both Lester Gottlieb, leaving Mutual for Young & Rubicam and Harry Trenner, leaving to join the Weintraub agency. . . . dinner took place Wednesday night at the Harvard Club, and the boys received gifts, such as cleaner's brooms down to soothing lotions, anything at the five and 10 counter.

★ ★ ★

● ● ● Noting a large crowd jamming the NBC elevators early Wednesday morning at about 10 o'clock and curious to see what program could be responsible so early in the morning, we followed the crowd ourself in studio 8G where the newest of NBC's sustaining programs, "Finders Keepers" was about to go on. . . . this half hour is chock-full of lilting music supplied by Irving Miller's Orchestra with vocals by Julie Conway, gags and quips by the emcee Bob Sherry who might be described as a combination of Garry Moore and Ralph Edwards and laughs provided by novel miniature situations, with mistakes sprinkled throughout the scripts which contestants are asked to discover, receiving a fixed sum for each mistake they find. . . . the entertainment packed into the half hour stamps this a sure-fire package and we say "Finders Keepers" will be an NBC commercial within a month. . . . August issue of "Magazine Digest" will carry an article, authored by Carol Hughes, which highlights "The American Scene" as depicted by the radio program, "Green Valley, U. S. A."

★ ★ ★

● ● ● The S. S. Ethelbert Nevin, new liberty ship was launched yesterday at Jacksonville, Fla. purchased by a Bond sale of Local 802 (N. Y.) of the AFM. . . . The Local sold \$300,000 worth of Bonds to its membership and last Spring sponsored a concert at Carnegie Hall for which Toscanini and the NBC Symphony Orchestra volunteered their services. . . . more than \$6,000,000 worth of Bonds was realized from this concert. . . . Treasury Dept. said two ships and a Flying Fortress could be built for this sum. . . . Doris Nevin, daughter of the late composer of "The Rosary" and other famed songs, sponsored the launching. . . . Ascapi contributed several hundred dollars for a 200-book library for the new boat. . . ● Hexclusive! If you're interested in how the "Twin City Plan For Post War Taxes" hit most of the front pages last week-end. . . . seems that Beardsley Ruml, economist who is treasurer of Macy's and writes his own material, found that the store is closed Saturdays and in order to get his story out, hopped up to WOR where most everybody was gone but the night press desk man (Bob Wilson). . . . he typed the releases and got the press associations et al. on the job and soon Minnesota reporters were plenty busy along with others from Coast to Coast. . . . obliging guy, this Wilson.

★ ★ ★

— Remember Pearl Harbor —

## CHICAGO

By BILL IRVIN

**S**INCLAIR REFINING COMPANY Chicago, has signed with WGN to sponsor a weekly half-hour show the "Sinclair Quiz Club," for 52 weeks starting July 15. Contract was placed through Hixon-O'Donnell Advertising, Inc., New York. The program will be heard Saturday nights from 9:45 to 10:15 p.m., CWT. WBBM announcer Guy Wallace will be quizmaster, with Jimmy Hilliard's orchestra providing the music. George Marks, WBBM writer-producer, will script the show and produce it in operation with Gil Faust. Idea of the program originated with Walter Preston, WBBM program director. Windup brainbuster on the show the "Hope Chest," which reverses the usual quiz procedure. The contestants are given the answer and must write the question.

The Formfit Company of Chicago, sponsoring a new weekly song series on WGN-Mutual Sundays at 5 p.m., CWT, featuring Tenor Dan Brown. It marks the first time that a manufacturer of women's apparel has sponsored a network series. Agency is Buchanan and Compagnon, Inc., Chicago.

Ralph Ginsburgh and his Palm House ensemble chalk up the 20,000th WGN broadcast Sunday, July 16, 1:30 to 1:45 p.m., CWT. Ralph and his quintette observed their eighteenth anniversary as "remote" entertainment for WGN listeners four months and two weeks ago.

Evens Fur Company, Chicago, renewed the Johnny Betts show on WGN, Mondays through Friday, 6:00 to 6:15 p.m., CWT, and Saturdays, 5:45 to 6:00 p.m., CWT, effective July 10. Account is handled by Star Advertising Agency, Chicago.

## WJR To Limit Commercial On News Programs Sept.

(Continued from Page 1)

Commercials from its sponsored newscasts Fitzpatrick believes that the elimination of the middle commercial will benefit both WJR and its advertisers by an increase of public goodwill. He said that a nationwide drive of radio stations to add dignity to newscasts would be advantageous to the entire broadcasting industry.

"The war has brought a new importance to newscasts," he said. "You must remember that practically all listeners have relatives or close friends in the armed services and their interest in newscasts is quite personal quite emotional and sometimes becomes terribly tragic as they hear the names and stories of loved ones in the news. The public today listens to radio news with reverence and solemnity; the details of individual victories may be gladdening but as a whole our newscasters tell a sad, tense story of killing, of maiming, of a world at war. The morale of the entire American nation is in the balance."

# Seminar Guests Stress Programming

(Continued from Page 1)  
 program men, Thomas Hutchinson, production manager of RKO Television Corporation, told attendees at the REC Television Seminar last night at the RCA Building. Albert Seldes, director of television programs for CBS, and participating guests at the seminar, stressed that it pertains to programming, not talk.

Seldes declared that, in view of the restrictions on mechanical equipment, it is up to the makers of television programs to be bold, experimental and flexible. "This is not to be dogmatic about programs," he said, "this is the time to be flexible and experimental. All we have to do is make guesses and adapt ourselves to the actualities of our situation, which means, we now have limited equipment, space, time and manpower.

"Let us start with doing what our equipment are best able to do—the handling of non-dramatic material—and do this well, thus building up our technical knowledge. So that, after the war we can handle full entertainment programs."

**New Entertainment-Type**  
 Hutchinson pointed out that before the war, almost 60 per cent of the television programs in this country were orchestras and vocalists of one kind or another provided the entertainment of the radio programs throughout the country, he said. "I do not believe that musical programs will fill the percentage of time on the air in television that they have filled in radio," he said. This means that the new type of entertainment must be used if the television schedule is to be maintained, he asserted.

American public demands for sports, news and travel are the most popular type programs for television audiences, according to a survey conducted, Hutchinson reiterated that of three, which is for entertainment, an audience rating of 2.76 per cent, was scored for periods of stage plays—a rating which radio programs would like to equal, he said.

In popularity to dramatic programs comes outdoors sporting events, especially wrestling, he pointed out, adding that it rated first in audience reactions than any other sport that lends itself especially to television is football, he said. Passes and kick offs are demanded quick and careful action but particularly good have been achieved in football broadcasting, he added.

In reference to the televising of programs, Hutchinson said that Thomas' personality and appeal remains unexcelled despite the fact that he (Thomas) reads from a table while seated at a table. Motion picture news reel conveys something that still pictures could never replace, and once the war is over and the news pro-

## ★ AGENCY NEWSCAST ★

**KIRCHER, LYTLE, HELTON & COLLETT** of Dayton, Ohio, has opened a radio department, with Herman W. Land as director. Radio accounts handled by the agency are: The Dayton Spice Mills, Gem City Building and Loan Association, Onmer Register Company, Victor Furniture Company, all of Dayton; The Edward Furniture Company, Royal Oak, Michigan.

**EARLE FERRIS** agency announces that three new persons have joined its publicity department: Michel Mok, formerly of Billy Rose enterprises; William Dowdell, former managing editor of "The Youngstown Telegram," Ohio; Jerry Bronfield, former feature picture editor of AP. The Ferris organization has moved to 40 East 49th Street.

**GERALD O. DaCOSTA** has been appointed manager of Duane Jones Company. DaCosta had been with Marschalk & Pratt Company for the past 15 years.

**ARTHUR AUSTIN**, formerly NBC, has joined the radio department of Compton Advertising Agency as a program supervisor. While affiliated with NBC, Austin was associated with the General Motors Symphony of the Air, "Music of the New World," Colgate Sports Newsreel of the Air and "Lighted Windows."

**MARTIN T. BOLLUYT**, has been appointed Illinois telephone sales representative of the Stromberg-Carlson Company. He will be located in Peoria.

**MARGE KERR**, production head of Tom Fizzdale, Inc. for the past seven years, has resigned effective July 21, to devote full time to free lance script and magazine writing.

**ANNETTE ANDERSON TALBERT** and **VIRGINIA SPIKER** have joined the copy department of Benton & Bowles. Mrs. Talbert has been with J. Walter Thompson agency for the past three and a half years, and Miss Spiker with Vogue, where she was a fashion copywriter.

**CHARLES FALDI** has been named chief art director of Benton & Bowles, Inc. and Norman Byron and Edward Fischer have been appointed group art chiefs, it was announced this week by Clarence B. Goshorn, president of the agency.

**LEIF BROS.**, manufacturing jewelers of New York, have engaged Moss Associates to place their advertising.

**MARJORIE HYNDMAN** has resigned from Donahue & Coe to join Buchanan Co., Inc. Miss Hyndman was formerly with Geyer, Cornell & Newell.

### Quebec May Ban Premier's Speech

(Continued from Page 1)

25th anniversary as Liberal leader was to have been picked up at anniversary dinners throughout the country. However under the CBC regulations it will be banned from the Quebec air waves, Quebec listeners within range of bordering New Brunswick and Ontario stations will be able to hear the speech.

### CBS, Warners Ask FCC For Tele, FM Licenses

(Continued from Page 1)

Application by Warners, licensee of KFQB, Los Angeles, is also being prepared.

An application was received also from CBS for a new experimental television license to operate in New York on 401,000-417,000 kilocycles.

grams go back to the position they held before the war, ingenuity will have to go into the programming of television news broadcasts if audiences are to be attracted, he declared.

In touching on feature films, Hutchinson felt that they haven't been given a fair test since most of the feature films shown on television have been from three to four years old and in a few cases 10 and 11. He held that when the war is over and screens are two feet wide or larger, the medium will see most encouraging results.

### Plough Co. Buying WMPS, Memphis Station

(Continued from Page 1)

pany is owned by Memphis Publishing Company, which also is the licensee of radio station WMC.

Abe Plough, president of Plough, Inc., today said:

"If the FCC approves this purchase, it is intended to have at all times the highest type of personnel as well as to spare no expense in operating WMPS on the highest plane possible in the public interest."

### Mutual's Roundtable

Three well known newsmen and historians will discuss "Our Relations with France" on Northwestern University's "Reviewing Stand," this Sunday noon, July 16, over the Mutual network. They are Robert Valeur, chief, French Press, Information Service, Washington, D. C.; Louis Gottschalk, professor of history at the University of Chicago; and Franklin D. Scott, professor of history at Northwestern University. Clarence A. Peters, of the School of Speech at Northwestern University, will act as moderator.

### WINS Guests

Four editors of Hillman magazines will be guests on the ad-lib forum show on WINS, Saturday evening, 7:30 to 8 p.m., sponsored by Skouras Theaters. The question to be discussed by the editors is "What Can Be Done to Help the Youth of Today?"

# Blue Sets New Policy In Hiring Staff Execs

(Continued from Page 1)

ing agencies and in the manner experienced and well trained executive staff members will be added. This is in contrast, Carlin pointed out, to the usual network method of training young producers etc. only to have them branch out into agency posts, just when the network expected to cash in on its training policy.

Samish will have complete authority over all Blue Network produced programs and act in capacity of network adviser for outside productions broadcasts over the web and its affiliates. He will also coordinate the production facilities of the Eastern, Central and Western divisions of the Blue, and under his leadership, the commercial program supervision department will be strengthened and expanded. Emphasis will be laid on achieving the best in writing and production, and on the creation of package programs. Samish will also concentrate on the training of young producers, and the strengthening of the present Blue staff through closer supervision and constructive criticism.

The appointment of Samish is held to be a significant step for the Blue which has concentrated during the past two years on developing and experimenting with many new types of radio programs.

With a background in the production of stage, motion picture and radio shows, Samish will give the present Blue staff the benefit of his extensive experience. He comes to the Blue from a position as director of the "March of Time." Beginning his career as a stage manager, "The Last Mile" was one of the many legitimate shows he directed. After directing a number of motion pictures, he turned to radio and has directed such top-flight radio productions as "The Aldrich Family," "Helen Hayes Theater," "Screen Guild Theater," "Ellery Queen" and "We the People," among others.

### 20th-Fox Renews Contract

Twentieth Century-Fox Film Corp. has renewed its contract for World News Roundup aired on WEF, Wednesday, 8 to 8:15 a.m., EWT, beginning July 26. The agreement runs for 13 weeks and was placed by Kay-ton Spiero Co. Inc.

## WANTED

### RADIO SCRIPT WRITERS

Large advertising agency has openings for DRAMATIC script writers on salary or free lance basis. If interested, please submit qualifications including past writing experience. Samples of work will NOT be considered at this time. We will communicate with likely candidates. Address RADIO DAILY, Box 850, 1501 Broadway, New York 18, N. Y.

## Blue Spot Sales Dep't Signs Biz-Renewals

(Continued from Page 1)

WENR, Chicago; KGO, San Francisco; and WMAL, Washington.

On WJZ, the following new business was signed: Colgate-Palmolive-Peet Co., Jersey City, N. J., for Colgate dental cream, through Ted Bates, Inc., New York—four recorded one-minute announcements per week for 26 weeks, beginning July 6; Golden Brand Food Products Co., Philadelphia, for Cream Wipt salad dressing, through J. M. Korn & Co., Philadelphia—five participations weekly for 10 weeks in Ed East's "Breakfast in Bedlam"; Griffin Mfg. Co., Brooklyn, N. Y., for Griffin shoe polish, through Birmingham, Castleman & Pierce, New York—three live station breaks weekly for 52 weeks as of July 3.

### Macfadden Signed

Macfadden Publications, Inc., New York, for True Story Magazine, through Raymond Spector Co., New York—three five-minute recorded programs, "True Story Forum of Human Relations," July 14-17—and four recordings of the same program on KGO, July 21-25; E. Fougere & Co., New York, for Optrex eye wash, through J. M. Korn & Co., Philadelphia—five participations weekly for 13 weeks in "Breakfast in Bedlam"; United Sales & Mfg. Co. (division of Foster Milburn Company), Buffalo, N. Y., for Ice Mint, through Street & Finney, New York—two live one-minute anns. weekly for 13 weeks.

Renewals on WJZ were: Carter Products, Inc., New York, for Arrid, through Small & Seiffer, New York—seven one-minute recorded announcements weekly for 52 weeks, effective June 25; Corinthea, Inc., New York, for Corinthea lipstick through Arthur Rosenberg Company, New York—four recorded station breaks weekly for 13 weeks, effective July 31; General Electric Co. of New York, through Batten, Barton, Durstine & Osborn, New York—five live station breaks weekly for 52 weeks, effective August 14.

A new account on WMAL is: Rice Schmidt Baking Company, Washington, D. C., for Rice break, through William A. Schantz, Inc., New York—30 one-minute announcements and seven chain breaks, all live, for the period between June 27 and July 7.

A new account on WENR is Morton Salt Company, Chicago, through Kenyon & Eckhardt, New York—20 live station breaks weekly for four weeks beginning July 31.

Also, Ex-Lax, Inc., Brooklyn, N. Y., through Joseph Katz Company, New York, has renewed on WMAL, WENR and KGO, five recorded one-minute announcements weekly for 13 weeks, effective July 3, and on WJZ, eight recorded one-minute announcements weekly for 13 weeks.

### To So. Pacific

Jack Benny and troupe, consisting of Larry Adler, Carole Landis and Martha Tilton, departed early this week for the South Pacific.

# Must Guard Radio's Freedom Says Mullen; Sees Tele Tops

(Continued from Page 1)

dom of Radio. The present method of granting radio stations licenses through a federal agency bureau, in itself constitutes an effective, although indirect form of censorship, Mullen stated.

Most of the differences between the broadcasters and the FCC, said the NBC executive, arise over differences in the interpretation of the law under which the Commission exercises its licensing power. He went on to predict vast expansion in FM broadcasting after the war and also said that television will rank at the top of the new industries that will create jobs for labor and capital in the post-war period.

"Most of us never stop to think," he said, "that ours is the only country in the world in which radio programs are not under government control. Yet, our lack of concern on this score is in itself a source of potential danger. It is apt to make us blind to encroachments on the freedom of radio which should serve as warning signals. For while we in the United States do not have direct censorship of programs, the very fact that station licenses are issued, and can be revoked, by a government bureau makes possible a form of censorship that is no less effective for being indirect.

### Radio is Independent

"The public should give broadcasters every encouragement to exercise complete freedom in their choice of program material, and should be quick to protest against any evidence of government pressure on radio program policies. We should be constantly mindful that freedom of radio is inseparable from all our other traditional freedoms of speech, of worship, of press and of peaceable assembly. In every city and country seized by the dictators of Europe, the capture and control of radio facilities has been practically the first act of aggression. Suppression of the other freedoms has immediately followed. Nowhere in the world where radio is enslaved will you find speech or a press that is free.

"But the liberty which the American broadcaster exercises is much more than a matter of law. It has its roots in our free enterprise system. Radio broadcasting in this country stands on its own legs financially and is not dependent on government subsidies for support, or on a tax on receiving sets which a government agency would first collect from listeners and then parcel out to deserving broadcasters.

"Obviously the danger of government domination and censorship would be multiplied a hundredfold if broadcasters had to depend on a government handout to support their stations and pay for their programs. And, censorship, or no censorship, the quality and variety of program service would suffer tremendously."

The FCC Mullen said, has in recent

years tended to place a broader interpretation upon the "public interest, necessity and convenience" clause in the law and has evidenced a desire to regulate "some of the social and economic aspects of broadcasting."

"The language of the present law relating to radio—the Federal Communications Act of 1934—is far from explicit in defining the criterion by which the Commission may grant or refuse licenses for the operation of broadcasting stations," Mullen pointed out, "most of the difficulties—most of the arguments between broadcasters and the Commission—arise over the interpretation of the provision in the law which states that the Commission shall grant licenses in accordance with 'public interest, convenience and necessity'."

### Sees Changed FCC Viewpoint

"This phrase—'public interest, convenience or necessity'—was carried over into the present radio law from the original Federal radio act of 1927, so it has now served as the cornerstone for governmental regulation of broadcasting for 17 years. The earlier commissions for the most part interpreted the phrase as relating to the prevention of interference between stations, and to the geographical assignment of frequencies in such a pattern as to provide technically satisfactory broadcasting service to the maximum number of people.

"In recent years, however, the majority of the Commission has tended to place a broader interpretation upon 'public interest, convenience or necessity' and has evidenced an increasing desire to regulate some of the social and economic aspects of broadcasting. In particular, many of the Commission's recent regulations have been directed toward the prevention of business practices which, in the eyes of the Commission, might tend to place undue control over broadcasting in the hands of the national networks."

### Sees Tele At Top

Mullen predicted that television "will provide the most effective means for mass communication ever created." No other medium, he said, combines so many features that will attract and hold a mass audience.

"After the war," said Mullen, "television should rank at the top of the new industries that will create jobs for men and women and capital. This will be all the more true because television is not just a better form of product or a better way of doing a thing that has been done before. It is something totally new and unique and original. It will not displace or replace anything else. It will grow on new soil where nothing ever grew before. In other words, as an avenue of employment, television will create new jobs without abolishing old ones. It will add to employment without subtracting from it."

## Fly Likes British Idea For Communication

(Continued from Page 1)

system," Fly said, "I am in agreement with the principle of interchange of news and communications there set forth.

"A world-wide network of communications open to all corners 'first-come, first-served' basis, on low uniform rates to all throughout the globe, and the unhampered flow of news between countries is absolutely essential for a better world understanding. The opportunity to reach agreement on a program was lost at the Vers Conference. We cannot again make the same mistake again."

## "T Or C" E-Bond Sales Exceeds \$19,000

Ralph Edwards and his "The Consequences" series of one-bond stands, brought his Fifth Loan efforts to a climax with a additional sale of \$5,164,740 in "E" bonds, for a grand total of 342,032. This is four times the set for the show by the Treasury Department.

On this non-broadcast junkies, Edwards and his crew racked up of \$414,175 in Charleston, S. C. 3; \$1,473,025 in Columbia, S. C. 5; \$435,275 in Charlotte, N. C. 5; approximately \$500,000 in Washington, D. C., July 7; and \$2,342, Baltimore, Md., July 8.

Besides these five shows, Edwards piloted his crew through two performances at Army posts, Fort Jackson in Columbia, and other at the Stark General Hospital in Charleston, where "Truth of sequences" played before wounded veterans just returned from the European theater of war.

## Jim Woodruff Enters Army Father Takes Over

Columbus, Ga.—J. W. Woodruff Jr., general manager of WRB, retired from the station yesterday to enter the army at Fort McPherson, Ga. Jim is widely known in circles. In 1940 he was elected director at large of NAB and was chosen director of the District, a position he resigned to enter the service. He served as president of the Georgia Association of Broadcasters in 1942. During his absence the executive manager of the Georgia Broadcasting System was assumed by J. W. Woodruff.

## Gets Philco Post

William E. Kress has been appointed sales manager of the West for Philco Corporation headquarters in Chicago, it was announced by Thomas A. Kress, vice-president in charge of the Kress succeeds John M. Ott who was named sales manager of Home Radio Division.

# New U. S. Census Figures Of Value To Broadcasters

(Continued from Page 1)

the south gained 4.8 per cent during the same period, during which time the northeastern and north-central states lost 2.9 and 2.4 per cent, respectively.

Population of the West rose from 13,883,265 to 16,147,837 a gain of over two million. Over all U. S. population rose by only a few thousand more from 131,669,275 to 133,942,410—a gain of 1.7 per cent.

### Gains Recorded

Greatest population gains were registered by Arizona, Nevada, California, Florida and the District of Columbia—all over 20 per cent. Biggest losers in population were the Dakotas and Montana—15.5 per cent for North Dakota, 13.4 per cent for Montana and 10.3 per cent for South Dakota; Arizona gained an estimated 203,048 people its total population going from 499,261 to 702,309—40.7 per cent jump. Largest numerical gain was that of California—1,559,135 raising the state total from 6,907,387 to 8,466,522 a rise of 22.6 per cent. Percentage rise for District of Columbia was 34.2 per cent, for Nevada 30 per cent and for Florida 24.9 per cent.

### New York Shows Decrease

New York had the greatest numerical decrease from 13,479,142 to 12,858,203—which is only 4.6 per cent. However, Virginia and Maryland both gained 14.9 per cent—largest gain of any Middle Atlantic States. Only Midwestern state to gain was Michigan with 3.2 per cent rise (166,267 to a total for 5,422,373) Washington, Oregon and Utah all showed increases between 10 and 20 per cent. Only New England states to gain were Rhode Island and Connecticut.

The breakdown on states based on

estimated population as of July 1, 1943, and April 1, 1940, follows:

MIDDLE ATLANTIC STATES		
STATE	1943	1940
New York	12,858,203	13,479,142
New Jersey	4,234,463	4,160,165
Pennsylvania	9,486,765	9,900,180
EAST NORTH CENTRAL STATES		
Ohio	6,886,316	6,907,612
Indiana	3,397,918	3,427,796
Illinois	7,694,066	7,897,241
Michigan	5,422,373	5,256,106
Wisconsin	3,010,322	3,137,587
WEST NORTH CENTRAL STATES		
Minnesota	2,577,363	2,792,300
Iowa	2,318,390	2,538,268
Missouri	3,749,819	3,784,664
North Dakota	542,062	641,935
South Dakota	576,696	642,961
Nebraska	1,228,218	1,315,834
Kansas	1,780,930	1,801,028
NEW ENGLAND STATES		
Maine	817,948	847,226
New Hampshire	460,851	491,524
Vermont	327,449	359,231
Massachusetts	4,255,204	4,316,721
Rhode Island	750,688	713,346
Connecticut	1,779,854	1,709,242
SOUTH ATLANTIC STATES		
Delaware	281,163	266,505
Maryland	2,091,720	1,821,244
District of Columbia	689,993	663,091
Virginia	3,077,497	2,677,773
West Virginia	1,754,065	1,901,974
North Carolina	3,637,975	3,571,623
South Carolina	1,950,802	1,899,804
Georgia	3,225,431	3,123,723
Florida	2,369,196	1,897,414
EAST SOUTH CENTRAL STATES		
Kentucky	2,733,090	2,845,627
Tennessee	2,958,688	2,951,841
Alabama	2,893,979	2,832,961
Mississippi	2,231,401	2,183,796
WEST SOUTH CENTRAL STATES		
Arkansas	1,869,509	1,949,387
Louisiana	2,556,175	2,363,840
Oklahoma	2,166,066	2,336,434
Texas	6,970,350	6,414,824
MOUNTAIN STATES		
Montana	484,281	559,466
Idaho	498,115	524,873
Wyoming	254,390	250,742
Colorado	1,162,863	1,123,296
New Mexico	533,982	531,818
Arizona	702,309	499,261
Utah	633,636	550,310
Nevada	143,318	110,247
PACIFIC STATES		
Washington	2,032,949	1,736,191
Oregon	1,235,482	1,089,684
California	8,466,522	6,907,387

## PROMOTION

### McNeill's Winners

ists in the Don McNeill "Club" membership contest promotion of Swift & Benson Network during the past months, were announced this morning according to E. J. "Mike" McNeill, sales promotion manager of the Central Division, 44 of the winners were represented among the prize winners. The prizes were two \$1,000 war bonds, \$500 war bonds and two \$250 war bonds. Among the other prize winners were 20 individuals who received \$25 war bonds and 200 received \$5 in stamps. Contestants were asked to tell, in 25 words or less, what portion of the program they preferred.

ing the length of the contest, was promoted by Swift, Don McNeill, the Blue and its affiliated stations nearly 900,000 charter members obtained for the Club and thousands of new listeners.

### Bond Promotion

the fact that Wednesday, July 12, was the day of Thomas E. Dew nomination, and the theme in St. Louis was at 101, station WUEW succeeded in selling \$500 of War Bonds. The place was St. Louis University Auditorium and the occasion was a broadcast of the game between the St. Louis Browns and Yankees in New York City. Price of admission for one or three children was a special. Backed by flags of the Browns and surrounded by the players and a few adults on the floor of the auditorium, Dizzy Dean and Johnnie O'Hara did the play via Western Union platform seats were the privilege of those who purchased \$100 bonds in this classification the prize was also three children to one

### Massey Renewed

ing Curt Massey," the program that advertises Old Nick and Honey Candy, has been renewed by the Schutter Candy Co. and Schwimmer and Scott Agency for the entire NBC network, beginning July 22, (Saturdays, 5:45-6:00 P.M.). Starring baritone singer Curt Massey, the rest of the cast includes Lynn Chalmers, feminine vocalists the Vagabonds, novelty quartet Blade and his music; and Bill Hays as the emcee.

### NCA Signs Richards

by Richards, former assistant director for Paramount Pictures, conductor for "Take It Or Leave It," the Jack Carson show and the Wood Hotel, has signed up with the Radio Corporation of America. Richards is expected to arrive from New York for his new assignments this week. It has been announced by the Radio Corporation that he will be Hunt, program promotion

## PROGRAM REVIEWS

### "JUST BETWEEN YOU AND JANE COWL"

#### PROMISING DAYTIME FARE.

One of the first ladies of the American theater stepped up to the mike Monday afternoon and started what promises to be a delightful series of informal story-telling and reminiscing. No wordy introduction is necessary with Jane Cowl, even though this is her first radio program, for she will always be remembered for her stage portrayal of Shakespeare's Juliet and many other starring roles.

After the introduction by Ken Powell, Miss Cowl spoke on the robot warfare being endured by the English people; then came an amusing recollection of a luncheon with Calvin and Mrs. Coolidge. Completely delightful was her soft laughter as she told of her efforts to engage the silent man in conversation. Her "Dear Mom" letter from a soldier at the front who was just plain scared until he met General MacArthur was delivered with feeling and understanding.

Jane Cowl's voice has a quiet, soothing, warm quality for radio and perfectly suited to her type of program. With some brushing up on her timing and the promise of a wealth of material which she can contribute to this air feature, it should prove to hold interest for young and old. "Just Between You and Jane Cowl" is heard Monday through Friday from 2:45 to 3 p.m. over the Mutual network. Announcing is handled by Ken Powell; Roger Bower is in charge of production details and the material is furnished by Miss Cowl herself.

### Sponsor News Analyst

Raytheon Mfg. Co. and Beech-Nut Packing Co. have agreed to sponsor Richard Harkness and his news programs over WEAF, 11:15 to 11:30 p.m., EWT. The first firm will carry the news period for 26 weeks, having begun July 4, on Tuesday and Thursday. Hirshon-Garfield, Inc. is the agency. The second company will advertise their gum and coffee products for 39 weeks, having started July 3, on Monday, Wednesday and Friday. Newell-Emmett Co. is the agency.

### Business Broadcasts

A series of broadcasts entitled "Business Men Look to the Future" will be started Saturday and continued every Saturday for 13 weeks over WOR, New York, by the national industrial information committee of the National Association of Manufacturers.

### Tele Guild Invitation

Growing interest among writers in television has resulted in the Television Guild, 11 West 45th St., New York, to extend an invitation to authors to submit brief outlines of ideas for video production. These submissions will be processed and those having merit will be elaborated on as scripts.

### WHAS Bond Drive

WHAS, Louisville, climaxed its two-day bond selling activities recently, with a 3 1/2-hour jam-boree in which the community's most dignified citizens "let their hair down" to net a pledge of \$1,871,975 in bonds from an appreciative public. With more pledges pouring in after the close of the show, the total was \$2,002,330 as part of WHAS' contribution to the Fifth Bond Drive.

Participating in the program were Mayor Wilson Wyatt; the Rev. L. M. Sanders, campaign director of the drive; ex-Democratic Gov. Keene Johnson; ex-Republican Mayor William B. Harrison; Pete French; George Partridge; WHAS program manager A. W. Marlin; Henry M. McClaskey and W. Lee Coulson, executive manager of the station.

Others who added to the fun-making for freedom's sake included Mark Ethridge, WHAS vice-president and general manager; John Merifield, station farm co-ordinator; Lisle Baker, Jr., WHAS vice-president and treasurer; Robert Hutsell, station orchestra leader.

### Will Feature Winner

A solo by Marie Rogndahl, recent Singing Cinderella Contest, and the return of Soprano Vivien will highlight this Sunday's program of the "Hour of Charm" over NBC at 10 p.m. Marie will offer "Thank God for a Garden" by Del Riego and Vivien will sing "The Nightingale and the Rose" by Rimsky-Korsakov. Phil Spitalny will direct the all-girl orchestra in the other musical selections inspired by gardens.

### New RCA Manager

Camden, N. J.—Harry L. Sommerer has been named manager of a newly established office of real estate for the RCA Victor Division of the Radio Corporation of America.

### Takes AP Service

Radio station WJEL, Hagerstown, Md., has contracted for the special AP radio wire through Press Association, Inc., according to an announcement this week by Grover C. Crilley, manager of the station.

# ★ ★ ★ COAST-TO-COAST ★ ★ ★

## — WISCONSIN —

**MILWAUKEE**—New WTMJ-WMFM, announcer is John Blake, former chief announcer and program director at WSAH, Wausau, Wis. . . . Big name band leaders interviewed every Monday night by maestro Billy Maddox on the Radio City WTMJ Rumus Room, close their interviews with their own introductions of musical numbers recorded by their bands.

## — MISSOURI —

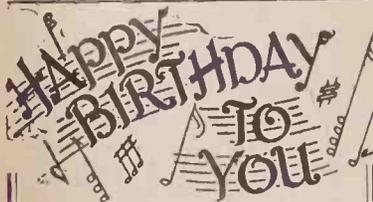
**ST. LOUIS**—Final report on KXOK's participation in the Fifth War Loan Drive reveals that the station promoted the sale of bonds with personalized announcements in every program every day of the campaign; also, KXOK aired 196 spot announcements from June 6 to July 8 inclusive. The station devoted 26 special programs entirely to sale of bonds.

## — WASHINGTON —

**SEATTLE**—Norman Runions, special events program director of KIRO, and Evelyn Marble, writer-producer at KIRO, recently attended KOIN's Radio Institute in Portland. . . . Ray Daughters, famous swimming coach of the Washington Athletic Club, has begun an early morning series of "keep-fit" programs over KIRO. Sponsor is Letracaps, vitamin capsule.

## — COLORADO —

**DENVER**—New additions at KLZ: Barbara Peters as the continuity editor, Mrs. Vera Lantzy the assistant bookkeeper; and Bette Anne Davis, contralto songstress, is featured KLZ vocalist on the station's "Potluck Party" program. . . . As a public service feature, KLZ is broadcasting a program titled "The Army Recruits" two nights a week. Pvt. Dave Bacall, formerly featured CBS organist, is the headliner of the show which is produced by Sgt. Raymond Keane, ex-Denver Advertising Agency man.



July 14

Frank Chizzini	Walter Gross
Harry Hoff	Carmen Lombardo
Bill Meeder	Ken Murray
George F. Putnam	Monte Proser
Harlan Ware	Gene Rouse

July 15

Albert G. Ashcroft	Len Sterling
William Robinson	Ruth Robinson
Nancy Martin	H. J. Kleinfeld
James V. Cosman	

July 16

Philip S. Barrison	Charles Egleston
F. C. Eighmey	Evelyn Lynne
Frank Singiser	Murray Grabhorn
Judge Eugene	Octave Sykes

## PICTURE OF THE WEEK



As a gesture of appreciation of the war work of the American Red Cross, Arthur Simon, chairman of the Foreign Language Radio Wartime Control, yesterday presented a check for \$500 in behalf of FLRWC. The amount represents the balance in the treasury of the disbanded wartime radio organization. Presentation of the check to Sara Griest, staff assistant at Philadelphia Red Cross headquarters, and Mrs. A. Balfour Brehman, vice-chairman of staff assistants, was made by Mr. Simon at the offices of WPEN in Philadelphia.

## — KENTUCKY —

**LOUISVILLE**—WINN staffers are staying close to home in vacationing: Chief engineer Vernon Nunn is at Shelburn, Indiana, and "Red" Bauer, commercial manager, is relaxing at a resort in Cumberland Falls, Kentucky. . . . Additions to the spot schedule at WINN include a three-weeks contract for Ice-Mint, placed through Spot-Broadcasting, New York; and 55 extra announcements for Lifebuoy, ordered by Ruthrauff & Ryan, New York.

## — NORTH CAROLINA —

**CHARLOTTE**—Announcer I. B. Clark of WBT turned his vacation into a busman's holiday, visited New York, wangled his way into the "Take It Or Leave It" program, walked off with the \$64 that goes with that famous question of the same

name. . . . **RALEIGH**—John Bosman, formerly with WBIG, Greensboro, N. C., is the latest addition to WPTF's announcing staff. . . . **GREENSBORO**—David Abbott, on the staff of engineers of WBIG, is beaming over the arrival of a daughter, Betty Elaine.

## — NEW JERSEY —

**NEWARK**—Special Feature Division of WAAT in cooperation with the Newark Office of Naval procurement, starts a series of recorded WAVE Recruiting programs, "Something for the Girls," on Saturdays at 8:45 p.m. and on Sundays at 9:05 p.m. commencing Saturday, July 15. Records feature such outstanding personalities as Frank Sinatra, Howard Lindsay and Dorothy Stickney, Morton Gould, Helen Hayes, Kate Smith and James Cagney.

## — NEW YORK —

**NEW YORK**—Bastille Day, the national holiday of France, will be served by WQXR with two special programs this afternoon and evening. . . . WBNX will also present a program to dedicate Bastille Day. . . . Over 100 persons will be present at Century's Theater in Brooklyn, Saturday, July 14, for the war bond auction that WQXR will broadcast in the evening. . . . W. S. Gailmore, WHN news analyst, begins new series of commentaries on war affairs on July 3.

## — MASSACHUSETTS —

**BOSTON**—Consumer Time considers "Midsummer Victory Game" Saturday at 12:15 p.m. over WBZ. Barry Wood and Mert Emmert will be the guests. . . . Here's to Youth matizes "The Lost Parent" Saturday at 1 p.m. over WBZ. The program depicts the reintegration of a fabled parent into community through youth agency leadership.

## — SOUTH CAROLINA —

**COLUMBIA**—Friedman's Jewelers began a 13-week contract for a weekly 15-minute pickup from their store. . . . is carrying a weekly political address. Governor Olin D. Johnston, on behalf of his candidacy for the U. S. Senate. Wayne Foods has renewed their subscription semi-weekly 15-minute series. A new account is that of the Citizens and Southern National Bank for a series of 65 spot announcements. . . . Lorick Lowrance, Inc., has started a 13-week announcement series. . . . South Carolina Electric and Gas Co. has renewed daily World News Roundup for another year.

## Saipan Battle Recorded Marine ETs For Network

The battle of Saipan was broadcast to the people of this country by a Marine combat recording unit that moved in with their recording equipment and recorded the sounds of battle and interviews with the Marines of all rank.

First Lieutenant Larry Hays, of Jolla, Calif., and his assistant, Technical Sergeant Keene Hepburn, Washington, D. C., returned to the United States from the Japanese island with the recordings which have been released to the radio network. They spent 13 days on Saipan, during the making of the recordings. Hays did the talking and Sgt. Hepburn handled the technical phase.

Among the more important recordings were: first eye-witness commentary recorded under fire of the wave of assault troops on the beaches; a before-and-after interview with a Texas Marine of feelings and thoughts before the landing for Garapan, the island capital, immediately afterwards, as the Texas Marine wounded in a field dressing station.

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

28, NO. 10

NEW YORK, N. Y., MONDAY, JULY 17, 1944

TEN CENTS

## Convention Coverage Set

### Compliment's Radio; Announces 6th Loan

Paying tribute to the radio industry for having done "a bigger job than ever before" in support of the War Loan drive, Ted R. Gamble, national director of War Finance, disclosed that plans are already under way for the broadcasters' participation in the Sixth War Loan campaign which will be launched this fall.

The Fifth was the biggest loan drive, and the radio industry has done a bigger job than ever before," Gamble declared. "I want every per-

(Continued on Page 6)

### WBTV To Telecast Operatic Programs

As a result of several months of experimentation, NBC beginning July 20, will televise the first of a series of popularized operatic excerpts over WBTV, the material being specially adapted and produced here by Dr. Herbert Graf, operatic repertoire director who recently joined the network's tele department. Most of the shows will have two well-known scenes featuring young

(Continued on Page 6)

### Gets Warners' Plea For Television License

Washington Bureau, RADIO DAILY—Washington—Warner Brothers, film producers and radio station owners, today filed with the FCC its application for a commercial television license. This move, expected for some time, follows by one day the Warner request to the FCC for an FM permit.

### 12 Years Old

"The Romance Of Helen Trent," marks its 12th year on the networks today. On July 24, when it airs its 2,769th consecutive script over WABC at 12:45 p.m. Monday through Friday show is sponsored by American Home Products and is among the early "operas" produced by Frank and Anne Hummert. Story is about an attractive divorcee who has plenty of romance at age 35.

### Morale Builder

The second anniversary of "The CBS Mail Bag," Columbia's monthly round-robin letter to its 786 employees in the Service, was celebrated this month with a 50-page issue that includes a picture page with photos of CBS vice-president Harry C. Butcher, and scenes of Ebbs Field, Broadway, the Polo Grounds, and D-Day at the CBS news room. Begun in 1942, the publication has served to maintain the old civilian friendships.

### O'Bryon Named Head Of MBS Publicity Dept.

James O'Bryon, who has been acting director of the radio publicity department of Young and Rubicam, Inc., since the resignation of Bill Thomas, succeeds Lester Gottlieb as publicity director of Mutual Broadcasting System on July 24.

O'Bryon's appointment to the Mutual post was announced by Miller McClintock, president of MBS, last Friday. He replaces Gottlieb, who

(Continued on Page 2)

### Early Settlement Unlikely In Recording Ban Dispute

Status of reported talks between attorneys for the AFM and representatives of RCA Victor, NBC and Columbia Recording Corp. relative to an agreement in the recording ban

(Continued on Page 5)

### 200 Radio Men Converge On Chicago, Prepare For Democratic Conclave Scheduled To Open Wednesday

### Cowles Group Lists Personnel Changes

Shifting of some of the key men of the Iowa Broadcasting Company from the midwest to New York and Washington to head up the new Cowles properties in Washington, Jersey City and Boston was announced past week-end in Des Moines by Gardner Cowles, Jr., president of the company. The transfers are predicated on the approval of station deals by the FCC and are

(Continued on Page 7)

### Army, Navy, Treas. Men Greet WJZ 'Victory Troop'

The WJZ "Victory Troop," stopping in Washington Saturday en route to the Norfolk Naval Station, was welcomed impressively by representatives of the Army, Navy and Treasury

(Continued on Page 7)

### WRGB Gets ATS Award For Programming '43-44

Award for the year's outstanding contribution to the art of television programming was presented to WRGB, Schenectady, N. Y., by Dan

(Continued on Page 2)

Chicago — Once again the town is invaded by the vanguard of one of the strongest radio news covering forces ever sent forth by the major networks and many independent stations throughout the country. With the Democratic National Convention being called to order Wednesday at the Chi-

(Continued on Page 7)

### Mutual Bows To WDAK In Program Conflict

Crisis over a program conflict on the Mutual and Blue Network affiliate WDAK, Columbus, Georgia, was averted Friday night when Mutual bowed to the station's wishes and cancelled its regularly scheduled commercial on the one outlet to make way for a special origination of "Spotlight Band."

Several nights a week WDAK

(Continued on Page 5)

### Old Gold And Stradivari Renewed On NBC Network

NBC has announced two renewals of programs effective July 16. They are the Old Gold Variety Show heard Sundays, 10:30-11 p.m., EWT, spon-

(Continued on Page 6)

## ★ THE WEEK IN RADIO ★

### Presidential Campaign Favors Radio

By CHARLES MANN

WITH the disclosure that a minimum of \$1,000,000 has been budgeted for radio by each of the National Committees (Democratic-Republican), the industry is expected to play a role second to none of the other media also to be utilized in the forthcoming presidential campaigns. It is expected, however, that the Republican party expenditures will

be even greater than the Democrats. Radio's coverage plans of the Democratic National Convention in Chicago were completed, with major networks and several independent stations announcing that the set-up would be identical to that of the Republican Convention.

Word from Washington indicated

(Continued on Page 3)

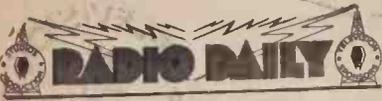
### Good Scott

When it dawned upon him that thousands of letters are being sent to countless movie, radio and other personalities, Great Scott, WBYN disc jockey, organized the Society for the Prevention of Fan Mail. Anybody wishing to join is urged to call WBYN, N. Y., not write. Scott wants the public to use its time and paper to write to servicemen, "who have a better claim to both."

North of Boston—the favorite spot on the dial is 680 kc—the key to WLAW and CBS! Adv.

You can't afford to overlook Northern New England . . . but you can afford WLAW! Adv.

# Coming and Going



Vol. 28, No. 10 Mon., July 17, 1944 Price 10 Cts.

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

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## FINANCIAL

(July 14)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163 1/4	162 3/4	163	- 1/8
CBS A	32 3/4	32 3/4	32 3/4	+ 1/4
CBS B	32 3/8	32 1/8	32 3/8	- 1/8
Crosley Corp.	23 1/4	23	23 1/4	-
Farnsworth T. & R.	13 7/8	13 3/8	13 3/8	- 1/8
Gen. Electric	39 1/4	38 3/4	39 1/4	+ 1/4
Philco	36	35 3/4	35 7/8	- 1/8
RCA Common	11 3/4	11 1/2	11 3/4	- 1/8
RCA First Pfd.	75	74 1/2	74 1/2	- 1
Stewart-Warner	17 1/8	17	17 1/8	-
Westinghouse	104 1/2	104 1/8	104 1/2	+ 3/8
Zenith Radio	44	43 1/2	44	-

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	29	29	29	+ 1/8
Nat. Union Radio	6 7/8	6 5/8	6 7/8	-

### OVER THE COUNTER

WCAO (Baltimore)	Bid	Asked
WJR (Detroit)	21 1/2	36

## 20 YEARS AGO TODAY

(July 17, 1924)

A great favorite of the radio audience, Albert Spalding, has been re-engaged for four appearances as soloist with the New York Symphony Orchestra for the coming season. Mr. Spalding has appeared with the orchestra as soloist 36 times. . . . It is rumored that a General Electric Company engineer, Harry Sadenwater, is thinking in terms of a 500,000-watt station.

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

**LEONARD CALLAHAN**, who recently left SESAC to accept the post of civilian chief, radio branch of the Bureau of Public Relations for the West Coast Area of the War Department, leaves today for Hollywood, where he will establish offices in the Taft Building.

**TOM SLATER**, Mutual's director of special features and sports, spent Saturday at Spray Beach, N. J., Sunday producing the network program at Fort Dix, and today is in Chicago preparing coverage of the Democratic Convention. He will be joined in the Windy City by John Whitmore, manager of the MBS news division.

**BILL ROUSSEAU**, radio director for McCann-Erickson, is expected back at his post early this week, following a vacation that took him to scenic Connecticut.

**BILL HENRY**, Washington reporter and analyst for CBS, arrived in Chicago yesterday from Los Angeles.

**NORMAN WEILL**, sales manager of WINX, Washington, D. C., left Saturday for a two-week vacation on Long Island.

**JOHN T. MURPHY**, of NBC station relations, off on a business trip during which he will visit affiliates in Illinois, Indiana, Ohio, Kentucky and Tennessee.

**JOAN LANE**, who spent the past fortnight gambling in the surf, and out, at Normandy Beach, N. J., is expected back today to resume her more prosaic—but more productive—activities as trade news editor of the Columbia network.

**CY YOUNG**, manager of WBZ, Boston, and **HERB MASSE**, sales director of the station, were visitors late last week at the spot sales department of NBC.

**HARRIET PRESSLEY**, writer and commentator on "We, the Women," heard over WPTF, Raleigh, N. C., is vacationing in Montreat, N. C. Her plans include a business trip to New York before returning to the air.

**JERRY LAW**, radio director of the Hirsch-Garfield Agency, has left to visit stations in Baltimore, Washington and Philadelphia in connection with the time-buying program for Egg-nog Shampoo, a new product.

**HOWARD J. LONDON**, radio director of the National Foundation for Infantile Paralysis, off on a business trip to Chicago.

**RICHARD H. MASON**, manager of WPTF, Raleigh, N. C., and **OLLIE L. CARPENTER**, sales manager of the outlet, in New York last week on station business.

### O'Bryon Named Head Of MBS Publicity Dept.

(Continued from Page 1)

leaves the Mutual organization to succeed Bill Thomas at Young and Rubicam as director of radio publicity after having been with the network nine years.

Prior to joining Young and Rubicam as assistant to Bill Thomas in 1937, O'Bryon served as photo editor of Columbia Broadcasting System in New York. He has also had wide experience as a public relations man and formerly headed the publicity department of the Brunswick Phonograph Record Company in Chicago.

### WRGB Gets ATS Award For Programming '43-44

(Continued from Page 1)

D. Halpin, newly-elected president of the American Television Society, last week. Recipient for the award for the General Electric station was Robert S. Peare, vice-president.

This is one of the three awards announced at a recent ATS meeting. WABD, the Du Mont station, has been cited, with the award to be made in the near future. The third, ATS's initial Award for Service, was presented to Norman D. Waters, former president of the Society, for his contribution to the welfare of this organization.

### FCC Authorizes CP For Station In Savannah

Washington Bureau, RADIO DAILY

Washington—The FCC on Friday, granted a construction permit for a new standard broadcast station to the Chatham Broadcasting Co., Savannah, Ga. The new station will operate on the 1,400 band, with 250 watts unlimited.

### Joins Canadian Senate

Montreal—Hon. Jacob Nicol of Sherbrooke, Que., member of the Quebec Legislative Council since 1929 and publisher of four French language daily newspapers, has been appointed to the Dominion Senate. He is owner of radio stations CHLN, Three Rivers, Que., and CHLT, Sherbrooke, Que., and is a director of the Canadian press.

### Only Philadelphia Station Featuring 3 HOURS of Classical Music EVERY DAY



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

## It's 4 to 1 In Baltimore

There are five radio stations in Baltimore. Up until recently you could pick any one on "traditional" time buying methods.

But there's a brass tack method of buying that shrewd time buyers apply these days.

Power isn't the secret of a good radio time buy. Neither is popularity and it isn't cost alone.

It's a combination of all three that intelligent advertisers insist on knowing today.

If you have a job to do in the important city of Baltimore . . . we'd like to stack our combination of power, popularity and cost against any facts you have.

If you like cold steel thinking, we'd be glad to show you the W-I-T-H picture.



# W-I-T-H IN BALTIMORE

TOM TINSLEY, President  
 REPRESENTED BY HEADLEY-R

# THE WEEK IN RADIO

## Presidential Campaign Favors Radio

(Continued from Page 1)

the Cowles Group has network... with Washington the key of... expansion activities. Exchange... applications were received at FCC... the ownership of WOL, Washing... and WMT, Cedar Rapids-Water... Iowa.

the sub-committee of the NAB... of Directors announced a ten... agenda for the five-day ses... in Chicago, August 27-31, also... the fact that members to... the number of delegates attend... to a minimum.

the 25,000 American manufactured... sets in England have become... a servicing problem to the... ish trade men due to the vast... variety. It was pointed out that 120... of sets have been sent over... varying basically in structure... in a variety of minor details.

Frank E. Mullen, vice-president... general manager of NBC in... his audience at the summer... workshop of N.Y.U. that the... American listening public must act... promptly should the government ex... any pressure on radio program... policies which might prove fatal to... the preservation of Freedom of... Radio.

for the facilitation of broadcast... RADIO DAILY printed the U. S... Census Bureau figures which dis... that the population in the West... increased 16.3 per cent between April... and July 1, of last year; the... both gained 4.8 per cent during the... period, while the northeastern... north-central states lost 2.9 and... 2.1 per cent, respectively.

publication released from the Office... of Research-Radio Division for the... 1944 season, covering a period of... year ending July 1, revealed that... of 25 top song hits "People Will... We're In Love" reached the larg... radio audience. No war song... me a hit during that season.

ICC Chairman James Lawrence... announced that the Commission... no authority to oppose the netw... ban on the song "Don't Change... In the Middle of the Stream."... song has been barred by the

### Intermountain Radio Unit Meets At Univ. Of Utah

at Lake City—Two delegates from... member organization of the In... mountain Radio Council have... invited to attend the Inter... mountain Radio Conference at the... University of Utah on Wednesday... 19, to be held under the joint... auspices of the college's Summer... session and the Intermountain Radio... Council. The program will consist... of "The Role of Radio in Education,"... address by Dean John T. Wahl...; talent program by KDYL and... artists; a talk on "Understand... Radio Production" by Ralph W...; study, program director of KSL; and... radio demonstration and clinic con... ducted by Alvin G. Pack, program... director of KDYL.

major networks on the ground that... it possesses political implications.

Merrill R. Mitchell, WJR's chief... transmitter engineer, has developed... the use of X-ray for radio so success... fully, stations throughout the country... may adopt it. Mitchell's X-ray... equipment reveals when tubes are... about to burn out—and locates trouble... with other parts.

Tele Tales: Results of the 450 ques... tionnaires sent out by Television... Daily to attendants of the Television... Seminar of the Radio Executives... Club are revealing significant view... points as it pertains to the post-war... planning of electronic developments... The first commentaries to be printed... in this publication came from such... authorities as Murray Grabhorn, di... rector of the seminar, and Edgar... Kobak, executive vice-president of... the Blue. Subsequent issues of Tele... vision Daily will carry other result... ing commentaries... Talks at the... seminar last week stressed "specific"... programming. The speakers, Gilbert... Seldes, director television programs... for CBS, and Thomas Hutchinson... production manager of RKO Tele... vision Corporation, pointed out that... "let us do with what we have until—"... and let's-give-the-audience-what-it... wants attitude, respectively.

People: Dr. Herbert Graf, stage di... rector of the Metropolitan Opera, was... named director of operatic produc... tion in television for NBC... Gene... Rouse was made program director... of the Blue's Central Division... William Stoess, veteran musical... conductor associated with the broadc... asting division of the Crosley Corpor... ation since 1921 joined the musical... production staff of Trans-American... Broadcasting and Television Corp. of... N. Y... John B. Swallow, associ... ated with NBC Western Division for... the past 12 years, has resigned to... organize Television Enterprises, Inc.

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

### Woodyard Terminates Positions At WING

Dayton, O.—Ronald B. Woodyard... has resigned from the offices of exe... cutive vice-president, member of the... board of directors and general man... ager of WING, but will continue as... general manager until January 1... 1945, when J. P. Williams, salesman... at WIZE, Springfield, will succeed... him, it has been announced by the... station.

Woodyard is president of the Ft... Myers Broadcasting Company and... executive vice-president of the Ra... dio Voice of Springfield, Inc. He has... applied to the FCC for a new sta... tion in Utica, New York.

Williams is the son-in-law of... Charles Sawyer, president of the... corporation operating WING.

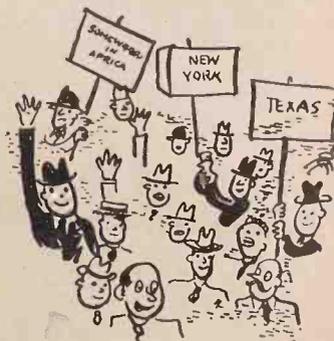


# Fulton Lewis, jr.

## will cover the DEMOCRATIC CONVENTION July 19-22

On the spot again! Lewis jumps from the Republican convention right over to the Democratic convention... reporting the news AS IT HAPPENS!

Lewis is heard on over 200 stations... with over 130 sponsors. For sponsorship in your city, call, wire or write WM. B. DOLPH, WOL, WASHINGTON, D. C.



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

# LOS ANGELES

By RALPH WILK

**HARRY KOPLAN**, continuity editor—special events announcer for KGfj, has been added to the staff of "Stop Or Go" Blue Network quiz starring Joe E. Brown. Koplan will be production-assistant to Bill Krauch, and retains his duties at KGfj.

The original "Junior Night Club" broadcasting from the Boys' Club of Hollywood each Saturday night from 8:30 to 9:00 dedicated its final show of the school season to the music of Glen Miller. Votes were cast each week for the most popular band as chosen by the teen-age dancers at the "Junior Night Club." Tallies proved that Glenn Miller was the winner by far in Los Angeles and vicinity.

"The Kranshire Merry-Go-Round" heard every Sunday afternoon over KGfj has left the air lanes for the summer. It will be replaced by a group of programs to be announced at a later date.

For years Kay Kyser's fringe-browed comic Ish Kabibble has had to put up with nearly everybody mis-spelling his name. The embarrassment has been continuous. Recently Ish needed a copy of his birth certificate, so he sent to Northeast, Pennsylvania, his birthplace. When the paper arrived he found that his name was Merwin (not Merwyn) A. Bogue. He himself had been mis-spelling his real name while others mis-spelled his nom-de-plume.

## Chapeau Appointed WJHP General Manager

Jacksonville—Ted Chapeau has been appointed general manager of WJHP, a John H. Perry station. He succeeds Wallace Walker. For the past four years Chapeau has been associated with the program and sales department of WJHP, and before that was associated with WTOG, Savannah, Ga.; WDBO, Orlando; WJAX, Jacksonville, both in Florida. Other Perry stations in this state include: WCOA, Pensacola; WTMC; Ocala, WDLF, Panama City.



"Maybe I should talk it over with WFDf Flint."



## Memos of an Innocent Bystander. . . !

- ● ● Following the Wednesday Nite broadcast of the "Alan Young Show" for Ipana via NBC, Young & Rubicam Execs. hosted at a party at Toots Shor's, tossed in the youthful Canadian comic's honor.... accompanying Bristol-Myers' advertising manager, Joe Allen were messrs. Doherty, Clifford and Shenfield.... could it mean that when Eddie Cantor returns to the airwaves in the Fall, the "Alan Young Show" will be handled by the D. C. and S. Agency to be aired via the Blue? . . .
- Two artists we've constantly plugged, namely Kay Armen and Jon Gart, start a new cross the board series at 10:30-10:45 a.m. via the Blue Network.... 's' funny how those things occur.... this new show is opposite our favorite morning program, heard via NBC titled, "Finders Keepers." . . . ● Bernard J. Reines, whose scripts have been heard on "Green Valley, U. S. A.", "CBSchool of the Air" and "Radio Readers' Digest" programs, is the author of a collection of biographical sketches entitled, "For God and Mankind" to be published by Longmans, Green & Co. . . . ● For having found homes for 129 cats during the past year, Pegeen Fitzgerald, WORKer, has been awarded the Greenwich Village Humane League's Paddy Riley Medal. . . . ● Donald Buka, who closed Saturday in the stage play, "Helen Goes To Troy," will join the casts of "Right To Happiness," NBC and "Hop Harrigan," Blue Net.



- ● ● Fritz Kreisler makes his radio debut tonite on the NBC coast-to coast Telephone Hour.... recalls to mind the time, several years ago, when the world-renowned violinist, just for a gag, dropped into a music shop in Europe and attempted to sell his Stradivarius.... the dealer didn't recognize him but did recognize the famous Kreisler Strad and called the police.... the only way he could prove he was really Kreisler was to give his audience of two a 15-minute concert. . . . ● Jerry Wayne has switched from Music Corp. of America to General Amusements with Dell Peters continuing as the songster's personal manager. . . . ● Norma H. Moray, daughter of the Warner Bros. executive, Norman H. Moray, is doing a swell War Bond selling job on her new Saturday morning program via WSRR, Stamford, Conn.... the pitch is free movie tickets for the kids of parents who purchase Bonds from her. . . . ● Mimic Arthur Boran has transcribed a novel series of Chain Breaks and One-minute Transcriptions, sponsored by Gibbons Brewery for the Scranton Territory.... idea was "thank up" by Jack Nevell, of WGBI. ● Jack Ward, whose organ music is heard on NBC's "Abie's Irish Rose," "Lowell Thomas" and other shows, starts his second year as staff musician there. . . . ● That good-looking WAC, seen looking over the new sheet music at the Radio City Music shop Friday, was Pvt. Alice Brent, who used to be the vocalovely with George Sterney's Orchestra.



- ● ● The first of "They Call Me Joe," series which will NBCommence Saturday at 7 p.m. will tell the story of two Yank Sergeants, of Irish and Chinese descent, respectively, who are stationed in Western China. . . . ● When Frankie Carle's contract with Old Gold expires August 2nd, Woody Herman's Orchestra will provide the dance rhythms on that CBSession.... Allan Jones will continue with the vocalisthenics. . . . ● Radio will be utilized in Producer William Cagney's search for an actress to appear opposite James Cagney in the forthcoming United Artists flicker, "Blood On the Sun".... first of the "talent-quest" series will take place tomorrow on Paula Stone's WNEW program heard at 5:15 p.m.



— Remember Pearl Harbor —

# CHICAGO

By BILL IRVIN

**ORCHESTRA HALL**, home of the Chicago symphony orchestra has been acquired by WGN for use of the Chicago Theater of the Air Symphony Hour for one evening a week during the next 14 weeks. The Theater of the Air symphony hour of orchestra, under the baton of Henry Weber, WGN director of music will begin the orchestra hall concerts on Tuesday, July 18. The programs will be heard Tuesdays from 8:30 to 9:30 p.m. CWT. There will be no audience for the orchestra hall broadcasts. The hall's acquisition was to provide the WGN orchestra with available acoustical facilities for the orchestra.

Kink Park, WBBM sales promotion manager, has been commissioned a second lieutenant in the Aviation Volunteer Specialist Branch of the U. S. Marine Corps. He leaves the station July 15 for a brief vacation before reporting at Quantico, Virginia on July 22. Mr. Park will be succeeded by Jonathan Snow, former promotion manager and feature editor of the Desert News, Salt Lake City, Utah.

## Universal Microphone To Receive "E" Award

Inglewood, Cal.—The Army and Navy "E" will be awarded to the Universal Microphone Company in this city July 26th with presentation and acceptance taking place on the new paved parking area where specially constructed bandstand and bleachers will be erected for the occasion. James L. Fouch, president will be a speaker. Cecil L. Sly, vice president, will act as master of ceremonies. Upwards of 2,000 employees, their friends and families, are expected to attend.

# Peace Unlikely Disk Ban Dispute

Continued from Page 1)

appears to be more on the "he air" side rather than that settlement. According to M. Joseph A. Padway is presenting in confabs with representatives of the recording companies. The recording company is that they are neither denying the reported AFM, which are supposed to be held in accordance with the decision of the National Labor Board. Neither have the recording companies any official communique. Robert P. Myers for the AFM and Ralph Colin for CRC recording company attorneys. The AFM are that any reports of settlement being near at hand, are wholly without foundation something entirely new and unexpected takes place. Meanwhile the AFM are still anxiously awaiting written opinion to be handed over by the NWLB as part of its decision which straddled the

### WLB Ponders Question

Washington—The War Labor Board is looking with interest the activities of the AFM and the recording companies, and may be expected to take other action soon in the event the AFM is not resumed shortly. The AFM is cooking right now," officials say, but will not disclose plans any further than that. The AFM's order stipulated that within 30 days of the resumption of the AFM the companies and AFM should work out an arrangement for maintenance of the "employees" of the AFM has been seeking. At that time, the matter was to be referred to the board. Since the AFM has not yet returned to work, the companies are not responsible for the failure to reach an agreement on this fund

**WDRRC**  
HARTFORD 4 CONNECTICUT  
WDRRC - FM

**NOW SHOWING  
FOR FALL**

Yes—and it's not a bit too early to consider availabilities! The Hartford Market grows each year in popularity, for additional spot schedules! And WDRRC's contracts keep pace!

USE WDRRC TO  
CONNECT IN CONNECTICUT

# ★ PROMOTION ★

### New RCA Booklet

Through the question-answer method, the Radio Corporation of America has outlined its contributions in research, manufacturing, communications, broadcasting, television and technical training in a neatly-printed 42-page booklet. The foreword reviews the organization from its beginning in 1919 to the present time. Included in this fine promotional piece are the pictures of the personnel who have played an important part in the growth of RCA to a worldly known institution.

### "Radio Forecast"

WHEB, Portsmouth, N. H., has printed its July issue of Radio Forecast in red and blue, with the American flag commanding the attention on the first page. Edited by Dal Wyant, the publication was directed at the visitors to the Sylvania Exposition, a two-day affair held in Dover City Auditorium. The "Sylvania Exposition Edition" attracted good comment, and was praised by the officials of the Sylvania Electric Products, Inc., sponsors of the exhibit.

### Program Sked

WGAR, Cleveland, printed the program schedule for July 9 through July 15 in an attractive four-page pamphlet. On the cover, the station's shows with the products advertised and the stars featured on each program is presented in photographs of posters located in the local store windows. The name of the sponsor is

### ET Producers Cut New Half Hour Show

An innovation in the field of transcribed programming was made by Kermit-Raymond Radio Productions with the recent cutting of a new half-hour disc. The program, entitled "This Is Hollywood," represents the first use of an assigned budget to a record program comparable with a live, night-time variety show. Also the format of the disc program contains recognized appeal of Hollywood glamour and calls for the regular, weekly appearance of top-flight film stars.

In order to assure accuracy in all material, the show is prepared with the cooperation of Motion Picture Magazine. It is directed by Ray Green with script by Carl Manning and Lee Schoen. First sponsor is Quality Bakers of America.

### Special Venuta Film

Benay Venuta, the singer, was filmed last week singing for the Army Screen Magazine in a special two reel short subject made at the Astoria Signal Corps Studios. Material was specially prepared for her by Frank Loesser, the songwriter, now in Army Special Services as an enlisted man. The film was dedicated to the Amphibious forces.

### Current And Post-War

WKMO, Kokomo, Ind., serves the stable industrial-farming area. According to our latest coverage data, the station's primary daytime area encompasses some 17,000 radio families; it's secondary daytime area includes about 21,000 radio families. Following information for agencies and advertisers: it serve "rich area; evening coverage approximates 13,000 radio families in the primary area; 11,000 in the secondary."

These families, according to latest census and market evidence, constitute an unusually solid market, now and for the post-war period, WKMO points out. There is one automobile for every family, according to 1941 registration. Fifty per cent of the families own the homes they occupy, the 1940 census reveals. Ninety-three per cent are radio families, also 1940 census. Each family spends an average of \$1,204 for retail goods, according to the department of commerce, 1939.

### Bond Tieup

Hillman Periodicals, Inc., of New York City, by donating 100 novel classics (reprints) to the Cash Register at Times Square, was responsible for stimulating the sales of \$2,500 in bonds recently. Each purchaser of a \$25 bond received a book free. The books were in the crime, adventure and detective categories.

listed under the program on the following three pages.

### Cunning Elected V.P. Of Tele Producers Assoc.

Hollywood—Patrick Michael Cunningham has been elected president of newly formed Pacific Coast Independent Television Producers Association. Other officers are Hubbard Hunt, vice-president, and Arman Piaggi, secretary.

# WANTED...

Sublet small office in Radio City. Will buy your furniture. Either individual office or part of suite. Box 200 K,

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

# Mutual Bows To WDAK In Program Conflict

(Continued from Page 1)

takes "Spotlight Band" at 9:30-10 p.m., EWT but on Friday nights at the same time, has been playing "Double or Nothing." Last Friday however, the "Spotlight Band" show was originated by Coca Cola at a servicemen's camp nearby WDAK and it was to be the originating outlet. Mutual at first did not relish the cancellation of its show and WDAK wired the FCC.

FCC said there was no Commission authority in the matter and the station was advised to read carefully the section of the Chain Broadcasting Rules which permit stations to shift programs in order to carry matters of "outstanding local interest." The FCC did not further advise the station one way or another.

This is believed however to be the first time such a conflict has arisen since the new Chain Regulations went into effect.

### Dr. Power Reopens Office As Radio Counsellor In L. A.

Dr. Ralph L. Power has returned to the management of his Los Angeles radio counsellor's office. He became an inspector in the San Francisco Signal counsellor's office. He became Army in 1942. Earlier this year he was made administrative part-time inspector and returned part-time to his own business. Shortly after the invasion he was given final termination orders. Warrant officer overseas in World War I, he was in Australia when World War I broke out, and was made a Companion of the Australian Institution of Radio Engineers. He was one-time a co-director with Dr. Lee de Forest on the Los Angeles chapter of the American IRE.

# WHEN?

Whenever you dial 1430 you are immediately "in" on goings-on... no waiting for full or half hours to "start" the program... any time is the right time to listen to WBYN's all day minute news, music, sports!

**WBYN**

"THE MINUTE STATION"

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

## AGENCIES

**ROBERT J. LAY** has been appointed to the copy staff of Benton & Bowles, Inc., it was announced recently by Clarence B. Goshorn, president of the agency. For the past two years Lay has been copy chief of the Gotham Advertising Company.

**WILLIAM H. EYNON**, radio director of H. B. Humphrey Co., has been elected a vice-president of the agency, as has Henry B. Humphrey, Jr., office manager.

**JAMES M. NELSON** has resigned as associate editor of the American Magazine to rejoin the Ralph H. Jones advertising agency as vice-president and account executive of the Cincinnati office, it has been announced by Charles M. Robertson, Jr., agency president of the Cincinnati and New York agency. For six years, from 1936 to 1942, Nelson was manager of the agency's New York office, where he handled many accounts with headquarters in the East.

**ERNEST P. ZOBIAN**, formerly manager of the New York Office of H. W. Kastor & Sons, has joined Pedlar, Ryan & Lusk, Inc. Zobian will be account executive on the Sterling Drug account. For eight years he was associated with the Zonite corporation in an advertising and sales capacity. Russell F. Manney, for the past 17 years with Campbell-Ewald, Detroit, has joined PR&L as account executive.

**PAUL S. ELLISON**, director of advertising and sales promotion, Sylvania Electric products, Inc., announces that all of his company's advertising will be handled by Newell-Emmett Company effective September 15th.

**CHRISTY ALLEN**, vice-president of A. C. Neilson Co., has resigned that post to join Compton Advertising, Inc., in an executive capacity.

**LUCILLE SHEARWOOD** has been engaged by Federal Advertising Agency for publicity and promotion work on food accounts.

### Six Clergymen Study Via NBC Fellowships

Five of the six clergymen who were awarded fellowships by NBC and the Congregational Christian Churches in June are studying at the Northwestern Summer Radio Institute in Chicago.

They are: Rev. Charles M. Cowe, St. Louis, Mo.; Rev. Edwin T. Randall, Minneapolis, Minn.; Rev. Robert S. Steele, Hartford, Conn.; Rev. Harley Patterson, Buffalo, N. Y.; and Frank Elliott, of the Chicago Theological Seminary.

The sixth minister, Dr. Bernard Montgomery, of Portland, Oregon, is attending Stanford University.

## Lauds Radio's War Loan Aid; Announces Sixth Bond Drive

(Continued from Page 1)

son connected with the industry to know all of us in the War Finance Division appreciate this help. Without it, I know the Fifth War Loan would not have been the success it is. Not only has the greatest goal ever been set reached, but I am confident that, when all the reports are in, this goal will be over-subscribed more than any previous one."

Turning to the prospects for the Sixth War Loan, Gamble continued: "But I want to warn you all of one thing. As the end of the war gets closer, our job gets tougher. And that means we'll need more and more cooperation from the radio industry, as well as everyone else. I look upon the radio, job not as an individual, Government, or industry job, but as a cooperative effort of everyone concerned. For that reason our radio section is already planning expanded operations for the Sixth War Loan, which will come this fall."

Gamble was referring to plans now under way by Robert J. Smith, new Chief of the Radio Section, who came to War Finance after eight years with the Mutual Broadcasting System. Smith was brought to Washington by Thomas H. Lane, Director of Press, Radio and Advertising, to bring about an even closer relationship between the networks, advertising agencies and War Finance.

#### Planning Sixth

First step in carrying through expanded plans for the Sixth War Loan, according to Smith, are discussions now under way with Al Steele, D'Arcy Vice-President and Treasury radio consultant as well as War Advertising Council, OWI and a radio industry committee which is now in the process of being formed. This group, to be known as the Industry Relations Committee, will be composed of prominent executives from the four networks and leading mem-

bers of NAB. It will advise on general policy and will aid in obtaining production men, script writers and promotion people to work on specific assignments.

According to Smith, greater reliance on the advertising agencies and broadcasters will make it possible to reduce the War Finance's paid production staff in New York. The Radio Section will maintain a New York office only for the purpose of servicing advertising agencies and networks, and handling routine matters with the War Advertising Council and the Industry Relations Committee.

#### George Allen To Serve

Pursuing the policy of recruiting top men in the radio industry to aid the War Finance Division, Smith has already obtained the services of George Allen, the Secretary-Manager of CAB, to act as his assistant in charge of Radio Research. Allen, one of the most dynamic and original of the younger researchers, will be retained as a dollar-a-year man.

The Washington radio office will include an information service, music promotion unit, special features division, exploitation department, budget and traffic management office, and a production unit. Heads of these departments will be announced soon.

It is intended, according to Smith, to have the Industry Relations Committee set up production units within each of the four major networks. War Finance feels that these production units can operate with maximum efficiency in the planning and coordination of special Bond shows, especially during War Loan Drives. Special programs during the Fifth War Loan which were handled in this way operated so successfully that Treasury wants to retain this method of operation, and enlarge upon it.

### Old Gold And Stradivari Renewed On NBC Network

(Continued from Page 1)

sored by P. Lorillard Company, and the Stradivari Orchestra, broadcast Sundays, 12:30-1 p.m., EWT, and sponsored by Prince Matchabelli, Inc., perfumery manufacturer.

The Lorillard contract was handled by J. Walter Thompson and calls for the program to be broadcast over the entire NBC web for 52 weeks. The Prince Matchabelli contract was handled by Morse International; under the terms of the renewal the client's musical program will be broadcast over 43 stations for 13 weeks.

#### Takes AP Service

Hartford—Radio station WDRG, has contracted for the special AP radio wire through Press Association, Inc., according to William F. Malo, manager of the station.

### NBC To Launch Post-War Education 8-Week Series

"Pursuit of Learning" is the name of NBC's new public service series to be broadcast for eight weeks beginning Sunday, August 13, 4:30-5 p.m., EWT. Designed to stimulate public thinking on the post-war problems of education and other major worldwide issues, the program will be produced in cooperation with the U. S. Office of Education, the National Education Association and the American Vocational Association. Participants of the program will include distinguished laymen, government officials, ranking military and labor personnel.

Invited to appear on the first program, topic of which is "What Can We Learn From G. I. Education?", are Walter Disney, Brigadier General Walter Leo Weible and Rear Admiral Randall Jacobs. This series marks another chapter in the NBC University of the Air broadcasts.

## The Mailbag

### OWI Complaint

"Your page one box in the Friday, July 7, headed 'WOR might better have been titled 'Miracle.'"

"Representing the Office of Information, we made the transcription of General De Gaulle's remarks made as he arrived in London. No network or motion picture equipment was allowed on the."

"The Office of War Information immediately made available to works and motion picture copies of our transcription and were distributed immediately, the only possible way by which Paul Killiam could have obtained possession of the General's transcription, and it was certainly not exclusive.

Sincerely,  
Shannon Allen, D  
Radio-Television S

### WOR's Answer

Re your inquiry about the de Gaulle recorded broadcast at National Airport, Weston earlier this month.

An OWI representative in New York was asked by our War Division if OWI credit should be given during the de Gaulle recording on our WOR Newsreel. The representative did not desire credits. At the time the recording was used we were under the impression that it was exclusive in New York at that time. I believe that a check will show that we did the first airing of the recording of de Gaulle talk.

Hoping that this will clear up the situation, and, that OWI will give our explanation in good faith.

Yours,  
Bob Wilson,  
WOR Press Dept.

### WNBT To Telecast Operatic Program

(Continued from Page 1)  
and rising talent of the music Lois Eastman, soprano of the shire Music Center and John tenor, now of the City Music and formerly with the Philadelphia Opera Co. will sing the roles of and Rudolph from "La Boheme." Hugh Thompson, baritone, will sing the role of Figaro, from "Barber of Seville." Support will be equally strong.

Special sets have been built for the tele opera presentation scenes elaborated for the medium since cameras can easily move from one scene to another. The setting for instance will have a barber shop setting and not a scene as in the opera.

NBC will shortly follow the lead of the series with others in a similar manner, including J. Strauss' "The Bat" and Bizet's "Carmen," both of which are now adapted by Dr. Graf.

## Men In Chicago Democratic Meet

Continued from Page 1)  
 Stadium, headquarters of the  
 particularly at the Stevens  
 already humming with activ-  
 aratory to the main event  
 siderable preview-broadcast-

timated that in all upward  
 dio men alone will be on  
 rt from newspaper and press  
 n reporters and special

### Indtable Discussion

commentators and cor-  
 dents, gathered in Chicago  
 er the Democratic National  
 tion, will appear on "The  
 can Forum of the Air" to-  
 w, from 9:30 to 10:15 p.m.,  
 WOR-Mutual, to discuss  
 Campaign Issues."  
 on Lewis, Jr., heads the  
 of speakers. Others who  
 discuss the issues of the  
 eratic campaign, include  
 Henderson, former OPA ad-  
 rator and radio commen-  
 Ernest K. Lindley, syndi-  
 columnist, chief of the  
 ngton bureau of Newsweek  
 dio commentator; and Ray  
 r, McClure Syndicate col-  
 t. Theodore Granik will be  
 ator.

Local affiliates of the net-  
 e lending their staffs and all  
 facilities as was the case  
 he recent GOP convention.  
 asts will originate here re-  
 re-convention color and news  
 gs both today and through  
 ight. Wednesday the official  
 from the Stadium will be  
 nd subsequently the broad-  
 ect from the Stadium floor.  
 tual has already cancelled  
 commercials on Wed. and  
 other webs will do so as the  
 requires.

in the heat-wave is expected  
 coverage of this convention  
 joyable from the personal  
 view than that of the GOP  
 e heat was hard on all con-  
 Meanwhile news broadcast-  
 s of the webs, engineers and  
 re mapping out and checking  
 equipment—ready for the  
 opening."

IS Cavalcade In Chicago  
 epartures over the week-end  
 Democratic Convention in-  
 Paul White, director of news  
 st; Hildegarde Gauss, White's  
 y; Bill Slocum, Jr., director  
 events; John Daly, reporter  
 lyst; Dave Davis, engineer;  
 Howe, analyst; Helen Siou-  
 ctor of talks; Bob Trout,  
 and reporter; Albert Bryant,  
 of mail, file and mimeo-  
 dept.; Ruth Ashton, news

Arthur Perles, assistant di-  
 of press information; Dick  
 press information; Ethel  
 press information; James  
 s, production; Earl Janes, en-  
 and Henry Grossman, net-  
 perations engineer.

# WOMEN IN RADIO

By MILDRED O'NEILL

## Metropolitan Gals!

Today we are staying right at home in little old New York to write about some of the gals behind the scenes in radio here.....So on goes the blindfold and the first name picked is that of.....

☆ ☆ ☆

Ruth Fulling over at WHN..... Ruth's job is that of assistant director of public relations and special events. She writes all script for the special events department and, says she, her days go by on wings, so varied are the people she interviews in connection with the interesting schedule of this department. Ruth came to New York from Oklahoma City where she held the post of continuity director at KOMA.

☆ ☆ ☆

Next comes Sarah Jane Troy over at WOR..... You could almost put sound effects to her name..... and that is just what her job is. Sarah Jane is crazy about her job and no problem goes unsolved by this resourceful young lady. The difficult, recorded sound effects of the "Black Castle" thriller on which she works vouch for this. Sarah is a native New Yorker. After graduating from Bennington College in 1943, she got herself a job at WOV, where she handled the turntables, later becoming staff announcer. It was a more or less casual visit to WOR that resulted in her changing over to WOR and the title which she adores of "sound effects engineer."

☆ ☆ ☆

Also at the Mutual key station in a capacity quite contrary to phonetics is Elsie Dick. All of WOR's religious programs are under the supervision of this quiet, methodical, efficient young woman. Elsie's record speaks for itself. At Columbus, Ohio, earlier this year, the 15th Annual Institute of Radio Convention conferred an honorary-mention citation on "The Navy Goes to Church," WOR's Sunday morning feature. Elsie Dick has scheduled religious programs ranging from neighborhood affairs to trans-Atlantic hookups, featuring programs from the home in England of Shakespeare, the famed Westminster Choir, and broadcasts from other world-wide spots. She is fittingly referred to as WOR's Ambassadors of Good Will.

☆ ☆ ☆

Back in May, one of our very few femme program directresses was appointed on station WINS. Mary Daly, wife of the late Jack Osterman, well-known comedian, and famous in her own right as one of Ziegfeld's discoveries who went places, was the happy choice. Mary has been with WINS since June of 1943, during which time she has given her talents to the origination and production of, among others, "Civic Salute" and "The Show's the Thing." Mary Daly, having seen everything of big town existence, has a great urge..... a home up among the rolling hills of Connecticut, just near enough to New York to make possible an occasional, flying visit.

☆ ☆ ☆

The girl of tomorrow is universal, but "The Girl of Tomorrow" can also be heard every Saturday morning over at WWRL in Woodside, when Diane Cooper, writer and producer of this nice little feature, interviews as she puts it "the great person behind the great person." The Girls-Friday who sit across the mike from Diane on Saturday mornings are associated with some of the most important names in the theater, radio, government and literary circles. This is a case of cart before horse, for without Diane clever, ambitious, herself an ex-Girl-Friday, model and actress, the first few lines would never be written.

## Cowles Group Lists Personnel Changes

(Continued from Page 1)

believed to be in line with the rumor that the Cowles group are forming another network.

T. A. M. Craven, a vice-president of the Iowa Broadcasting Company, will be the executive head of WOL, Washington in addition to his duties as technical advisor on all engineering matters to all five of the company's stations.

### Lawrence Heads East

Craig Lawrence, vice-president and manager of KRNT and KSO Des Moines, will move to New York to become head of WHOM New York-Jersey City and WCOP Boston.

A. N. Armstrong, assistant manager of WCOP and WORL, Boston, will become manager of WCOP, Mr. Lawrence announced.

Phil Hoffman, manager of WNAX, Yankton-Sioux City, will move to Des Moines succeeding Lawrence as manager of KRNT.

Don Inman, formerly manager of the Waterloo offices of WMT, Cedar Rapids-Waterloo, has moved to Yankton as manager of WNAX.

Art Smith, formerly program manager of WNAX, has moved to Sioux City as manager of the WNAX studios in that city.

Gene Loffler, formerly announcer at KRNT, has moved to Yankton as program manager.

### Enns To New York

Ted Enns, national sales manager of the Iowa company, will move to New York in his same capacity representing all five stations.

Karl Haase, assistant treasurer of the Iowa company, will move to New York in his same capacity on the three eastern stations.

The Cowles group include KRNT, Des Moines, and WNAX, Yankton, S. D., in the middlewest and three eastern stations, WHOM, New York-Jersey City; WCOP, Boston and WOL, Washington. Representatives of the organization are reported negotiating for other Atlantic seaboard station properties.

## Army, Navy, Treas. Men Greet WJZ 'Victory Troop'

(Continued from Page 1)

Departments. Col. Jack Harris, for the public relations division, U. S. Army; Lieut. Comdr. Jack C. Curtice, U.S.N.R., for the Navy, and John Reilly, chairman of the War Finance Committee, U. S. Treasury, greeted the troop and escorted it to a Navy plane which flew the group to Norfolk, where the entertainers performed for the servicemen at that point.

The show, which was under the direction of Joseph Seiferth, and supervised by John H. McNeil, was repeated on Sunday at the Virginia Beach training ship. It was the troop's 291st appearance. On its week-end jaunt it carried as special publicist Judith Cortada, trade news editor of the Blue Network.

# ★ ★ ★ COAST-TO-COAST ★ ★

## — NEW YORK —

**NEW YORK**—Betty Ulius, producer and director of the Dramatic Encore show on WBYN, is taking a leave of absence to do free lance scripting.... WMCA's "Echoes of Broadway" featured a parade of stars yesterday.... Sidney Walton, WHN news analyst, has been named to do all the commentaries for the AFRS. He was recently selected one of a number of commentators for AFRS.... E. P. Dutton and Co., Inc., sponsor of "Everyman's Reader with Boris Todrin" heard over WQXR, has announced a radio contest requesting listeners to write in their opinions of the value of their radio program. \$50 worth of Dutton books will be awarded the writer of the best letter.

## — CANADA —

**ONTARIO**—Glenda Farrell will be featured on "Green Valley, USA" carried by CKLW on Sunday, July 30.... Both Joe and Larry Gentile returned to the fold last week after vacationing in various parts of the country.... CKLW airs on Tuesday evenings one of the most unusual shows to be heard anywhere—it's direct from San Quentin prison and the personnel of the program is made up entirely of prisoners. Warden Clinton T. Duffy speaks on each broadcast.

## — NORTH CAROLINA —

**ASHEVILLE**—Priscilla Parker recently was guest of the Huckleberry Mountain Workshop near Hendersonville, N. C. She will devote several of her forthcoming programs of "WWNC Women's Page of the Air" to the work of the colony.... **RALEIGH**—Girls of WPTF's program department gave a luncheon for Lilly Engel, secretary to Ralph Edwards.

## — NEW JERSEY —

**NEWARK**—Dr. Harvey N. Davis, president of Stevens Institute of Technology in Hoboken, will join several other representatives of the Institute in a round-table discussion on the WAAT Coffee Club, Thursday morning, July 20, at 10:30 o'clock. Gus Steck and his orchestra provide the background music.... **PATERSON**—Several of the more important members of the Mayor's Committee on Juvenile Delinquency in this city and one of the State's most prominent and respected educators, John R. Wilson, will meet in a round-table talk to be broadcast over WPAT tomorrow evening at 8. Mrs. Tina Marshall will serve as moderator.

## — OHIO —

**TOLEDO**—Marie Fahle of WSPD accounting department had a two weeks vacation in the Ozark mountains.... Tom L. Wheeler has resigned as director of agricultural programs at WOWO, Fort Wayne, Ind., and joined the agricultural extension service of Ohio State University, effective July 1.... **COLUMBUS**—The Central Ohio Broadcasting Co. has filed an application for authority to build a new FM station in this city.... **DAYTON**—A personnel interview with Mrs. Eleanor Roosevelt was aired over WHIO direct from Yellow Springs, O., where she addressed the N.C.I.R. on "Conditions for an Enduring Peace." Fran Fillmore of WHIO handled the interview.

## — COLORADO —

**DENVER**—Sonny Dunham's orchestra is here and remoting over KLZ from El Patio Ballroom, Lakeside Amusement Park.... Roger Rambeau, KLZ promotion manager, has been appointed to the special athletic committee of the University of Denver. The committee's function is to secure a new coaching staff in time for the college to play scheduled football games this fall.

## — CALIFORNIA —

**SAN FRANCISCO**—"Sweet Leilani Time," featuring Harry Owens' Orchestra, is now heard daily over KGO in the morning. It began July 3.... **HOLLYWOOD**—W. C. Martell, story commentator on Mutual-Don Lee's new afternoon "Faces and Places" show heard Mondays through Fridays (except over KHJ), is a native San Franciscan who has spent most of his life in California.... Employees from the Naval Supply depots of San Francisco and Los Angeles pitted wits on KHJ-KFRC's "Quiz of Two Cities" Friday evening at 8 o'clock, PWT.

## — NEW HAMPSHIRE —

**PORTSMOUTH**—"A Song About Summer," aired originally twice weekly, five minutes, by Dover Retail Merchants Association, is being expanded into a daily series over WHEB. Decision was spurred by contribution of a large sum by a well-known national Mail Order House, never before active in radio in that city.... Summer series of "Seaside Concerts" from nearby Hampton Beach has begun over WHEB, sponsored by merchants of that popular beach resort.

## — PENNSYLVANIA —

**PHILADELPHIA**—Joe Daniels, formerly of WATR, Waterbury, Conn., and Bob Gross, recently with WPEN and KYW, of this city have joined the WFIL merchandising staff.... In addition to having a new engineer, WPEN at the same time acquired a new language consultant. And they're both Charles Andrews, born and raised in Clermont Ferrand, France. When WPEN's new announcer, J. Richard Jessen discovered that Andrews spoke French fluently he gloated: "The answer to all my pronunciation problems."

## — TEXAS —

**DALLAS**—Myrtle Mathis is handling the controls for the "Hackberry Hotel" broadcasts daily over KGKO.... "Platter Chatter" is the title of a new series of 15-minute programs heard daily over KSKY by the local Louise Record Shop.... **AUSTIN**—Bremond's Buyers Guide is offering being aired over KNOW under sponsorship of makers of John Bremond Coffee.... Dorothy Kaliff, of San Antonio, is now with Phil Spitalny and His All-Girl Orchestra and will be featured on the weekly broadcasts on the Hour of Charm as piano soloist, to be known as "Louise."

## — ARIZONA —

**PHOENIX**—"Voice of experience" gave practical advice in a series of weekly Victory Gardening lessons completed recently over KOY. For KOY staff counselors learned gardening problems first hand, in their "own backyard." Weekly broadcasts were aired directly from the station's garden plot, beginning with advice on preparation of the ground as the mayor of Phoenix turned the first spadeful of earth. From then on the listeners and the staff learned together, with assistance from county agricultural agents and the University of Arizona, as problems arose.

## — CONNECTICUT —

**HARTFORD**—WDRS is sending its ace sports commentator, Jack Stevens, to Boston to cover the Willie Pep-Manuel Ortiz fight tonight. He will re-broadcast the fight from WEEL, Boston, by special line to WDRS. Savitt Jewelers of Hartford is the sponsor of the 15-minute resume. The Stevens show, "News Digest of the Air," sponsored by Bond Clothes, will be broadcast from Boston at 6:30 p.m.

## — INDIANA —

**KOKOMO**—New CBS programs for WKMO coming up soon are: "Burns and Allen" starting August 15; "Edwin C. Hill" beginning July 18; "Warren Sweeney" July 15; and "Your Hit Parade" for July 29.... John Carl Jeffrey, general manager of WKMO, has been in radio almost 20 years.... "This Is Youth Speaking" broadcast every Friday night at 6:30 o'clock is taking a vacation until the Fall with the last program to be aired last Friday. It has received good comment from listeners.

## — MINNESOTA —

**ST. PAUL**—KSTP staff spieler is aiding Jimmy McClain as the "Dr. I. Q." show makes a seven-week stand at the Minneapolis Orpheum Theater.... Cast of KSTP's "Sunset Valley Barn Dance," Saturday night program, recently made a five-day trip into Wisconsin. They played New Richmond, Luck, Siren, Amery and Rice Lake, doing their regular Saturday night broadcasts from Luck.... Ray C. Jenkins, general sales manager of KSTP, will turn station's daily "Household Forum" program into a veritable "Cook's Tour" during the four weeks Femcee Bae Baxter takes her vacation.

## — NEW YORK —

**SYRACUSE**—Special remote interviews and spot announcements were aired by WSYR, last week help put the city's paper campaign over the top.... Spontaneous announcements were made at all breaks and to climax the campaign, announcers Bill Rothrum, Rowley, Rollie Furman and Wallace manned a truck to assist collecting the paper, broad along the way. Microphones were up in factories where waste is made into cartons.

## — MASSACHUSETTS —

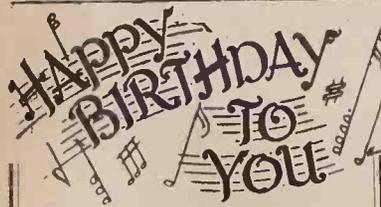
**BOSTON**—New 15-minute series aired on WORL at 7:30 p.m. each day is "American Ideals" featuring inent figures in business, education, religious and military fields.... WBZ are currently airing on Sun at 12:15 p.m. "Your High School Programs stress services of the Army school and feature transcribed music.... **WORCESTER**—Latest newcomer to staff is Henry Ouellette, who joins the staff. Ouellette, new to radio, res Carter Knight who has been into the Navy.

## — MISSOURI —

**ST. LOUIS**—Marguerite Moot assistant publicity director at KMO has returned to work after a 10 months siege of illness.... KXOK installed direct lines from the Ste Hotel and the Chicago Stadium, has scheduled frequent broadcasts supplement its Blue Network coverage of the Democratic Convention.... **KANSAS CITY**—KCMO started a 52-week schedule of promotion of "Screen Broadcast" all leading neighborhood theaters.

## Electronic Components For Military Needs

Washington Bureau—**RADIO DAILY**—Washington—A further step in program to channel idle and electronic components back into tary production in order to meet 1944 radio requirements was announced recently by the WPB and Radar Division. A new form sent all radio prime contractors component manufacturers for the porting of these stocks. In a letter accompanying the new forms contractors Ray Ellis, Radio and Radar rector, said "seven months ago division established a component recovery section, as an adjunct radio production effort, for the pose of locating and utilizing idle and idle component stocks to present production needs" the said. "The subject of critical component shortages has been given publicity in the past several months. The 1944 electronic equipment production problem calls for a 50 cent increase above the 1943 output. It is therefore urgent that a concerted effort be made to recover and utilize idle and excess components in rent production.



July 17

George Barnes Ed Sims  
Col. Walter P. Burn Carl Burkland  
Charles Howard John B. Hughes

## WJR In Break With PA

### Predicts 40% Increase Over Pre-War Sales

Chicago—Prediction that during the year after victory sales of radio refrigerators, air conditioners, automobiles and similar durable commodities would increase 40 per cent over the best pre-war years was made by James H. Carmine, vice-president in charge of merchandising for Philco Corporation, recently.

Since the war emergency is over, Carmine predicts that there has been no new production of appliances for a long time and that this is a sure guarantee of a period of high sales.

(Continued on Page 5)

### Wilson Eddy And Chorus Replace 'Report To Nation'

Wilson Eddy, cinema and concert baritone, has been signed by the electric light and power companies to star on a half-hour program which will bow in over the Columbia network September 20, in the 10-11 p.m., EWT, spot. The program, as yet untitled, will originate in Hollywood.

Although no format specifications have been divulged, an orchestra will be used.

(Continued on Page 3)

### Southern FM Station Co-operates With Schools

Winston-Salem—The city's high schools with the cooperation of WPTB, North Carolina's pioneer FM station, have proposed plans for the installation of FM stations throughout the city during the post-war period for opening educational broadcasts to the general public.

(Continued on Page 5)

### Harmony?

Chicago—New barbershop chord trio composed of Don McNeill, Jack Owen and Sam Cowling which was featured in on Blue Network "Breakfast Club" last Saturday was ruled out by Gene Rouse, midwest program director, as a discordant submission for "Shows of Tomorrow." The trio was presented on the "Breakfast Club" as a salute to RADIO DAILY.

### From Normandy

Paul Manning is credited with doing the first broadcast from Normandy for an independent station here when he was heard on the air via WOR Sunday 11-11:15 a.m. EWT. Manning, who is usually heard from London at that time, did not present any news as such but confined himself to local color, the huge supply job going on and the fine morale of the troops.

### WLIB Sold To "Post" For Sum Of \$250,000

Announcement was made over the week-end that Mrs. Dorothy S. Thackrey, owner and publisher of the New York "Post," had purchased WLIB, Brooklyn, for a reported price of \$250,000 and application for the transfer has been forwarded to FCC for approval.

Policy regarding FM and television applications and of operational policy, will not be established it was stated by Paul A. Tierney, managing editor of "The Post," until such time as the FCC has made its decision.

(Continued on Page 2)

### Feldman In From London; Going To So. Pac. For Blue

Arthur Feldman, Blue Network's assistant manager of the London news office, is in town preparatory to taking up his new assignment in the Southwest Pacific. While here Feldman will confer with G. W. Johnstone, Blue Network's president.

(Continued on Page 5)

## Open Season For 'Scoops' Gets Under Way In Chicago

### Winchell Leading In Summer Ratings

First ratings which take in the summer runs and replacements as well, finds Walter Winchell as leading in the evening national ratings with the columnist down as having the lowest.

(Continued on Page 6)

## Withholding Of Certain AP News Items Brings Cancellation Of Station Pact As 'Inimical To Radio Industry'

### Web Analysts Await Democrats' Tee-Off

Chicago—With the networks setting up shop again at the Stevens Hotel over the week-end to handle the usual quota of pre-convention broadcasts, the radio stage is all set for the opening of the Democratic National Convention in the Chicago Stadium tomorrow noon.

As the news and special events staffs swung into action indications are that the convention will be a success.

(Continued on Page 7)

### Stewart-Warner Names New Radio Division Mgr.

Chicago—Floyd Masters has been appointed manager of the radio division of Stewart-Warner Corporation, F. A. Hiter, vice-president, announced yesterday. Masters has been the midwest district manager for the past several years.

(Continued on Page 2)

### U. S. Rubber To Sponsor Shostakovich Premiere

United States Rubber Company will sponsor for a second time the premiere of a Dimitri Shostakovich work when excerpts from the newly composed "Symphony No. 10" will be heard.

(Continued on Page 5)

Detroit—Leo J. Fitzpatrick, vice-president and general manager of WJR, Detroit, yesterday authorized cancellation of the WJR station contract with Press Association, Inc. His action was prompted by the decision of Press Association, Inc., to withhold certain local news items from the AP radio wire, leased by Detroit radio stations. Fitzpatrick characterized the PA action as "inimical to freedom of speech and to the whole radio industry."

News of the Detroit area gathered by WJR.

(Continued on Page 6)

## St. Louis Station Seeks Tele License

St. Louis—KSD, NBC affiliate, is the first station in this city to make application for a television license to the FCC, it was learned yesterday.

The application was filed in the name of the Pulitzer Publishing Company which operates KSD and publishes the St. Louis "Post-Dispatch." The application is for a commercial television license.

(Continued on Page 5)

## Kentucky University Granted FM License

Lexington—Construction of a 500-watt FM station by the University of Kentucky on the campus has been approved by the FCC. A regular program will be broadcast.

(Continued on Page 5)

### Gourmet

Ben Grauer, NBC announcer, left yesterday for the Democratic National Convention loaded down with precautionary victuals. Seems Ben had trouble getting all his calories and vitamins during the GOP conclave, when restaurants were crowded and service slow, so this time he left for the Windy City with a goodly supply of K-Rations under his arm.



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

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FINANCIAL

(Monday, July 17)

NEW YORK STOCK EXCHANGE

Table with columns: Am. Tel. & Tel., CBS A, CBS B, Crosley Corp., Farnsworth T. & R., Gen. Electric, Philco, RCA First Ffd., Stewart-Warner, Westinghouse, Zenith Radio. Includes High, Low, Close, and Net Chg. columns.

OVER THE COUNTER

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

20 YEARS AGO TODAY

(July 18, 1924)

Ted Husing, newcomer to radio who is making wonderful strides, names as his mentor Major J. Andrew White. It was Major White who described the Dempsey-Carpentier fight on July 4th over the air. Probably 1,000 people in all heard the broadcast, but it is said to have brought about a stampede for radio parts with which to build home-made sets.

KCKN The VOICE of GREATER KANSAS CITY 24 Hours a Day BASIC MUTUAL AFTER 6 P.M.

Coming and Going

JAMES V. McCONNELL, manager of NBC spot sales, is expected back today from a vacation spent on his Tall Trees Farm at Clinton Corners, N. Y.

ART COOPER is here from WALL, Middletown, N. Y., for a few days on station business.

BEN GROSS, radio editor of the New York "Daily News," has left for Chicago to attend the Democratic National Convention.

VICTOR A. BENNETT, vice-president in charge of national sales at WAAT, Newark, left yesterday with his family for a vacation of two weeks at Lavellette, N. J.

JUDGE A. L. ASHBY, vice-president and general counsel of NBC, off on a visit to the Pacific Coast.

VIRGINIA TATUM, program director of WPTF, Raleigh, N. C., left yesterday to spend her vacation at "The Eagle's Nest," Myrtle Beach, S. C.

WENDELL WILLIAM, West Coast manager of the NBC continuity acceptance department, plans to be in New York through next Monday.

HARRY G. BRIGHT, general manager of WGBR, Goldsboro, N. C., has left with his family for a vacation at his father's home in West Virginia.

JOSEF STOPAK, of the Blue Network, was in Boston late last week to visit his wife and daughters. Dropped in for a visit at WORL's 920 Club studio.

LES RYDER, commercial manager and promotion director of WCED, Du Bois, Pa., is in New York on a short business trip.

MARY MARGARET McBRIDE is in Chicago to attend the Democratic National Convention.

MARSHALL ROSENE, salesman at WCHS, Charleston, W. Va., is vacationing in Ohio.

JOHN A. HILTON, supervisor of traffic operations for NBC, has left for Chicago to participate in the network's coverage of the Democrats' conclave.

DICK GLYDER, announcer at KSFO, San Francisco, is back at the station full of vim, vigor and verve, following a vacation of two months.

BOYCE WRIGHT, production head of WKY, Oklahoma City, is vacationing with his family in California.

PHILLIS PARKER, author of "Perpetual Motion" heard last summer on NBC, is en route to New York to consummate several pending deals. She plans to be here about six weeks.

WLIB Sold To "Post" For Sum Of \$250,000

(Continued from Page 1) as the FCC had acted on the sale. WLIB since its formation in 1942, has been using a program policy of good recorded music. It operates on a frequency of 1,190 kc. and 1,000 watts power. It is on the air from sunrise to sunset in Fort Wayne, Ind. Elias I. Godofsky, is president of the station.

"The Post," now in tabloid form is considered a newspaper of liberal policy and is issued as an evening paper six days weekly. Mrs. Thackrey is the former Dorothy Schiff, descendant of the late philanthropist Jacob Schiff.

Stewart-Warner Names New Radio Division Mgr.

(Continued from Page 1) Stewart-Warner Company since 1939, and before that was associated as general sales manager for General Refrigeration Corporation of Wisconsin. He replaces L. L. Kelsey who resigned to join Belmont Radio Corp.

In issuing the announcement, Hiter said, "Stewart-Warner definitely will remain in the radio business after the war, and will manufacture consumer sets to be merchandised through normal distribution channels. Our production will include AM and FM sets for both the general and farm markets in a wide variety of table and console cabinets."

Engages Tele Consultant

Los Angeles—Dr. David Hutton has been engaged by Patrick Michael Cuning, Television Productions, as musical director and tele-voice consultant. Hutton is one of the outstanding coaches in the voice field and has been conducting his own studio in recent years. He has been connected with pictures, radio, and the concert stage, as musical director and singer.

Blue To Broadcast Game

The Blue Network, in cooperation with Esquire Magazine and 28 of the leading newspapers all over the country, will broadcast over a coast-to-coast hookup the first All-American Boys World Series baseball game at the Polo Grounds on Monday, Aug. 7, starting 3:00 p.m., EWT, Edward J. Noble, chairman of the Blue Network, has announced.

WALTER COMPTON BACKGROUND FOR NEWS add WJHO to his sponsor list. Includes a photo of Walter Compton and a list of stations: WSIX, KALE, WMOB, CKCL, KOCY, WGOV, WSAY, WJHO.

Radio In Baltimore

What's a listener cost you?

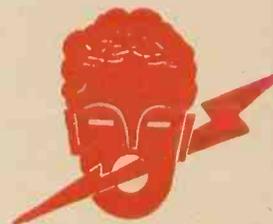
It's very easy to find out. First, you take a station's coverage. All stations have coverage maps.

Then you find out how many people listen to that station. You know how that's done.

Then you divide the number of listeners by the cost of the program.

It's as simple as that.

Down here in Baltimore we know how many listeners you get for your dollar. And we know, too, the station that delivers the most listeners for your dollar. It's the independent radio station W-I-T-H.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

# PROMOTION ☆

## WBXN Strikes High Note

Carm and originality went into the network of WBXN's new brochure and "Opera In Bed," a promotion for the popular program by the same name.

The most captivating feature about the brochure is the cover, the theme of which illustrates a couple sitting in bed, before retiring time, listening to an operatic program. The paper design of the "bedroom" consists of the names of the various programs broadcast over this station. One of the promotion piece tells the station produces the program. Page three gives the listeners' opinion taken from a cross-section of the WBXN area. All of which speaks in favor of this program. The company is the national representative of the New York sta-

## Wilson Eddy And Chorus Replace 'Report To Nation'

(Continued from Page 1)

Under the direction of Robert Armer and a 30-voice chorus have been signed. However, no director script writer has been set as yet. The new show will replace "Report to the Nation" which closed a year of broadcasting under the electric companies' banner July 12. N. W. A's Hollywood office is the agency in charge.

## Lightning Strikes Listener

Manitowish—Listening to the radio at home a 15 year old boy, Zybowy Wylynchuk of Gardentown, Manitowish, was killed Saturday when lightning struck his farm home and destroyed the receiving set.

**WBYN** You can't always get gas

but —

you can always get NEWS

WBYN's minute programming is a continuous flow of news dispatches, sports and racing results amid pleasant music—unique in minute service!

**MINUTE SERVICE STATION**

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

## KSTP's Household Forum

Merchandisers should find KSTP's new accordion-type brochure very helpful, provided they're looking for "Household Forum" programs on which to have their commercials aired.

Bee Baxter, regular femcee of the St. Paul, Minnesota station's series, is leaving for a vacation, the brochure announces. However, more important, the brochure reveals that "seasonal contract expirations have opened up several availabilities on this program."

Decorating the promotion piece are photographs of the several women who will grace the forum during Miss Baxter's absence. The replacements will include: Ellen Pennel of Pillsbury Flour Mills; Frances Howe Satterlee of Consumer Interest Division Minneapolis Defense Council; Martha Logan of Swift and Company; Jeanette Campbell of Minneapolis Gas Light Company; Alice Bennett of Minneapolis Star-Journal. The name of the brochure is "Cooks' Tour." Judging from the foregoing names, the program should provide just that. Dominating colors of the promotion piece are light buff and green. National representative for KSTP is Edward Petry & Company.

“You can SPOT IT in a minute”

KSA

MAN JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS

# WE GET NO FAN MAIL



## FROM THE FIJI ISLANDS!

● The Fiji Islands situated in the South Pacific cover an area of approximately 7,069 square miles and have a population of about 180,000. There may be a few radio receivers on the islands but we wouldn't know because the islanders never write and say they listen to WFIL. But we do know that in the bustling Philadelphia Trading Area, population over 6,000,000, more and more people are listening more and more to WFIL . . . and writing to tell us. In 1943 the most impressive gains in listening audience in this entire market were registered by WFIL!

Big sales volumes are still made in big markets with big potentials. Waste circulation is as it denotes—purely waste. Why pay for it? Use the station which delivers exactly what you want . . . and in the most economical manner. If your advertising is not now being broadcast over WFIL it is because you are following tradition and blind routine. Business men whose minds are flexible promptly adapt new methods and respond instantly to all trends. The shift is toward WFIL. If you have not lost the capacity for change then we invite you to make more sales through the use of WFIL, the station which serves the Philadelphia Trading Area . . . and not the Fiji Islands.

A BLUE NETWORK AFFILIATE

★ REPRESENTED NATIONALLY BY THE KATZ AGENCY

# WFIL

★ 560 K C

PHILADELPHIA'S MOST PROGRESSIVE RADIO STATION

PROGRAM REVIEWS

"YOUR RADIO REPORTER"

BEHIND-THE-MIKE-NEWS PREPARED BY NBC.

About to enter its second year as a special service to affiliated stations and listeners as well, "Your Radio Reporter," as prepared by the NBC Press Dept. is a fairly comprehensive column of interesting items culled from the network's personalities and programs. It is heard Sundays at 1-1:15 p.m., EWT and usually Ed Herlihy does the honors, but last Sunday found Bob Denton on the job, as the former vacationed.

As a service to affiliated outlets, the idea is excellent and is sent out in complete script form, with space to fill in the individual station's call letters and name of the announcer. Also room for adding local-log highlights. In New York, WEAJ has been broadcasting the program for 50 weeks and scores of NBC stations out of town have been taking the scripts. Obviously it is to the advantage of a station to plug its own talent and people as provided by the web programs and this particular setup seems to be a happy medium for doing it.

The script is unusually well written and the items more than of usual interest. Material may include a human interest or news item of a top-notch star; just how a certain comedian thought up his funniest gag; what programs will visit the home town; what the stars the listener hears is really like, etc. It makes for good fan listening and as planned it reveals to some extent what goes on behind the mike. Program is probably the ideal institutional promotional idea for both network and affiliate as directed toward the dial-twister and at no time could too many outlets be using it. Oddly enough the script material is equally good for the local radio columnist.

New Television Firm Set

Darien, Conn.—Connecticut Television Co. has filed a certificate of organization with Ralph C. Powell of this town president and treasurer, Charles P. Pelham of Noroton, vice-president, and John P. Satterfield of Darien, secretary.

Powell is general sales manager of Presto Recording Co. of New York.

GHQ

HEADQUARTERS FOR QUALITY PERSONNEL AND SUPERIOR JOBS FOR EXPERIENCED MEN AND WOMEN IN ALL BRANCHES OF RADIO BROADCASTING.

FRANK McGRANN

Radio Specialist

POSITION SECURING BUREAU, INC. (Agency)

331 Madison Ave., New York, MU. 2-6494



Hollywood Happenings!

● ● ● At the surprise cocktail party President Ralph R. Brunton tossed in San Francisco in honor of E. L. McCarthy, newly appointed vice-president of KQW, the guest of honor received a telegram of congratulations from D. W. Thornburgh of Columbia Pacific Network as "from one vice-president to another." . . . ● Minus his appendix, but rarin' to go, Gordon T. Hughes who was the subject of a surgeon's knife, has resumed production reins on "Lady of the Press. Neal Reagan handled the show while Hughes was in the hospital. Bill Sharples, veteran announcer and emcee, is convalescing at Lone Pine, Calif. from a recent illness and is anxious to hear from his friends. . . .

Los Angeles

● "What's in a name?" Carleton W. Morris, manager of KSUN, Bisbee, Ariz., is not to be confused with Carleton E. Morse, producer and writer of "One Man's Family". . . . ● There was no ceiling on Hedda Hopper's hat when it was raffled off at a War bond auction at the Mocambo and netted \$16,000. . . . ● The boys and girls at KFVB recently tossed a surprise farewell party in honor of Leon Leonardi, KFVB's musical director, who resigned to go East to handle the musical reins on the Broadway production of "Bloomer Girls."



● ● ● Pvt. Paul Pierce, who was a producer before joining the Army and who is stationed at Camp Roberts, Calif., writes "I've learned to fire every weapon we use, including the 105 mm. howitzer, on which I can handle every position of the gun crew. It's amazing how they make soldiers out of us in a hurry. We were a pretty sorry bunch when we hit here, but we're in great physical shape, we're damn well trained already and the majority of us honestly want to get across before this thing is over. None of us are heroes and none of us want to get shot, but damn few of the boys are afraid to get in there and fight." . . . ● Mary de La Mare, who has been transferred from the sales promotion department at KSL, Salt Lake City, to the station's production department, has been studying production methods at KNX, Los Angeles. . . . ● Jane Drennan, former New York radio actress, who has been doing stage work in Melbourne, Australia for past three years, has arrived in Hollywood and will do ether work on the Coast.



● ● ● Leonard Sues, 20-year old Hollywood trumpeter, who made good in the big city, will be the new orchestra leader on the Eddie Cantor show next season. Leonard, who did considerable screen work before going to New York, played an important dramatic role in George Abbott's "Johnny Two By Four". . . . ● Emily Kip, Eastern actress, has been engaged to play "Myrtle," a girl with a Brooklyn accent, on the Cantor program. . . . ● Shirley Mitchell, one of the busiest players in radio, is visiting her parents in Toledo and will be at South Bend, Ind, when her brother, Marion Lee, is graduated as an Ensign at the Notre Dame Midshipmen's school.



● ● ● Following a tour of stations in his division, Edwin A. Buckalew, CBS Western Division station relations manager, has compiled a catalogue of operational forms, broken down departmentally. . . . ● Perry King of Standard Radio has returned from New York, where he supervised several recordings made at the Niederkrantz Hall, which is noted for its excellent acoustics. . . .

● While here en route to the Democratic Convention in Chicago, Clete Roberts, Blue correspondent attached to General MacArthur's headquarters, told of meeting Capt. Ed Tidwell, former KHJ announcer, who is in charge of a G. I. station on the north Coast of New Guinea.



Remember Pearl Harbor

CHICAGO

By BILL IRVIN

WBBM news booth in front of the Wrigley Bldg. has been redecorated in gay colors. Large, full-color reproductions of Army, Navy, Marine and Coast Guard campaign buttons adorn the front of the booth. They are painted on a light gray background and underneath each is a description in black letters. Inside the booth on the back wall, is a large brightly colored invasion map and alongside it a blowup of the invasion area, with flags indicating allied and enemy positions and charting our day-by-day advance. Latest releases off the teletype machine in the booth are pasted on the long glass windows located at the front of the booth.

Marian Bergman, secretary to William Ray, manager of the NBC Central division news and special event department, and Capt. I. Joseph Pernicone of Brooklyn now stationed at the Army Signal Corps Depot in Chicago, were married last month in the rectory of Holy Name Cathedral. Mrs. Pernicone will continue on the NBC staff.

The "Voice of the Dairy" by the American Dairy Association has been renewed on NBC for 13 weeks, effective July 30, it was announced today by Paul McCluer, sales manager for the NBC central division. Originating in Chicago and airing Sundays, 12:00 to 12:15 p.m., CWI, the program features Clifton Utle, well known midwest commentator and Everett Mitchell, agricultural director for NBC central division. Everett Mitchell's "Town and Farm Program," sponsored on WMAQ, Monday through Saturday, 6:15 a.m., CWT, by Sears, Roebuck and Company, is featured in a full page appearing in the company's fall catalog being distributed to 7,500,000 customers. This is said to be the first time the huge mail order firm has used its catalog to advertise any of its radio programs which have occupied prominent spots on the airwaves.

The SCHOOL of RADIO TECHNIQUE

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R.K.O. BUILDING, RADIO CITY, N.Y. Circle 7-0193

# Louis Station Seeks Tele License

Continued from Page 1)

station on channel one, 6000 kilocycles. The tele station would use a four-kilowatt video transmitter and a three-kilowatt FM transmitter.

radius of 50 miles from downtown St. Louis is the intended range of operation, which would include the metropolitan area with a population of 1,473,368.

Three periods of television programming each day, including studio programs with music, artists or news periods with maps, films and other visual aids, pick-ups of sports and special events are proposed in the application, which also includes visual presentations of educational interchurch services.

# St. Louis University Granted FM License

Continued from Page 1)

Service is planned by January 1. Program service will be resumed until after the war and the production of civilian production of receivers. It will consist of service of adult education, programs, quality music.

University's regular broadcasts on KIAS, Louisville, and WLAP, will be continued.

# "You Top This" Renewal

"You Top This?" starring Ford, Harry Hershfield, Marie, Jr., and Peter Donald, renewed on WOR by Kirkwood Sons, for their soap and sketches, effective July 5, for 52 weeks. Roger Bower produces the show which is heard Wednesday from 7:30 to 8 o'clock on WOR. Emmett is the agency handling the account, and O'Connell Williams is the account executive.

# Washington Front

By ANDREW H. OLDER

LOTS of local and regional news commentators could take pages from the book of Howard W. Costigan, who analyzes news for KOL and KIRO, both in Seattle. Costigan is one of the nation's great voices, and could work his way into a national spot if he set himself to it. His ambitions appear to lie in another direction, however. . . . The point we were making, though, is that he has had probably more interviews with high Washington officials than any other purely regional commentator not working in Washington. What he does, is come here from Seattle once or twice yearly and just round up all the McNutts, Ickes, Byrnes, etc., he can lay his hands on, take them over to the House of Representatives radio room, and start firing questions at them. Those discs have carried some very interesting discussions back to Seattle for local broadcast. . . .

Costigan has long been a leading liberal in Washington, although he recently found himself stepping out of the political group he used to lead because it had gone a bit to the left of himself. He's a terrific speaker, both at the mike and before a crowd. Recently he interested himself in the cause of Marshal Tito of Yugoslavia—being ahead of the trend, however. While the praise of Mihailovitch alone was being sung, Costigan had dug into the situation there and become an authority on Tito. Many of his broadcasts and speeches on the fighting Marshal are now being beamed into Yugoslavia by OWI. . . . We may be hearing a lot more of Costigan. With Warren Magnuson running for the Senate seat vacated by Homer Bone, it leaves a wide-open race for Warren's seat in the House. Costigan is definitely in the running—in fact, it appears at this time that he will be the man to succeed Magnuson.

☆ ☆ ☆

Newspapers are awaiting with great interest the decision of the FCC in the Fall River, Mass., case. There have been no new words of any significance regarding newspaper ownership since the thawing out last Winter of the commission's freeze order. Larry Fly was before the Lea Committee last month, Harry Barger tried his best to try to trap Fly into some sort of sensational statement regarding the commission attitude, but any contest between Fly and Barger can have only one ending. Fly said nothing he didn't want to say, and nothing that wasn't already known to everyone in the trade. The importance of the Fall River case is that the only newspaper in the city wants to buy the only radio station—and that the epitome of the problem regarding newspaper ownership which has been bothering Fly, Cliff Durr and others on the commission. A decision should be coming down soon.

# Southern FM Station Co-operates With Schools

(Continued from Page 1)

school children. As an experiment, special FM receivers will be installed in four local high schools by WMIT; and the station's staff will work with school officials in planning programs which will include dramatic and musical presentations, and news broadcasts suitable for the youthful audience.

At a recent meeting in the office of John Watson Moore, superintendent of city schools, a committee to make plans with Harold Essex, managing director of WMIT, and his staff was appointed and will consist of J. A. Woodward, principal of Gray High; R. S. Haltiwanger, principal of Hanes High; Claude R. Joyner, principal of Reynolds High; and Mrs. Lacy Butler, supervisor of elementary schools.

# Feldman In From London: Going To So. Pac. For Blue

(Continued from Page 1)

and other Blue web executives. Before leaving however, he will spend a few days with his family at Little Falls, New York.

While in New York, Feldman will be heard on several Blue Network programs and will also speak July 28, at the Chataqua Assembly. Other web officials are also scheduled to talk there, the occasion being Radio Day.

**Headed for General Headquarters**  
Feldman will be stationed at General MacArthur's headquarters. On August 1, he will leave for the Coast with Johnstone and Clete Roberts, Blue correspondent recently returned from the Southwest Pacific. Understood the trio will complete plans for pickups in San Francisco from the Pacific etc.

# Predicts 40% Increase Over Pre-War Sales

(Continued from Page 1)

of extraordinary good business for everyone connected with consumers durable goods, including dealers, distributors and manufacturers," Carmine said, pointing out that "a virtual vacuum of all kinds of electrical appliances has developed, and it will take months to stock distributors and dealers, once production has been resumed, to say nothing of meeting the urgent demands of the public."

In 1941, the last pre-war year, about \$10,300,000,000 was spent by the American people on consumers durable goods, Carmine said. In the first year of full production after victory is won, there is every reason to believe that we can look forward to a total national business in these lines of about \$14,500,000,000. In the case of radio, Philco expects a pent-up demand for between 20,000,000 and 25,000,000 sets at the end of 1944, as compared with the industry's all-time high production of 13,000,000 units in 1941, he said.

# U. S. Rubber To Sponsor Shostakovich Premiere

(Continued from Page 1)

composed opera "Boris Godounoff" are performed by the N. Y. Philharmonic Symphony Orchestra, with the Met baritone, Alexander Kipnis, featured in the title role, and Fritz Reiner conducting. The program will be carried by the entire Columbia network, Sunday, July 23, 3-4:30 p.m., EWT, and will originate at Carnegie Hall. Campbell-Ewald is the agency.

The U. S. Rubber Company's sponsored Shostakovich's Eighth Symphony earlier this year.

This work is not to be confused with the opera by the same name composed by Rimsky-Korsakoff.

HAS EVERYTHING

**WKY**  
OKLAHOMA CITY  
The Katz Agency Representative

IS FOR WRITERS

WKY scripters have authored scores of shows for network presentation, turn out scripts of network calibre daily.

FROM "A" TO "Z"

**WBAL**  
means business  
in Baltimore

Edward Petry & Co., National Representative

## New Writers Contract Forwarded To WLB

Proposed new contract between the Radio Writers Guild and the networks, has been forwarded to the War Labor Board for approval, with the new pact containing several features not found in the "old," or contract currently in effect. Both sides claim to be happy with the new contract which has about eight new angles. RWG is an offshoot of the Authors League of America.

New agreement as it shapes up will concern mostly, CBS, NBC and the Blue Network's staff writers and continuity scripters only. These include: salary minimum established for staff writers; vacation clause added; changes in favor of the writer as to subsidiary rights; bulletin board will be permitted; retroactive effectiveness of the new contract to January 2, 1944, where writers currently employed are concerned; three year contract is set but the writers have an okay to reopen the deal on questions of vacations, and severance pay, etc. for people currently on the staff, at a later date; writers have also reserved the right to reenter the case in the summer of 1945 if the cost of living has gone up to an appreciable extent and seek an adjustment; pacts are expected however to be on an individual basis; question of credits to writers is taken up where something outstanding is involved, but the webs point out that it is something that has been done right along.

Net result is that some of the writers will receive somewhat of an increase. Non-staff writers such as those submitting scripts from out of town, etc. will not be covered by the pact.

## First 'Network' Broadcast Carried By G. I. Stations

Teheran, Iran—Radio listeners in the Middle East had a hard time Sunday afternoon, twisting their dials without running into the voice of Sgt. Bill Riemer, sportcasting the finals of the Persian Gulf Command softball championship.

The two hour play-by-play was carried simultaneously over American Expeditionary Station Teheran, both long and shortwave, and American Expeditionary Station, Ahwaz, sister stations of the Persian Gulf Command. The 550 mile hook-up was the first attempted by Radio Branch, Office of Technical Information, Persian Gulf Command in cooperation with the Signal Corps.

Headquarters and Headquarters Company, JGC champs, smoked at the expense of their second best finalists, the 82nd Air Depot Group. Final score 12-0.

## Universal Buys Properties

Inglewood, Calif.—The Universal Microphone Co., has purchased the physical properties of the plants it has occupied the past 12 years.

## ★ AGENCY NEWSCAST ★

**JAMES LEAMAN** has been named television consultant of Film Media Corporation, Sherman Price, president, announced.

**CLIFFORD SUTTER** has joined Batten, Barton, Durstine & Osborn as an account executive. He formerly was associated with the OWI.

**MURIEL FARMER**, formerly associated with Mutual Buying Syndicate, has joined the creative staff of Fuller & Smith & Ross, Inc.

**GEYER, CORNELL & NEWELL, INC.**, has been appointed to prepare the advertising campaign for E. P. Reed Company, makers of Matrix and Collegedeb women's shoes.

**F. A. "TED" LONG**, head of television activities of Batten, Barton, Durstine & Osborn, Inc., has been elected to membership in the Institute of Radio Engineers as an associate.

**CHRISTY ALLEN** has resigned as vice-president of the A. C. Neilsen Company to join Compton Advertising in an executive capacity.

**ELKIN KAUFMAN**, executive vice-president of the William H. Weintraub Agency, has announced the addition to the agency's staff of Harry Trenner, who on Monday, July 17, assumed the post of business manager of the radio department. Trenner comes from the Mutual Broadcasting System, where for the past two years he had been an account executive in the sales department. He formerly was commercial manager of the CBS outlet, WNBC in Binghamton, N. Y., sales manager of WSYR, the NBC station in Syracuse, and for many years head of his own advertising agency in Philadelphia. He was also the first chairman of the Committee of Local Sales of the NAB.

**DOHERTY, CLIFFORD & SHENFIELD, INC.**, announces the appointment of Robert H. King as director of publicity for the new agency. King, a former newspaperman, was with the publicity department of J. M. Mathes Inc., for three years and left there to join the publicity staff of the Blue Network, where he has been for the past year and a half. He was on the staff of the Philadelphia "Evening Bulletin" for eight years.

**DRAPER DANIELS**, formerly of the copy staff at Young and Rubicam, has joined McCann-Erickson, Inc., as a copy group head, William E. McKeachie, creative director and vice-president of the agency, has announced. Previously Daniels was a copy writer for Morse International and began his business career as salesman for Vick Chemical Company.

**WILBUR C. JONES**, has rejoined the advertising department of Bendix Home Appliances, Inc. where he will assist Walter J. Daily, Advertising Director, Bendix announced recently. Jones returns to South Bend after serving 2½ years with the War Production Board in Washington as a branch chief in the Salvage Division.

**MENNEN COMPANY**, Newark, N. J., has retained Duane Jones Company, New York, to handle its shave cream advertising effective next September.

**W. ROBERT MITCHELL**, formerly an account executive with Snyder and Black, Inc., has joined McCann-Erickson, Inc., as an account executive.

**AUSTIN WILDER**, artist and concert manager, announces the appointment of Dorothy Meyers as director of publicity.

## Winchell Leading In Summer Ratings

(Continued from Page 1)

145 of the audience. While this top figure is far below the average leader during the height of the season virtually all ratings appeared to have scaled downward. According to the top 15 in the C. E. Hooper report ending with the July 15 period, none of the summer replacement shows have created any undue furor, since only two are among the 15 in question, Gracie Fields, 11th on the list with 9.7 and Edward Everett Horton with 9.6. Phil Harris batting for Kay Kyser, but doing the same show has 10.3 for the first half hour and 9.3 computed for the second half hour.

Second on the list is Lux Radio Theater with 14.2 and others in consecutive order are: "Mr. District Attorney"; "Take It Or Leave It"; Bing Crosby, "Aldrich Family"; Screen Guild Players; "Your Hit Parade"; Phil Harris (first half-hour); Album of Familiar Music; Gracie Fields; Edward Everett Horton; Mr. and Mrs.

## Canadian Radio Receivers Affected By Tube Shortage

Calgary—Thousands of private radio receiving sets are being put out of commission in Western Canada because of the difficulty of obtaining replacement parts, particularly tubes, E. N. Dack, priorities officer, Department of Munitions and Supply, Winnipeg, stated here. Mr. Dack said he had been informed that 6,000 radio sets in both Saskatchewan and Manitoba were not being operated because of the acute tube shortage. There was no prospect of an improvement in the situation, he said, because of heavy demands for radio tubes for essential use by the armed forces.

North; Phil Harris (Second half-hour) and Jimmy Fidler who is last among the 15 with 9.3 or rather shares with Phil Harris' second half-hour.

"Top Three" Sunday afternoon shows are "World News Parade," with 5.8; "Pause That Refreshes," 5.4 and William L. Shirer, 5.2.

## WJR Cancels PA Party In Row Over AP News

(Continued from Page 1)

by the Detroit "Free Press," an associated Press member, beginning today will not longer be released by the Detroit "Free Press" for distribution to Detroit radio stations. Those affected, besides WJLW, WJBK and WJLB. However, news is sent to other PA clients outside the area prescribed by the Detroit "Free Press" and is then available for radio stations within WJR territory.

The Detroit "News," the other associated Press newspaper member, Detroit, has not gone along with Detroit "Free Press" and will continue to furnish PA with stories for distribution to radio stations. The Detroit "News" owns and operates WWJ.

### Dramatic Action Taken

The PA action came without warning and in a dramatic manner. C. Cushing, WJR news-editor, while at his desk in the WJR newsroom a telegraph employee walked in, dumped his tools on the floor and began putting in "cut-out switches" which now allow PA to silence WJR wire while it is sending news originated by the Detroit "Free Press" to other radio clients. Cushing telephoned the PA office and what was going on.

Fitzpatrick said that discontinuation of the PA will have little effect on the news service to the listening public because the news also has available the wires of the United Press and the International News Service. Fitzpatrick also said:

"While this matter now is relatively unimportant to WJR, it will be a major threat to the dissemination of news by the entire radio industry."

## CAB Starts New Survey With Eye To Television

As a step toward adoption of a procedure for surveying television programs, Cooperative Analytical Broadcasting has inaugurated a survey to determine the number of men, women and children listening to radio. Continuous reports of "family" audiences for today's programs will be the first step to familiarize advertisers and agencies with data needed to determine "teleratings."

## Sponsor WEAH Shows

Two firms will sponsor the laide Hawley program heard on WEAH 9:30 to 9:45 a.m., Monday through Saturdays, it has been announced by NBC Spot Sales Department. Herman Basch & Co., Inc. has taken back the program on Wednesday and Friday for Hammer Brand Fur Furs beginning July 26 for 13 weeks and A. Davis & Sons will advertise Keniston coats for women on Thursday and Saturday for 12 weeks beginning June 24.

July 18, 1944

## RADIO DAILY

# Networks Set For Chicago Tee-Off; Plan New-Style Pooled Newscasts

(Continued from Page 1)

the broadcasters were planned to follow substantially the same coverage of the Democratic convention as prevailed for the Re-meeting here last month. The same commentator person on the convention scene for work, as well as the same publicity and technical staffs. A new feature under consideration whereby the four networks would pool facilities to supply minutes of news to open each session, the networks taking on the news broadcasts. The thus supplying the news for a regular session would be required for keeping the convention covered on any last-minute changes, according to J. Leonard radio director of the Democratic National Committee.

## Delegates More Numerous

With the larger number of Democratic delegates, it has been necessary to make minor changes in the details of the delegation microphone on the convention floor and to use more mikes.

There have also been some changes in booth arrangements for the present radio stations covering the convention. WJJD and KSD, both of which had studios in the Stadium, have been moved into newly opened booths on the mezzanine, while WLS has taken over the WLS booth. WJJD is independent and will be fed from WJJD, Chicago independent recently purchased by Marshall Field. Thus, the independent group for the Democratic convention, all on the mezzanine, is WJJD, WOR, KDKA, WLS and the Broadcasting System.

## WLS To Feed Arizona Web

WLS will feed Democratic Convention proceedings by direct line to the network, consisting of KOY, WJJD and KSUN. Ray Busey, KOY commentator and an Arizona delegate, will broadcast from 8:45 to 9:00 a. m., CWT, documentary.

Walter Reynolds, war correspondent and commentator, has been named as a convention speaker for the night, following the address by William Gahagan Douglas.

WLS aimed a scoop when its spe-

## Radio Special

The 20th Century Limited out of New York Sunday was dubbed "Radio on Wheels." Aboard the special train ripping westward were Bob Trout, Quincy Howe, Robert Sioussat, Eihel Kirsner, Bernard Arthur Perles and William E. Sid Eiges and Allan of NBC also Henry Taylor and Art Schwartz of the Blue and Brown of Mutual. Earl Wilkins, Editor of the N. Y. Journal, joined the CBS party.

cial events expert, Harry Wismer, succeeded in corraling Robert E. Hannegan, chairman of the Democratic National Committee, for its Sunday night roundup broadcast at 9:30 p. m., from the Stevens. Hannegan was wearing a striking new tie with a Donkey-head motif. He revealed that the tie had been presented to him by President Roosevelt before Hannegan left Washington and that he had

## Dark Horse?

*Chicago—Unheralded and practically unsupported, the first dark-horse vice presidential candidate to declare himself in the running, made his initial radio appearance on the NBC network Sunday, at 10:30 p. m. CWT when Bascom H. Timmons, head of the Washington Bureau of the Chicago Sun, announced himself with no great show of confidence as "the newspaper man's choice for vice-president of the United States." In listing the planks of his platform, Timmons came out in definite opposition to the Johnstown flood, to a repetition of the great Chicago fire and advocated more money in any form, bonafide or counterfeit. His simple declaration on decentralization merely stated that "if elected I will take the vice-presidency out of Washington—I will not appear in Washington during my term of office."*

promised the President to wear the tie when he opened the convention Wednesday.

## Blue Poll Re Vice-President

The Blue also made a quick poll of its commentators Sunday night on whom they believed would be the vice-presidential nominee. James E. Byrnes, war mobilization director, got the nod with four mentions to three for Vice-President Wallace. Third choice was split between Sen. Barkley of Kentucky and Sen. Truman of Missouri, with two each.

Incidentally, two additions to the Blue's staff of commentators are Walter Kieran, who is scheduled for five-minute appraisals of the convention's human interest angles and personalities in attendance, and Cleve Roberts, the Blue's Southwest Pacific war correspondent, who will cover the convention from the soldier's point of view.

WBBM, Columbia's midwestern key station, has planned extensive local coverage of the convention in addition to the regular CBS broadcasts which it will carry. WBBM started its schedule with a "convention blueprint" airing Sunday noon, an informal discussion by members of the WBBM staff on the station's behind-the-scenes setup and plans for convention broadcasts.

## CBS, NBC Coverage Strong

Paul White, CBS director of news broadcast, will direct convention programs for the network, assisted by

Bill Slocum, Jr., director of special events, and Bob Wood, CBS Washington news chief. Bob Trout, CBS reporter and analyst, and John Daly, CBS foreign correspondent, will be chief announcers.

NBC's commentator staff again will include H. V. Kaltenborn, Richard Harkness, Morgan Beatty, Mary Margaret McBride and Ben Grauer, with William Brooks, news and special events chief for the network, directing convention coverage. Arrangements also have been completed for NBC's television coverage.

## Slater, Mrs. Clapper On Hand

Tom Slater, Mutual's special events chief, and his staff, which includes Mrs. Olive Clapper, widow of the columnist and Mutual commentator, are planning the same type of coverage for the Democratic Convention. Upton Close is the only Mutual commentator missing from the staff which covered the Republican gathering.

Mutual is planning to poll its entire staff of commentators, men and women alike, on the comparative qualities of Clare Boothe Luce and Helen Gahagan Douglas as political speakers and potential vote-getters following Mrs. Douglas' address to the convention Thursday night.

## NBC Crowd Arriving

Early arrivals at NBC headquarters in the Stevens Hotel were Richard Harkness and Morgan Beatty, Washington commentators, William F. Brooks, director of news and special events; Ann Gillis, assistant to Brooks; Suzanne Cretinon, secretary to Brooks, and William McAndrew, NBC Washington director of special events.

George McElrath, NBC operating engineer, Gerald Hastings and Arthur Poppele, New York engineer also have been on the scene for several days, checking equipment at the Stevens and the Chicago Stadium for the broadcasts.

Others who will arrive today, bringing the NBC army up to full strength, include Niles Trammell, president; Clarence L. Menser, vice-president in charge of programs; Frank Russell, Washington vice-president; Albert E. Dale, vice-president in charge of information; Everett Bragdon, Sydney Eiges and Sid Desfor, New York press; Tom Knode, Washington press; A. L. Weis, New York engineer and Don Fisher night program manager of station WRC, Washington.

## Engineering Staffs Complete

The battery of news experts will be augmented by H. V. Kaltenborn, Robert St. John, Lowell Thomas, Mary Margaret McBride, Ben Grauer, and Ben Gross radio editor of the New York "Daily News."

All of these will be assisted by special events and engineering personnel in Chicago. William B. Ray, central division news and special events manager, heads the local staff

# 'Scoop' Season Open As Convention Starts

(Continued from Page 1)

Blue. CBS which did have some pre-convention stuff goes on record as saying they haven't heard of any "earth-shaking" events taking place and therefore can't claim any exclusives, beyond their own correspondents. However the news department offers to interview the two mascot Donkeys at the Stadium, if necessary.

In the spirit of open competition, NBC claims a 20-minute beat on networks and news services relative to the letter purporting to contain President Roosevelt's choice for the vice-presidential candidate, who is none other than Henry A. Wallace. The letter had not yet been received by the Democratic leaders in Chicago, last Sunday when the broadcast was staged. The broadcast at 12:15 p. m., EWT Sunday also included Gov. Robert S. Kerr, of Oklahoma, convention keynoter; Mrs. Charles W. Tillet, of North Carolina and Senator Sam Jackson of Indiana.

Thirty minutes before, Robert E. Hannegan, chairman of the Dem. Nat. Committee, revealed at a press conference that he did not have in his possession any letter written by Roosevelt expressing a preference. Wm. R. McAndrew of NBC's news and special events staff in Washington who attended the conference passed the word on to Morgan Beatty who announced the news on the air.

## Blue's "Scoop"

Blue Network presented an exclusive broadcast on Sunday 10:30-11 p. m., EWT of Chairman Hannegan's first interview or radio appearance since he arrived in Chicago and is supposed to be the most sought after individual in town.

Network also revealed a total of 75 minutes over and above the regular allotted time to commentators and newscasters, exceeded that of any other web represented at the Convention. Additional shows were scheduled to be aired last night and today, as pre-conclave broadcasts.

Both CBS and Mutual had special programs by their regular and special commentators.

and H. C. Luttgens, chief engineer of the central division, heads a group of Chicago engineers assisting the New York contingent in the big broadcast job.

## Women To Speak

*Chicago — Two outstanding Democratic women in attendance at the party's national convention in Chicago, are scheduled for special CBS talks from Chicago this week. They are: Madame Frances Perkins, Secretary of Labor, speaks over the network Thursday afternoon, (WABC-CBS, 4:45 to 5:00 p. m. EWT); Mrs. Nellie Taylor Ross, Director, Bureau of the Mint, and former governor of Wyoming, is set for a broadcast appearance on Wednesday afternoon, 4:45 to 5:00 p. m. EWT).*

# ★ ★ ★ COAST - TO - COAST ★ ★ ★

## — TEXAS —

**DALLAS**—"Fightin' Texans," emceed by Felix McKnight of the Dallas "Morning News," is newest war-theme program being aired on WFAA. Sponsor of the show, the First National Bank of Dallas, also awards a \$50 bond to each serviceman whose story is used. . . . The Mercantile National Bank of Dallas is backing a 10-week series of a quarter-hour program, "Starlight Stars," over KGKO featuring stars from the current operetta in tunes from the production of the week. . . . **LAREDO**—Howard W. Davis, president and general manager of the Laredo Broadcasting Co., owners and operators of KPAB, announces the station will become a Mutual outlet on full time basis. The full commercial and sustaining schedule of the Mutual web will be broadcast by KPAB.

## — WISCONSIN —

**MILWAUKEE**—Members of WEMP participated in a 3-hour show presented in the local auditorium last Wednesday by the Signal Battery Company, in cooperation with the Signal Corps, for recruiting employees. They were Charles La Force, Neil Searles, William Brook, Milton Kerlin, Stanley Nastal and Conrad Rice. Show featured M.G.M.'s Walter Pidgeon, the Great Lakes Navy Band, Jack Kilty, the Tune Toppers and Lt. Bob Elson. . . . WTMJ Grenadier drummer Orban Heldrick received the first word of the birth of his son during a recent broadcast when Grenadier host Bom Heiss stepped to the mike and announced the information to Heldrick and WTMJ audience.

## — VIRGINIA —

**RICHMOND**—Burt Repine, one of the State's most outstanding dance band directors, has been named musical director of WRVA, where for 14 years he has served in various capacities, the most recent as assistant director of music. He succeeds the late E. O. Naff.

## — OHIO —

**CINCINNATI**—Gordon Graham, assistant director of special events for WLW, discussed different types of Army broadcasts aired by WLW during the past year before the Public Relations' Officers of the Fifth Service Command in Columbus over the past week-end. . . . **DAYTON**—Les Spencer, of WHIO, gave an eye-wit-

ness account of the rescue efforts to free an undetermined number of miners trapped in the Powhattan Mine, situated 14 miles from Bellaire, O. He was accompanied by a group of the station's personnel who arrived after a 200-mile drive through the blinding fog. . . . **SPRINGFIELD**—Reggie Martin, vice-president and general manager of WIZE, announced that he is leaving his position to undertake a personal project in radio elsewhere.

## — LOUISIANA —

**NEW ORLEANS**—Starting Saturday, July 29, WWL will inaugurate a new series of radio program ideas called "Testing." Through the mail response, the radio audience will be invited to decide the winning program idea of the series. . . . John Kent, WWL announcer, is the father of a new baby boy, weighing seven pounds, two ounces. . . . WWL is now in the third year of broadcast originations of the program "Free For All" which is presented from Keesler Field, a unit of the Training Command of the Army Air Forces at Biloxi, Miss.

## — WASHINGTON —

**SEATTLE**—Mrs. Eleanor Wilson McAdoo awarded recently the Junior War Savings League Award Pin to Mickey Jacobs and Sally O'Dell for having donated 1,000 hours to promote sale of bonds on Saturday children's hour over KIRO.

## — SOUTH DAKOTA —

**YANKTON**—WNAX is now utilizing every break for program promotion. Each station break contains 10 seconds of promotion material calling attention to a show following within the next two hours. . . . WNAX has set complete coverage direct from Democratic Convention using similar setup to that of the Republican session. Plans call for interviews from Stadium, also from Steven's Hotel, with outstanding members of delegations from Iowa, Minnesota, Nebraska, North and South Dakota.

## — NORTH CAROLINA —

**ASHEVILLE**—The "AAF Quiz Fest" program has a new emcee in Sgt. Nat Fichtenbaum who has replaced Sgt. Read Wilson, transferred by the Army Air Force from here to Selridge Field. Program originates from the AAF Newbridge barracks and is aired over WWNC Friday p.m. . . . **RALEIGH**—Alec Randolph's "Gliding Ghost" themes "The Graveyard shift," new 'wee small hours' show over WPTF from 1 to 2 a.m. . . . **GREENSBORO**—Wally Williams' precocious offspring, familiarly known to the staff as "Cooky," uses this standard prayer each evening before being tucked away with the Sandman, "Dear God, bless mama and papa and pass the ammunition."

## — MASSACHUSETTS —

**BOSTON**—Herbert Hibbett, transmitter engineer for WEEI, will celebrate his Golden Wedding anniversary on August 15; he recently observed his seventh year with WEEI. . . . Announcement has been made by WBZ program "The Right to Happi-

ness" of a national contest to encourage buying bonds for babies. Winners must accept bonds for some child born after December 7, 1941. Contestants are required to finish the following sentence: "I think every wartime baby should own war bonds because. . . ." and within 25 words. Contests ends Sept. 9. . . . **WORCESTER**—Preview of "Yip, Yank, Yale," War Bond show of the AAFTS at Yale, was presented over WTAG recently.

## — MINNESOTA —

**MINNEAPOLIS-ST. PAUL**—WCCO's newscaster Cedric Adams will cover the Democratic convention for the station's Northwest listeners by special wire from Chicago. . . . From KSTP comes the following: Although the joke was on Tom Hastings, general chairman of the 1944 Minneapolis Aquatennial, nobody in this area is laughing. In a recent broadcast of KSTP's "Saturday Smorgasbord," where the studio audience takes part in laugh stunts, Tom officially made Mrs. Glenn Grapp "Queen of the Sun" (custodian of the weather in Minneapolis during the current aquatennial). This was a fine idea except for one thing—Mrs. Grapp turned out to be a loyal resident of St. Paul.

## — MISSOURI —

**ST. LOUIS**—KMOX will duplicate its complete reporting of the Republican conclave during the Democratic Convention opening tomorrow in Chicago. Their newscasters include news editor Francis P. Douglas, and news commentators W. R. Wills and Katharine Darst. Public relations man Arthur J. Casey and engineer Gordon Sherman will be on hand also. . . . Ray Dady has left for the Democratic session to handle KWK's reporting of the important convention. . . . **KANSAS CITY**—KCMO arranged a special program for the presentation of bonds won by Mrs. Alma Price, of Devon, Kansas, and Mrs. Milton Bryant, of this city, and awarded by Ed Phelps, general manager of the local branch of Swift and Co. Mrs. Price received her prize through KGGF, in behalf of KCMO, because of her long distance from the Kansas City station.

## — NEW JERSEY —

**NEWARK**—The Otis Family, heard over WAAT every Sunday and sponsored by the Aeronautical Division of the Otis Elevator Co., in Harrison, N. J., under the management of W. B. Edwards, will celebrate its first anniversary on Sunday, July 23. Jay Stanle of WAAT directs the show and Hal Tunis, formerly WAAT announcer, emcees it.

## — WASHINGTON —

**CENTRALIS-CHEHALIS**—Recent additions to KELA are Hal Nelson, news editor and continuity editor, and Ellen Swayne, continuity department. Nelson is from Seattle and Tacoma newspapers while Swayne is new to radio.

## — NEW YORK —

**NEW YORK**—New half-hour musical and dramatic series titled Callahan's" will premiere on WNBC morning at 9:30, and will be heard Tuesday thereafter. Written and directed by Fritz Blocki, the show will star Halop, Elsa May Gordon and Kohl. . . . WHN aired new show Saturday evening at 9 called "Songs for the Girls," featuring Uncle WAVES. It is for the summer only. W. Adolph Roberts will be the guest on "Crime Quiz" over WNBC tomorrow evening at 8. . . . WBYN yesterday morning a live show titled "Hillbilly Jamboree," highlighting Easton's fine voice and his band.

## — CALIFORNIA —

**SAN FRANCISCO**—For the convenience of the ship builders' Marineship Corp. of suburban Sausalito on the day shift, KSFO broadcasting Austin Fenger's program, heard regularly at 11:30, the new starting time ship builders' lunch period. **OAKLAND**—New faces at KRNB. Neal Edmondson as announcer, Stephen Gaylord as advertising director of the station. . . . **HOLLYWOOD**—The Knox Company, maker of Cytext, is sponsoring "What's Name of That Song" on the Don Lee network, having begun July 14. . . . Judith McGuire, of Los Angeles, has replaced Dick Day as of continuity department at Santa Barbara.

## Prime Minister's Speech Will Not Be Broadcast

Montreal—A speech Prime Minister Mackenzie King is scheduled to deliver August 7 at a dinner marking the 25th anniversary of his leadership of the Liberal party will not be broadcast, it is announced. The committee in charge of arrangements for the dinner said in a statement, an earlier announcement that the speech would be broadcast over the national network of the CBC made before consultation with Prime Minister. The statement said that Mr. King felt that any broadcast which might be made "would certainly be construed as having political motive and as such give rise to political controversy. This, Mr. King's most anxious to avoid. . . . Particularly at this stage of the war and at a time when election being held in three of the Provinces of Canada."

## New AMP Licenses

The Associated Music Publishers Inc. have contracted music licenses for additional periods with KJL Mankato, Minn., and KRKO, Eau Claire, Wis., and also, it has come to new agreements with KFBK, Sacramento, Calif., WIBX, Utica, N. Y., and WCAX, Burlington, Vt.

**HAPPY BIRTHDAY TO YOU**

July 18

Harriet Hilliard      Red Skelton  
Marvin Mueller      Adele Ronson  
Hal Styles

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



28, NO. 12

NEW YORK, N. Y., WEDNESDAY, JULY 19, 1944

TEN CENTS

## OK 3 Major Station Sales

### Democratic Conclave Goes Over Air Today

By BILL IRVIN  
RADIO DAILY Staff Correspondent  
Chicago—Final tests have been completed, and every wire and every control button has been checked at the Chicago stadium for radio's pickup this afternoon of the Democratic Convention opening. The 1,176 delegates (there'll be more if the Texans don't settle their  
(Continued on Page 6)

### Controversial Mr. Fly' Subject In Sat. Eve. Post

Story of James Lawrence Fly, chairman of the FCC, all angles of which are well known to those in the industry, is the subject of an article in the July 18, issue of the Saturday Evening Post" by Henry J. Single. Article is entitled, "The Controversial Mr. Fly," outlining the more elaborated thumb-nail sketch of Fly's background, his career and  
(Continued on Page 3)

### Leases Vanderbilt For Two Year Period

The Network has leased the Vanderbilt Theater, New York, for two years in order to accommodate the increasing large number of studio audiences. The Vanderbilt, the second theater to be leased by the Blue, has seating capacity of approximately 1,000 and will be available for subscription  
(Continued on Page 2)

### Quick Work

Blue Network listeners at 4:15 p.m. yesterday heard via recording an on-the-spot description of the scene following the explosion of two ammunition ships near San Francisco. Bill Baldwin, Blue's West Coast news director, apparently the only radio man permitted inside the backyard area, gave a word-picture of the devastation and interviewed survivors in the hospital.

### Prayers

NBC presents a new religious feature which presents daily prayers mornings and evenings in order to provide spiritual solace to a nation at war. Distinguished clergymen representing the major denominations, Protestant, Catholic and Jewish, will deliver in person one-minute prayers which open and close the day.

### CBC Appoints Walker Head Of Dominion Net

Toronto—H. G. Walker has been appointed to a new position in charge of the CBS's Dominion network, it was announced yesterday. For the past year and a half he has been CBS representative in the Prairie region and previous to that was in charge of station CBL at Toronto. His new headquarters will be in Toronto.

Succeeding him as Prairie representative  
(Continued on Page 3)

### Texan Asks Frequency; Other Activities By FCC

Washington Bureau, RADIO DAILY  
Washington—The FCC has received another application for a frequency assignment in Houston, Texas—this one from H. C. Cockburn, doing business as the San Jacinto Broadcasting Company. Cockburn is seeking to operate on 1,470 kilocycles with one  
(Continued on Page 5)

## Treasury Revamping Plans For Sixth War Bond Drive

### Blue Still Bidding For Station In Chicago

Chicago—Rumored here that Blue Network negotiations for WLS are still going on with Edward S. Noble, chairman of the board, and Mark Woods, president of the web, discontinue  
(Continued on Page 2)

New Englanders—North of Boston—rise to the strains of WLAW's Yawn Patrol! Advt.

### FCC Approves 'Times' Buy Of WQXR, KECA's Transfer To Blue Network And WINX To Washington 'Post'

### WJR-PA Differences Cleared Up Amicably

Detroit—Stressing the fact that the misunderstanding between WJR, Detroit, and Press Association over PA's withholding from the station of certain Associated Press news items at no time reached grave proportions, Leo Fitzpatrick, vice-president and general manager of WJR, yesterday announced that the situation had been cleared up promptly by PA and that  
(Continued on Page 3)

### Irene Kuhn Granted Leave To Publicize Dewey Drive

Mrs. Irene C. Kuhn, assistant director of information for NBC, has taken leave of absence from the network to become associate director of publicity for the Republican presidential campaign, it has been announced by  
(Continued on Page 3)

### Eversharp, Inc. Renews "Take It Or Leave It"

"Take It Or Leave It," was renewed yesterday for 52 weeks by Eversharp, Inc. over CBS Sundays 10-10:30 p.m., EWT with Phil Baker,  
(Continued on Page 3)

Washington Bureau, RADIO DAILY  
Washington—In a lengthy executive session which saw the first questioning by any member regarding the inflated prices paid for more than two dozen radio stations in recent months, the FCC yesterday approved three major station sales and two of minor importance. Commissioner Clifford J. Durr dissented in three instances.

The major sales approved included that of WQXR (and its FM affiliate WQXQ) from John V. L. Hogan to the New York "Times," for \$9,750,000;  
(Continued on Page 6)

### FCC To Scan All FM Educational Requests

Washington Bureau, RADIO DAILY  
Washington—The FCC yesterday announced that it intends to scan all future applications for non-commercial educational FM facilities with a view to state-wide education plans. This decision results from the great interest evident in the proper use of the five FM bands set aside for educational broadcasting, as revealed  
(Continued on Page 3)

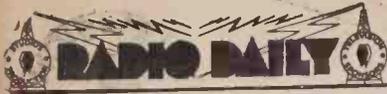
### Engineers And Professor To Talk At Tele Seminar

Panel of three speakers will discuss "Television Studio Design" at the REC Television Seminar, Thursday  
(Continued on Page 2)

### Alert Optimist

An alert and optimistic press agent for WAAT, Newark, N. J., sent out the following notification to the press yesterday: "When President Roosevelt accepts the Democratic nomination, WAAT will carry his address." As yet official Washington has given no indication that the President will be heard on the air in connection with the Democratic Convention in Chicago.

Harness your sales message to WLAW's 5,000 watts. . . Results will prove gratifying! Advt.



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

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## FINANCIAL

(Tuesday, July 18)

NEW YORK STOCK EXCHANGE				Net
	High	Low	Close	Chg.
Am. Tel. & Tel.	163	162 1/2	162 3/8	1/8
CBS A	32 1/2	32 1/4	32 1/2	—
CBS B	32 3/8	32 3/8	32 3/8	3/8
Crosley Corp.	22 1/2	21 3/4	21 3/4	1/2
Fransworth T. & R.	13 1/4	12 3/4	12 7/8	1/4
Gen. Electric	39	38 5/8	39	—
Philco	35 1/2	34 3/8	34 3/4	1/4
RCA Common	11 1/4	10 3/4	11	1/4
RCA First Pfd.	74 1/4	73 3/4	73 3/4	1/4
Stewart-Warner	16 3/8	16 1/8	16 1/8	1/4
Westinghouse	104	102 3/4	102 3/4	3/4
Zenith Radio	42 1/2	41 1/2	41 1/2	—
NEW YORK CURB EXCHANGE				
Nat. Union Radio	6 5/8	6 1/2	6 5/8	—
OVER THE COUNTER				
WCAO (Baltimore)			21 1/2	Bid
WJR (Detroit)			36	Asked

### Double Guesting

Cass Daley and Jane Withers will guest on Charlie Ruggles' "Maxwell House Iced Coffee Time" program Friday, July 21, CBS, 8-8:30 p.m., EWT. Benton & Bowles is the agency.

## 20 YEARS AGO TODAY

(July 19, 1924)

Rumors are being heard of impending law suits between Westinghouse and American Telephone and Telegraph, De Forest Radio Telephone and Telegraph Company and the General Electric Company, over patent rights . . . Indications of progress in radio manufacture are seen in the new cone speaker and the double button carbon microphone.

COVER THE 3rd LARGEST MARKET IN THE COUNTRY'S GREATEST STATE OVER STATION



# Coming and Going

BENEDICT GIMBEL, JR., president of WIP, Philadelphia, and ALEXANDER GRIFFIN, commentator on the station and the Mutual network, left yesterday for Chicago, where they will attend the Democratic National Convention.

WILLIAM T. LANE, vice-president and manager of WAGE, Syracuse, is now in London as guest of the British Ministry of Information.

E. S. WHITLOCK, station manager of WRNL, Blue Network affiliate in Richmond, Va., a caller yesterday at the Rockefeller Center headquarters of the web.

H. E. WESTMORELAND, director of operations for WEBC, Duluth, is here from Minnesota for conferences with his national representatives.

JAMES T. THORPE, of WTOL, Toledo, who has been in town the last few days on station business, returns to the home offices tonight.

HERVEY CARTER, station manager of WMUR, Blue Network outlet in Manchester, N. H., is in New York on station and network business.

E. M. LOWE, vice-president of WBML, Macon, Ga., affiliate of both Mutual and Blue, and CHARLES W. PITTMAN, manager of the station, are returning to Georgia today after having been in Gotham for the better part of the week.

LEE JOHNSON, formerly publicity man at WHBQ, Memphis, Tenn., is en route to New York.

WAUHILLAU LA HAY, program promotion director of N. W. Ayer & Son, Inc., has returned from a short business trip to Boston.

### Blue Leases Vanderbilt For Two Year Period

(Continued from Page 1)  
taining and commercial programs shortly after Labor Day. The Blue's other theater is the Ritz at 219 West 48th Street, which seats 900. It was leased by the Blue in November, 1943.

### Vacation For Winchell

While Walter Winchell is vacationing during August, Louella O. Parsons, International News Service film editor, and Fulton Oursler, noted commentator, will fill the columnist's spot each Sunday evening at 9 over the Blue Network, beginning Sunday, August 6 through August 27. Miss Parsons' film comment will come from Hollywood after Oursler's completion of his part of the broadcast.

I. R. LOUNSBERRY, executive vice-president of WKBW, CBS affiliate, and of WGR, Blue outlet, both in Buffalo, has arrived in New York on a short business trip.

JACK BURNETT, commercial manager of KUTA, Salt Lake City, a visitor yesterday at the local offices of the station's national representatives.

JAMES MALONEY, Western station relations manager for the Mutual network, and GEORGE LEWIS, exploitation man for the web, have returned from their vacations.

ADELAIDE HAWLEY has returned from a newsgathering tour through Canada and is resuming her regular program on WEAF.

JACK STANLEY, interviewer on the Yankee Network, is spending his one-week vacation in mad pursuit of the elusive trout near Middledam, Me.

TONI WINSTON, whose "A Letter to a Soldier" is heard on Sundays over KYW, Philadelphia, is vacationing in New York.

ROBERT K. LINDSLEY, general manager of KFBI, Wichita, Kans., is in New York. Paid a call yesterday at the headquarters of his national representatives.

MARY ROLLINS, editorial director of the Hillman Women's Group of magazines, is spending a vacation of one week at Avon, N. J.

BOB WOOD, CBS Washington news director, and TRIS COFFIN, reporter for the network in the Nation's Capital, arrived in Chicago yesterday to participate in the covering of the Democratic convention.

### Engineers And Professor To Talk At Tele Seminar

(Continued from Page 1)  
evening, July 20, in the NBC studios at Radio City.

The speakers are Robert E. Shelby, development engineer of NBC; J. D. McLean, commercial engineer of transmitter division of General Electric's electronics department, and Edward C. Cole, who holds a professorship in the drama department at Yale University, New Haven.

### Blue Still Bidding For Station In Chicago

(Continued from Page 1)  
cussing the deal during a recent visit here. WENR and WLS share air time with WENR known as the local Blue outlet.



That's why . . .

## ALL PHILADELPHIA

has formed the habit of dialing 1400 regularly.

THAT'S WHY SPONSORS BUY TIME ON

# WDAS

## BALTIMORE

There are 5 radio stations in Baltimore. You can choose any one. Set yourself the standard of:

- Coverage
- Popularity
- Cost-per-listener

. . . and buying radio time in Baltimore to make your radio dollar work more efficiently is easy!

No matter how you slice it . . . W-I-T-H the independent . . . is the Baltimore buy in radio.

And we have the facts to prove it, Glad to show them to you any time.



# W-I-T-H IN BALTIMORE

TOM TINSLEY, President  
REPRESENTED BY HEADLEY-RE

# WJR-PA Differences Cleared Up Amicably

(Continued from Page 1)  
 "undoubtedly will continue" to the services of the news organization.  
 Fitzpatrick on Monday had authorized the cancellation of the station's contract with PA, stating the "while the matter now is relatively unimportant to WJR, it could be a major factor to the dissemination of news to the entire radio industry."  
 "This statement," Fitzpatrick declared yesterday, "was not intended to put the Press Association in an unfavorable light, but was merely to bring attention to the fact that I thought threatened the radio industry, to a head. I want to congratulate PA on the correct way in which it acted to protect WJR's interest as soon as I expressed concern. They immediately changed their local bureau to gather local news, making it available for broadcasting purposes. As soon as this plan is completed WJR undoubtedly will continue with PA. We feel that the listeners should have all the available news gathering facilities at their disposal, particularly during these critical times."

# Charles Kuhn Granted Leave to Publicize Dewey Drive

(Continued from Page 1)  
 Robert Brownell, Jr., chairman of the Republican National Committee, Charles Kuhn, with NBC for four years, previously was engaged in newspaper work for 15 years in this country, Europe and in the Far East. He is the author of numerous magazine articles, a book entitled "Assignment to Adventure," and is co-author of "Inside Story," the personal experiences of a group of foreign correspondents.  
 Mr. Kuhn was born in New York and attended Marymount College and Columbia University.

# Col. Poletti On WOR

Col. Charles Poletti, Allied military government commissioner for the Rome area, was interviewed by Arthur Korman, Mutual correspondent, in a broadcast yesterday on WOR Newsreel, 6:15 p.m.

*Wolly sez-*  
**IN WASHINGTON THERE'S A BILLION DOLLAR MARKET AT YOUR FINGER-TIPS**  
 Sell Them on  
**WOL**  
 Affiliated with Mutual Nat'l Reps. SPOT SALES, INC. New York, Chicago, San Francisco

# FCC To Scan All FM Educational Requests

(Continued from Page 1)  
 by United States Office of Education. Although only five educational FM stations are on the air, with three readying and applications in from about eight others, requests from State Boards of Education and other sources for information from the Office of Education indicate a great deal of interest and the possibility of a great many more applications.  
 These applications will be considered on merit, the Commission announced, but notification that the facilities requested will be used as part of a state-wide plan will be important in consideration of the applications.  
 The Commission announced yesterday also that it has granted WQBC, Vicksburg, Miss., permission to shift from 1,390 kc, with one kilowatt days, to 1,420 kc, with one kilowatt days and 500 watts nights unlimited.  
 It was erroneously reported in RADIO DAILY Monday that the FCC has granted the application of the Chatham Broadcasting Co., Savannah, Ga., for a new 250 watt station on the 1,400 band. Actually the application came in Friday of last week and has not been acted upon.

# Eversharp, Inc. Renews "Take It Or Leave It"

(Continued from Page 1)  
 emcee. Baker will start his third year with the show in course of the contract which is effective Sept. 1. Biow Co. handles the account.

# WAVES Enlist CBS Aid

"Something for the Girls," the program aimed at enlisting more women in the WAVES recruiting campaign, is CBS' new series of transcribed programs featuring radio's outstanding personalities. The first broadcast of this series was heard over WABC at 1:05 a.m. today, and starred Frank Sinatra. Other shows will follow nightly at the same time through Sunday, July 23; Wednesday, July 26 through Sunday, July 30, and Wednesday, August 2 through Saturday, August 5.



"Worcester, Eng., calling Worcester, U. S. A." "London calling." These are established features received direct on WTAG's own short wave equipment. More evidence that WTAG's a big station.

**WTAG**  
 WORCESTER

# 'Controversial Mr. Fly' Subject In Sat. Eve. Post

(Continued from Page 1)  
 the fear he instills in the hearts of all in the broadcasting industry. Article is more or less a resume of the broadcaster-FCC controversy and the fact that Fly holds a whip over the station because of the license method.  
 Seemingly starting off as an attack on the FCC chairman, it gives him and his adversaries an even break and no special conclusions are arrived at when the article ends. The "mackerel in the moonlight" incident at St. Louis a few years ago is revived, but the drama attendant to the Ethridge speech and the efforts of Neville Miller to immediately rectify a mistake in the heat of the speech's wake, was not brought out. Some mention is made of FM and television and in the opinion of Pringle, Fly will probably side with CBS' stand on post-war tele.  
 From a radio point of view, the Satevepost article doesn't hurt Fly in any manner whatsoever, but it probably presents to the average public a picture of chaos among the broadcasters, which is not exactly the case.

# CBC Appoints Walker Head Of Dominion Web

(Continued from Page 1)  
 sentative, James Finlay has been promoted from his present post of station manager of CBL, Toronto. Mr. Finlay's successor has not yet been named.  
 Ernest Morgan has been moved to Toronto to fill the newly created position of supervisor of exchange programs. He has been program director for the Pacific region with headquarters in Vancouver. Kenneth Caple, director of educational broadcasts for the Pacific region, has been appointed to succeed Morgan. In the same region, Roy Dunlop has been appointed production manager filling the post vacated by Andrew Allen, CBC supervisor of drama, last year.

**WHY PORTLAND, OREGON PEOPLE PREFER KGW**



Jack Benny and Hal Short

**HAL E. SHORT**  
 PRESIDENT OF THE PORTLAND ADVERTISING FEDERATION

SAYS: "KGW is always 'on the beam' when it comes to making public service interesting and entertaining. For example, when Jack Benny and his troupe performed in Portland recently, KGW took an active part in the presentation and the Benny folks 'did their stuff' in a way that made hundreds of new friends for everyone concerned."

**CHATTANOOGA**  
 IS THE HEART OF A POWER EMPIRE SERVED BY  
**WDOD**  
 CBS  
 5,000 WATTS DAY AND NIGHT  
 PAUL H. RAYMER CO.

THE STATION WITH EAR APPEAL  
**KGW** PORTLAND OREGON  
 Affiliated with the National Broadcasting Co. Represented nationally by Edward Petry & Co., Inc.

# LOS ANGELES

By RALPH WILE

DALE Evans, vocalist on CBS "Jack Carson Show," receives an average of a request a day from service units that want her to compose theme songs for them. It all started when Dale wrote a marching song for one of her friends in the army.

Walter Pidgeon, host for Columbia's "The Star and the Story" is in Milwaukee, where he will participate in a bond rally and recruit woman war workers in the Midwest area. He will return in time for his regular Sunday broadcast.

The Dos Palos, California ranch of Bill Goodwin, emcee of the Gracie Fields show heard over NBC Sunday nights, is being rented by Film Producer Harry Sherman as a location for his next Western. Goodwin raises barley and alfalfa on his 300-acre property situated not far from Fresno.

## Yale Drama Professor Studies Tele At WRGB

To further investigate the relationship between stage and television production technique, Edward C. Cole, assistant professor and technical director in the drama department of Yale University, is spending the summer months at WRGB, G. E.'s television station.

In addition to courses in stage lighting, technical production, theater planning and management at Yale, Cole also gives courses in television program production, which were introduced last year.

## WIP Summer School

Philadelphia—Ninety-eight students have enrolled for the radio summer school being conducted by WIP. The classes are being conducted by Ed Wallis, program manager; Sam Serota, assistant program manager; and Ed Halbert, production manager. The courses are: general radio operation, script writing, announcing, acting, dramatic direction, programming and sound effects. Classes are held each Wednesday and Friday evenings. At the end of the course, the students showing the greatest aptitude for radio will be permitted to produce an actual broadcast over WIP.

## YOUR ANNOUNCER

for  
Sheertone Liquid Stockings  
Post's Bran Flakes  
and  
Maxwell House Coffee  
Current

Agency Assignments on the  
N.B.C. NETWORK

# JIM WALDROP



## Notes From a Ringside Seat. . . !

● ● ● Not only is it swell to have many admirers and friends but it is "patriotic" as well. . . . for instance, the day before Maggi McNellis started her new series of programs over WEAf, she was given an "assignment" by the AWVS (she's a staff officer) to sell War Bonds at the "21 Club" . . . . on her arrival there, Maggi found herself "being honored" by a huge turn-out and what was more important, in the course of the next hour, she sold about a half million dollars worth of War Bonds. . . ● By the way, Toots Shor, restaurateur, will tell all about the eating habits of the great and near great when he visits Maggi McNellis, on her popular noon day show on WEAf at 12:15 today. . . ● Producer Ted Hediger of the "Your Dubonnet Date," MBSHow, is completing a book titled, "The Life and Loves of Xavier Cugat." . . ● Columnist Ed Sullivan is the first to be given two successive guest spots on the "Vox Pop" series. . . . incidentally the Broadwayfarer has another sponsor waiting should the Griffin Shoe polish people relinquish their air show this Fall. . . ● Marge Kerr, one of the better praise agents, who left the Tom Fizdale office after a decade of successful space-grabbing, is writing the scripts for the CBSrip, "Our Gal Sunday" for the Hummerts. . . ● Cab Calloway and his band will be heard via MBS from the Club Zanzibar where he opens Aug. 10. . . ● Smiling Jerry Baker, featured tenor on WMCA, starts a new thrice-weekly song-series next week. . . . Mon.-Wed.-Fri.-7:45 p.m. . . . 18 years on the same station and still going strong. . . . more power to him.

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● ● ● Musical programs out-number all other types of radio shows currently available for sponsorship by a ratio of two-to-one . . . are you reading, BMI, SESAC, ASCAP? . . ● Eddie NBCantor will visit Gracie Fields' "Chase & Sanborn" program, Sunday. . . ● Joe Rines' initial radio package for the Gale office will be a variety program starring Lulu Bates. . . ● When Band-leader Herbie Fields and his crew open at a Gotham Hostelry in the Fall, he'll feature something new in musical instruments . . . a saxophone made of plastic. . . ● Jerry Lawrence, starting his second year as WMCAce disc-jockey, will be honored with a party tonite at the studio. . . ● Unsuccessful in his quest for a "Mr. Wickel," Ralph Edwards will continue the search when "Truth Or NBConsequences" returns to the air Sept. 9. . . ● Joseph Cotten, one of the seven stars of David O. Selznick's "Since You Went Away," which will have its world premiere tomorrow nite at the Capitol Theater in New York, will guesstar Friday on the 'CBStage Door Canteen' . . . ● The Coca-Cola people have torn up Morton Downey's contract which still had a year and a half to run and have handed the Irish lark a new long-term pact.

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● ● ● Ticket demands for the Fritz Kreisler series of guest appearances on the Bell Telephone Hour far exceed the seating allotments, according to Wauhilla La Hay, N. W. Ayer agency publicist. . . . Wauhilla, incidentally, was a gracious hostess at the press party staged at the Holland House Monday night following Kreisler's radio debut. . . ● Biggie Levin's package show, "Easy Money" a thrilling series of programs which dramatically expose racketeers and their methods of fleecing the public, is being peddled by Music Corp. of America. . . ● Johnny Thompson, former Chief Announcer at WTTM, who decided he'd rather sing for his supper (not to mention dinner, lunch and breakfast), did so well on a recent "On Stage Everybody" stint, that the producers want him to repeat.

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—Remember Pearl Harbor—

## PROMOTION

### Fulton Lewis, Jr. Brochure

"He Fights For You, Mr. Grocer" is the title an attractive folder of orange and black for promoting Fulton Lewis, Jr., Mutual's commentator, sponsored by Victor, the Ripe Coffee, that the Yankee Network has sent to all the grocers in Massachusetts. The folder features a box containing brief interesting commercials used on the new commentary by Fulton Lewis every Monday through Friday evening at 7 in the Bay State over WNAC, Boston, WAAB, Worcester, and WLLH, Lowell-Lawrence.

An autographed picture of Lewis covers the front page and the inside two-page spread shows him addressing the Worcester County grocers at the Little Theater of Worcester Municipal Auditorium. Superimposed at the right is a colored sketch of a Victor Coffee jar.

### Indie Versus Web

While networks covered the national political conventions with elaborate fanfare, thus adding extra thousands to the receiving ends, independent stations produced similar ballyhoo for a hypo in listeners reaction. And such is the story of WIND of Gary, Indiana.

This 5,000 watt station sent out mats to 281 daily and weekly newspapers in the state of Indiana. Reason for concentration in this particular area is that the speakers at the Convention hailed from there. Reports indicated a most favorable reception for the station's listening audience.

### New KBS Members

New stations to the Keystone Broadcasting System are WHIT, New Bern, N. C.; KRKO, Everett, Wash.; KRNR, Roseburg, Ore.; WLAY, Muscle Shoals, Ala., and WROX, Clarksdale, Miss. The number total now 203 stations affiliated with Keystone Broadcasting System.



## JACK WARD

Starting 2nd YEAR  
as Staff Organist  
National Broadcasting Co.

AGENCIES

HARRIS JR., has joined the advertising department of Advertising as a merchant. He comes to Comp- the A & P Tea Company was sales and merchandiser of the Cleveland unit.

ES M. STORM CO., INC., ed its quarters by the open- ditional offices on the 16th 0 East 42nd Street.

WILDER has joined Mc- kson, Inc., as an account Gordon E. Hyde, vice- en has announced. Wilder was an account executive Kchum, MacLeod & Grove, ittsburgh.

Winnipeg Summer Theater  
begins New Radio Series

The Winnipeg Summer began its second annual the Trans-Canada Net- the CBC Sunday, July 16 at EDT. Once again, from the "workshop" in Canada's lity, listeners will hear a native plays written by actors and producers. The opening play is "The Broken Richard Morenus, of Sioux Ontario—a romantic tale of ar war, with a hint of the aral. Morenus, veteran well known to CBC audi- kes the dead speak in this viving good advice to the liv-

ar's Summer Theater is a eight plays. Morenus and oy, Winnipeg author, will ment contributors. Others are Canon, of Vancouver, and Gutterson, of Winnipeg. Gutterson's play is "Moss ack" a saga of Iceland, an- modern. Canon's "Forever sychological drama.

**KOA**

ations in the Nation  
qual KOA's Dominance:

**DEALER PREFERENCE**  
**LISTENER LOYALTY**  
**10 TOP PROGRAMS**  
**50,000 WATT POWER**  
**STATE COVERAGE**

**KOA 50,000 WATTS 850 KC**

NATIONALLY BY SPOT SALES

NEW BUSINESS

KPO, San Francisco, Calif: Owl Drug Company, San Francisco, for drugs, "Sweet Leilani Time" five-minute transcribed show, contract for 52 weeks, Ruthrauff & Ryan agency; William Wrigley, Jr., Chicago, for chewing gum, one-minute transcribed announcements, five weekly, contract for 52 weeks, Ruthrauff & Ryan agency; De Lanes Jewelry Company, Oakland, for jewelry, one-minute live announcements, once weekly, 52 weeks' contract, Ad. Fried Advertising Agency Oakland; Renewal, Johnson & Johnson, New Brunswick, N. J., for baby powder, one-minute transcribed announcements, five times weekly, Young & Rubicam.

WNEW, New York: Eppons, Smith Co. (Holland House Coffee) one spot weekly for 26 weeks, through Scheck Agency; E. Fougere Distributed Products, spot announcements weekly for nine weeks, through Callo-Mc-Namara-Schoeneich, Inc.; Beech Nut Packing Company (chewing gum), six spot announcements for 13 weeks, through Newell-Emmett Company; William H. Wise & Company (Pictorial history books), 36 spot announcements weekly, indefinite period, through Huber Hoge & Sons; Rockaway Playland (half-minute ET with live tag), seven times weekly, eight weeks, through Ehrlich & Neuwirth Advertising.

Texan Asks Frequency;  
Other Activities By FCC

(Continued from Page 1)

kilowatt. The frequencies he requests formerly belonged to KXYZ, prior to the time that station took over WHAT, and had been the KTRH frequency in 1941. KXYZ belongs to Tilford Jones, Jesse Jones' stepson. Cockburn, an oil operator whose manipulations in a Houston shipyard in 1941 were the subject of a Truman committee report, is said to be confident of speedy Commission approval. He is reported also to expect to land the MBS affiliation for Houston, although Judge Roy Hofheinz of KTHT was reported to be in line for the MBS contract. KTHT, a 250-watter, has not been licensed yet, but authority has been granted for program testing and the station is on the air.

**WCOL Plea Received**

The Commission received also an application to assign the license of WCOL, Columbus, O., to Lloyd A., Martha P., Milton A. and Grace M. Pixley, doing business as The Pixleys. Another application was for a new station in Milwaukee, from Charles A. Sprague, Glenn R. Theyer and Eleanor M. Behraman, doing business as the WMIL Broadcasting Co. They seek the 940 band for daytime operation with 250 watts. An application for a new commercial tele station on channel one was received from the Albuquerque Broadcasting Co., Albuquerque, N. M.

KYW, Philadelphia: Beech Nut Packing Company, through Newell Emmett Co., (N. Y.) has renewed two weekly station breaks for 13 weeks, for chewing gum; General Baking Company (N. Y.) six one-minute announcements weekly for 13 weeks for Bond Bread, Ivey & Ellington, agency; Gimbel Brothers, department store (direct), has renewed four one-minute announcements, for 52 weeks; Loew's Inc. (M-G-M), of New York through Donahue & Coe, scheduled two one-minute and five station break announcements over a five-day period for the film "White Cliffs of Dover"; Sun Ship & Dry Dock Company of Chester will use five help-wanted announcements over a two-day period, account placed by Eshelman agency; RKO Radio Pictures, through Foote, Cone & Belding, a contract for one 15-minute program, five five-minute programs and 14 announcements for the motion picture "Snow White."

WTAG, Worcester, Mass., a 52-week contract for Richard Healy Co., exclusive specialty shop, for four spot announcements weekly, a renewal; bankrolling of 15-minute 1 p.m. news-casts four times weekly for 26-weeks by Narcus Brothers, office supplies, new account; both contracts placed direct.

CBS Songstress Signed  
To Musicraft Contract

Signing of Joan Brooks, CBS singing star, to a long term recording contract by Musicraft Corporation has been announced by I. R. Gwartz, treasurer of the firm. Miss Brooks has already cut four sides which are scheduled for immediate release. She is backed by Jerry Bittick and an orchestra composed of top flight CBS first desk men.

Cover the Rich Lehigh Valley

**WEST**  
**EASTON, PENNA.**

**NBC Mutual**

PROGRAM REVIEWS

FRITZ KREISLER,  
VIOLINIST

Guest Artist,  
Bell Telephone Hour,  
NBC, Monday July 17, 9 to 9:30 p.m., EWT  
with  
Donald Voorhees, conducting  
Bell Symphony Orchestra  
N. W. Ayer Agency  
KREISLER'S ARTISTRY ENRICHES RADIO.

Fritz Kreisler, violinist, composer and arranger, bowed to the call of radio Monday night and radio was enriched by the great artistry of this musical immortal. Kreisler, making the first of a series of three guest appearances on the Bell Telephone Hour was heard in the First Movement of Mendelssohn's Concerto in E minor and then obliged with the Albeniz-Kreisler "Tango in D" and his own, "Caprice Viennois." The distinguished artist seemed perfectly at ease in the studio environment and with vigor and grace produced the famed Kreisler tone which has endeared him to countless music lovers. Donald Voorhees, brilliant young conductor, distinguished himself by conducting the Bell Symphony orchestra as they accompanied Mr. Kreisler.

**47,441**

people live in 17  
mountain-walled counties  
which comprise the Western  
North Carolina market  
... and these 417,441 get  
the best reception, the  
most complete radio  
service from

**WWNC 570 KC**  
Serving Western North Carolina  
from ASHEVILLE  
DON S. ELIAS, Executive Director  
Represented by The KATZ AGENCY.

## Democratic Conclave Goes Over Air Today

(Continued from Page 1)

family squabble) shortly before the gavel falls are stirred to excitement by the prospective event but to the network radio engineers it's just another "special event."

As if the networks hadn't had enough trouble in corralling 55 floor microphones for the separate state and territorial delegations, still another had to be dug up for the rebel Texas group. According to George McElrath, NBC operating engineer, who installed the floor layout for the combined nets, no one knew which delegation would get the nod from the committee on credentials so an extra mike had to be found and put in place.

### Extra Press Seats Built

There'll be a bigger turnout of radio press for this convention, it seems. Since Dewey brought the first meeting to a close, carpenters have built four extra rows of seats and benches directly in back of the speaker's rostrum for the exclusive use of any scribes.

Harry Wismer, Blue Network "colorcaster" now in Chicago to report the activities of the Democratic Convention, won himself a big "letter" by obtaining Robert Hannagan, chairman of the Democratic National Committee, for a special pre-convention broadcast on Sunday, July 16. Hannagan, at that time the most sought after individual in Chicago, made his only pre-convention radio appearance on the Blue's 9:30 to 10:00 p.m. program.

During the course of Wismer's interview with Hannagan, the sports editor of the Blue fell on the necktie that his guest was wearing. "Where did you ever get that flashy neckwear?" queried Wismer as his eyes gazed into a red, white and blue creation. "From a friend of mine." Replied the Democratic chief. "What friend could ever do a thing like that to anyone?" commented Wismer. "It's a gift from President Roosevelt, a tie he gave me at the White House just before I left for Chicago. And you will be seeing it again as I was given orders to wear the tie when I opened the convention on Wednesday morning."

### Interest Strong In V.P.

Earl Godwin, Blue Network commentator and dean of White House correspondents, claims that one of the main points of interest among delegates, radio and press representatives over and above who the vice-presidential candidate will be, is whether the Democrats will hand out better looking identification badges than did the Republicans.

Walter Kiernan, Blue commentator on hand in Chicago to report human interest angles on the rally, remarks that Frank Hague of New Jersey was holding a session in the lobby of the Stevens Hotel and disclaimed any knowledge of a likely candidate for vice-president. In answer to a question concerning his

## Station-Sale Okays Of FCC For WQXR, KECA, WINX

(Continued from Page 1)

that of WINX, Washington, from Lawrence W. Heller to the Washington "Post" for \$500,000, and that of KECA, Los Angeles, from Earle C. Anthony to the Blue Network for \$800,000.

Sale of WJLD, Bessemer, Ala., by J. Leslie Doss to George Johnston for \$106,000 was approved, and also the taking over of control of the KTAR Broadcasting Co., Phoenix, Ariz., from the Arizona Publishing Co., by John J. Lewis for \$375,000.

At the same time, control of KYCA, Prescott, Ariz., passed from the Southwest Broadcasting Co., (Albert Stetson) to the KTAR Broadcasting Co. The latter company already had strong minority interests in KVOA, Tucson, and KYUM, Yuma, and the Commission yesterday approved transfer of control of KYUM from R. M. and D. M. Campbell and Eleanor McCoy to Lewis for \$15,438.

Durr dissented alone in the WQXR, WINX and WJLD sales, on the ground that the prices are out of line with the value of the properties involved. He told RADIO DAILY he thought hearings should be held in all three cases. "With that much capital involved," he said, "we ought to put the purchasers on record to show exactly how they expect to get substantial return on their investment and still operate in the public interest."

Durr would not say whether he had argued these points during the Commission meeting. He was willing to discuss his own reasoning—in fact he was thinking of writing a memo on these cases—but would not confirm reports that he had argued on the cases at length within the meeting. He was not willing to violate the confidence of the executive session, but did feel that his own views could

personal preference, Hague said. "I wouldn't say Governor Edison."

### CBS Sidelines

J. Henry Smythe, omnipresent convention-goer, who just loves to join the fun without regard for party affiliation, gave Bob Trout, CBS news man, a brand new slogan. Trout in a pre-convention broadcast from the Chicago Stadium quoted Smythe's latest as "16 to 1." Smythe explained, according to Trout that either party could use his slogan: Democrats with an exclamation mark and the Republicans with a question mark.

John Daly, another CBS newsman speaking from the Chicago Stadium yesterday said: a good many visitors to the convention, including this reporter bearing in mind the heat of three weeks ago, arrived with a wardrobe full of seersucker and little else. As a result, not only are we in danger of catching pneumonia but I, for one, am afraid to go out on the street among my more soberly dressed companions for fear someone will hand be a broom. But mother nature, feminine and therefore unpredictable, may still prove the wis-

dom of seersucker suits before the convention ends.

There are two baby pigeons, fresh out of the shell, nested among the debris on the balcony of the Stevens Hotel, CBS headquarters at the Democratic Convention in Chicago. Clad in colorful, native adaptations of conventional clothes, the Hawaiian delegation to the Democratic Convention paid a surprise call on CBS headquarters in the Stevens Hotel. Purpose of the visit was to present newschief Paul White and newsman Bob Trout with Hawaiian leis. Presentation was made by Mrs. Alice Kamokila Campbell, delegate and National Committeewoman.

properly be made public through the press at this time.

Durr pointed out that Congress has always been opposed to "trafficking in frequencies," intimating that he feels sellers are being paid for their frequencies. "Sellers should be paid for the value of their equipment, their business and the good will they have built up," he said, but he can't help feeling that the prices for these stations, in view of the markets they serve, their frequencies and power, and the competition they must meet, are now far out of line with true valuation.

WQXR operates on 1,560 kilocycles with 10,000 watts unlimited, and is 10 years old. There are about 18 other stations broadcasting in the New York City area.

WINX, four years old, operates with 250 watts on the 1,340 band with five competitors—four of them network stations.

WJLD, two years old, is also a 250-watt on the 1,400 band, with no local competition.

None of the three stations has a network affiliation.

There was no dissent on the KECA sale, nor on the Arizona deal. KECA broadcast with 5,000 watts on 790 kc and was sold to comply with the multiple-ownership rule. Anthony owns KFI, 50,000-watt NBC outlet in Los Angeles. KTAR, affiliated with Blue, NBC and the Arizona Broadcasting Co., has 5,000 watts power on the 620 band.

The other three stations also have the Arizona Broadcasting affiliation, with KYCA, a 250-watt having no other network affiliation. KVOA, on 1,290 kc, is an NBC affiliate, and KYUM, 250 watts on 1,240 kc, is a Blue affiliate.

### Blue Airs Columnist

With the Elgin Watch Company as the sponsor, Freling Foster's popular column, "Keep Up With the World," published in Collier's, will be aired for the first time over the Blue Network, beginning with Sunday, July 23, at 10:30 p.m. Each item of this widely read column represents about 12 man-hours of work, for finding, checking and writing.

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## CBS "Planted Mike" Disks Wallace Letter

Radio engineers in Chicago, CBS newshawks in scoring a Monday night on President Roosevelt's letter indicating his preference for Vice-President Wallace who secretly placed mike picked up reading of the message by Samuel Jackson of Indiana, who presiding in a Democratic committee room. Senator Jackson's reading the letter was recorded transcription equipment in Stevens Hotel room and the was ready for broadcast.

Stunt was the result of carefully almost melodramatic planning by CBS staff of technicians and men assigned to cover the Democratic National Convention.

The stage was set earlier in day when engineers ran about feet of wire from Columbia quarters on the fifth floor of Stevens to the Democratic Committee conference room one floor below. A mike was put in a black cloth cover and placed innocently under chair in the room.

When Senator Jackson began speaking before the assembled news John Daly gave a pre-arranged "for air," calmly took the mike of its black cloth, attached it to wire—and held it up before the senator's face—thus giving the country the first word-for-word account how the Chief Executive felt about having Wallace on the ticket again.

## Canadian Selective Service To Review Radio Cases

Montreal—Arthur MacNamara, director of National Selective Service announced today that private station employees, in a callable class and whose medical cases have not been finally decided, will be called for re-examination. The order will affect designated members of the independent Canadian radio stations, and will include technical employees who have on postponement of military training. At the same time mobilization boards have been asked by the Selective Service Director to give full consideration to requests independent radio stations' postponements of military training in the of their male employees. In forming this request to the board, the Selective Service Director stressed the important contribution to war effort being made by radio.

## Chicago Tele Firm To

Albany—National Television of Chicago, chartered under Illinois laws, has certified to the Secretary of State that it has entered New York State. Its New York City office is at 120 Broadway, Harold L. Feigenthal is president and the company is capitalized at 1,000 shares of \$100 value stock. Papers were filed in Hartford and Feigenthal, attorney, 139 North La Salle St., Chicago.

## Democratic Confab Doings

Chicago—John Daly, CBS reporter, satisfied a yen which was a byproduct from the Republican Convention. He had wanted to know how the excursion boat went from its mooring across Michigan Boulevard to the station WBBM offices in the Wrigley Building. Last night, he made three hours out on the lake. Daly reports he felt like a lost soul stranded on the deck, as he was by moon-smitten, romance-filled

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Just before Mrs. William Drips, vice-chairman of the Minnesota Convention left home for the Convention, her husband, wrote to Bill Butler, NBC director of Farm programs to be sure and look up Mrs. Drips when she arrived in Chicago. Mr. NBC Drips assured Mrs. Minnesota Drips that he would do so gladly even if he had to bring his Mrs. Drips along to help entertain the visitor from out of town. The two Drips families are not related and had never met. Mr. Minnesota Drips had heard of NBC's Mr. Drips through the station's programs.

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Radio men who have covered both conventions realize that there is a big election to cover but there is one consolation: they won't have to cover it in Chicago. Not that the Windy City hasn't been hospitable to a gang but all admit that it will be a welcome change to try out new services, ampler transportation and a fresh atmosphere.

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RKO-Pathe's double octet of cameramen assigned here to make films for NBC television are set and ready to go under the direction of Alfred Butterfield. This time, however, according to Clarence Cramer, NBC program vice-president who will be at the Stadium to supervise the film-video job, NBC will not attempt to fly today's exciting scenes back to New York for showing tonight. The network will sit on the GOP opening day but only those viewers who stayed until 11 p.m. saw the results.

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Why radio men at Convention get grey hair—Mrs. Raymond Clapper is to go on the air at 3:15 p.m., EWT. It promised to be a good show. Mrs. Norton (N. J.) Mary Norton, Mrs. Gladys Tillett, Assistant Chairwoman of the National Democratic Committee, Mrs. J. Borden Harriman were interviewed by Mrs. Clapper. At 2:00 o'clock Tom Slater, Mutual's Features Director began to look for Mrs. Clapper. At 2:10 no Clapper. Finally at 2:13 Tom found Mrs. Clapper calmly at work. "Clapper," screamed Tom, "we're due in the studio. We go on the air in two minutes." "Two minutes," replied Mrs. Clapper "You are right, Tom, we have more than an hour. We go on the air 3:15." "Yes," replied Tom, "3:15 EWT." Tom had less than two minutes to get a 15-minute show together.

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Alexander Griffin, asked why his wife was with him at this Convention replied, "Because she's a good reporter and does lots of work for me." And a good reporter she did prove to be yesterday. Alexander Griffin, who writes for magazines under the name of Mary Meron MacNeill discovered that at the Hotel Stevens here in Chicago where Americans are gathered to help preserve democracy from more than 200 Japanese—many Japan born Japanese are employed. In the management, Mrs. Griffin, found keeps the Japs under cover for the guests will find out and perhaps boycott the hostelry.

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Earl Haverlin, Mutual's Station Relations Director likes conventions. He had through Chicago on his way to the North Central Broadcasting Association meeting and was able to get a lot of unexpected work done for the station. He puts it "Chicago is now a mecca for Station managers. I've already had conferences with several."

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## Treasury Revamping Plans For Sixth War Bond Drive

(Continued from Page 1)

than mere window dressing. With production work by the government kept to a minimum, the Treasury intends to take the Treasury out of war bond promotion so far as possible, turning the job to the industry.

Plans have been worked out by Robert J. Smith, who came here in May after eight years with WOR and MBS. He has blueprinted the realignment of Treasury's radio forces to meet the enthusiastic approval of Thomas J. Lane, director of press, radio and advertising.

An important change is the plan to spread the bond effort more evenly, rather than putting on promotion in fits and spurts during the War Loan drives. Music will be an important agency for this work, with the two new committees announced yesterday directly tied up with this phase.

### Music Committee Named

The first is called the music advisory committee, and is chaired by Oscar Hammerstein, 2nd, with Harry Link, managing director of Leo Feist, Inc., Herman Starr, vice-president Warner Bros. music publications, David Kapp, Decca recording director, David Broekman, conductor of the Treasury music groups, Guy Lombardo and Barry Wood on the roster. This group will select songs for industry attention from among the thousands offered the Treasury, and will also write or obtain music for the bond sellers. In addition, it will advise and aid in the execution of promotion for these songs.

The first such number is "Dear Friend," by Dick Rodgers and Oscar Hammerstein. Discs have already been sent all stations and a number of war plants—with Barry Wood and Vivian Della Chiesa doing the number on opposite sides. Bing Crosby is doing a recording of "Dear Friend" for Decca, and will also program the song on an early radio show.

Unlike other music sponsored by the Treasury, this song is copyrighted to Rodgers and Hammerstein rather than the Treasury, and will benefit by commercial promotion methods. Profits will go to the National War Fund.

### Radio Webs Contribute

The second new committee is the Victory Song Committee, which is made up of the sales departments of the four nets, under Bill Gittenger, Ed Wood, Duncan Buckingham and E. E. Showerman of CBS, MBS, Blue and NBC respectively. This group, which is in daily contact with the people who are making up shows, will undertake to spot this music on as many network programs as possible.

This music promotion is being handled for Treasury by Maurice Kafka, known here as "Mr. Music of 1944."

Although the Treasury Star Parade and Treasury songs for today platter series, for local sponsorship, have been discontinued, there is a possi-

bility of a new series being made available some time in September. Treasury has not known how well these discs were spotted, although it has known that they were played on hundreds of stations.

The new series, if it materializes, will probably be a 13-week set of quarter-hour recordings—two or three per week. It would get under way late in September to run through the period of the sixth loan. Stations would be better able to program the series. Many broadcasters had difficulty in trying to schedule—and sell—four week transcribed series.

### Information Service Set

Between the loan campaigns there will be a great deal less emphasis upon the Treasury in the continuity. Although it will not be put in these words, one attempt will be to make bond-selling completely a non-political matter, with the carrying on or and support for the war effort strictly non-partisan.

Another important new feature will be the setting up of an information service, to be headed by Barney Molohon, formerly with the U. S. Department of Agriculture. Within this service there will be a radio news bureau, chief of which will be technical Sergt. Norman H. Agathon, on loan from the Army. Sergt. Agathon was once head of the Washington Bureau of Transradio and of the Minneapolis Bureau of INS. While in the Army he has been interviewing returning war heroes for the Air Force.

### Service To Broadcasters

The important operation of these new organizations will be furnishing of exclusive news features to local broadcasters. All local shows of any importance will be analyzed with a view to determining the type of material best for them. They will be broken down into general classifications—women's programs, news programs, children's program, sports, music, variety etc. spot containing statistics of interest, anecdotes, stories on war heroes, odd facts, etc., will be written for these various program types.

Three or four mail lists will then be drawn up and this material sent out to the names on only one of the lists, with different material of the same type going to the other lists. In this way, the local shows may have material exclusive to them for their listening audience, rather than attempting to air the same spots put out by competing stations.

Norman Corwin is writing a new show entitled "Combined Operations" for next Tuesday, to be presented during his regular CBS spot. This will be a War Bond show, inspired by Treasury, but written with the cooperation of the Army and the Navy. The idea is to stress the importance of teamwork in the winning of the war.

# ★ ★ ★ COAST-TO-COAST ★ ★ ★

### —NEW YORK—

**NEW YORK**—WMCA will air tonight at 9 the "WAC's on Parade" program to spur recruiting of women in that service branch. Headed by Victor Jory, film and stage star, and Reed Kennedy, popular radio baritone, the show will dramatize the original "Victory's the Name" with a G. I. cast supporting Jory. The broadcast will be directed by Lorraine Rhodes, with musical background by Jerry Sears and the WMCA studio orchestra. "Treasury Salute" show Sunday evening at 9:45 will honor over WNEW Sgt. Joe Gomez, a hero of the Burma Road campaign. Peter Bergson, chairman of the Hebrew Committee of National Liberation will address the "Birth of a Nation Rally" over WQXR at Town Hall, New York tonight at 10.

### —CALIFORNIA—

**SAN FRANCISCO**—Wally King, formerly with KLX and KLS, of Oakland, has moved across the bay to join KSFO as announcer. Sam Hayes, veteran Blue newscaster, presented his regular World-Wide "Review" from KGO before a studio audience for the first time. War causes many things; it was World War I that changed Tiny Ruffner's ambition of becoming an engineer into that of making use of his fine voice. Inspired by his buddies' commendable remarks, Tiny plugged away until now he is a commentator and emcee ("Pick and Pat Time") for KFRC-Mutual Don Lee.

### —NORTH CAROLINA—

**RALEIGH**—Five minute program of market reports and farm flash news has been scheduled at 1:40—the last five minutes of the daily "Tar Heel Farm Journal" show. **GOLDSBORO**—Verna Howell, secretary-bookkeeper of WGBR, has changed her name to Mrs. Verno Hooks and has become the wife of a successful farmer.

### —MASSACHUSETTS—

**BOSTON**—WBZ offered the first of a series of eight summer concerts Monday night at 9:30, the title being "Vacation Serenade" which features the fine voice of the Metropolitan Opera soprano Rose Bampton, and Wilfred Pelletier, noted French-Canadian conductor and the con-

cert orchestra. WEEI has assigned a new time, from 7:30 to 8 p.m. on Saturdays, for its "Industrial Relations Roundtable" program, thus replacing the "Mrs. Miniver" serial. The Narragansett Brewing Co., for the last six years a continuous sponsor in the Yankee Network News Service, has renewed its series of one-minute participations in the 6 to 6:15 p.m. edition on Tuesday, Thursday and Saturday on the entire Yankee net in this region.

### —PENNSYLVANIA—

**PITTSBURGH**—Don Hirsch, KDKA's news analyst, returns to Chicago to cover the Democratic Convention for the Duquesne Brewing Co. Spear and Company has renewed sponsorship of the Sunday "Noon News" over WCAE. This 15-minute newscast brought to WCAE listeners by John Trent is heard from 1 to 1:15 in the afternoon. Also being continued by the same firm is the program "Songs for Sunday," presented immediately after the "News" for 15 minutes over WCAE. Sam Sague handles this show composed of selected musical transcriptions.

### —KENTUCKY—

**HARLAN**—WHLN has shifted from 1,450 to 1,230 kilocycles and is now operating with a new 340 foot, half wave vertical radiator, delivering a clear signal to many isolated mining communities that heretofore have been unable to enjoy good radio reception.

### —LOUISIANA—

**NEW ORLEANS**—WNOE honored the fighting French's holiday of liberation from political oppression in 1879, Bastille Day, July 14, as host to crew members of a French warship in this city last Friday. In a special program written by James J. Fortier, famous Louisiana historian, the fall of the Bastille was retold. A French chorus and band offered selections befitting such an occasion, with "La Marseillaise" as the musical feature of the broadcast.

### —NEBRASKA—

**OMAHA**—Lt. Howard Holshouser, formerly in the advertising department of KOIL-KFAB, has been promoted to the rank of Captain. Stationed in England for over a year, he is a graduate of Officer's Candidate School, Miami, Fla. Capt. Holshouser is a member of the Air Corps.

### —NEW JERSEY—

**NEWARK**—Representatives of several Red Cross Chapters in Northern New Jersey will appear as guests on WAAT Coffee Club this morning at 10:30. Norman (Red) Benson will emcee the program, and Penelope Somerwell, of the Newark "News," will describe the different uniforms of the Red Cross volunteers. **PATERSON**—Mrs. A. Whiton Venema, of Ridgewood, N. J., famous lecturer, has replaced Helen Leighton, who is vacationing, on the latter's noon-time daily program, "Luncheon with Helen."

### —INDIANA—

**FORT WAYNE**—Penny West, popular singer with WOWO's "Famous Hoosier Hop," was welcomed back to work by her colleagues following an appendectomy operation. **WEST LAFAYETTE**—James S. (Jim) Miles, who has handled the farm programs on WBAA, Purdue University station, since June 1, 1943, was named program director to succeed Gilbert D. Williams. The latter resigned after nine years in the post to devote his entire time to his poultry and cranberry farm in Northern Wisconsin. Mrs. Cecilia Wahl, of Bloomington, Ind., has taken over Williams' classes in radio writing, announcing, continuity, and related subjects.

### —TENNESSEE—

**MEMPHIS**—Weldon Roy, WHBQ chief engineer, is an enthusiastic deep sea fisherman. Instead of taking his usual trip to the gulf last summer, he departed gleefully recently completely equipped and promising everyone at the station to bring back "some fish." He returned and made good his promise—gave everyone in the office a can of sardines. Deep sea fishing is banned for the duration.

### —MINNESOTA—

**MINNEAPOLIS**—WCCO has mailed to more than 1,900 summer resorts in this State a complete schedule of news broadcasts presented daily over its mike. The WCCO news schedule was made available through the cooperation of the Minnesota State Tourist Bureau. Printed on simulated birch bark, it was posted in all main lodges and guest cabins of Minnesota resort owners. The radio interest of these vacationists, usually over 2,000,000, favors greatly the news programs.

### —MONTANA—

**MISSOULA**—KGVO, in cooperation with the United States Forest Service, presented recently a unique broadcast, when, via forest service shortwave facilities, the station aired a program from a primitive forest area, high up in the Montana Rockies, where 100 Western Montana boy scouts were encamped en route to their camp on Seeley Lake. Broadcast highlighted devotional service, led by W. W. Waltermire, scout executive, songs by the scouts, and interviews conducted by Scotty Miles, head of this region's Scout Council.

### —NEW YORK—

**SYRACUSE**—Commercial Charles F. Phillips of WFBL reported increased sales in all classifications the first half of this year over the period of 1943. Greatest gain is in local revenue, upped to more than 33-1/3 per cent. Reason: (according to Phillips) increased sales to regular listeners. So-called war revenue was negligible.

### —OHIO—

**CINCINNATI**—Gilbert W. W. is new editor-in-chief of WLW newsroom. Native of Clinton, Ky., Kingsbury was graduated from that State's University and a former newspaper editor. In November of 1942, he has been assistant head of the WLW newsroom. **TOLEDO**—Ray Smith, head of the five-piece hillbilly and country band which will start its 12th year of continuous association with WLW in September, has organized an estate and insurance firm of Smith Realty Co., in this city. **SPRINGFIELD**—Ad Karns, president and treasurer of WIZE, has been promoted to assistant manager.

## Air Post-War Program

Washington—A series of service radio programs designed to stimulate post-war planning titled "Tomorrow's Washington" has been inaugurated over WRC in operation with the Washington News. These symposiums cover major fields of city life and which research organizations are being affected most by the expected expansion of the District of Columbia.

## EXCLUSIVE NEWS-FLASH



"NO, I am not high hat... yours for the asking... that is the dialing... 1430 on the radio. Racing Results, exclusive 12 to 15... every few minutes..."

## WBZ MINUTE STATION

For Availabilities:

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

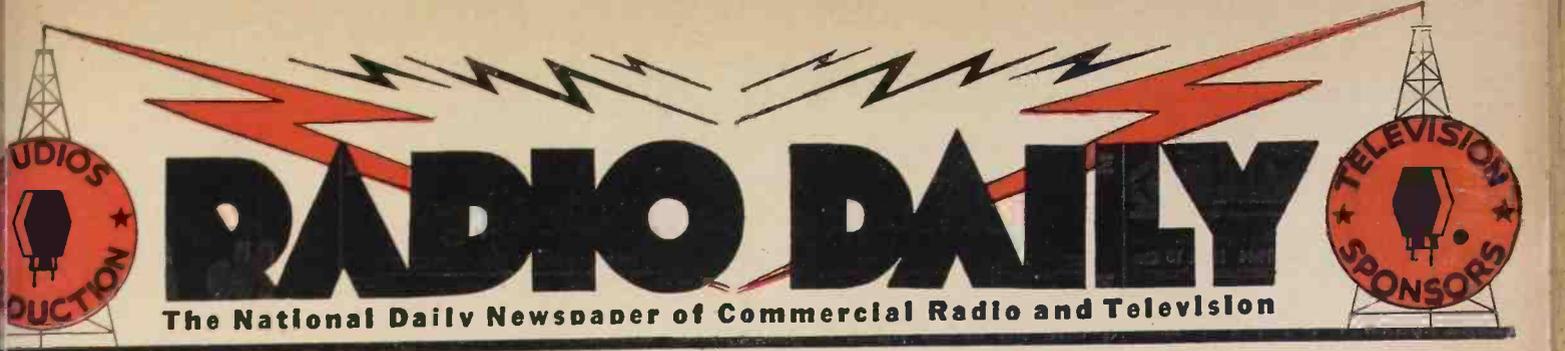
### DRUG SALES

Denver is 18th in the U. S. in drug sales; average per capita drug store expenditure is \$50.97.

**KLZ DENVER**  
560 Kc  
5000 W  
REPRESENTED BY THE KATZ AGENCY

**HAPPY BIRTHDAY TO YOU**

July 19  
Merlin H. Aylesworth Frank Hodek  
Clara Chawkins Irene Hubbard



28, NO. 13

NEW YORK, N. Y., THURSDAY, JULY, 20, 1944

TEN CENTS

# Sked Roosevelt Speech

## President Expected To Talk Tonight On All Webs

Chicago—With the renomination of President Roosevelt a certainty, the networks are making plans to carry the President's acceptance speech to the convention Thursday night. The broadcasters are also preparing a lengthy night session in event a vice-presidential election is not selected on an

(Continued on Page 6)

## The Correspondent Reviews Experiences

European radio has gone for in adopting its programming to the American style and to fit the needs of both civilian and servicemen listeners, in the opinion of Arthur Feldman, assistant manager of the Blue Network's London bureau. Feldman, a guest of honor at a luncheon held yesterday at the Waldorf-Astoria Hotel, having recently returned from overseas. He leaves shortly to take

(Continued on Page 3)

## Point Dr. E. R. Clinchy To Program's "Board"

Dr. Everett R. Clinchy, has been appointed to the Advisory Board of program for "Light Of The World," a serial sponsored by General

(Continued on Page 2)

## News Analysts Give Views On Post-War Television

*Varied views on the subject of post-war television were voiced by topflight radio newscasters and commentators at the Democratic Convention in Chicago yesterday when RADIO DAILY representatives interviewed the gentlemen of the radio press. Their statements on video follow:*

**Earl Godwin:** "Post-war television can be, if wisely used, a force for peace potentially greater than international organization. It will bring the peoples of the world into an era of sympathetic understanding."

**William F. Brooks:** "The televising of special news events will be one of the biggest features of post-war television. Millions in their own homes will be able to witness great news events such as sessions of Congress, horse races, major court trials, army maneuvers which they now only hear and read about."

**Paul White:** "The success of post-war television depends upon better and clearer images than were broadcast in pre-war television. I am confident the improvements will come rapidly. The next national political conventions, along with major sports and other news events, will prove vastly more interesting for the public when sight is added to sound."

**Martin Agronsky:** "Post-war television may prove to be one of the great mediums of international education. It may be compared to the airplane in its ability to bridge great distances and bring the world closer together."

**Richard Harkness:** "This is probably the last political convention whose activity, demonstrations and crowd-color will be restricted to the relatively few able to attend. In 1948 and succeeding nominating conclaves, the television camera will be on the

(Continued on Page 7)

## Radio's Coverage Of Convention Under Way

By BILL IRVIN  
RADIO DAILY Staff Correspondent

Chicago — With balloting on the Presidential nomination definitely scheduled for this afternoon at the Democratic National Convention at the stadium, the decks were cleared by the networks for the expected acceptance speech by President Roosevelt some time during to-

(Continued on Page 6)

## Radio Artists Exempt From Job-Shift Rule

Exemption of the entertainment industry in this city, and of all men between 18 and 45 employed in the industry, from the War Manpower Commission priority referral regulations was announced yesterday by Stephen S. Sheridan, director of the WMC in the New York area. Radio, film, theatrical and musical personnel are included in the new edict, which was written by Sheridan after con-

(Continued on Page 5)

## CBS Signs More Talent For Television Series

Additional talent signed for CBS television series include the Southern Sons, Negro quartet which will be joined by Una Mae Carlisle, who wrote and sang, "Walkin' By The

(Continued on Page 3)

## WAC Budget To Papers Only; Radio Industry Told 'Lay Off'

Move by the War Department in budgeting the entire appropriation for recruiting advertising for the WAC in newspapers has heightened the controversy between radio and the government department with the OWI more or less in the middle. Through Young & Rubicam, Inc. the WAC is buying 1,800 newspaper quarter-pages throughout the country, but nothing has been budgeted for the air.

OWI sought to have at least part of the money spent in radio and recently Lew Avery of the NAB wrote to Young & Rubicam requesting that all of the proposed appropriation be used in radio. OWI position is that some of the money at

(Continued on Page 5)

**Eire's "Info. Pl."**

Arthur Feldman, returned Blue Network correspondent from London, said yesterday that Ireland while it has a cut and dried routine of programs, does have its own "Information Please." This is a sort of man-in-the-street pickup and questions are asked, but instead of the street the announcer Stewart O'Shaughnessy covers the pubs and works the tables and bar.

**Cold Hotstuff**

Montreal—Ina Ray Hutton, girl leader of a famous male dance band has been condemned in Superior Court here to pay \$2,554.19 damages to H. Holmok, proprietor of Auditorium Dance Palace because during a special engagement last December she and her band turned up late, the instruments were cold and the music accordingly not as hot as it should be.

Let WLAW's 5,000 watts drive your sales message home—North of Boston! Advt.

Sell 'em where the selling's good. . . Take WLAW's 5,000 watts into partnership! Advt.



Vol. 28, No. 13 Thurs., July 20, 1944 Price 10 Cts.

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

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

FINANCIAL

(Wednesday, July 19)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

Table with columns: Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit). Includes Bid, Asked columns.

Studebaker Renews WCAE

Pittsburgh—The Studebaker Corporation, who sponsor the Evening "News" over WCAE Tuesday, Thursday and Saturday at 6:15 p.m., have renewed for 26 weeks.

20 YEARS AGO TODAY

(July 20, 1924)

The Antenna of WJY and WIZ atop Aeolian Hall, New York, is 400 feet above the street level, weighs 15 tons and is really two aeriels made into and resembling one. The less than one year old portable radio made by RCA is just becoming a familiar sight at picnic grounds and beaches.

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED!

Blue's KGO is THE Bay Area Buy!

Coming and Going

ROGER W. CLIPP, executive vice-president of WFIL, Blue Network affiliate in Philadelphia, a visitor yesterday at the headquarters of the web.

LEONARD ASCH, of WBCA, Schenectady FM station which is affiliated with Mutual, leaves today for upstate, following a few days in Gotham.

ARTHUR SIMON, general manager of WPEN, Philadelphia, is "getting away from it all" at Lake Tarleton, N. H. He'll return Aug. 1.

KEN CHURCH, station manager of WKRC, Cincinnati, returned from his vacation just as HERMANN FAST, sales manager of the station, left for a holiday in Indiana.

BERNARD DUDLEY, arrived back in New York Monday night from Hot Springs, then left for his Summer place at Croydon, N. H.

PVT. SID SCHWARTZ, formerly radio publicist and newspaperman, is in town on furlough from Lowrie Field, AAFTS, where he teaches newspaper publicity photography.

PETE SMYTHE, production manager of KLZ, Denver, Colo., is vacationing on his father's ranch in Wyoming.

W. J. ROTHCHILD, commercial manager of WTAD, Columbia network outlet in Quincy, Ill., is spending several days in New York on station and network business.

MERT EMMERT, WEAF's "Modern Farmer," goes to Albany today to address the annual banquet of the New York State Veterinary Medical Society on the subject, "Behind the Scenes in Radio."

AL JOLSON is back in Hollywood from an extensive tour of Army camps. He'll appear Sunday night as guest on the "All-Time Hit Parade" with Tommy Dorsey over NBC.

FRANK TAYLOR, JR., assistant manager of WPDQ, Jacksonville, Fla., is back at the station following three weeks absence resulting from illness.

CARLETON MORSE, writer-director on Columbia's "I Love a Mystery," has left for sunny California, where he'll spend the major portion of his vacation.

PVT. LES DAMON, who formerly starred in NBC's "Right to Happiness," called yesterday at Compton Advertising, Inc., to greet his many friends.

UPTON CLOSE, news analyst and author, arrived in Chicago yesterday by plane.

Appoint Dr. E. R. Clinchy To Program's "Board"

(Continued from Page 1) Mills. The program is a serialized dramatization of the Holy Bible.

Dr. Clinchy is president of the National Conference of Christians and Jews, serving since it was organized in 1928. He fills the vacancy created by the death of Dr. James Moffatt. Other members of the Advisory Board are: Father John La Farge, editor of the Catholic magazine "America," and Rabbi Abraham Burstein, editor of the Jewish Outlook and executive secretary of the Jewish Academy of Arts and Sciences.

Coast Electronics Assn. Adds Six New Members

Los Angeles—The addition of six more members into the West Coast Electronic Manufacturers Association has brought the total membership to more than 50 firms. The new members are Brittain Sound Equipment Co., Los Angeles, Calif.; Merle F. Faber Mfg., San Francisco, Calif.; Harvey Machine Co., Inc., Los Angeles, Calif.; Howard Pacific Corp., Los Angeles, Calif.; The Lake Mfg. Co., Oakland, Calif., and Special Electric Laboratories, Los Angeles, Calif.

Hold "Intercity Quiz"

On July 15, there was an "Intercity Quiz" between two radio councils, Omaha and Des Moines. There were studio audiences in each city, and executives of each radio council served on the panel. Among those participating in Des Moines are: Edward Barrett, director of radio at Drake University; and Forrest Spaulding, of Des Moines Public Library. Woody Woods, of WHO, arranged the broadcast.

McCann-Erickson Expands Offices And Departments

McCann-Erickson, Inc. has expanded its floor space from the three floors it now occupies at 50 Rockefeller Plaza to 11,996 square feet on the 10th floor. The other three floors occupied by this agency at the above address are 11th, 12th and 13th.

In addition to the foregoing, McCann-Erickson has leased 8,000 square feet at 730 Fifth Avenue which will house the accounting, billing, checking and publicity departments.

Welcome To Radio

Boston — Graduates of WEEI's Fourth Announcers' School now working, according to Ray Girardin, production manager, are: Hugh Babb, Concord, Mass., by WLAW, Lawrence, Mass.; Francis Baroudie, Manchester, N. H., for WFEA, Manchester; Ralph Bolick, home-town boy, by WJAR, Providence, R. I.; Bob Fuller, Providence, R. I., at WTAG, Worcester. Fifth Class for embryo announcers will be started by WEEI during the fall at a date to be announced later.



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.

No Matter how you slice it..

If you don't look coverage, popularity, and cost right in the eye . . . it's still baloney!

POWER alone is no basis for buying radio time. What good are a lot of people if they don't listen?

POPULARITY alone is no basis. Suppose it costs you 5 times as much to get twice as many listeners.

COST alone is no yardstick either. If nobody listens it's a waste of money.

Intelligent advertisers look at ALL THREE.

We've got the facts for Baltimore on all three of these vital factors. They prove that W-I-T-H delivers more listeners-per-dollar-spent!



IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-RE

# The Correspondent Reviews Experiences

(Continued from Page 1)

a new assignment in the South Pacific at General MacArthur's headquarters. While not going for a change in career such as handling commercials, Feldman said the BBC and Axis stations have jived up the situation considerably, particularly the Axis stations seeking GI audiences. To the contrary, Feldman said the servicemen listen for laughs which they hand out slyly and quite often to new recordings of American tunes, possibly imported via South America.

### "Ballroom" Version

Radio Metropole, believed to be in the vicinity of Belgrade, has taken the longest step toward seeking to copy an American type of broadcast. This however in broken English among the laugh-getters. Feldman said that Metropole records off the takes of U. S. sports and news broadcasts, then reshapes it to suit its needs and gives a world news round-up. Latest hits from the U. S. are heard through recordings. Believe outlet has gone so far as to copy a "Mike-Believe-Ballroom" program and announces it from the ether stages just as it might be heard in New York on WNEW, sans commercials.

WABC which has two services, one especially for Americans overseas and the other for the better U. S. symphony programs as well as the transcribed versions of the best American comedians, also the "Command Performance" series. Spirit of cooperation between the BBC and U. S. radio and its representatives has been candid Feldman said, also paying tribute to the fine pooled operations and the friendliness between the correspondents of the various U. S. webbs. Feldman gave an interesting side-

# NEW BUSINESS

WOAI, San Antonio, Texas: Vick Chemical Company (Vick's) one 30-word announcement per week, Morse International; Standard Brands, (Royal Baking Powder) one-minute ET announcement per week, Ted Bates, Inc.; Denver Chemical Co. (Antiphlogistine) three one-minute announcements per week, Badger & Browning; Block Drug Company (Allenru) three 45-minute announcements per week, Redfield-Johnstone; Metro-Goldwyn-Mayer, two one-minute announcements per week; Ex Lax, two one-minute announcements per week, Joseph Katz Agency; Hulman & Co. (Clabber Girl Baking Powder), 30-word live announcement four times per week; Beechnut Packing Co. (Beechies), one chainbreak per week, Newell Emmett Company; Mrs. Tucker's Shortening (Meadowlake Margarine), four announcements per week, Crook Advertising Agency; Greyhound Bus Lines, one 30-word live announcement per week, Beaumont & Hohman; Household Furniture Company, announcements, direct; Dupont Semesan Co., 26 50-word transcribed anns. for one month; Davis Hat Co., 15 min. transcribed program "Early Birds" once weekly for one year; Block Drug Co., (Gold Medal Capsules) one-minute live anns., five per week, 262 times; Marlin Firearms Co. (Marlin Blades), one-minute transcribed ann. once per week; Beich Candy Co. (Whiz Bars) 15-second anns., two per week, 26 times; Consolidated Royal Chemical Co.,

KGO, San Francisco, Calif., news commentary, 7:30-7:45 a.m., Saturdays, sponsored by Mentholatum; "Collins Calling," 10:15-10:30 a.m., Saturdays, sponsored by Washington Cooperative Poultry Association of Seattle, packers of Lynden Chicken; Leland Stowe, 10:55-11 a.m., Sundays, commentary, sponsored by Grove Laboratories; "Glamour Manor," 9-9:30 a.m., Monday through Friday, sponsored by Procter & Gamble; "Sweet Leilani Time," 11:55-12 noon, Monday through Friday, sponsored by Owl Drug Company; Earl Godwin, 7-7:15 p.m., Fridays, commentary, sponsored by Hastings Manufacturing Company.

(Drugs), 15-min. transcribed program, "Bell Family, Country Gentlemen," six times per week, 54 times; National Toilet Co. (Nadinola), five chain-break anns. per week, 200 times; Manhattan Cafe (Food and Service), one 100-word ann. per week.

King Furniture Co., 15-min. news-cast twice weekly; San Antonio Coca Cola Co., 15-min. transcribed "Treasury Star Parade" program three per week; Mentholatum Co. five live chain break anns. per week; Johnson & Johnson (Tek Toothbrushes) five transcribed chain break anns. per week; Vick Chemical Co., two 30-word anns. per week; Mrs. Tucker's Shortening (Medolake Margarine) announcements.

### WMCA Signs A. Seymour

Anne Seymour has been signed by WMCA for the narrator's role on "Musical Monologues," a half-hour program of serious and contemporary musical selections, for three Sunday broadcasts beginning July 23, 10-10:30 a.m., EWT. This series has been written and directed by Dr. Anneliese Landou, formerly the musical director of the Berlin State Radio. Miss Seymour currently stars on NBC's "A Woman of America" serial, for Procter & Gamble's Ivory Snow. Benton & Bowles, Inc., is the agency.

### Songbird Plugs Victory

Vivian Della Chiesa, songstress of opera and radio, will record "Dear Friend," official song of the Fifth War Loan, which will be distributed to push the sale of war bonds on 914 stations, 500 defense plants and many theaters in the country. She was selected by the Treasury Department, Oscar Hammerstein II and Richard Rodgers.

### Lewis Lectures At Workshop

Dorothy Lewis addressed the Westinghouse Radio Workshop at KYW Wed., July 12, and spoke on the topic, "Listeners and Broadcasters, Partners in Progress." While in Philadelphia, she will confer with Ruth Chilton, president of Association of Women Directors.

light on the manner in which the George Hicks recording of an Axis air attack on an Allied naval vessel was broadcast to the U. S. Feldman had been tied up with other business when Ed Murrow entered the room and said a bunch of naval recordings had come in including some from Hicks and he had an hour or so to while away and would like to hear them. Feldman continued at his work and Murrow shortly came out and told him that one of the recordings (on film) by Hicks was about the best he had heard.

### Played Even in Saloons

Without further assurance as to the recording being good or bad, Feldman figured Murrow's word was good enough and arrangements were made to broadcast it at 11:15 p.m., EWT when no commercials were on and all webs could take it if they wished. Murrow meanwhile had got on the cue line and put in a pitch for it. Feldman at the time had not yet heard the recording. Payoff was when Hicks returned he asked if any of the recording had turned out good and if anyone had used it.

Recording was not only played up by the BBC as well but the pubs around town played the disk considerably and Hicks was kept indoors for awhile to avoid the pub owners from seeking to buy him drinks in their enthusiasm. This did not prevail in Scotland however.

# CBS Sets More Talent For Television Series

(Continued from Page 1)

River," and Ray Sneed, Harlem dancing star. They will do a series of three programs over station WCBW, N. Y. according to Worthington Miner, CBS tele manager. Series starts July 27.

### Canadian Report

Montreal—Standard Radio Ltd. reports earnings for the year ended March 31, 1943 slightly lower than in the previous year. With net profit \$88,099 or 41 cents a share against \$88,994. Current assets are shown in the balance sheet at \$92,901 and current liabilities at \$25,296, leaving net working capital at \$67,605, against \$66,513 a year ago. Only that proportion of profits of subsidiary companies which has actually been received as dividends has been taken into the accounts of Standard Radio, the auditors state.

### Roosevelt Niece Deane Guest

Martha Deane, on her 2:15 p.m. program yesterday, which was broadcast from Chicago, had as one of her guests Amy Roosevelt, young niece of Eleanor Roosevelt, daughter of Hall Roosevelt, brother of the First Lady.

Miss Deane today will have as guests Sen. Claude Pepper of Florida and Mrs. Pepper.



Available from local dealers or by writing factory direct.

# UNIVERSAL STROBOSCOPE

This handy phonograph turntable speed indicator, complete with instructive folder, is now available gratis to all phonograph and recorder owners through their local dealers and jobbers. As a recorder aid the Universal Stroboscope will assist in maintaining pre-war quality of recording and reproducing equipment in true pitch and tempo. Universal Microphone Co., pioneer manufacturers of microphones and home recording components as well as Professional Recording Studio Equipment, takes this means of rendering a service to the owners of phonograph and recording equipment. After victory is ours—dealer shelves will again stock the many new Universal recording components you have been waiting for.



**UNIVERSAL MICROPHONE CO.**  
INGLEWOOD, CALIFORNIA

MATERNITY  
WARD

Not yet

Waiting minutes are not necessary when it comes to news, sports, racing results... dial 1430 and get the Minute Station's instantaneous service.

**WBYN**

For Availabilities:

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

# LOS ANGELES

By RALPH WILK

**D**OC RALPH L. POWER, editor of *Micro-Topics* (house organ of Universal Microphone Company), since its inception, has retired to that specialized field known as Advertising. At the present time a new editor has not been appointed. However, it has been suggested that the paper be composed of columns edited by employees... the idea sounds good... and is being tried out.

Freddy Martin's batch of old timers, recorded for Standard Radio last month, went over so well with subscribing stations that the band waxed a similar group last week. Included are "Bidin' My Time," "Together," "Sweet and Lovely," "I'll Always be in Love With You," and others, topped off by "Lili Marlene," the German song which the Allies took over.

Dick Haymes, maestro of song on NBC's "Everything for the Boys," is a collector of pipes. The singing star has an assortment of some 600, ranging from a first-edition Missouri corn-cob to a treasured meerschamul left him by his father.

That new Columbia Pacific Network Quizzer, "Money on the Line," which made its debut a week ago, is making a career for some postman! Sid Singer, writer and originator of the show, and Emcee Jack Bailey are wading through 120 pieces of mail received to date. Listeners submit limericks which form the basis of the usual quiz program.

Bing Crosby, following his "Kraft Music Hall" show July 27, will vacation for 13 weeks. But like all the vacations NBC stars are enjoying this year, it'll be devoted in main to entertaining servicemen. The boys who'll be bolstered by Bing's brand of humor and song will be those along the Purple Heart circuit on the West Coast.

Arkansas are dusting off their welcome mats to welcome back to the home state Favorite Son Bob Burns, radio's "Arkansas Traveler," who will revisit his home town of Van Buren during his summer entertainment tour of midwest military hospitals.

C. P. MacGregor has signed Barry Sullivan for his new radio play, "The Other Robin Marshall" an original by Roger Quayle Denny. Playlet will be heard on "Skippy Hollywood Theater."

## GHQ

HEADQUARTERS FOR QUALITY PERSONNEL AND SUPERIOR JOBS FOR EXPERIENCED MEN AND WOMEN IN ALL BRANCHES OF RADIO BROADCASTING.

**FRANK McGRANN**  
Radio Specialist

POSITION SECURING BUREAU, INC.  
(Agency)  
331 Madison Ave., New York, MU. 2-6494



### Donkey-Day-Doins!

● ● ● Chicago is swarming again with politicians—this time of the Democratic variety.... But not all of the celebrities in sight are political.... The entertainment side of radio is represented by

#### Chicago

Don Ameche and Mrs. A., and George Burns and Gracie Allen.... Gracie, of course, is covering the Dems for a newspaper syndicate in the same inimitable style she used on the GOP.... The Ameches were spotted ringsiding in the Empire room of the Palmer House where Victor Borge, the "unmelancholy Dame," is drawing rave notices.... ● Among the network fraternity at the Stevens are a honeymoon pair, the William F. Brooks.... The bride of the NBC special events chief is the widow of the Marquis Alphonse de Pallavicini of the Hungarian diplomatic corps.... ● The Blue tossed a cocktail party for its Southwest Pacific war correspondent, Clete Roberts, at the Racquet Club Monday afternoon.... Clete, who is attached to Gen. MacArthur's headquarters and who went ashore with the first wave of assault troops at Cape Gloucester, will handle a walkie-talkie during the convention.



● ● ● The weather man's forecast for the Democratic conclave was good news to the walkie-talkie boys, who sweated through three days of 100-degree heat with the Republicans.... The Democrats, according to the forecast, can relax in the comparative coolness of maximum 90-degree temperatures during the day and a high of 65 or 70 at night.... ● Mrs. Olive Clapper, who is also reporting the Democratic convention for her late husband's network—Mutual—has just completed a film titled "Women and Peace" in which she interviews Ruth Bryan Rhode, former minister to Denmark and daughter of William Jennings Bryan, former aspirant to the Presidency.... ● Sen. "Happy" Chandler of Kentucky, a delegate to the Democratic gathering, spoke at the Executives' Club a few days ago. In introducing him, Judge John Kelly paid a compliment to the senator's ability as a singer and then proposed a duet with Chandler and Dewey harmonizing on the tune banned by the networks, "Don't Change Horses in the Middle of the Stream"....

"If such a duet could be arranged," said Judge Kelly, "it naturally would be broadcast exclusively over WGN!"



● ● ● Speaking of exclusives, there is considerable pre-convention jockeying by the networks to get on the air first with this or that party celebrity.... ● Blue started the ball rolling on its 9:30 roundup Sunday night from its Stevens Hotel headquarters with the appearance of National Chairman Robert E. Hannegan, who was brought into the fold by Commentator Harry Wismer.... Wismer and Hannegan, whose friendship stems from their mutual interest in football (Hannegan having been a coach at St. Louis before he got into politics), met in the lobby of the Stevens Sunday afternoon and Harry got a tentative promise from Hannegan that he would appear on the Blue's 9:30 roundup.... The net followed this up by putting James A. Farley on the air at 5:45 Monday for his first convention broadcast.... ● And then Monday night, CBS' John Daly was on hand with a mike when Sen. Samuel Jackson of Indiana, permanent chairman, read the much-discussed letter from President Roosevelt regarding the renomination of Vice-President Wallace.



—Remember Pearl Harbor—

## PROMOTION

### WAVE Promotion

The promotion campaign for the U. S. Navy's "Something For the Girls" hasn't left anything undone, as far as giving this radio series every available attention for the recruiting of WAVES is concerned. The press book kit includes complete stories on every program, mats, thumb-nail descriptions of the programs, newspaper ads, instruction sheets and provision for glossy photos of each program if desired.

The information reveals that the response from stations has been most enthusiastic. Sixteen stations in the New York area alone are using the records from twice to six times weekly, with more than 500 stations scheduling the shows on a national basis.

The press book also contains: a general advance press release; program notes—a short description of each show; 14 press releases—one for each program; mats—picturing stars appearing on the programs; newspaper ads—covering each program (on mats); instruction sheet containing live commercials for every program; a proof sheet containing all newspaper mats available for these programs. All mats available without cost.

### 'Farm Reporter'

To celebrate WKY's new "Farm Reporter" program, the station is giving a dedicatory dinner to be held at the Skirvin Tower Hotel, Oklahoma City. The RSVP's indicate that a great number will attend the affair scheduled for Tuesday evening, August 8.

The distinguished guests will include: The Honorable Claude Wickard, Secretary of Agriculture; The Honorable Robert S. Kerr, governor of the state of Oklahoma; Dr. Henry G. Bennett, president of Oklahoma A & M College. Entertainment will be provided by the string group of the Oklahoma Symphony Orchestra, gems from the Broadway hit "Oklahoma," and organ selections by Venida Jones, WKY staff organist.

### 'P.D.Q.' Is Emerson's Plan For Post-War Deliveries

Partial solution to the problem of supplying radios to consumers at a time when the manufacture of civilian radios is strictly prohibited was indicated via a "P.D.Q." plan, it was announced by Jack Geartner, advertising director of the Emerson Radio & Phonograph Corporation, recently. Through the plan outlined, consumers only have to sign a register soon to be issued to radio stores, which entitles the registrar to a "preference delivery quota" certificate. The effect will then be made to deliver radios when they become to certificate holders.

While the plan doesn't oblige the consumer in any fashion, via the certificate it promises to expedite delivery of the first post-war sets that roll off the assembly line.

# Adv. In Papers; Told "Lay Off"

# WAC Recruiting Anns. Cut By OWI Dom. Radio Bureau

# Radio Artists Exempt From Job-Shift Rule

(Continued from Page 1)  
... go to radio and John ... of the station relations ... the OWI sent a memo to ... saying that no WAC copy ... included in the current ... meaning that out of defero ... dio and the money being ... newspapers he was not in a ... ask further favors as to ... ular allocation.

Washington Bureau, RADIO DAILY  
Washington—Reacting sharply to the announcement by Young & Rubicam that it plans to use all of its five-million dollar appropriation for WAC recruiting in quarter-page newspaper ads, the OWI domestic radio bureau has pulled all WAC announcements out of its various packets for the nation's broadcasters.

words in explaining the reason for the OWI decision. Nothing has yet been heard from either the War Department or Young & Rubicam, but John D. Hymes, head of the OWI allocation plans, expects to begin hearing about the matter as soon as local Army officers begin to find that they cannot have radio time as formerly. Forty or fifty stations have already written OWI pledging their support, he said.

(Continued from Page 1)  
sultation with representatives of management and labor in the industry affected.

generally as a result, have ... the WAC recruitment and ... from their government ... is pointed out that when ... department budgeted \$5,000, ... the first of the year, to ... advertising, the first four ... the year saw paid cam ... in newspapers and ... only. It was the request ... at no money be spent for ... gain, or, a division made ... the radio. Hymes himself ... that he hoped the stations ... throw WAC copy off the ... tely.

Although OWI will continue to clear WAC announcements for policy, it will not clear them for time. It will not object, of course, if local stations wish to carry such announcements, but if such announcements are carried it will be at the instigation of local authorities rather than OWI.

Last month, Lewis H. Avery, head of broadcast advertising for NAB, wrote Young & Rubicam asking that radio be given all of what was then expected to be a \$1,500,000 appropriation. Avery said yesterday that radio would not want five million dollars, but does feel that it is entitled to a sizeable share of that amount.

"The special character of the entertainment industry, the skills and the occupations of personnel in that industry" was given as the reason for permitting employees free movement from job to job in their field.

Petty, managing director of ... New York and who has been ... regional consultant to the ... the New York area said yes ... he had taken the OWI ... rally and saw no onus at ... radio if the request was ... ut. Petty stated that since ... Department had made its ... bought its space, the news ... d be given a chance and ... the recruiting makes out ... be no loss of life Petty ... e radio does not recruit ... ce the army appears to ... gh manpower. Also Petty ... the broadcasters' point of ... be it is a good time to test ... successful the campaign ... as carried in papers. ... e, Petty believed it would ... eventually the War De ... ame back and asked radio ... e job which was not com ... ough newspapers alone.

In a letter sent out last week-end to all stations, OWI announced that "since the War Department has decided" to use the entire appropriation for buying space in 1,800 newspapers, and "feels that the campaign will be adequately handled in this media," the facilities of radio—always offered to the government free of charge,—shall be better employed in supporting other government campaigns of importance which do not benefit from advertising appropriations.

Avery said he is sending all stations today a letter asking them to detail their attitude regarding WAC copy—will they take it, and if so what time can they give for it? He intends to tabulate these replies to present to Young & Rubicam. Avery said, too, that he is writing all station representatives assuring them that NAB is not going into the sales game but is anxious to prepare a complete picture on this matter because it is one that NAB has been taking a lead in for some time.

Personnel wishing to enter, or leave, the entertainment industry may be hired only on referral by the USES of the WMC or a union to which authority has been delegated by the WMC Director.

Although the letter did not in any way hint that radio wishes part of the appropriation, it did not mince

## Kelsey Joins Belmont

P. S. Billings, president of the Belmont Radio Corporation of Chicago, has announced the appointment of Lester L. Kelsey to the firm's executive staff. In his new connection, Kelsey will handle war contract negotiations and assist in post-war planning activities for Belmont.

A veteran of 21 years in the radio manufacturing field, Mr. Kelsey was formerly manager of the radio department of the Stewart Warner Corporation in charge of engineering, manufacturing and sales. Prior to that, he was with the Grigsby Grunow Majestic organization.

## Canadian Labor Party Protest Broadcast Ban

Quebec—The Quebec provincial election committee of the Labor-Progressive party today sent a telegram to the board of governors of CBC protesting the cancellation of radio time on a privately-owned Montreal station which had been allocated to the party's candidates in the Quebec general election.

## Mutual Special Feature For Farm Safety Week

Claude Wickard, Secretary of the Department of Agriculture, heads the speaker's line-up for a special program titled "Saving Farm Manpower for War Power" to be presented Wednesday, July 26, 7:45-8 p.m., EWT, over Mutual under the auspices of the National Safety Council in commemoration of National Farm Safety Week. Other participants in the panel include Edward A. O'Neal, president of the American Farm Bureau Federation who will speak from Washington, and Col. John Stilwell, president of the National Safety Council, who will speak from New York.

The telegram said the cancellation had been made because of "the pressure of outside influences," and it was "an unwarranted interference in freedom of speech and violation of electoral rights of a legally constituted political party." It asked that CBC file "a direction to enable the party to continue with its scheduled broadcasts."

## McNamee To Littlefuse Research

Appointment of Bernard F. McNamee to head research work on electronic products and applications is announced by Littlefuse Incorporated, of Chicago, Illinois and El Monte, California. Prior to joining Littlefuse, he was in charge of the engineering department of Consolidated Engineering Corp., Pasadena, California, where he had been for several years.

## New Director Appointed

Appointment of Wladimir Lakond as director of promotion and exploitation for the Standard Division of the Edward B. Marks Music Corporation was announced yesterday by E. B. Marks, president of the corporation. Lakond was formerly the vice-president of Edition Musicus-New York, Inc.

## DeGraw To Controllers Inst.

Lincoln H. DeGraw, acting controller of the Hazeltine Electronics Corporation, New York City, has been elected to membership in the Controllers Institute of America. The Institute is a technical and professional organization of controllers devoted to improvement of controllership procedure.

## Restrict British Sales

Only wireless sets marked "wartime civilian receiver," and made to specifications of the Radio Manufacturers Association are now on sale in the United Kingdom, a despatch from London says. Manufacture of wireless sets in Britain has been controlled since July 1.



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## Democrat Convention May Run Only 2 Days

(Continued from Page 1)

night's session. There were indications that the tonight's session might be extended to an all-night affair if necessary to dispose of the Vice-Presidential nomination and make the convention a two-day meeting.

WLS is credited with an innova-

### Permanent Record

*The entire Democratic Convention from the opening song to the closing prayer is being recorded on the magnetic wire recorder for reference purposes, according to J. Leonard Reinsch, radio director of the Democratic National Committee.*

tion in covering press conferences when it recorded on the magnetic wire recorder the conference held by Mrs. Charles W. Tillet of North Carolina Tuesday morning and broadcast the recording in place of its regular 6 o'clock news broadcast Tuesday night.

### Femme Commentators Busy

WLS' Martha Crane and Helen Joyce have interviews scheduled with Lillian Gahagan Douglas, sister of Helen Gahagan, on their 11 o'clock broadcast this morning, and with Mrs. Claude Wickard, wife of the Secretary of Agriculture, on their Friday morning program.

Adopting the press conference idea both NBC and CBS covered the press conference held by Vice-President Wallace Wednesday afternoon.

The voice of Vice-President Henry Wallace was heard over CBS as he answered questions put to him by a battery of reporters during the course of a press conference at the Sherman Hotel.

With Wallace at the microphone in his "fight to the finish" talk, John Daley and Tris Coffin, CBS newsmen, broadcast over the air the questions from the floor, after which the Vice-President aired his reply.

NBC also offered its listeners an on-the-spot pickup of the press conference of the Vice-President. Robert St. John, NBC commentator, handled the pickup from the Sherman Hotel headquarters. At the conclusion of the meeting, St. John summarized Wallace's answers to the questions put to him by the battery of newspapermen.

### Stadium Not Filled

NBC placed lines into the Sherman Hotel early in the week when it became evident that the questioning of the Vice-Presidential nominee would take top place among convention developments.

With St. John for the Wallace pickup were Don Fischer, NBC announcer from the Washington staff, and William McAndrew, head of the Washington news room.

The Democrats, with what they thought was a better bill, nevertheless couldn't fill the 22,000-seat stadium here any better than the GOP was able to do it. When the con-

## Democratic Confab Doings

Chicago—As a grand climax Walter Kiernan topped off the Tuesday afternoon rehearsal with a surprise stunt that the assembled newshounds will long remember. Grabbing a microphone, Kiernan announced in a booming voice: "Now, ladies and gentlemen of the radio audience, the roof of the Stadium is rolling back slowly, it unfolds out of sight and the clear Blue sky sends the sun's rays filtering into the Hall. Something is hovering into sight through the top of the Stadium. It is...It is... ladies and gentlemen... Eleanor Roosevelt in an autogyro....."

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Paul White, CBS Director of News Broadcasts, has attended every political convention since 1932 and several others before that time when he was a press association and newspaper reporter. White said, "it seems like millions of them." And that's the way it really seems to every veteran of more than one convention.

★ ★ ★

"Iron Man" Bob Trout, master of ad lib descriptive broadcasting thus delineated his job at the political convention in a CBS interview. "I just sit and look and talk about what I see. One gets active eyes capable of snaring any detail."

★ ★ ★

If in radio you would go it is well to be a good carpenter. Monday Tom Slater and Christopher Cross of Mutual made an early pilgrimage to the stadium to see if all was in order for the opening day. Everything was except that the sign was not on the Mutual booth. Quick as a bunny Slater and Cross found a step ladder, nails and to the amusement of photographers, and newspapermen nailed the large sign into position.

★ ★ ★

Bill Henry, analyst, jocularly referred to his post on speakers platform, as an assignment to "help absorb the 25,000,000 watts of light" which pours down from the uppermost balconies across the stadium floor.

vention was called to order at noon, most of the delegates were in their seats but there were 7,000 empty places in the galleries. One of the most noticeably depopulated sections was directly beneath the giant sized painting of President Roosevelt. Although orders had been given doormen to admit ticketless visitors 30 minutes after the opening, if seats were then available, there was no rush at the gates.

### Wallace Car In Collision

An NBC car detailed to meet incoming Vice-President Wallace at the 63rd Street station, had a sharp but harmless run-in with a taxi cab on the return trip and lost the official party. But NBC announcer Don Fischer made up the time and was at the Sherman Hotel when Wallace arrived there.

NBC's coverage of second-day proceedings at the convention will begin at noon today with the opening of the third session. Actual length of this broadcast will depend upon the business placed before the convention. There is some possibility that the delegates will be held in session until late afternoon. At 9:00 p.m., CWT, proceedings of the evening meeting will be aired.

In addition to the broadcasts of the

## Naval War Veteran Sked On WNEW Show Mon.

Samuel Ollar, resident of New York, and 3/m in the U. S. Merchant Marine, will appear as the guest on WNEW's broadcast of "Action on Seven Seas" Monday evening at 9. The seaman has participated in naval battles on almost all of the seven seas. Music for the program will be played by the Sheepshead Bay Maritime Orchestra, directed by Warrant Officer Phil Lang.

convention events, and regularly scheduled commentaries and news shows, William F. Brooks, NBC's director of news and special events, has scheduled at 5:15 p.m. (CWT) a roundup of commentary on convention developments with H. V. Kaltenborn, Robert St. John, Morgan Beatty, Richard Harkness, Mary Margaret McBride and Ben Grauer.

While the convention was in progress the Mutual Broadcasting System gave to Robert E. Hannegan, chairman of the National Democratic Committee, the information that the entire Tojo cabinet had resigned. Thus, did the delegates hear for the first time this vital news.

## President Is Expected On All Webs Tonight

(Continued from Page 1)

early roll call. The convention strategists are planning tentatively for a Thursday night adjournment. The networks, however, are expected to continue their coverage showing gathering go into a third day.

### Blue's Dress Rehearsal

The Blue Network staged "dress rehearsals" on the eve of convention opening. In two pre-

### Favor Roosevelt

118 of the nation's expert writers, polled by the Blue Network last week, believe that the American people in their present frame of mind would elect Franklin Roosevelt to a fourth term, as revealed by Mutual. Before the magazine containing the results of the poll reaches the newsstands, Robert Humphreys, National Editor of Newsweek, scheduled to tell Mutual listeners in an interview with Cecil Brown on the Mutual network that the nation's key political writers believe Roosevelt reelected by at least 282 electoral votes if his strategy is sustained until November 3. This, according to the poll, gives Pres. Roosevelt 16 more than the 266 electoral votes required for election.

on Monday and Tuesday, the staff of commentators worked to force an imaginary audience into the vast Stadium until the newsmen attained the co-ordination and timing of an expertly drilled squad. G. W. "Johnny" Johnson, the Blue's news and special chief, directed the rehearsals to anticipate unusual events that might transpire on the convention floor, with Harry Wismer and Agronsky patrolling the floor with walkie-talkies. Johnstone shouted: "the delegation from Wisconsin demands to be heard." With Wismer and Agronsky would come from their posts to the indication and Johnstone himself would come up to mikes to make a prompt speech. This was repeated several times, with variations of the Blue news might be prepared to meet any contingency.

### Tele Panel Named

Los Angeles—Completion of "Advisory Experimental Panel" set up to coordinate television research findings, is announced by Patrick Michael Cunningham Productions. Membership board represents every phase of television field. Personnel of the panel is as follows: Jack Morse and Dempsey, both of the Dan B. Advertising agency; Willis Cooney, social effects expert; Norville Gilman, NBC producer; Joseph Sawyer, Robert Clampett, cartoon producer; Marcia Drake, tele-scenarist; Al Piaggi, tele-cineographer; J. J. Cine Mart Publishing Co.

# News Analysts Give Opinions On Post-War Tele

(Continued from Page 1)

picture these great American functions. Television will enable the voters to see candidates about whom they hear and read this will benefit the candidate himself, because through television he will be able to meet the public in almost full sense without resorting to lengthy campaign tours."

*Trout:* "We who have worked in radio have tried to act as spokesmen for the listeners, when in reality we have only been the mouthpiece. Post-war television will give the people a chance to see, to hear, as well as to hear. It presents a new challenge as well as a new opportunity, to all of us."

*Beatty:* "In the post-war world, television offers radio the opportunity to prove, not only to our own people but to the rest of the world that the United States of America is the one, and only champion of a free radio and press in the world today. The competitive struggle for news among American Networks is limited to news-conscious Americans, and to the world, comedy and voice coverage untainted by government supervision which will prevail in all other parts. I think that the United States, therefore, will be more than ever before, the center of a free flow of information, because after the war we will have had sight to sound and the sound will have to tell an interesting story."

*Howe:* "Television is likely to do for radio in the post-war world what talking pictures did for the motion picture industry. If it were possible to find a person who correctly predicted the effect of talking pictures, perhaps he would be able to correctly foretell the eventual effect of television on the radio industry."

*Kaltenborn:* "My practical experience with television is limited. As far as it has gone, it makes me feel that it adds much to the ear in developing knowledge of what is going on. Just one illustration: On the night of D-Day I was present, explaining with the use of an enlarged map of Normandy where our troops had landed and the points they had taken. I feel sure that the proper use of maps by television in connection with news broadcasts adds much to the understanding of those who look and listen."

*Grauer:* "The ringside seat at the Democratic Convention has been a natural for pondering the possibilities of post-war television. Precisely at spectacles and public events like this that the television medium will reach its first local success and public acceptance. Technicians still have obstacles to overcome before sound and picture can compete on an equal basis with sound broadcasting. But at public functions and sports events, television now adds a thrilling and irreplaceable dimension."

*Baukage:* "Mechanically we have made enormous progress, but spiritually we lag far behind. Our applied sciences are ahead of our metaphysics and our grave task is to try to bridge this tremendous material advance with spiritual appreciation for its potentialities."

*Henle:* "Post-war television will accelerate the cleavage between news and entertainment, because, in its beginning television will hardly be adaptable to news broadcasts. In the long run, however, this will be, in the long run, a healthy development."

*Wisner:* "Post-war television is bound to be terrific; it is a proof that radio is the most progressive industry in the

*John Daly:* "Already there are signs of very necessary technical improvements which will stabilize television broadcasting techniques. When these improvements are ready, television in the post-war years will assume a very important place in entertaining and educating the American public."

*Clete Roberts:* "I am tremendously interested in the technique which post-war television will develop for reporting news in the field. Ultimately, it will subordinate the reporter to the news itself. The reporter's main task hereafter will be simply to add to what the eye sees."

*Bill Henry:* "I am a great believer in the possibilities of post-war television. It will present somewhat of a problem for the radio newscaster, however. In television broadcasts, he will have to remember that his audience can see just as much as he can. Thus he must become an analyst of the event rather than a mere reporter of what he sees."

*Leon Henderson:* "Radio must make sure that its use of sight, as well as sound, achieves the same high artistic standards toward which the industry has been striving since the age of the crystal set."

*Walter Kiernan:* "When you can tune in your radio and get a beautiful girl right in your parlor, maybe the little wife will be just as satisfied to go to the movies the same as you always did."

*Walter Compton:* "News commentators are generally just as lacking in knowledge of the future of television as are various broadcasting systems which are experimenting with it. For a long time many of the news commentators will continue with similar formats. I believe that the shift will be evolutionary not revolutionary."

*Theodore Granik:* "Forum programs such as mine should be able to give listeners at home a good deal of the drama that studio audiences get. So much of the emotion, the facial grimaces, the sneers and grins are lost as the debaters become emotional. What a drama for the listener if he could have seen Hugh Johnson pick up the microphone and threaten one of the participants with whom he was in particularly violent disagreement."

*Ray Dady:* "Soon after television gets a toe hold news commentary shows will become modified Burton Holmes affairs. All kinds of props, such as maps, globes, charts will be used. Stock movie stills of personalities in the news will have to be available. News show will become a production. I hope the news quality of the show will not be overlooked in the commentators' eagerness to outdo each other in super productions."

*John Brickhouse:* "Television most certainly will enable commentators at future political conventions to use many fewer words and will require them to study their descriptive matter with much greater care. The listener for the first time will be able to check the accuracy and appropriateness of their words. Commentators will need a high visual IQ."

*Cecil Brown:* "I look forward to the coming of the television era most hopefully with respect to the ability of a news commentator to get his message across, with the adaptation of a newsreel like flashbacks, moving maps and other visual devices to television, the commentators' job not only will be easier but vastly more interesting and educational. The combination of news commentary and television will constitute one of the most important education advances of our era."

# ★ ★ ★ COAST - TO - COAST ★ ★

## —NEW YORK—

**NEW YORK**—WMA's "Songs of the Nations" saluted Mexico in Tuesday's program. Airing will be also heard Tuesdays and Thursdays from 12:15 to 12:30 p.m. . . . WNEW will inaugurate tomorrow at 9:45 p.m. first broadcast of "Letter from England," written by its continuity department, and presented in cooperation with the Women's Division of the British Information Services, to emphasize their role in this war . . . "Other People's Business," conducted by Alma Dettinger over WQXR each weekday morning, will delve into life of film starlet Joyce Reynolds, when latter guests on the show tomorrow morning at 11.

## —CALIFORNIA—

**SAN FRANCISCO**—Odd hobbies of human: Although W. C. (Bill) Martell, story commentator on KFRC Mutual-Don Lee's "Faces and Places" series, is a red-blooded guy, his favorite pastime now is crocheting. . . . **OAKLAND**—KLX aired two recent gigantic bond drive auctions. First one sponsored by Beverage Associations of Alameda and Contra Costa counties drew three million dollars from auctioning off beverages. The other stage by Albany Lions Club took another two million. . . . **BAKERSFIELD**—Dick Brothers, advertising and sales manager of KERN, describes boxing and wrestling from ringside of Strelch Bros. Stadium in this community. Program sponsored locally.

## —NORTH CAROLINA—

**CHARLOTTE**—Grady Cole's shrewd salesmanship spurred local residents on to buying "E" bonds. Inviting two girls to bring typewriters to a recent broadcast, WBT's farm director offered to match purchase of bonds with the number filled out by the two "eye-fills" in 10 minutes. Result: 43 bought by him and matched by other merchants. . . . **GREENSBORO**—Additions to WBIG are John B. Carney as announcer, and attractive Elaine Lyon in control room. **GOLDSBORO**—Mutual and Clark Brothers Chewing Gum Co. have just added WGBR to their Sunday outlets for Anthony's Goodwill Hour.

## —COLORADO—

**DENVER**—KLZ production manager is helping his father overcome manpower shortage on his Wyoming ranch during vacation . . . New faces at KMYR are

Ellsworth Vines, present golf pro at Denver Country Club, as salesman and sports announcer; R. J. (Mac) McCullum, formerly of Seattle and San Francisco stations, as production manager; and return from service of Lowell Switzer at former post of traffic manager.

## —CONNECTICUT—

**HARTFORD**—Circus fire relief fund keeps increasing with receipt of every release from WDRS. Station has contributed \$500. **BRIDGEPORT**—Ralph Della Selva takes charge of the Connecticut Forum of the Air which starts tonight at 9:30 over WICC and WTHT. "Should We Change Presidents in War Time" is the subject.

## —FLORIDA—

**MIAMI**—Al Collins is the new conductor of the popular Dreambuster program, heard over WIOD each Monday through Saturday at 6 a.m. . . . **JACKSONVILLE**—WPDQ's staff is happy to see assistant manager Frank Taylor, Jr. back on the job after his recent three weeks illness. . . . Kay Johnson replaces Evelyn Shofner in the script department.

## —GEORGIA—

**COLUMBUS**—New studio has been constructed at Fort Benning, Ga., for broadcasts that originate there and are carried over WRBL. About 70 programs are aired each month. . . . **GAINESVILLE**—H. Russ Holt, formerly of WOLS, Florence, S. C., has been appointed vice-president and general manager of the Blue Ridge Broadcasting Co., Inc., owners and operators of WGGG. His 10 years' experience ranged from vocalist on CBS to manager at WOLS.

## —IDAHO—

**BOISE**—Changes in personnel at KIDO resulted in following additions: announcers, Rulon Bradley of KOVO, Provo, Utah, and Hub Warner, ex-announcer and production manager of KFAM, St. Cloud, Minn.; assistant in women's programs, Amber Wight, former reporter from Illinois; and receptionist, Isabelle Silk.

## —ILLINOIS—

**ROCKFORD**—Supplementing Blue Network Democratic National Convention air coverage, WROK has assigned its new editor, William R. Traum, at Chicago, to write special dispatches for station newscasts and transcribed interviews and commentaries. Set-up is similar to that of Republican session held last month in the Windy City.

## —INDIANA—

**FORT WAYNE**—Using the motto "Tell the world your news," the Eskay Dairy Co., of this community, has launched on WGL an intensive campaign with that objective in mind. A paper collar is tied around neck of every milk bottle delivered on which enough space is left for customer's personal news items. Paper collar is collected by milkman and turned in to be prepared for broadcast on firm's news program heard on WGL at 5 p.m., EWT, M-F.

## —MONTANA—

**MISSOULA**—From England, Seaman 1/c Bill Strothman, former announcer at KGVO, wrote his former

colleagues the following: "I understand that chewing gum is difficult to obtain in civilian life, so here's a stick of GI Gum to be divided among you." Enclosed was a genuine stick of the scarce item, in its khaki GI wrapper. Station's staff needs a mathematician to solve the equitable division of the stick.

## —NEW JERSEY—

**NEWARK**—Night-time Frolic, new show heard daily at 9:05 p.m. on WAAT, features a personalized salute to 100 servicemen every night. Herb (Poppy) Dexter, who ad-libs the platter show, compiles list from request letters, reads the names to a background of organ music, and finishes with recording of Deanna Durbin's "Say a Prayer for the Boys over There" . . . **PATERSON**—A large crowd estimated at 25,000 attended WPAT's "Invasion Carnival" staged here to climax the Fifth War Loan Drive and to sell over \$550,000 worth of bonds. Entire program was handled by program director Ted Webbe, with Bob Bright, WPAT's popular disc jockey, as assistant. WPAT's clerical staff handled sale of bonds.

## —MASSACHUSETTS—

**BOSTON**—Employees of the Yankee Network now greet John Shepard, 3rd, its president, "Colonel," as he was recently appointed to the general staff of the Honorary Order of Kentucky Colonels by Gov. Simeon Willis of the Blue Grass state. . . . Tonight at 8:30, WBZ will air "First Service Command Performance," 30-minute GI variety program which is replacing the "Aldrich Family" for the summer. . . . WEEI's "Youth on Parade" will award certificate of merit to the girls and boys of the 4-H Clubs of Gregory County, S. D., for receiving pledges of \$7,000 for their efforts in directing the Fifth War Loan Drive back home, during a nationwide airing of the youth program over WEEI this Saturday morning at 10.

## —IOWA—

**OTTUMWA**—KBIZ has added the following personnel: Dorothy Lindley, speech instructor at the local high school, assistant in the continuity department; Lorraine Jacques, formerly of Ottumwa Courier advertising staff, as receptionist; Ray Watton, ex-manager of men's clothing sales for Sears, Roebuck and Co. of this region, aide in sales branch.

## —NEW YORK—

**BUFFALO**—WBEN's first broadcast of "They Call Me Joe" series, slated for Saturday night at 7, features report of cooperation between Americans and Chinese in construction of airports for B-29 Superfortress. . . . **SYRACUSE**—As the 4F's and 17-year-old youngsters trying out for the local university's football team this fall will need all the attention possible, Bill Boelter, assistant gridiron coach at Syracuse University, will give up his part-time sports-announcing job at WFBL to Bob Cullings presently WFBL newscaster when autumn nears.

## —LOUISIANA—

**NEW ORLEANS**—In addition to regular activities as members of staff, the following have found time to matriculate as nurses' aides: local Red Cross chapter and OGD Harlmann, production department; Virginia Freret, continuity department; Thiel, accounting department; Jameson, secretary to manager W. M. Merville; and Nathalie Winter, staff.

## —OKLAHOMA—

**OKLAHOMA CITY**—A group of men in the communications of the Oklahoma Air Service Club at Tinker Field were guests of a recent tour during which they saw the studios and the training Staff Sergeant Bob of the Staff Information Department at this was former news editor of WOT.

## AGENCIES

**ADVERTISING CLUB OF NEW YORK** has set a new date for its golf tournament. Originally scheduled for Tuesday of this week, it will be held instead next Tuesday, July 25, at the Plandome Country Club, Plandome, L. I.

**JOSE DIDONATO**, former director of Sonovox, Inc., has joined Compton Advertising, Inc., as assistant to Wyllis Cooper, chief supervisor. . . . **DAVID ORTIZ** has joined Compton in an expanded capacity. He comes to Compton from the Anfenger Advertising Agency, St. Louis.

**T. F. WILLRATH** has returned to McCann-Erickson, Inc., as manager of the outdoor division and the media department, according to D. Wilson, vice-president in charge of media. . . . **E. M. Weinland** has joined the advertising department of the New York "Journal-American" and has also joined the outdoor division.

**THEODORE A. NEWHOFF** has joined the advertising agency, Baltimore, Maryland, has been elected to membership in the American Association of Advertising Agencies.

**EDWARD F. MOTTERN**, formerly of the staffs of William Esty & Company, Lord & Thomas, and B. Sample-Hummert, has joined the creative staff of Roy S. Durston.

**BASIL MATTHEWS** joins the staff of Bowles, Inc. to assist on the account of Gamble account. For the past five years he has been advertising manager of The Centaur Company, and was with Pedlar & Ryan for the preceding ten years.

**HAPPY BIRTHDAY TO YOU**

July 20

Jeddy Black      Don Stevens  
Irving Fields      Murray Forbes  
Henry W. Lange

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

28, NO. 14

NEW YORK, N. Y., FRIDAY, JULY 21, 1944

TEN CENTS

## WAC Budget Fight Looms

### Battle Brewing"

Broadcasters are girding for battle! The whole industry has been roused by the announcement of the \$5,000,000 WAC recruitment budget will be used for quarter page newspaper ads. Shocked by the announcement of the Young & Rubicam agency would spend the War Department's money in the papers and the press alone, Officers of War Information joined in protest by pulling all WAC announcements out of newspaper packet allocations for the broadcasters.

NAB officials, counseling network executives, station owners and OWI officials, are appealing to all broadcasters to join this crusade for justice and recognition. Their appeal is bearing fruit in the welding of a solid, forceful sentiment against the unfairness of the WAC advertising appropriation. RADIO DAILY, first to disclose the developments, is heartily endorsing the broadcasters in this fight. We believe that the industry's unselfish support of all agency activities, especially recruiting, is convincing evidence of their worthiness of consideration at this time. We believe, too, that the

(Continued on Page 3)

### Fictional Facts

Alice Reinheart, who plays Chippie in "Life Can Be Beautiful," is "married" to Stephen and has photos taken of herself for press releases. In real life, Alice is married, but never had a photograph taken depicting herself on that particular occasion. However, she's decided to put the publicity shot in her own family album. Serial heard on CBS for P. & G.

### Prophetic?

This week's "News Feature Sheet" of NBC carries an article in the first column captioned: "Alex Dreier Sees Hitler Assassinated This Year." Last night Eddie Grief of NBC was carrying an armful of newspaper headlines as partial confirmation of Dreier's prophetic writings.

### Questionnaire Seeks News Room Opinions

Study of broadcasters need for students trained in radio journalism is being undertaken by the American Association of Schools and Departments of Journalism, with the assistance of NAB, it was announced yesterday.

This week a radio news room manpower questionnaire, prepared by AASDJ, was mailed by NAB with replies to go to Professor Richard W. Beckman, journalism department,

(Continued on Page 6)

### Jack Lavin To Disney Handling Live Talent

Hollywood—Jack Lavin, formerly manager of Paul Whiteman and more recently handling talent on his own, has been signed by the Walt Disney studios to handle live talent and music publisher negotiations. Lavin is expected to leave for the East shortly and make his headquarters in New York.

### 'Hidden Mikes' Seen Needed To Draw Out Big Politicians

#### "Don't Change Horses—" Web Ban Is Modified

According to rules and regulations, if the Democratic National Committee wants to buy time on any one of the "big four" networks, and use that time for presenting the controversial

(Continued on Page 2)

1,804,566 ears are within the primary range of your WLAW daytime sales message! Advt.

### War Department's Spokesman Explains Preference For Newspaper Media; NAB Taking Lead In Protesting

Washington Bureau, RADIO DAILY

Washington—Disposition of the five million dollar WAC advertising budget is set now for only the next four months, Col. J. Noel Macy, in charge of WAC recruitment for the War Department's bureau of public relations, said yesterday. The five million dollar fund is a 12-month budget, he pointed out, and only one third of it is believed mapped out thus far.

Col. Macy said Young & Rubicam had drawn up the initial campaign plans for the first four months through October—and that he had approved them with little delay in order to get the program started. Col. Macy is himself in civilian life publisher

### Clarify WMCA Complaint, Fly Tells Catholic Vets

Washington Bureau, RADIO DAILY  
Washington—Replying to National Catholic War Veteran Commander Edward McCaffrey and Frank J. Maley, New York State Commander, FCC Chairman James Lawrence Fly yesterday advised them that if they think WMCA, New York, is not oper-

(Continued on Page 5)

### Lyons, Inc., Announce Coast Tele Department

Expansion of their radio and television department was announced yesterday by Arthur Lyons of A. and S. Lyons, Inc., with the appointment

(Continued on Page 2)

### Tele Studio Plans Disclosed By Experts

Current and post-war television studio design and its effect on developments in television programming was the subject of last night's meeting of the Television Seminar, presented by the REC, in NBC studios,

(Continued on Page 6)

### NAB Seeks Information On Frequency Assignments

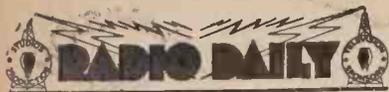
Washington Bureau, RADIO DAILY  
Washington—Confidential listing of frequency assignments and future frequency plans has been asked of all

(Continued on Page 2)

### Freak Reception

Radio engineers attached to the transmitter station of WSB, the Atlanta Journal broadcasting stations located in Atlanta, Georgia, listened-in to the voice channel of the regular Sunday night television program originating from General Electric's station WRGB in Schenectady on July 9, according to a letter G. E. engineers received from the station, 840 air miles away.

WLAW + 5,000 watts + CBS programs = audience loyalty North of Boston! Advt.



Vol. 28, No. 14 Fri., July 21, 1944 Price 10 Cts.

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, 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

(Thursday, July 20)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163 1/4	162 7/8	163 1/4	+ 3/8
CBS A	32 3/4	32 3/8	32 3/4	+ 1/4
CBS B	32 1/4	32 1/4	32 1/4	— 1/8
Crosley Corp.	22 3/4	22	22	— 1/2
Farnsworth T. & R.	13 3/8	12 3/4	12 3/4	— 1/2
Gen. Electric	39 1/4	38 1/2	38 1/2	— 3/8
Philco	35 3/4	35	35	— 1/4
RCA Common	11 1/4	10 3/4	10 3/4	— 5/8
RCA First Pfd.	74 1/2	74 1/2	74 1/2	+ 1/2
Stewart-Warner	16 7/8	16 5/8	16 5/8	— 1/8
Westinghouse	103 3/4	102 1/2	102 1/2	— 1
Zenith Radio	43	42	42	— 3/4

### NEW YORK CURB EXCHANGE

Nat. Union Radio	6 3/4	6 1/2	6 1/2	.....
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### OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	16 3/8	17 3/8
WCAO (Baltimore)	22	.....
WJR (Detroit)	36	.....

## Lyons, Inc., Announce Coast Tele Department

(Continued from Page 1)

of Major Frank Healy as package creator in charge of television activities in the agency's Hollywood offices. Major Healy, recently honorably discharged from the army, was for five years production manager of NBC in New York following which he had charge of radio for RKO Radio Pictures in Hollywood.

## 20 YEARS AGO TODAY

(July 21 1924)

Norman Brokenshire, fairly new to radio, is creating a polite sensation with his chatty come-into-parlor style of announcing which may be a prophetic note in radio. Brokenshire does all silk-hat events inaugurals, and important funerals for WJZ.

# Coming and Going

TED HUSING and JIMMY DOLAN, CBS sports reporters, leave today for Philadelphia, where tomorrow they will broadcast exclusively over the network the Garden State Races.

DON GODDARD, WEAF news commentator, is taking a wartime-type of vacation this year and will spend most of it working on his small farm, taking one day off each week until he has taken himself an aggregate of three weeks.

WILLIAM D. MURDOCK, assistant general manager of WTOP, CBS-owned station in Washington, D. C., is spending several days in Gotham.

JEAN BAER, press news editor of the Mutual network, off today on a vacation of two weeks, during which she will cavort amid the sylvan glades of East Hampton, Conn.

DAVID H. HARRIS, program-production manager of WTAC, Worcester, Mass., in New York this week discussing station business with BBC and CBS, with which the outlet is affiliated.

RUSH HUGHES, disk-jockey at KWK, St. Louis, is enjoying two weeks of fishing and hunting in Canada.

ELINOR INMAN, of the CBS education division, leaves today for Sawyer, Mich., where she will participate in a radio workshop on "Religious Radio" at the Midwest Leadership Training Conference, July 24-31.

DEL McCARTHY, producer on WNAC, Boston, and the Yankee Network, is spending her vacation in the South. EDD STEARNS, JR., will pinch hit in the interim.

SAMMY KAYE and the members of his band are in Boston for an engagement at the RKO Theater.

## NAB Seeks Information On Frequency Assignments

(Continued from Page 1)

broadcasters by Howard S. Frazier, NAB director of engineering and chairman of the RTPB Panel 4, on standard broadcasting because of the anticipated heavy demand for the frequencies reserved for non-government use, Frazier has written all licensees, FM, tele and AM the following letter:

### Text of Letter

"The radio technical planning board is now working on recommendations for post-war frequency allocations. It appears that the requests of the various services, such as police, fire, railroad, public utility, aviation, broadcast, etc., will far exceed the spectrum space available for non-government communications.

"Broadcasters, (standard, FM, and television) are now assigned certain frequencies outside the regular broadcast bands for relay, studio transmitter link, experimental, emergency use, etc. In order to estimate the present and future needs for these supplementary frequencies, information is urgently needed.

"Please list on the enclosed form your present and proposed use of supplementary frequencies and return immediately to NAB. No disclosure will be made of individual information submitted.

"We cannot urge too strongly that this matter be given your prompt and careful attention in order that overall industry requirements can be tabulated."

The information outlining the pre-

JAMES MAHONEY, Western station relations of the Mutual network, has returned from his vacation and has resumed his back-to-the-farm movement each week-end on his pastoral acres in Blairstown, N. J.

K. K. HACKATHORN, sales manager of WHK, Cleveland, is back at the station following a short business trip to New York.

BILL SCHROEDER, sales manager of WCAE, Mutual outlet in Pittsburgh, off for St. Louis, there to revel in the festive atmosphere of his brother's wedding.

ELIZABETH CAMP, promotion manager at WCHS, Charleston, West Va., is back at the station following a trip to visit her husband at Major Scott Camp, prior to his embarkation.

MAJ. ANDRE BARUCH, of the CBS "Visiting Hour" program, is in New Orleans for the broadcasting of tomorrow's program for the entertainment of the Army wounded at La Garde General Hospital.

REV. J. W. HYNES, university director of WWL, New Orleans, and LARRY BAIRD, general manager of the station, are back at the home offices following a trip to New York.

BUD SPENCER, night manager of NBC in Hollywood, was a visitor recently at KERN, Bakersfield, Calif.

CAPT. ROBERT JENNINGS, U. S. A., husband of Betty Winkler, CBS daytime-serial star, is traveling into New York three days a week from his base in New Haven to direct the Army Air Force shows.

JOHN ORR, senior announcer at WHBQ, Memphis, is back from his vacation.

## "Don't Change Horses—" Web Ban Is Modified

(Continued from Page 1)

"Don't Change Horses In the Middle of the Stream" song, the network heads will not interfere with its presentation, it was learned yesterday.

"Prior to the two National Conventions, NBC banned the song because, in the network's opinion, the song had political implications. The fact that the Democratic Convention has requested its use to the current convention seems to justify our earlier stand," Clarence L. Menser, vice-president in charge of programming at NBC, announced yesterday.

The special features department of Mutual announced that it had lifted its ban yesterday, permitting it over its network providing the song originated from the scene of the Convention. The spokesman for MBS would not commit himself concerning broadcast of the song after the Democratic National Convention is over.

The Blue Network said that its policy would be similar to that of NBC, adding that the song would not be permitted on Blue sustaining programs.

CBS announced that its policy would remain the same, except for the exceptions as outlined in the NBC policy also.

sent and proposed use of the supplementary frequencies by broadcasters will be tabulated by NAB and made available to the various RTPB panels dealing with allocation problems.

# What Station Is Listened To In Baltimore?

Take any day . . . any time . . . and you'll find that W-I-T-H is the station that produces more Baltimore people for less cost.

For the skeptics we have the facts. Glad to show them any time. They'll make you know something unusual has happened in Baltimore radio!



# W-I-T-H IN BALTIMORE

TOM TINSLEY, President  
REPRESENTED BY HEADLEY-RE

# Advt. Media Set Only Four Months

(Continued from Page 1)

ed another letter to broad- which is expected to stress ct that OWI is not insisting radio eliminate WAC announce- but has merely decided to drop from its regular packets.

## NAB Starts Survey

n effort to prove to Young & m that radio is ready and able participate in the campaign, Lewis Avery, NAB director of broadcast ising yesterday wrote all sta- to determine "whether or not tations will accept paid WAC nment advertising and to estab- hether or not desirable avail- tis exist for such advertising if ve to be placed."

Also wrote all station represen- aving assuring them that "NAB does ek to replace or supersede the ions of radio station represen- or advertising agencies in ob- ing information from radio sta- on business of this type."

ew are excerpts from Avery's te to broadcasters:

Approximately \$500,000 was spent WAC recruitment advertising the 1942-1943 fiscal year and imately \$1,500,000 during the 1944 fiscal year—all of it is news-

The NAB board of directors, at its ing on June 3, 1943, reaffirmed position to the use of govern- funds for advertising but took position that, if Congress con- nites such legislation, every ef- ould be made to see that there is discrimination as between the and radio or any other medium 'communication' . . . negotia- ons reached a point where NAB some definite answers from the asting industry.

ould you or wouldn't you ac- paid advertising to promote A recruitment? We want a prac- realistic answer—one by which ould be willing to abide—if A advertising should be placed he radio.

The campaign for the coming fis- ar (which began July 1, 1944) e based on the record of the n's Army Corps. Various sug- ps have been advanced for the ation of the story as a half- program once per week; as or five quarter-hour programs eek: as dramatized announce- or as station breaks, for which of service could you clear the availabilities to reach women en 20 and 35 in particular?

to expedite the presentation on of the broadcasting industry, to consolidate the program sug- ns and time availabilities h one source for the conveni- of the advertising agency, NAB eed to handle preliminary in- ion. In so doing, NAB does ek to supplant radio stations entatives, many of whom are associate members of NAB . . .

# OWI Not At Odds With Army, Ludlam Statement Emphasizes

Anxious to clear up any feeling that the OWI or its Domestic Radio Bureau is fighting with the Army over the handling of the WAC recruitment advertising funds, George Ludlam, chief of the radio bureau, yesterday released the following statement:

"In view of current interest in the matter throughout the industry, it seems appropriate to explain the position of the OWI Domestic Radio Bureau in regard to the use of donated facilities administered by the bureau in behalf of the Army, WAC recruitment campaign.

"The bureau does not feel that it can fairly ask radio stations to contribute time to a campaign for which newspaper space is concurrently being purchased. A memorandum has been sent from the station relations division to the War Program Managers of co-operating radio stations advising them of this decision and explaining why they are therefore not being asked to run WAC announcements. The same memorandum goes on to emphasize that individual stations in their own discretion are entirely free, as always, to run these announcements at the suggestion of local public relations officers, if, in their opinion, such action seems helpful and desirable.

"The fact that under the circumstances the Domestic Radio Bureau does not anticipate carrying WAC announcements on the Station Announcements Plan does not necessarily mean that the campaign will not be carried on through other facilities of the radio bureau. The WAC campaign, as is the case with all other government information programs, has always been allocated to available facilities on the basis of comparative needs and urgencies. This is the single consideration which has invariably governed the assignment of facilities in the past and will continue to do so in the future."

## FCC Committee To Study Education In Radio

Washington Bureau, RADIO DAILY

Washington—A new committee to study the use of radio in education was named yesterday by the FCC, with Commissioner Clifford J. Durr, chief engineer George P. Adair and Attorney Edwin Brecher as members. It is contemplated that this group will seek formal recognition from, and representation on, the Federal Radio Education Committee of which Adair is already a member.

## Musical Show On WNEW

America's youthful composers will have their compositions featured Sunday afternoon over WNEW's "Living American Composers" program of the station's series titled "America and Music" at 2 o'clock, with Leonard Lieblich, editor-in-chief of the Musical Courier and noted pianist, serving as special commentator. Artists include Herbert Haufrecht, graduate of Juilliard School of Music, and Lt. Alex North, now with special services of entertainment division of U. S. Army.

## Sales Manager Appointed

Charles Flagler, formerly of WHAS, Louisville, Kentucky, has joined WKMO, Kokomo, Indiana, as commercial sales manager. Flagler was also associated with WFAA, Dallas, Texas; KTUL, Tulsa, Oklahoma; KSO-KRNT, Des Moines, Iowa.

You will be expected to quote your national rate, grant the advertising agency the usual 15 per cent commission and pay your national representatives in accordance with whatever contract you may have with them."

## Joan Edwards Vacations; Bea Wain On "Hit Parade"

Joan Edwards will take a month's vacation from the "Hit Parade" on CBS and will be out of the line-up for the next three shows beginning tomorrow night. Bea Wain will substitute for Miss Edwards, who has had a recurrence of a throat ailment which kept her off the show recently.

## Jim Jordan's Brother Dies

Hollywood—Mr. and Mrs. Jim Jordan ("Fibber McGee and Molly") were on their way back home to Peoria, Ill., yesterday. The Jordans trained out of Hollywood to attend the funeral of Jim's older brother, Leo Jordan, who died suddenly Tuesday night of a heart attack. He was 55. The funeral will be Saturday, at the Sacred Heart Church, Peoria.

## Stork News

Mr. and Mrs. S. I. Rosenfeld are the proud parents of a baby boy, born Friday, July 14. Rosenfeld is an account executive of Shaffer Brennan Margulis Advertising Co., St. Louis.

## Aller, WFBL Engineer, Rests At Familiar Resort

Syracuse — Howard E. Aller, WFBL's control room engineer, has returned to the scene of an important triumph. Together with "Red" Thomas, WFBL's Musical Clock Show soloist, he is spending a two weeks' vacation at the N.Y.S. Guard Encampment at Camp Smith where the officers had lauded him for developing one of the best communication outfits that has ever been taken to this camp.

## "Battle Brewing"

(Continued from Page 1)

War Department was ill advised in accepting newspapers as the only media for the WAC recruiting campaign. We think it is high time that official Washington takes cognizance of this questionable decision and airs the whole tactless business.

RADIO DAILY is behind NAB and the broadcasters 100 per cent in this battle for righteous recognition. We think the WACS and the armed forces recruiting staffs are with us too.

—BURKE.

## Dept. Store Takes Year Over WDRS, Hartford

Hartford—Brown Thomson's Department Store of Hartford on August 15 will start a 52-week sponsorship of the 8-8:15 Associated Press news broadcast six mornings a week over WDRS, Hartford. WDRS began broadcasting AP reports July 1. The Julian Gross Advertising Agency of Hartford handled the department store account.



...that's the magic spot on the dial for Western North Carolina listeners, where they find favorite CBS programs, and outstanding local shows like

- Top of the Morning
- Western North Carolina Farm Hour
- Woman's Page of the Air
- Invitation to Understanding
- Rhyme and Reason
- Moore General Varieties
- AAF Quiz-Fest

...all listener-favorites on

# WWNC 570 KC

Serving Western North Carolina from ASHEVILLE

DON S. ELIAS, Executive Director

Represented by The KATZ AGENCY

## LOS ANGELES

By RALPH WILK

**B**ING CROSBY may break a precedent and remain on the air this summer instead of taking the usual 13-week holiday. The star, currently teamed with Betty Hutton and Sonny Tufts in Paramount's "Here Come the WAVES," is taking cognizance of thousands of letters from G. I.'s at home and overseas requesting that he continue his air show during the summer.

Just revealed is the news of the marriage of Ken Baxter, blind narrator on NBC's "Across the Threshold" serial drama, to Miss Mara Myers. The ceremony took place recently at the Hollywood Methodist Church. The bride is a commercial artist.

Judd McMichael, senior member of the Merry Macs, has drawn up a certificate making Lynn Allen, who replaced the recently deceased Joe McMichael, an "honorary brother" in the family.

Harry W. Flannery, in Chicago to cover the Democratic National Convention for CBS, has an edge in news sources over most of the out-of-town broadcasters. Harry is a former Chicagoan, having worked for the City News Association for some time, and in addition he is a friend of long standing with Democratic National Chairman Robert Hannegan, very prominent at the conclave.

Al Pearce, whose "Fun Valley" program is heard over the Blue Network every Sunday, has purchased a cattle ranch in Northern California, close to Sutter's Mill, where gold was first discovered in California in 1849. Folks are being nice to Al since they heard the news of his ranch purchase, for there is enough surface gold in the streams on his property to net a good panner \$6.00 a day.

Ralph S. Peer, president of Southern Music Company, has been elected to the board of directors of music schools in Rio de Janeiro, Santiago and Mexico City, because of his research and promotion of Latin-American music.

Les Tremayne and Lillian Gish, who recently made such a hit as co-stars in the radio war-drama "Thunder in Spring," are among a group of Hollywoodites who meet weekly to read the classics from a list of the "100 Best" compiled by a university professor.

Edgar Bergen, who sponsors a nurses' foundation, recently helped the National Cadet Nurses' movement celebrate its first anniversary at a dinner and party for the Colorado Springs group—where he happened to be on Army-Navy hospital tour at the time.

## New Mutual Members

KBIZ, Ottumwa, Iowa, joined Mutual as a full-time affiliate, effective July 1; while WTAL, Tallahassee, Fla., began full-time service Wednesday with the installation of line service equipment.



## Radio Vitamins for Friday !!

● ● ● Kick-off program from the Democratic Convention at the Chicago Stadium was well handled by all the webs and stations, their commentators and newsmen....any fear or curiosity as to how the commentators would sound, biased or otherwise was dispelled....for all of them did pretty much of a straightforward job and if any individual preferences were held, which is the right of the commentator as well as the next man, it was not divulged in course of any broadcasts....there was plenty of enterprising moves and interviews....all made possible with the walkie-talkie....certainly a better pickup and flexible gadget compared to dragging a mike and wires around the auditorium....there's really an advantage in being able to listen leisurely at night and not have to spend half of the next day reading the paper to find out what happened.

★ ★ ★

● ● ● Tomorrow is the day, where another great event will take place at a Stadium, better known as the Yankee Stadium....where sacred ground will be trod by resurrected ball players good, bad or indifferent....the trade press will seek to bat the ears off whatever motley crew is sent in to be slaughtered by NBC Press....the park will be good, the equipment fairly good, the umpire will be of the second to none and all that is needed will be male typewriter pounders able to run as far as first base without a relapse or an ambulance to bring him around to the home plate....at third base a first-aid station or infirmary will probably be established (most likely a beer keg in disguise)....read your Sunday sports section for the casualty list....WMCA celebrated the first anniversary of Jerry Lawrence at the station as its conductor of "Air Theater," a disk-jockey job de luxe, said year ending Wednesday evening with a cocktail party at the studio....and Jerry now starting on the second 52-week lap....nice little party, but wanderers around the pent-house roof note a big sign down the street which reads: WOR-Mutual Playhouse....but that's not as bad as having to look across town from anywhere in the city and see the RCA building which you know houses NBC and the Blue....and you also see stocky little towers on tall buildings everywhere now....Meaning old man FM himself is on the job....not to mention a few tele antennas here and there, also atop tall buildings....Rush Hughes, KWK's disk emcee is on a 12-day vacation in Canada....before leaving, in addition to his usual two-hour shows, he recorded 33 hours of advance programs to keep his sponsors happy while away....which will take a big fish even in Canada, to relax Rush into a walk.

★ ★ ★

● ● ● Bill Paley, CBS prexy may pay a visit to the U. S. soon, taking a little time out from his post at Allied Headquarters overseas where he has been doing an excellent job of psychological warfare....looks like the NAB has a poser on its hands in mending the thinking that gave the newspapers all of the WAC advertising budget....it calls for tact and decisive moves, not a long-winded exchange of letters....but personal contact and selling....one program we would have hated to miss....Fritz Kreisler on the Telephone Hour....Cliff Arquette, emcee of the Blue network's "Glamour Manor," has been playing spry old grandfather parts since he was 16....Quentin Reynolds has been added to the Walter Winchell Summer replacement program...."Great Moments In Music," on CBS will give compositions by "G. I. Joe" a break next Wednesday....when the show will consist of the works of unknown writers in the armed forces.

★ ★ ★

—Remember Pearl Harbor—

## PROGRAM REVIEW

## "MEN AT SEA"

Sustaining

WEAF-NBC, Sundays, 6:30-7 p.m., EW  
In Cooperation With the War Ship  
Administration

Writer: Dorothea Lewis

Producer: Herbert Rice

Narrator: Ted Jewett

NBC has taken the U. S. Merchant Marine under its public service wing and from the first broadcast in a series of seven, the seafaring truck of wartime will not go unheralded.

Dorothea Lewis' script contains the essentials—the type men who—the unusual activity aboard Liberty ship—the role these men play under fire, etc. However, with support of such competent actors Odgen Miles, Joseph Julian and Ted Jewett, we can't quite understand why Miss Lewis appeared to have dearth of material for the program. We mention this because practically every other speech was punctuated by Robert Keller's organ music. The department holds nothing against Keller and his fine musicianship there's a time and place for everything. Perhaps if we knew the circumstances under which Miss Lewis wrote her script, we'd be a little more sympathetic. Was she aboard a Liberty Ship? Had she a heart-to-heart talk with veteran merchant seamen? Had her researcher obtained all the hot and cold facts that could have sent chills up down the spines of the listening audience?

As we've said before, a public service series' purpose is a meritorious one. The listening audience thanks just that, but let's give them a little more meat in subsequent broadcasts.

We doff our hat to Keene Crockett and Joseph Cabibbo, the sound effect men, for a remarkable job. Herb Rice, producer, must have been his wit's ends trying to make it a tight show. We're looking forward to bigger and better things.

Other actors who turned in some nice jobs for this item were: Joe Thomas, Owen Jordan, Delmar Newman, Dorothy Emory, Barry Hopkin, Jim Boles, Joseph Wiseman, Tom Burger, Bill Burbridge.

## Goldsmith To Havana For McCann-Erickson

Wallace H. Goldsmith, Jr., of McCann-Erickson's foreign department has been named manager of the agency's new Havana office which will open on August 1st. Goldsmith and Harrison Atwood, vice-president in charge of foreign operations, will leave for Cuba on July 23. The Havana office will bring McCann-Erickson's total number of Pan-American offices to five. Others are Buenos Aires, Rio de Janeiro, Sao Paulo and San Juan, Puerto Rico.

# Convention Coverage Called Success Despite Political Big-Wigs' Reticence

(Continued from Page 1)

Between a national convention with many tongue-tied top figures. The Mayor Edward J. Kelly, the party's most powerful, could say when he appeared Monday on an NBC program with commentator Mary Margaret McBride at Chicago was a big city, that he had nothing to do with the weather this week, and that his was the largest and best-handled man's canteen in the world.

## Walkie-Talkies Busy

Walkie-talkie engineers from the city had a real workout during Monday night's session when President Henry A. Wallace suddenly appeared in the Iowa delegation. After waiting all day for a word of comment by the man, who appears to be the storm center of the convention, the networks dispatched their portable crews to the best any utterances by Wallace. At one time, NBC had Robert St. John and Richard Hess surrounding the Iowan with microphones. But Wallace was silent to be the silent center of a demonstration.

A mute four-legged booster for President Roosevelt was paraded up the aisle at the convention in the form of a comely delegate. An emerald blanket on the back of the dog spaniel proclaimed "victory for Roosevelt" and "I'm for Roosevelt." This admirer, like the majority of two-legged friends had no words for comments.

## Grauer Admirers

To come all the way from Kansas to see what Ben Grauer looks like, two women said to an usher at the Stadium last night. "But we

## Fourth Term Issue

With Franklin Delano Roosevelt renominated for the Presidency at the Democratic National Convention, the discussion of the fourth term issue takes on added significance over WMCA in the Monday evening broadcast of "Wake Up America" at 5:30. The debate will feature lecturer Dan T. Flynn and legal author Arthur Garfield Hays, with the topic being "Is the Fourth Term a Major Campaign Issue?"

"It had any luck so far," they were appealing. "Just look behind the NBC booth and you'll see the one-man information bureau told them. They did and apparently felt their trip justified.

## Trammell In Town

Niles Trammell, NBC president arrived Thursday morning to be in on the stadium demonstrations for the Democratic ticket.

After reading what the high temperature did to GOP delegates Chairman Hannegan assured the Democrats that the huge battery of high city flood lights, blazing away the news reels and NBC's televi-

sion crew, would be dimmed for these sessions but apparently he forgot to notify the electricians. To a comfortable degree, Lake Michigan's breezes have taken care of his lapse of memory.

During one of his NBC broadcasts, Mayor Kelly broke one of his rules and ad libbed the entire interview. His political friends approved his job so highly that Chicago's chief executive told Morgan Beatty, NBC com-

## Clapper Tribute

*Vice-President Henry A. Wallace walked into the Mutual booth at the Chicago Stadium just two minutes before the network concluded its coverage of the opening evening session and said: "Where's Mrs. Clapper—where's Ray's wife. I want to talk to her and her listeners."*

*Thus it was that Mutual network listeners heard Vice-President Wallace, the most dramatic figure of the convention, as he talked with the network's commentator Mrs. Raymond Clapper.*

*"I know that Ray would have liked to cover this convention," the Vice-President said of Raymond Clapper who was killed recently in an airplane crash in the Pacific. "This would have been the kind of fight he would have liked."*

mentator that he was thinking of working scriptless hereafter.

For first time in the history of political conventions, a party caucus was covered by shortwave pack transmitter. At yesterday's session of the convention, Morgan Beatty, NBC commentator, took engineer and pack set into caucus room of the Texas delegation and at the conclusion gave a blow-by-blow report of turbulent proceedings to the NBC audience.

## NBC Resumes Web Broadcasts

During several extensive intervals yesterday when the Democratic Convention was "at ease" awaiting the report of the platform committee, NBC reverted to its normal programming schedule in order to spare listeners boredom of organ selections interspersed with silence. William F. Brooks, NBC's director of news and special events, decided on this policy for the network after consultation with Niles Trammell, NBC president, who attended yesterday's sessions.

Woman who has aroused considerable comment among delegates and guests at the convention by virtue of her striking hair ribbon bows is Anne Gillis, assistant to William F. Brooks, NBC director of news and special events. Miss Gillis wore a different special ribbon of more than average proportions for each of the convention sessions, just as she did for the GOP conclave. Her position at the side of H. V. Kaltenborn on the speakers stand brought her into special prominence and produced many queries as to her identity

among the thousands in the convention hall.

The Republican Party may have its Clare Luce and the Democrats their Helen Gahagan Douglass, but the Blue Network, broadcasting the proceedings from this city, boasts the greatest bevy of pulchritude that ever graced a national convention.

## Schoolgirl's Serve Blue Network

With the shortage of manpower, the Blue found it almost impossible to obtain the six or seven extra men necessary to prepare news material in orderly fashion for its newscasters. Therefore, Gene Rouse, head of the news and special features division of the Blue in Chicago, shifted to the distaff side. He asked for applicants among bright high school girls, and the 12 lovelies who put in their bids were so evenly matched that Rouse had to devise a system of elimination so he borrowed a hat and wrote six names in tabs of paper. He threw these into a hat, along with six blanks. The result—five blondes and a brunette for the Blue news room, everyone a beauty.

George Milne, the Blue Network's chief engineer in charge of technical arrangements at the Democratic conclave, has a bone to pick with somebody, but he doesn't know who is the victim of his ire. It happened when Milne's sleep was disturbed on the way out from New York. When Milne's train pulled into Chicago, the Blue engineer got up red-eyed, roaring that if anything went wrong with the broadcast of the convention the commentators couldn't blame him. It seems that some one in an adjoining bedroom on the 20th Century Limited had kept him awake all night by pecking away at a typewriter until 4 a.m. What Milne doesn't know is

## Surprised

*Lucy Monroe in New York yesterday morning read that she was scheduled to sing "The Star Spangled Banner" at the opening session of Thursday's Democratic Convention in Chicago. Miss Monroe, to say the least, was pleasantly surprised. The Democratic National Committee, it seems, had selected Miss Monroe and forgot to notify her of the "Command Performance" in the Windy City.*

that the offending typist was his own Blue Network commentator, Henry J. Taylor, who spent half the night typing his script for the preview.

The Democrats may not want Henry Wallace for their Vice-presidential candidate but the radio networks definitely wanted him on their air waves, in fact the rival broadcasters revived the flying wedge to get their clutches on the Vice-President, and the result would have done credit to Jim Thorpe and the Carlisle Indians.

The Blue had arranged to put Wallace on exclusively and had Martin Agronsky, Clete Roberts, and Harry Wismer forming the Blue's commit-

# Clarify WMCA Complaint, Fly Tells Catholic Vets

(Continued from Page 1)

ating in the public interest they should petition the Commission for hearing and present specific instances where the station has been unfair. McCaffrey and Maley had wired Fly in protest after the station cut some extreme remarks against the New Deal from a script by New York State Senator Frederic J. Coudert, Jr., on July 7.

The instance complained of in their telegram of July 15, Fly implied, was not sufficient operation inimical to the public interest to cause an FCC hearing. (Coudert himself had declared that he does not blame the station for the cuts, because the FCC is supreme dictator of what goes over the air.) Fly wrote that there is nothing in the law which permits the Commission to require a station to accept or reject political matter in speeches. "Possibly you feel the station generally to have been operated contrary to the public interest," Fly said, urging that, if so, the protesters file a petition outlining instances of such operation, with dates, and suggesting also that instances where the station has refused the right of reply to political charges also be included.

Ownership may change, but WMCA seems to be a station constantly in hot water with one group or another simply because of its desire to skirt the edges of extreme controversy. Other stations follow identical policies, but have been fortunate enough not to have Father Coughlin and Senator Coudert programmed. While Donald J. Flamm owned WMCA, the station was picketed for several weeks, and had considerable correspondence with the Commission, because Flamm insisted on pulling Father Coughlin off the air when Coughlin was unwilling to submit advance scripts or permit reply.

## Albright Promoted

Hollywood—Eddie Albright, continuity acceptance director at Don Lee network for the last year and half, was promoted to assistant program director, working under the supervision of Tony La Frano. He has had 20 years' experience in radio.

tee of welcome. Agronsky had his approved script virtually pinned to Wallace when Robert St. John was seen by Clete Roberts converging on the candidate from the opposite side of the convention floor. Roberts took off from the Blue booth, intercepted Wallace, and flagged Wismer, who tried everything but a flying tackle to ward off the NBC man. Meanwhile Agronsky talked fast Roberts, Agronsky, and St. John, until recently fellow correspondents in the Far East, met on the domestic battlefield of the Chicago Stadium and slugged it out with words.

Finally, the Blue's formation opened a hole in the line, and Vice-President Wallace succumbed to their persuasive oratory. It was another victory for power politics.

## Tele Studio Plans Disclosed By Experts

(Continued from Page 1)  
speakers being James D. McLean, sales manager of television broadcast equipment at General Electric; Robert E. Shelby, development engineer of NBC; and Edward C. Cole, professor of drama at Yale University.

The television studio of the post-war period will not depart radically from the general design of motion picture studio techniques except for the addition of legitimate stage techniques, Shelby asserted.

Shelby pointed out that it is important that a television studio be constructed away from railroads, trolley car tracks or an airport, for the purpose of avoiding extraneous noises and interferences.

### Sound-Proofing Needed

"Such a structure must, of course, be provided with reasonable sound proofing. It would be preferable to locate a television studio plant on acreage which would permit the adding of additional studios at ground floor level as the service requirements and hours on the air increased," Shelby pointed out.

"In this respect, it might follow the technique of the Hollywood motion picture plans, where each sound stage is an isolated building thus reducing the chances of sound cross-over from one stage to another. It would be desirable to avoid the structural steel type of office building when contemplating any long range plan for television, for technical reasons, to say nothing of the economic reasons," he added.

### Motion Picture Film Important

No television studio plan is complete without provision for the transmission of motion picture film, since one third of the program material originates with film, and in many cases used with live talent productions, he pointed out.

The television station combines the requirements of a theatrical stage, a radio broadcasting studio and a motion picture studio, McLean told the Television Seminar attendants. "To these it adds a much more difficult engineering problem, that of maintaining three clear lines of sight: one, for the control personnel; two, for the studio audience; three, for the television cameras which operate between the first two and the scene of action," McLean pointed out.

### "Lessons Learned in Schenectady"

McLean pointed out that the following lessons were learned at KRGB in Schenectady. While the main studio is large enough for the production of a wide variety of live talent programs, it was impossible to use the same studio for both rehearsals and broadcasts simultaneously, he said. Fortunately, there is enough space adjoining the present building for the addition of a second studio if it should be required, he pointed out. Property shops and scenery storage space should be located on the same level as the main studio, so that scenery, sets and properties can be moved rapidly back and forth be-

## Broadcaster Asks Set Mfrs. For Institutional Radio Advt.

Riverside, Calif.—Continuing his campaign to get radio manufacturers to devote some of the money spent in printed media for institutional radio time, W. L. Gleason, president of KPRO, directed an open letter to the Radio Manufacturers Association last week.

### Text of Letter

The letter, in part, reads as follows. "The time has arrived for the manufacturers of radio receiving sets, transmission equipment, tubes, accessory makers, and the broadcasting industry to take some of the tremendous sums of money they are now spending in printed media and all join hands to put on for one hour each week on all of the networks and all the independent stations the most outstanding radio programs ever created. A program designed to acquaint the general public with what radio (both set manufacturers and broadcasting) is doing in the war. Also to enthuse the people of the nation over the advantages of the American system of broadcasting, including the freedom to buy sets and use them when they please, tax free; to instruct the general public on how to get the greatest enjoyment out of their receiving sets, how to tune the set properly, how to avoid interference, how to adjust the tone control (90 per cent of the public doesn't know how) and to educate the public on what goes on back of the scenes in creating the programs they love to hear, and endeavor to cause the public to listen more and use their sets longer.

"The printed media is not increasing radio listening even though the bulk of the advertising appropriation of the set manufacturers is used in printed media.

### Wants NAB Interest

"The radio industry is almost three years late in establishing this kind of a radio program designed to build radio as a whole, both listening and transmission. It should have been done at the beginning of the crisis.

tween these facilities and the studios, McLean added.

Particular mention was made of the mercury vapor lights, which he pointed out simplifies the make-up problem. Ordinary evening make-up has been found to be very effective with these units, he said.

### Vapor Lights Valuable

In reference to studio floors, McLean emphasized careful choice in order to provide an efficient use of the studio lighting equipment.

The post-war mercury vapor studio light can be tilted or turned remotely from the control room, with the amount of light controlled by means of shutters on the face of the lamp, one of the slides indicated.

Another slide showed a post-war monitoring console with monitors for each camera in the studio and controls for maintenance of picture quality.

But we can still do it. Therefore I make the recommendation that the Radio Manufacturers Association and NAB form a committee for the purpose of gathering from the advertising appropriations of the industries mentioned above the funds to buy the hour's program, on all the networks and independent stations once each week, plus promotion spots. The program can rotate the creation of this program among the producers of the networks and various producing agencies of the country and carry on a continual contest among the general public with ample prizes to search out the best ideas for both increasing the use of radio receiving sets and more sets in the home, and to discover new program ideas and new talent for the broadcasting industry. For the remainder of the emergency the contest money can be used to bring forth new ideas on how radio can render a better service in this war emergency.

### FCC Would Participate

"Possibly a member from the Federal Communications Commission should sit on the committee of manufacturers and broadcasters. The FCC member to lend the aid of the Commission and the government in making governmental material and programs more listenable.

"Here is a challenge to the Board of Directors of the Radio Manufacturers Association to show once and for all that they are interested in the extent their sets are used and the enjoyment the public gets from them, and to further show that they are interested in cooperating with the creators and broadcasters of radio programs to make those sets of greater value to the purchaser of them. It is also a challenge to the broadcasting industry and the set manufacturers to work together for the interest of the radio industry as a whole, to render a real service to the American people in place of their going separate ways as has been the case in the past."

## WQXR 6-Months Sales Highest In 11 Years

WQXR, with a sales increase of 55½ per cent for the first half of 1944 over the same period of 1943, recorded the highest dollar volume raise in its 11-year existence, it was announced by Vice-President Hugh Kendall Boice, in charge of sales.

Biggest gain was made in advertising by film and theatrical companies, with WQXR handling 14 accounts this year in comparison with four in 1943. A total of 60 new accounts, some by firms who were using radio for first time, have been acquired at WQXR.

Significant in the business inventory is the omission of "singing commercial," with the sponsors of such program finishing out their contracts with agreement of WQXR, and renewed with replacement of "live" announcements without music.

## Questionnaire Seek News Room Opinion

(Continued from Page 1)

Iowa State College, Ames, Reply involves only the mailing a return postcard containing six pertinent inquiries, answerable in space. Beckman will compute the returns for his association, working cooperation with the NAB radio committee whose chairman is Koerper, KMBC, Kansas City. Information procured will have a significant bearing on the number, type of courses in radio journalism recommended to the schools and colleges of America.

Beckman's note to station managers and his six postcard questions follow:

"American teachers of journalism want to help you solve the many problems in your news room. So we need to have the answers to several questions—how many processors you employ, how you expect to employ, how many women and so on. Only with this information in hand can we turn young men and women qualified to meet your necessarily exacting demands.

### Six Questions Asked

"The questionnaire on the attached card is short and sweet. Filling out will take only a few minutes. You should be grateful if you would attach the card, fill in the answers, drop it in the mail as soon as possible. We believe it will help you and us.

1. How many persons does news room employ to write and edit news for broadcast (in terms of full-time employees)?
2. How many of these persons actually broadcast news?
3. Would you employ qualified men for news editing and/or writing?
4. Would you employ qualified men for news broadcasting?
5. How many new employees you likely to need in the next year for news writing and editing on?
6. How many new employees news writing and editing plus broadcasting?"

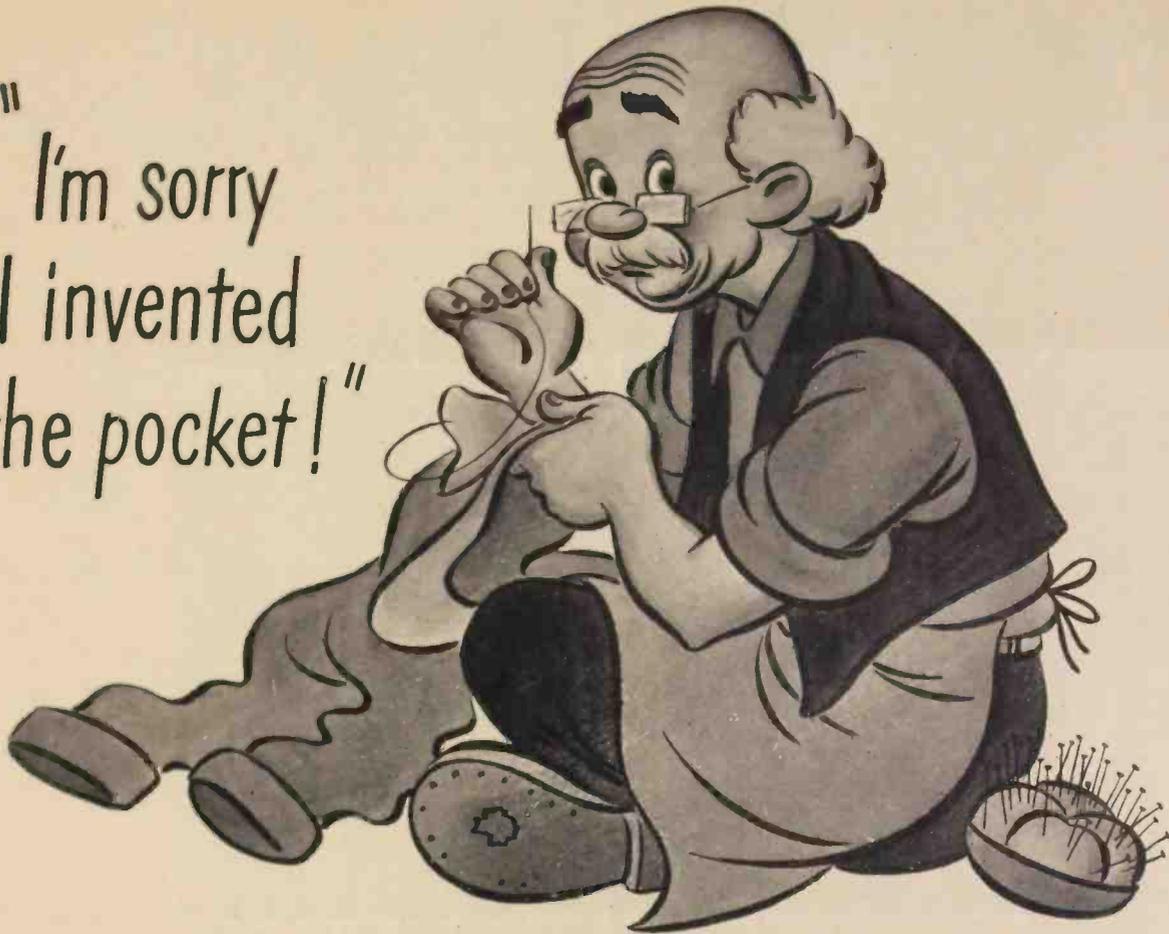
## Radio Council Meets

On July 13, there was an organizational meeting of the New Radio Council at the Town Hall at which time broadcasters' representatives of organizations, educational institutions discussed plans for a council project. Harold V. Milligan, of the National Council of Women, and temporary chairman presided.

## Columbus Campaign

Columbus, O.—With the aid of a three-hour all-employee war show, a city-wide Jeep Bond Drive and two other campaigns called "Eagles Nest" and "The Honor B. Assemblies," WCIO raised \$2,700 for the Fifth War Loan Drive on behalf of Franklin county's entire population within 14 days.

"  
I'm sorry  
I invented  
the pocket!"



**I**F I HAD KNOWN that some Americans would be using pockets to hold all the extra money they're making these days I never would have invented them.

POCKETS ARE GOOD places to keep hands warm.

Pockets are good places to hold keys... and loose change for carfare and newspapers.

But pockets are no place for any kind of money except actual expense

money these days.

The place—the *only* place—for money above living expenses is in War Bonds.

Bonds buy bullets for soldiers.

Bonds buy security for your old age.

Bonds buy education for your kids.

Bonds buy things you'll need later—that you can't buy now.

Bonds buy peace of mind—knowing that your money is in the fight.

Reach into the pocket I invented. Take out all that extra cash. Invest it in interest-bearing War Bonds.

You'll make me very happy if you do.

You'll be happy too.

WAR BONDS to Have and to Hold



RADIO DAILY



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

28, NO. 15

NEW YORK, N. Y., MONDAY, JULY 24, 1944

TEN CENTS

## Join WAC Budget Battle

### Convention Finished; Radio First With News

Chicago—With the reporting of Sen. Harry Truman's nomination for the presidency, radio on Friday morning brought to a close its handling of the Democratic National Convention. Network executives, technicians and commentators prepared apart from the Windy City obviously satisfied with a job well done, and just as obviously pleased with the realization that the American

(Continued on Page 3)

### Tubes For Civilian Use Now Production Increase

Washington Bureau, RADIO DAILY  
Washington—Actual production of tubes for civilian home radio at a sharply increased rate is under way in the nation's tube plants, according to Arthur Stringer, NAB director of circulation. He estimates at least 100 per cent and possibly 200 per cent more civilian radio tubes will be delivered in the last half of 1944 than in the first half;

(Continued on Page 4)

### East Homemakers Show Brought East By Blue

"Sunrise Salute" and "Housewives Active League," a combination program featuring Galen Drake will be heard for the first time in the East on WJZ starting July 31. Drake will broadcast Monday through Saturday from 6 to 7 a.m., EWT, in the "Sunrise Salute" and again from 1:45 to 2:15 and 2:15 to 2:30 p.m., EWT in

(Continued on Page 2)

### Self-Scoop

With all the claims of "scoops" registered during the two recent political conventions, it's still something new to have a station scoop its own network. WOR, carefully tabulating the votes for vice-presidential nomination last Friday, announced the victory of Sen. Harry Truman at 8:33 p.m., two minutes before Mutual's commentators broadcast the news.

### Overseas Listeners

Georgetown, B. G.—ZFY, American armed forces shortwave transmitter here, has notified Dick Gilbert, WHN's troubadour of platters, that it has inaugurated a series of weekly quarter-hour disc programs accenting his new recordings this month. The Gotham disc jockey recently released records bearing the "Dix" label, using Xavier Cugat's Orchestra.

### Mail Order Company Buys Television Time

Sponsorship of a series of television fashion shows on WABD, New York, August 2, 9 and 16 was announced Friday by Aldens Chicago Mail Order House.

First program will introduce "The Story Behind the Catalogue" depicting how the catalogue comes to life. It will be in five scenes. The second program will feature a parade of fur trimmed coats and the third will

(Continued on Page 5)

### "Vox Pop" Renewal Set Over Full CBS Network

Emerson Drug Co. sponsor of CBS' first commercial network program in 1927, on Friday renewed its "Vox Pop" show over the complete Columbia web. Renewal is effective July 31. Parks Johnson and Warren Hull doing the interviews of the traveling

(Continued on Page 5)

### Broadcasters Coast-To-Coast Rallying To Support NAB On Media Issue; Industry Executives In Protest

Aroused by the War Department's action in picking newspapers as the exclusive media for the \$5,000,000 WAC recruitment budget, broadcasters from coast-to-coast joined forces with NAB during the past weekend in protest. Telegrams were sent to Washington by many broadcasters and NAB took steps to ascertain the reasons which motivated the War Department to limit the first quarter budget allotment to the press media.

A survey of radio opinion conducted by RADIO DAILY revealed that the broadcasters were not taking a "dollars and cents" stand but were annoyed by the implications that the press

was the preferred media in the WAC campaign. Some broadcasters blamed account executives at Young & Rubicam for the situation and others were of the opinion that the agency will

(Continued on Page 6)

### WAC Budget Officers Try To Placate Radio

Washington Bureau, RADIO DAILY

Washington—Alarmed at the stir in radio circles caused by revelation that no part of the \$5,000,000 War Department fund for a WAC recruitment advertising fund has been allocated to radio, the War Department

(Continued on Page 6)

### Another Test Case Filed On 'March Of Toys' Disk

Another test case relating to mechanical rights of a song composed before 1909 and renewed since, was filed yesterday in the United States District Court in New York. The defendants are RCA, Columbia Re-

(Continued on Page 5)

### Chi. NBC-Blue Staffs To Hear Tele Lectures

Chicago—Series of television lectures have been set for the benefit of the local staff of NBC and Blue Network, the series scheduled to start today. Clarence Radius, formerly RCA chief instructor here will head

(Continued on Page 2)

### WAGE Official Arrives In British Capital As Guest

Syracuse—William T. Lane, vice-president and general manager of WAGE, cabled his office Friday that he had arrived safely in London,

(Continued on Page 4)

## ★ THE WEEK IN RADIO ★

### Repercussions Over WAC Advertising

By CHARLES MANN

INDIGNATION reverberated throughout the radio industry when it was learned that Young & Rubicam, with the approval of Col. J. Noel Macy, in charge of WAC recruitment for the War Department's bureau of public relations, wasn't going to alter its plans for the five million dollar WAC advertising budget.

As it stands now, four of the 12-month budget have been outlined with provisos that the money be spent in newspaper advertising alone. The editorial in last Friday's publication pointed out that the "industry's unselfish support of all war agency activities, especially recruiting, is

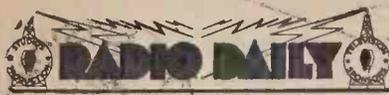
(Continued on Page 5)

"Sales Management" estimates 1943 retail sales in WLAW's daytime coverage area at \$406,715,000.1 Advt.

CBS daytime programs and WLAW are synonymous to 907,283 North of Boston residents. Advt.

### Over 22 Hours

Columbia Broadcasting System, in reporting the Democratic National Convention which closed Friday in Chicago, devoted 22 hours and 34 minutes in bringing the news to its listeners. Twenty hours and 35 minutes of this total comprised broadcasts direct from the Windy City. In all, 948 pickups were made by the network from Saturday, July 15, until last Friday p.m.



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

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# FINANCIAL

(July 21)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163 1/4	162 3/4	163	- 1/4
CBS A	32	31 3/4	31 3/4	- 1
CBS B	32 1/8	32 1/8	32 1/8	- 1/8
Crosley Corp.	22	21 3/4	21 3/4	- 3/8
Farnsworth T. & R.	12 1/2	12 1/4	12 3/4	- 3/8
Gen. Electric	38 5/8	38	38 1/8	- 3/8
Philco	34 3/4	34	34	- 1
RCA Common	10 5/8	10 1/4	10 1/2	- 1/4
RCA First Pfd.	74 3/4	74 3/4	74 3/4	+ 1/4
Stewart-Warner	16 1/4	15 3/4	15 3/4	- 3/8
Westinghouse	101 3/4	101	101 1/2	- 1
Zenith Radio	41 1/2	40 5/8	40 5/8	- 1 3/8

NEW YORK CURB EXCHANGE

Nat. Union Radio	6 1/2	6	6	- 1/2
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OVER THE COUNTER

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

## 20 YEARS AGO TODAY

(July 24, 1924)

Tommy Cowan of WJZ, New York's veteran announcer, began his mike career in 1920... Winner of the first radio popularity poll has been announced. He is George Hay of station WSM, Nashville, known to his fans as the "Solemn Old Judge"... The only man in a studio during the broadcast who is paid for his services is the announcer.

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED!

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

# Coming and Going

JACK BURNETT, commercial manager of KUTA, Salt Lake City, who was in town for the major portion of last week and who conferred at the headquarters of the Blue Network on Friday, plans to leave tomorrow for the home offices.

BOB DOWNEY, pianist on Irene Beasley's program on CBS, leaves today on his vacation. JOHN COLE, pianist with the Landt Trio will substitute for Downey.

FRANKIE CARLE, in Boston late last week on a theater date, paid a call at WORL and was interviewed by Bill Elliot.

HORACE HEIDT and his Musical Knights are in Detroit where he will broadcast today's Blue Network program from the stage of the Downtown Theater. Incidentally, he will continue his job-solicitation drive for returned servicemen.

EUGENE WHITMORE, editor of "American Business," has returned to Chicago after having spent the past week in New York.

JIMMY RUSH, transcription librarian and staff musician at WWL, New Orleans, has left on a two-weeks vacation, a portion of which he plans to spend on the Gulf Coast.

FRANK WELLING, announcer at WCHS, Charleston, West Va., has returned to his duties after a two-weeks bout with a cold. He's the Uncle Si of the "Farm and Home Hour."

MERLE S. JONES, station manager of KMOX, Columbia network affiliate in St. Louis, off on a three-weeks fishing jaunt to Hayward, Wisc. Others from the station now on vacation are HELEN REMINGTON, GORDON CARTER, HARRY "PAPPY" CHESHIRE, GUY RUNNION, T. A. CHURCH and JOHN HANNON.

TED COTT, program director of WNEW, is expected back today from a three-week vacation spent at Woodstock, N. Y. At the same time WILLIAM B. McGRATH, sales promotion manager of the station, leaves on an extended holiday which will take him to the shores of Cape Cod, Mass.

MARGARET MICHAUD, secretary to David H. Harris, program manager and production director of WTAG, Worcester, has left for a vacation on the Maine coast.

RICHARD "DICK" DORRANCE, director of promotion service for CBS-owned stations, who has been on the West Coast for some time, is expected back at the web's New York offices today.

MOE GALE, of Gale, Inc., will return today from a four-week vacation spent at Pike, N. H.

S. W. "SPENCE" CALDWELL, station manager of CJBC, Toronto, Ont., off on a business-plus-pleasure visit to Detroit.

WALTER MILES, of the Paul H. Raymer Company, national representatives, paid a call last week at KERN, Bakersfield, Cal.

## Coast Homemakers Show Brought East By Blue

(Continued from Page 1)

The "Housewives Protective League." The intervening 15-minute period in the afternoon is filled by news commentator Walter Kiernan broadcasting for the Sweets Company of America. Launched 10 years ago by Fletcher Wiley the program expanded from Chicago to the Pacific coast where Drake has been handling it from Los Angeles. On his arrival in New York, Drake will organize the "Housewives Protective League."

## WGN Announces Contest For Studio Theater Plan

Chicago—Announcement has been made by WGN, Mutual's Chicago station, of its \$10,000 cash contest for the design of a studio theater for post-war construction. The contest is open to everyone except WGN employees, the Chicago "Tribune" and their family members. All entrants must register their intention to compete, but don't have to submit plans, by Wednesday noon, November 1.

WGN has prepared booklet of rules and explanations of the contest and particularly have cautioned all contestants that every type of radio broadcasting presentation, which includes present AM and FM programs as well as tele shows, will be staged in the new studio theater.

Judges will include Colonel Robert R. McCormick, editor and publisher of the Chicago "Tribune"; Frank P. Schreiber, manager of WGN; and Henry Weber, director of music for WGN. John W. Park, the newspaper's production manager, and a licensed architect, will act as professional adviser.

## Chicago NBC-Blue Staffs To Hear Tele Lectures

(Continued from Page 1)

The lecture program for the networks. Practical engineering problems of over-all television system will be featured by the speakers.

## AAF Veteran's First Script To Be Presented On WNEW

T/Sgt. Norman Riggs, 21-year-old resident of Huntington, Long Island, and veteran AAF gunner of 40 combat missions overseas, will perform in his own initial radio play to be produced on WNEW, New York, Monday night at 7:45, July 31. Titled "Premonition," the script will reveal the experiences of a young aerial gunner and will be presented on Michel Field's "Air Force Newsreel" program. In further tribute to this fighter, the show will curtail the usual format only for this broadcast to air Riggs' sketch in full.



"Hereafter, lady, yuh better keep tuned to WFDF Flint."



Poem courtesy—Macmillan

## WHO HAS SEEN THE WIND?

A lovely old nursery rhyme, seems to us, pictures the power and mystery of a "radio audience" far better than a slide rule calculation... a thumb-tack on a map... what a time buyer reads in a date book.

The nursery rhyme goes like this:  
*Who has seen the wind?  
 Neither you nor I  
 But when the trees bow down  
 their heads  
 The wind is passing by.*

—Christina G. Rosell

There's something about a "radio audience" that you can't pick up with your hands and examine under microscope or a micrometer.

It's an intangible. It's made up of loyalty, selfish interest, a yearning and a complete fulfillment.

We know we have that in our W-I-T-H audience.

It's not a slogan, but the truth when we say, "W-I-T-H is the people's voice in Baltimore."



# W-I-T-H IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-RE...

# AGENCIES

**CAR H. ROMAGUERA**, in charge of J. Walter Thompson's Latin American Division department, has left New York on an extended trip to Peru, Ecuador, Colombia, Venezuela, Panama, Costa Rica, El Salvador and Guatemala. He also visits his company's Mexico office. He is on an inspection of markets and advertising.

**MILIP MENDEZ** has joined the Mil-Blow Advertising Agency and is associated with Milton Berle's "Yourself Go" program for Eveready, Inc., heard over the Blue Network Tuesday nights at 10:30 p.m. Miss Mendez will book non-national celebrities for the series, comes to radio following extensive experience in the motion picture and theatrical fields.

**WILLIAM R. BAKER, JR.** has joined Ben-Bowles, Inc. where he will represent William R. Baker, Jr. as an agent for representative on General products. He has been associated with N. W. Ayer for the past years.

**IF YOU HAVE AN AUDIENCE SELL IT!**

Sales-able stations find national representation by Weed & Company means more sales. If you want your own story to get across to top time buyers, consider adding this line to your letterheads: "Nationally represented by Weed & Company."

**WEED AND COMPANY**  
STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO  
SAN FRANCISCO • HOLLYWOOD

# Nominating Of Vice-President Closes Convention Broadcast

(Continued from Page 1)

public, figuratively glued to its radio, depended on this medium for its first news of the very vital proceedings.

### Picking Up FDR

How President Roosevelt was picked up at a U. S. Naval base so that his acceptance speech could be heard both on the air and by the attendees at the Democratic National Convention, was revealed Friday as having been a closely kept secret. Clyde Hunt, chief engineer of CBS' Washington staff and Carlton Smith, NBC executive in the Capital were called to the White House and were told of the proposed trip by FDR. They were requested to communicate details to their news chiefs, Paul White of CBS and William Brooks of NBC.

These four joined with Leonard Reinsch, radio director of the Democratic National Committee in working out details. Dick Whitman, CBS Washington technician, was assigned to assist Hunt in making the pick-up from the origination point. Special wire facilities were provided from the point to WBBM master control in Chicago and in turn to sub-master at the Chicago Stadium. All emergencies were provided for and the cue-line merely reported to the origination point as Shangri-La.

### Quincy Howe Scores

Quincy Howe was credited with a "beat" Thursday afternoon when he revealed the Democratic Party platform plank on foreign policy three hours before its release in Chicago. Howe was heard on Bob Trout's 2:30 p.m. news show and gave the plank word for word. Source was carefully guarded by Howe.

Other CBS fast ones included Roosevelt's letter on Wallace, and an on-the-scene report of Wallace's press confab.

### Farley on Mutual

James A. Farley at the Mutual booth was supposed to be interviewed by Upton Close, but the demonstration for Wallace began and Farley found himself alone, not even an AFRA card. He proceeded for the next eight minutes to describe the scene and gave it plenty of color. All Farley needed was the microphone suddenly stuck under his face at the crucial moment.

### Web's Cover Reviewed

With explicit orders to take over the network at any time and as long as necessary to bring to its listeners the best possible coverage of the Democratic National Convention, the news and special events staff of the NBC under the supervision of William F. Brooks, NBC director of news and special events, ended the assignment Friday after presenting numerous exclusive pickups and unusual features broadcasts, in addition to the routine handling of convention activities.

A day by day recapitulation of the NBC's coverage of the convention up

to 9:00 p.m. Friday night follows (all times are CWT):

Saturday, July 15, at 10:30 p.m., Richard Harkness, Washington commentator, in a special program to the listeners a preview of the convention, interviewed nine different city, convention and Democratic Party officials, including Mayor Edward J. Kelly of Chicago.

Monday, July 17, at 10:30 p.m. Senator Claude Pepper of Florida, John C. O'Mahoney of Wyoming and Carl Hatch of New Mexico, discussed aspects of the Democratic platform in an NBC interview with Robert St. John.

Tuesday, July 18, at 5:30 p.m., Mary Margaret McBride, NBC women's commentator, had as her interviewees Frances Perkins, Secretary of Labor, Congress woman Mary Norton of New Jersey and Emily Taft Douglas, candidate for Congress from Illinois.

Wednesday, July 19, description the arrival of Vice-President Henry A. Wallace in Chicago after his last minute trip from Washington, at 12:10 p.m.

Three hours later at 3:32, NBC broadcast Wallace's first press conference from the Hotel Sherman with Robert St. John at the microphone.

Thursday, July 20, Morgan Beatty scored a beat in reporting the decision of the caucus of "regular" Texas Democrats to walk out if both groups of delegates were seated with each man entitled to half a vote. Beatty was in the Stadium basement room where the delegates met and was on the air seconds after the agreement was made.

### Extensive WBBM's Coverage

WBBM, the CBS outlet here augmented the coast-to-coast average of the Democratic National Convention by the network with an extensive series of local broadcasts starting three days before the convention.

In all the station presented 12 quarter-hour programs locally from Sunday July 16 through Wednesday July 19. The length of the starting sessions on Thursday and Friday eliminated all local broadcasts except Robert Hurleigh's summaries. Otherwise the station's coverage was consistent and included the preliminary program with a briefing of the outlet's plans of coverage. Participating in this was: Shepard Chartoc, WBBM director of special events; Jack Burnett, his assistant; James Cruisenberry, news editor; Robert Hurleigh, news analyst; Ed Horrigan, news writer; William Fligel, assistant to chief engineer and George Case, assistant program director.

From then on the station had a wide series of pickups from the Stevens Hotel and convention floor as the meet got under way. Numerous commentators and dignitaries were heard, as well as various political people.

# PROMOTION

## WNEW Aids Druggists

A four-page folder, eight and a half by 11 inches, and in three colors, is being distributed by WNEW, New York, to more than 2,500 druggists in the metropolitan area. The folder informs druggists of four E. Fougera Distributed Products now advertised over WNEW, and urges them to "take advantage of this vast advertising campaign by following through in your OWN store" with proper displays and adequate stock.

The folder, prepared by William B. McGrath, WNEW sales promotion manager, points out that "over two million times each week sales messages about E. Fougera distributed products hit home!" and goes on to show how the station is aiding the druggist. The Fougera products advertised over WNEW are Ramsdell Sulphur Cream, Noxacorn and Don Juan Lipstick.

## WPAT's "Carnival"

More than \$550,000 worth of War Bonds were sold by WPAT, Paterson, N. J., when the station staged its "Invasion Carnival" to climax the Fifth War Loan Drive, and attended by more than 25,000 people. The affair, which was broadcast for three-quarters of an hour by WPAT and supported by the Passaic County War Finance committee and the county's chambers of commerce, ran for more than three hours, with many novel and successful ideas to promote the sale of War Bonds introduced by the public relations department of the station.

The entire proceedings were handled by Ted Webbe, program director, with Bob Bright, the station's popular disk jockey, assisting. The station's clerical staff handled the sale of bonds.

*How come you knew it already?*

That's simple... every few minutes you get late A. P. and I. N. S. news-flashes over 1430 on your radio . . . no need to wait 15, 30, 60 minutes until the next report... for NOW you hear it on

**WBYN**  
MINUTE STATION

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

LOS ANGELES

By RALPH WILK

DESPITE the upheaval of war, there's a prevailing "musical balance" in this country that bodes well for the future of American music. That is the conclusion of Edgar "Cookie" Fairchild, noted musical director on the Ginny Simms program. After visiting scores of army camps with Ginny, "Cookie" reports that the men and women in uniform everywhere showed equal enthusiasm for Beethoven and boogie-woogie, Rachmaninoff and hot rhythm.

Three additions to the Don Lee Broadcasting System staff were announced this week by Tony LaFrano, program director. Alma Sioux Scarborough, radio writer and author of several syndicated serials, was appointed as staff writer. With other assignments, she will handle "Radio Tour," Don Lee's program which features news about the day's broadcasts Monday through Friday. Ed Chandler, formerly with KQW in San Francisco, and Burley Smith, formerly with a Los Angeles radio station, were named as Don Lee staff announcers.

Dinah Shore will present an entirely new program format when her Thursday night broadcast switches to NBC in October. Dinah will not only sing and emcee the show but will be cast in a continuing acting role.

Charlie Woolf, young radio actor, this week replaced Jimmie Smith in the role of "Oogie Pringle" on the "Date With Judy" ailer. Young Smith is now a member of Uncle Sam's army.

WAGE Official Arrives In British Capital As Guest

(Continued from Page 1)

England. Lane flew to the British capital where he will be a guest of the British government for a protracted visit.

Lane, a former newspaper man, will file stories to WAGE news room periodically, and will also be heard on Blue Network broadcasts from London while he is in that city. He expects to visit the Normandy front and, if possible, fly to the Mediterranean theater of operations.

Tubes For Civilian Use Show Production Increase

(Continued from Page 1)

between 35 and 40 per cent of the increased production is expected to be shipped in July, August and September.

JOHN TILLMAN

CBS Announcer

Now serving in the Army of the United States



Memos of an Innocent Bystander. . . !

● ● ● Look for a change in the radio scene to take place September 15, said change being the removal of Ed Gardner's "Duffy's Tavern" program from the Blue Network to the Friday at 8:30 p.m. slot on NBC.

● When Joan Davis returns to the Sealtest NBC Commercial August 31, she'll be heard as a glamour gal. . . ● Frank Morgan will be "head man" when "Maxwell House Coffee Time" resumes August 31 via NBC. . . .Baby (Fanny Brice) Snooks will not be included in the cast but she'll be heard on a program of her own that is now being prepared.

● "The Aldrich Family," will take its trials, tribulations and general all-round shenanigans to CBS starting September 1. . . . ● Now that "Blondie," is "selling" Colgate-Palmolive-Peet products, Camel Ciggies are in the market for another comedy-variety show. . . . incidentally after completing a 13-week series on the Blue Network, "Blondie" will return to CBS. . . . ● With Groucho Marx off the CBS show, "Blue Ribbon Town," Kenny Baker takes over the program until January first when radio's newest comic, Danny Kaye will succeed him. . .

● B B D & O have set "This Is My Best," starring Raymond Massey to replace the Morton Gould-Alec Templeton "Cresta Blancapades" show. . . . first program is CBS slated to bow in September 5.

☆ ☆ ☆

● ● ● A new half-hour package, titled, "Melody, U. S. A.," scripted by Arthur Henley and Irving Landau, is being peddled by NCAC. . . . idea is novel and presents in a musical setting, the history of American cities and communities. . . ● Ken Lyons rates a nod for a fine scripting job he's turning in on the "Boston Blackie" series which stars Chester Morris, sponsored by Lever Bros. . .

● Columnist Richard Kenny, whose pillar titled, "What's New Behind the Headlines" is featured in the New York Mirror, will present a series of television programs via WMBT. . . ● The new editor of Orchestra World, Nora Weaver, learned the newspaper business out St. Louis way. . . . she's easy on the eyes which accounts for so many praise agents delivering their copy "in person." . . ● Terry La Franconi, Mexican Tenor, will be MBScreen-tested tomorrow night on the M-G-M-sponsored show. . . . incidentally, Bob Monroe, one of the writer-producers of the series, was a former auto racer. . .

● Dick Brown, Jimmy Rich's newest protege, whose MBSunday songfests for Formfit is but two weeks old, is already a strong contender in the "Bobby Socks Sweepstakes." . . ● Isn't Cyril Armbrister slated to direct that new five-day a week commercial, which will be based on a famous book and which was also a top-notch Motion Picture? . . . ● The Milton Berle-Blue Network program, "Let Yourself Go," sponsored by Eversharp, has taken a decided spurt since it eliminated the audience-participation.

☆ ☆ ☆

● ● ● Dick Byron the NBC crooner, was formerly a disc-jockey at KGU, Honolulu. . . . which explains how come he named his 20-foot yacht, "Humuhumunukunuuapuaa" (pronounced "hunkaple") which is Hawaiian for "little old lady with a face like a dog." . . ● Filmoguls should take a gander at songstress Kay Penton, featured on the CBSerenade, "Friday On Broadway." . . ● Herman Timberg former vaude headliner and father of Tim Herbert comic of "Follow the Girls," has joined the Stanford Zuckor Agency. . . ● Charlie Spivak and his orchestra, currently featured at the Hotel Sherman in Chicago, will leave next month for Hollywood where they will appear in their second film for 20th-Century Fox. . . . "Pin-Up Girl" was their first. . . ● Bill Stern will return to the "Colgate Sports Newsreel," Friday with film star Gene Tierney, guestar. . . ● Bill Gernant has two sponsors quite excited about his new quiz show. . . . a thriller titled, "Race Against Time" which is emceed by Bill Slater.

— Remember Pearl Harbor —

CHICAGO

By BILL IRVIN

BUSINESS increase of 12.8 per cent in local and spot sale billing station WMAQ for the first six months of 1944 over the same period a year ago was reported this week by Oliver Morton, manager of the NBC commercial division local and spot sales department.

At the same conference, Morton revealed scheduling of a new three-week program, sponsoring of races, placement of 88 new one-minute transcribed spot announcements and 25 new time signals.

Omar, Inc. (ranch house pancake flour), through MacFarland, Avey and Company, will start a variety show on Oct. 3 for 26 weeks. Program will feature Curley Bradley, vocal on Tuesdays and Thursdays, from 11:45 a.m.-12:00 noon, CWT, and Saturdays from 11:45 a.m.-12:15 p.m. CWT.

Races from the Arlington-Washington Park track are sponsored Schoenhofen-Edelweiss Company (Edelweiss Beer), through Olan Advertising Company, for eight weeks on Saturdays, starting Saturday, July 15. Feature race is presented from 5:00-5:15 p.m., CWT. Dave K gives description and Don Elder, color.

sell  
Durham  
N. C.'s  
3rd city  
cheaper  
with

WDNC

COLUMBIA NETWORK

\*43 pop. 60,000

Represented by Howard H. Wilson



# THE WEEK IN RADIO

## Repercussions Over WAC Advertising

(Continued from Page 1)

convincing evidence of their worthiness of consideration at this time."

**Convention:** Two hundred radio men were in Chicago to cover the Democratic National Convention for the major networks and many independent stations of the country. This figure is comparable to those who attended the Republican conclave June 27. President Roosevelt's acceptance speech was carried by all networks, in addition to independent stations, when he spoke from a Pacific Coast naval base.

**Tribute:** The radio industry did "a bigger job than ever before" in support of the Fifth War Loan drive, Ted R. Gamble, national director of War Finance, announced last week. He added that plans were underway for the broadcasters' role in the Sixth War Loan which is scheduled for the coming fall.

**Cleavage:** A national incident almost resulted when Leo J. Fitzpatrick, vice-president and general manager of WJR, Detroit, authorized cancellation of the WJR station contract with Press Association, Inc. The decision of Press Association, Inc., to withhold certain local news items from the AP radio wire, leased by Detroit radio stations was the reason given for Fitzpatrick's action. The matter has been cleared up since, with WJR planning to resume use of the PA service.

**Jobs:** The entertainment industry in this city, and all men between 18 and 45 employed by the industry are immune to the War Manpower Commission priority referral regulation, Stephen S. Sheridan, director of the WMC in the New York area, has announced.

**Sales:** Three major station sales, approved by the FCC last week, include WQXR, from John V. L. Hogan to the New York "Times"; WINX, from Lawrence W. Heller to the Washington "Post," and KECA, Los Angeles, from Earle C. Anthony to the Blue.

**Premiere:** United States Rubber Company sponsored for a second time the American premiere of a Dimitri Shostakovich work when excerpts from the newly composed opera "Boris Godounoff" were performed by the N. Y. Philharmonic over CBS.

**Tele Tales:** Noted radio newscasters and commentators were approached at the Democratic National Convention by RADIO DAILY representatives to give their opinions on post-war television. No dissenting viewpoints were expressed. All comments were optimistic about the new medium's post-war potentialities. . . . Award for the year's outstanding contribution to the art of television programming was presented to WRGB, Schenectady, N. Y., by Dan D. Halpin, president of the American Television Society. . . . NBC televised for the first time over WNBT operatic excerpts which were directed by Dr. Herbert Graf, recently appointed opera and operetta director of the network's

tele department. . . Last week's REC Television Seminar devoted its session to current and post-war television studio design and its effect on development in television programming.

**People:** Jack Lavin, a former manager of Paul Whiteman, has been signed by the Walt Disney studios to handle live talent and music publisher negotiations. . . James O'Bryon has been appointed the radio publicity director of the Mutual Broadcasting System, succeeding Lester Gottlieb now with Young & Rubicam. . . Patrick Michael Cuningham has been elected president of the newly organized Pacific Coast Independent Television Producers Association. . . H. G. Walker was appointed director of the CBC's Dominion network, with headquarters in Toronto. . . Wallace H. Goldsmith, Jr., of McCann-Erickson's foreign department, has been named manager of the agency's new Havana office which opens August 1st. . . Floyd Masters has been appointed manager of the radio division of Stewart-Warner Corporation.

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

# Mail Order Company Buys Television Time

(Continued from Page 1)

feature the selection of "Miss Television of 1945."

Shows will be produced by Dick Hubbell. Others associated with the productions are Miss A. P. Clarkson, fashion director; Robert Engel, art director; Tobe, fashion consultant; Edward Senz, make up, and Miss Patty Sears, script editor.

The Television Fashion shows will signalize the 55th anniversary of the company and the expanding of New York headquarters of the company, E. L. Schnadig, president announced.

# "Vox Pop" Renewal Set Over Full CBS Network

(Continued from Page 1)

show for Bromo Seltzer, are heard Monday 8-8:30 p.m., EWT and cover service bases and defense plants.

Ruthrauff & Ryan is the agency.

# Latimer Honored

Chester W. Latimer, vice-president and chief engineer of RCA Communications, Inc., on Friday was awarded the United States Army Signal Corps' Certificate of Appreciation for "excellent cooperation and patriotic service."

# Another Test Case In 'March Of Toys'

(Continued from Page 1)

Corp.; Decca Records and Distributing Corp.; also M. Frank & Sons, publishers of the litigation involved, made a party defendant because they did not wish to bring the action. Those bringing the action are: Ella Bartlett and Clifford Herbert, whose father Victor composed the song "March of Toys," from "Babes in Toyland" and Allan MacDonough, son of John MacDonough who wrote the musical show with Herbert.

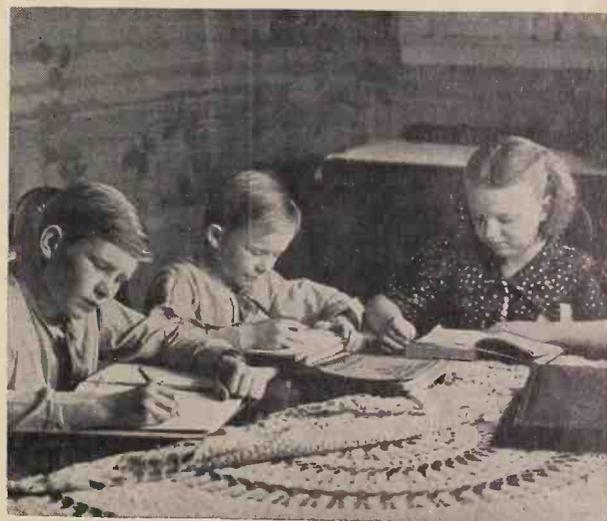
High attorneys Schwartz & Glick, the plaintiffs set forth that defendants each manufactured and sold over a million records of "March of Toys" since 1931 when the song, composed in 1903 was released but paid no royalties. The suit is based on the section of the Copyright Act of 1909 which gives mechanical rights to the copyright owner upon renewal, but recording companies point out that compositions prior to 1909 have no protection against recordings, and state that the Copyright Act of 1909 does not apply to a previously published song, even though later renewed. This question is what the test case is expected to settle.

An adjudication is expected to determine either status quo on renewed copyright prior to 1909, or, many times, composers and their heirs receive scores of such actions to receive damages and be awarded permanent injunctions.

# Walker WFCI Manager

Wicket—Wallace A. Walker, general manager of WJHP, Tallahassee, Fla., was appointed general manager of WFCI, basic Blue Network outlet for this community in Tallahassee. Another addition to the staff is that of Harry Moreland, executive director of WJHP, in the Tallahassee capacity.

**WCBM** Blue  
 QUALITY STATION  
 MASS APPEAL  
 in a  
 HIGH MARKET  
**WCBM**  
 BALTIMORE  
 THE BLUE NETWORK STATION  
 JOHN ELMER  
 President  
 GEORGE ROEDER  
 Gen. Mgr.  
**FREE & PETERS**  
 EXCLUSIVE NATIONAL REP.



# IT ALL ADDS UP...TO 3!

Here's a simple—and completely dependable formula for placing your spot announcements in Hartford. Get WDRC's winning combination of coverage, programs and rate! Connect in Connecticut by using WDRC!



**WDRC**  
 HARTFORD 4 CONNECTICUT

BASIC CBS  
 Connecticut's  
 Pioneer  
 Broadcaster

# Limiting Of WAC Budget To Papers Brings Widespread Industry Protest

(Continued from Page 1)  
take steps to include radio in the campaign in subsequent media allotments.

## Agency Comments

Officials of Young & Rubicam were reported closeted in conference in New York last Friday as a sequel to the developments. John F. Reeder, vice-president and manager of contact of the agency, issued the following statement:

"At the present time we're open to suggestions from broadcasters as to how this WAC campaign should be conducted over radio. The reason why we haven't made any allotments for the summer months is that radio ratings have proved so poor, the money would be wasted. If and when we use one radio station, we'll use them all. However, it is not up to Young & Rubicam. Everything pends the approval of Col. J. Noel Macy, who is in charge of WAC recruitment for the War Department's bureau of public relations. We plan to use radio eventually, however."

## Broadcasters Opinion

Opinions of the broadcasters gathered by RADIO DAILY follow:

**DON E. GILMAN**, vice-president, Blue Network in charge of the Western division, said:

"Any appropriated fund, which overlooks radio, is definite discrimination, because radio has already been acknowledged to have done the outstanding job in recruiting. Radio has given so freely of its time and money for all Government efforts that it is often mistakenly looked upon as a free agency."

**PAUL W. MORENCY**, NAB leader and general manager of WTIC, Hartford, Conn., declared:

"The radio industry has made a magnificent record in support of the war effort and in the promotion of all war connected government and public service organization. This service has been done gratis and at this late date I would hate to see the industry reverse the position taken by the National Association of Broadcasters Board immediately after Pearl Harbor and since affirmed. The only question here is one of discrimination to which I do not attach too much importance. The successful record of radio broadcast advertising is too well documented to have this campaign used successfully as a sales argument. I would prefer to have the radio industry reserve its sales effort for private industry and support necessary government war projects without payment."

**H. C. WILDER**, president of WSYR, Syracuse, N. Y., said:

"Our stations support fully position of NAB on WAC recruiting drive. We regret issue thus drawn. Naturally our stations will not

broadcast for anybody who does not like our facilities. Believe far-reaching consequences may result from not dividing this budget. Radio should meet the challenge but increase its support of the war effort."

**L. B. WILSON**, president of WCKY, Cincinnati, declared:

"War Department allocation \$5,000,000 WAC recruitment budget to newspapers exclusively is in my opinion a mistake, unfair and unwise."

## Affront to Radio

**RALPH N. WEIL**, general manager of WOV, New York, declared:

"Present status of the War Department's WAC advertising budget allotment to the press is an affront to radio as a medium. We are not looking at it from a dollar and cents angle but as an implication that broadcasting media is not worthy of WAC recruitment consideration at this time."

## Craig's Viewpoint

**EDWIN W. CRAIG**, general manager of WSM, Nashville, said:

"Considered only from the Army allotment point of view there has been a serious discrimination against the medium which has given and performed magnificently for the Army. From radio's point of view and future interests, however, I believe it would be very unwise for radio to accept payments for such services."

**HERMAN M. STEIN**, treasurer of WMCA, New York, asserts:

"We wholeheartedly agree with your views on the WAC advertising situation. We honestly feel that the radio industry as a whole reflects WMCA's all-out effort in promoting Army and Navy recruitment. Certainly there can be no disagreement that the war service record of broadcasters has been at the very least comparable with that of other commercial media. The government has found radio an effective means of reaching the public for the purpose of interesting women in WAC recruitment. Now that it is proposed to create an advertising budget in order to promote these enlistments, surely radio cannot be left out if what is sought is the widest possible coverage, and the objective continues to be to reach the greatest number of people."

## Press Owned Station View

**LES RYDER**, station and commercial manager of WCED, Du Bois, Pa., said:

"We are a newspaper owned station and of course do not begrudge the press getting any amount of lineage. However in fairness to the service rendered and the effectiveness of the radio media we feel that

radio is entitled to a share of the WAC budget."

## "Medieval Thinking"

**WALTER DUNCAN**, vice-president of WNEW, New York, declared:

"It is medieval thinking on the part of those who ruled that the \$5,000,000 WAC recruitment budget should be used for quarter-page newspaper ads and that radio, a powerful educational medium reaching into every socio-cultural stratum, should be denied similar treatment.

"But since this is a total war for freedom, we do not expect to diminish our efforts in behalf of the war agencies of the government. Regardless of the WAC budget for newspaper advertising, we shall continue to broadcast all important government announcements because we feel it is the honest, intelligent and patriotic thing to do."

## Comparison Sought

**JOHN J. GILLIN**, president and general manager of WOW, Omaha, said:

"It will be interesting to see the results of the exclusive \$5,000,000 WAC recruitment newspaper campaign and compare them with the results of former WAC recruitment campaigns by radio on a 'for free' basis.

**THELMA KIRCHNER**, manager of KGFJ, Los Angeles, said:

"I am strongly of opinion that if radio stations are required to donate free time to drives, that newspapers should be expected to give free space. However, we will continue to give Government complete cooperation as in past."

## New 'Chick Carter' Series Starts On Wednesday

A new sequence serial begins on "Chick Carter, a popular five-day-a-week this Wednesday night at 5, July 26, over the Mutual network. Based on authentic case histories of real American youths, the series will star Leon Janney, present Chick Carter, and Jean McCoy, ingenue of "Winged Victory" fame, supported by Florence Halop, Elsa May Gordon, Art Kohl and Mary Michels. Produced under supervision of Charles Michelson, it will be directed by Fritz Blocki.

## Dramatic Series Set For Mutual, July 31

"Real Stories from Real Life" is Mutual's new dramatic series offered with the cooperation of Real Story magazine, a member of the Hillman Women's group, getting under way from WOR, July 31, Monday through Friday afternoons at 3. Edited by Mary Rollins, executive editor of the magazine, show will have narrator

## WAC Budget Office Try To Placate Ra

(Continued from Page 1)

on Friday appeared to be run for cover. Although there was assurance that the campaign was designed to include radio, an attempt to block criticism from the radio industry was seen by calling attention to the fact that plans for the entire fund have not yet drawn up.

Col. J. Noel Macy, handling WAC campaign for the War Department bureau of public relations, conferred at length with George P. Lam and John D. Hymes, chief station relations head of the radio bureau, respectively. Col. Lam, owner of nine newspapers and radio station, said that not even for the first four months are completed, but that the newspaper has been mapped out in order to deadlines for September. It appears quite definite that no radio would be bought before that time if at all.

Hymes said that his office has received numerous complaints from broadcasters, relayed through regional station relations consultants concerning the ignoring of radio drawing up this campaign. All two million dollars has been spent on the program—all with the press while radio has given freely of its time. It was recalled also that the Air Force, in advertising for 17,000 cadets, had spent over a million dollars in its campaign, without using radio time.

## Memo From Hymes

Following the Friday conference Hymes sent the following memorandum of July 13 we said the War Department has decided to spend their advertising appropriation for WAC recruiting for the first months of this fiscal year starting on July 15, 1944, by buying newspaper space exclusively in newspapers throughout the country. "The War Department informed that this announcement was in and that plans for the WAC advertising program for the first four months of the fiscal year are not yet complete.

"We are informed that while complete plans for the first period not yet been determined, the Department expects to consider proposals, including all media.

"Should the War Department decide to buy radio time we shall form you. In the meantime the Domestic radio bureau will adhere to its policy of not asking free from one medium for a campaign which is receiving paid support from other media."

RADIO DAILY learned also that in addition to the newspaper content, magazine and billboard space also been purchased for the campaign.

as central figure with story-technical flavor. Frank Dahm will adapt series for the airplanes and Joe R. will direct it.

**RADIO DAILY'S**

**SHOWS OF TOMORROW**

**EDITION WILL BE READY**

**WEDNESDAY, JULY 26th**

# ★ ★ ★ COAST-TO-COAST ★ ★ ★

## — NEW YORK —

**NEW YORK**—WBYN's listeners can hear the controversial disc, "Don't Change Horses" nightly at 8:45, played by the Great Scott on his platter show. . . . Young, attractive Marie de Wolfe, great niece of Elsie de Wolfe (the Lady Mendl), is following in her noted aunt's theatrical footsteps—having debuted recently over NBC network in the dramatic serial, "When a Girl Marries" . . . James V. Bennett, national penal authority and director of the U. S. Bureau of Prisons, will discuss "Prisons in Wartime" tomorrow evening at 1:15 with Richard Eaton, WMCA's Washington commentator. . . . Beginning tonight, WNEW will broadcast the music of Gordon Andrews and his orchestra from the Club 18 every Monday, Wednesday, Friday and Saturday.

## — CALIFORNIA —

**HOLLYWOOD**—Hoagy Carmichael, composer of classics turned into Tin Pan Alley hits, will have his new program, tentatively titled "Stardust Review" begin a 13-week run on Don Lee network, Sunday, July 30, from 8:30 to 9 p.m., PWT. As co-host and pace setter for the chatter will be Harry Evans, local columnist and magazine editor. Foote, Cone and Belding is the agency handling the series, with Table Products Co., sponsor, advertising Nu Made mayonnaise.

## — CANADA —

**TORONTO**—New feature on CJBC is "Let's Visit," an actuality program, heard every Monday at 9 p.m. EDT. Hartley McVicar, producer of the show, does the interviews, and Joan Baird assists him. During his current vacation, Bernard Cowan and Norbert Bauman are conducting the airer.

## — PENNSYLVANIA —

**PHILADELPHIA**—WBIG is airing nightly at 8:45 the Tabloid Sports Column of the Air featuring the voice of Bill Markward, local "Daily News" sports writer, from his office. . . . WIP assistant program director Sam Serota spent vacation admiring his new son who was born

the first day of that siesta. . . . Russell Gray, Sr., KYW staff photographer, is on the job once again after several weeks' illness; and June Daniels, Penn State senior, is assisting as typist in the KYW program department for the Summer period.

## — TENNESSEE —

**MEMPHIS**—Eugene Pournelle, general sales manager of WHBQ for 12 years, learned at an unfortunate time about the real shortage of gasoline and doctors recently when he could obtain neither for his boy stricken with appendicitis at their farm 25 miles from here. Finally, his son was taken to local St. Joseph's Hospital and is recovering from an emergency operation. Pournelle commutes daily between farm and WHBQ. . . . A local sales manager, Bob Stevens, just returned to WHBQ following a similar operation.

## — TEXAS —

**SAN ANTONIO**—Corwin Riddell, for the last 14 years chief news editor of WOAI, resigned his post to become affiliated with KABC as newscaster. . . . He is still at his usual spot of 10 p.m. for local Brewing Association. . . . Newest of the local ASC's five radio programs, over KITS, is the "Air Theater of Operations," a Saturday night 15-minute show that replaces "Flying Times of the Air" . . . Joske's, one of the largest stores in the State, is sponsoring a series of five-minute newscasts nightly Monday thru Saturday, and one 15-minute news period each Sunday on WOAI.

## — NORTH CAROLINA —

**ASHEVILLE**—Charlie Newcomb, staff announcer and known as "Farmer Charlie" on the Western N. C. Farm Hour for the last four years at WWNC, will leave tomorrow to assume management of a farm near this city. Bill Robertson will replace him. . . . GOLDSBORO—WGBR plans extensive air coverage for coming Tobacco Market season opening in August and will supply most of live talent for regular schedule.

## — UTAH —

**SALT LAKE CITY**—Complete turnover of KUTA's program department has brought following changes: Frank McIntyre, program-production director; Bill Agee, former Los Angeles announcer, night production manager; Vern Louden, ex-San Francisco radio man, assistant production manager; Jim Lawrence, former program director of KOVO, Provo, U., sports-special events director; Herman Wilson, formerly of KFEL, Denver, Col., afternoon news editor; Dick Eskelson, of KFEL, Twin Falls, Idaho, announcer; Keith Clarke full-time announcer.

## — MISSOURI —

**ST. LOUIS**—KMOX will broadcast complete results of the city and statewide primary election slated for Tuesday, August 1. Local city will nominate mayoralty candidates while State will designate choices for gov-

ernor, U. S. Senators and Congressmen. KMOX has requested special Associated Press Election Wire for out-of-town service.

## — NEW YORK —

**Buffalo**—Nineteen members of the cast of "Something to Sing About," a five-a-week show heard over WGR, entrained Friday, July 21 for the mid-Western city of Cleveland, O., to commemorate the 10th anniversary of the founding of the Brewing Corp. of America and the birthday of its president, James Bohannon. Indulging in the joyous affairs were Jan Martel, David Cheskin, Foster Brooks, the Four Cheers and the orchestra.

## — MASSACHUSETTS —

**BOSTON**—WBZ sportscaster Irving (Bump) Hadley, former New York Yankee pitcher, recently greeted a contingent of wounded soldiers returned from Normandy Invasion and resting at the Lovell General Hospital, Fort Devan. He brought the servicemen up-to-date on sports. . . . Clear Weave Victory Matinee, starring Ted Cole, the Quality Trio, Bobby Norris and the Victory Orchestra with Louise featured in "Fashion Showcase," will return on WNAC and 16 Yankee stations in September after a seven week summer rest. . . . WORCESTER—New members at WTAG are: Margaret Cox, transcription librarian, and Barbara Janson, program department secretary.

## — GEORGIA —

**ATLANTA**—Gordy Tire Co., of this city, is sponsoring a weekly sports program, "The Gordy Sports Show" every Friday night at 6:15 on WGST, featuring local sports commentator John Fulton and nationally famous woman golfer Dorothy Kirby. . . . COLUMBUS—Edward Hennessy was appointed publicity director at WRBL, affiliate of CBS.

## — INDIANA —

**FORT WAYNE**—New instrumental and vocal foursome at WOWO are "The Down Homers" as regular members of WOWO's "Famous Hoosier Hop"; and welcome newcomers to WOWO's engineering staff are Stanley Olson and Dick Hanson.

## — MONTANA —

**MISSOULA**—Welcomed to KGVO recently were John Lindsay in the commercial department and Arthur Scott, formerly of WBTA, Batavia, N. Y., as head of the news bureau; while Theola Morris, former women's program director of KGVO, departed for Western Montana Press Radio Club of this city where she will serve as receptionist.

## — NEW JERSEY —

**ATLANTIC CITY**—Fourth anniversary of WFBG was commemorated with a short radio address by general manager Edwin E. Kohn reviewing the progress of this station since its inception. Kohn pictured bright future for WFBG. The station's staff participated in the celebration also.

## — OHIO —

**CLEVELAND**—WGAR was instrumental in the citywide campaign raise \$50,000 for trees and shrubs the recently completed Crile General Hospital with a two-hour show, day night, July 18, that netted contributions and telephone pledges \$3,610,000. Rochester, of the Benny program, headed the show included celebrities like Gus D'Nina Ruvenoff, Walberg, Sammy Watkins, Denny The Eunice Podis, and WGAR's Riders.

## Sill Addresses NYU Grad Explains Mutual's Structure

Speaking before the NYU Summer Radio Workshop last Friday, Sill, eastern station relations of Mutual Broadcasting System, explained the structure of the network and its accomplishments.

"The Mutual idea is important to students of radio because there the Mutual operation a stimulus challenge—'Can a network of, but for the stations it serves survive prosper?'" Mr. Sill said. "Mut every day supplying the audience affirmatively," he added.

Elaborating Sills said that important for still another reason "Come FM—and it now seems consensus of opinion that FM come with great speed, once the is over—network radio will a large extent, small town radio into its own. Mutual has shown way."

## No Audience Rating Of Acceptance Sp

No Hooper or any other audience rating has been taken for Pre Roosevelt's Thursday night's acceptance speech picked up from a naval base, and heard after 11 EWT. No rating was issued on Gov. Dewey's acceptance speech but as far as is known, no rating requested it.

Order was in for the FDR speech however, but due to policy phoning people in course of editorial surveys after 10:30 p.m. respective time zones, no true mate could be made. Report, it was fairly accurate for the Midwest states, but this could not be used as a basis for national survey.

## NCAC Tele Debut

National Concert and Artists Corporation's first venture in television be a presentation of "Wakin' By the River" over WCBW, Friday, July 8:15-8:30 p.m., EWT. The NCAC production will feature Una Mae Carlisle, singer and composer of the "Wakin' By the River"; Ray St. Jr., dancer; and Southern Sons, quartet.

**HAPPY BIRTHDAY TO YOU**

July 24

Bill Bates	Allen Klaus
Chuck J. Grant	Arthur B. Donegan
Templeton Fox	Jerry Wayne
Glenn Riggs	Hollace Shaw

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

28, NO. 16

NEW YORK, N. Y., TUESDAY JULY 25, 1944

TEN CENTS

## May Revise WAC Budget

### Prexy Returns From Overseas Post

William S. Paley, president of the Columbia Broadcasting System, now acting as Chief of Radio, Psychological Warfare Division, SHAEP, arrived by plane from England on Monday on what he described as a "short stay."

Paley, who is on leave of absence from the OWI from his position as president, said that while here he will confer in Washington with the OWI and the War Department about further plans for the

(Continued on Page 5)

### Tele Program Accorded High Rating

Washington Bureau, RADIO DAILY—Recent WAC television broadcast over WRGB, Schenectady, received the second highest "Pursuit Approval" rating in the history of the station, Robert Sine, television program manager, announced, according to the War Department.

The program, televised April 30, received an approval rating of 2.87 out of a possible 3.00, that mark was

(Continued on Page 5)

### Waldorf Manager Of Coast Disk Studios

San Francisco—Associated Record Studios, recently formed here, has appointed Wilton Gunzendorf manager of the organization, according to Lincoln Dellar, vice-president and general manager of Associated Broadcasters, Inc. Associated

(Continued on Page 3)

### Where Is It?

Linwood Bragdon, NBC trade man and statistician for golf tournaments and baseball games, flown back special from Chicago to handle the NBC Press-Trade newspaper ballgame score. Tired and willing, Bragdon did a good job giving NBC as many runs as he dared, but what happened to the box score that was to be delivered yesterday?

### Bulletin

Katherine Clark, WCAU news commentator in Philadelphia, had been wondering for the past several weeks where her father, Major Gen. Sanderford Jarman, was stationed. To her amazement, while scanning the newsroom ticker recently, she read: "Major Gen. Sanderford Jarman, who headed army forces on the Saipan Island, has been named its governor-general."

### New Education Series By NBC Air-University

Washington Bureau, RADIO DAILY—Eight half-hour broadcasts on critical issues in American education will be presented under the title "Pursuit of Learning" on the NBC university of the air beginning August 13, John W. Studebaker, U. S. Commissioner of Education, has announced. The series, Sunday afternoons, is sponsored jointly by the Office of Education, Federal Security

(Continued on Page 6)

### Radio Names Featured In New RKO Movie Crop

Radio names are to be starred in at least eight of RKO Radio pictures during the 1944-45 season, Ned E. Depinet, announced at the company's annual sales meeting at the Waldorf-Astoria yesterday. The radio person-

(Continued on Page 2)

### 5th "Shows Of Tomorrow" Issue Off Press Wednesday

#### Artist Biddle To Sketch On Television Show

George Biddle, brother of the U. S. Attorney General, and veteran of both World Wars, will appear on CBS Television program, "They Were There," Friday, July 28, when he will

(Continued on Page 2)

WLAW's full-time dominant signal at 680 kc. is powered by 5000 watts! Advrt.

### Confab Expected Between War Dept. And Y & R Agency To Map Future; Buck-Passing Is Evident

#### Lieut. Col. Mitchell Gets RCAC Exec. Post

Lieut. Col. Thompson H. Mitchell has been appointed general manager of RCA Communications, Inc., succeeding the late William A. Winterbottom who served as vice-president and general manager of RCAC since formation of the company, it was announced yesterday by Lieut. General J. G. Harbord, chairman of the

(Continued on Page 5)

#### Music Trades Groups Meeting In Chicago

Chicago—The annual meeting of the Music Trades Association which began its three day conclave yesterday, is being attended by hundreds of delegates and members. One of the purposes of this aggregation is to discuss post-war prospects in mer-

(Continued on Page 3)

#### McNeill And Sullivan To Appear On "Vox Pop"

Don McNeill, emcee of the Blue Network "Breakfast Club" show, and Ed Sullivan, Broadway columnist, have been signed as co-interviewers

(Continued on Page 2)

Washington Bureau, RADIO DAILY—Washington—A meeting should be held here shortly by Adjutant General James A. Ulio and representatives of Young & Rubicam, in which the agency will present its final and complete plans for the first four months of the WAC recruitment advertising campaign. As yet, a War Department spokesman said yesterday, there is no indication that the final prospectus will include the purchase of radio time.

"All that has been set thus far," he

(Continued on Page 6)

### Tele To Improve Jobs And Living Standards

Camden, N. J.—Television and its post-war effect upon occupations and the standard of living was taken into account in a recent talk by Walter L. Lawrence, a field engineer of the RCA Service Company, at the Camden Lions Club.

"Apart from its technical novelty, its entertainment value, and its func-

(Continued on Page 6)

### 'We The People' To Fete Coast Guard On Birthday

The 154th birthday of the U. S. Coast Guard, the oldest armed service in the nation, will be observed by "We, the People" in its broadcast

(Continued on Page 3)

### "Wilson" Spots

Twentieth Century-Fox, for its August 1, release of the picture "Wilson," has set one of the greatest spot campaigns in its history, both for the premiere at the Roxy Theater, New York and other key cities. For New York area, 12 Metropolitan stations will have put forth an average of 133 spots daily for 30 days. Spot announcements will reach total of 3,990.

1,804,566 cars are within the primary range of your WLAW daytime sales message! Advrt.



Vol. 28, No. 16 Tues., July 25, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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# FINANCIAL

(Monday, July 24)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	162 1/2	162 1/8	162 1/8	— 1/8
CBS A	31	30 3/4	31	+ 1/8
Crosley Corp.	21	20 5/8	21	+ 3/8
Farnsworth T. & R.	12 5/8	12 1/8	12 5/8	+ 3/8
Gen. Electric	38 3/8	37 3/4	37 3/4	— 3/8
Philco	34	33 1/4	33 3/8	— 1/8
RCA Common	10 5/8	10 1/4	10 3/8	— 1/2
RCA First Pfd.	74 1/2	74 1/4	74 1/4	— 1/8
Stewart-Warner	15 3/8	14 7/8	15 1/4	+ 1/4
Westinghouse	101 1/2	100 1/4	100 1/4	— 1/4
Zenith Radio	40 1/2	40 1/4	40 1/4	+ 3/8

### OVER THE COUNTER

	Bill	Asked
Stromberg-Carlson	16 1/4	17 1/4
WCAO (Baltimore)	21 1/2	
WJR (Detroit)	36	

## 20 YEARS AGO TODAY

(July 25, 1924)

A wide group of local station announcers, scattered over the country, who have built up radio characters for themselves under various whimsical tags are known as: *The Hired Hand (Dallas)*; *The Little Colonel (Atlanta)*; *The Bellhop (St. Louis)*; *The Merry Old Chef (Detroit)*; *Gloomy Gus (Lincoln)*; *The Solemn Old Judge (Nashville)*.

# Coming and Going

EDGAR KOBAK, executive vice-president of the Blue Network, has returned from a vacation spent at Pine Orchard, Conn.

SHEP CHARTOC, director of press information, public events and education for WBBM, CBS-owned station in Chicago, is visiting briefly in New York.

ELEANOR CONNELLEY, George P. Hollingbery Company's telephonic voice-with-a-smile, who has just spent two ethereal weeks communing with the murmuring pine and the hemlock deep in the Maine Woods, has resumed her more mundane activities at the Lexington Avenue switchboard.

A. D. WILLARD, JR., general manager of WBT, Charlotte, N. C., and ROYAL PENNY, sales manager, have returned to the station following a business trip to Atlanta, Ga.

ROBERT J. SMITH, chief of the radio section, War Finance Division of the Treasury Department, in Washington over the week-end, is expected in New York tomorrow. He's moving on Aug. 1 to his new quarters at 509 Madison.

JACK DONOHUE, district sales manager for the Blue Network in Detroit, is in town for a few days on business.

TED HUSING AND JIMMY DOLAN, CBS sports reporters, are back at network headquarters after having broadcast the Garden State Races from Philadelphia.

CHARLES GODWIN, assistant director of station relations for the Mutual network, off on a business trip to the southern states, during which he will participate in the ceremonies attendant upon the affiliation of WHIT, New Berne, N. C., with MBS.

## Artist Biddle To Sketch On Television Show

(Continued from Page 1)

redraw some of the sketches he made under fire at the front and exhibit others as head of the War Department Art Unit in North Africa. His appearance, from 9:15 to 9:30 p.m., EWT, is part of the regular Friday night two-hour live talent show, 8 to 10 p.m., at WCBW, New York, television station of the Columbia Broadcasting System.

## Radio Names Featured In New RKO Movie Crop

(Continued from Page 1)

alities are Bob Hope, Bing Crosby, Fibber McGee and Molly, Joan Davis, Dennis Day, Dinah Shore, Bob Burns, Frances Langford, Vera Vague, Wally Brown and Lum 'n Abner.

G. W. "JOHNNY" JOHNSTONE, director of news and special features for the Blue Network, has returned from Chicago, where he directed the web's coverage of the Democratic National Convention. He was accompanied by CLETE ROBERTS, reporter just back from the South Pacific, who also participated in the Chicago broadcasts, and PATRICIA BELL, Johnstone's amanuensis.

LILLIAN GRIFFIN, informational oracle and general factotum with The Katz Agency, national station reps, has left on her annual vacation.

TOM SLATER, Mutual's director of special features and sports, and CHRIS CROSS, assistant director of publicity for the network, are back from the Democratic conclave held at Chicago.

LESLIE W. JOY, general manager of KYW, Philadelphia, and JACK DE RUSSY, sales manager of the station, spent the week-end in the Poconos following a business trip to Gotham. LESLIE W. JOY, JR., went along on pleasure bent.

DICK MOONEY, program promotion director for Steve Hannigan, returned yesterday from Washington, D. C., where he spent several days on "Spotlight Band" program business.

LUIS P. DILLON, account executive in McCann-Erickson's Buenos Aires office for the past 10 years, is in New York to assume a special assignment with the foreign department of the company's local office.

TILLIE PRICE, assistant statistician in the research department of the Mutual network, has left for upstate New York on a two-weeks vacation.

## McNeill And Sullivan To Appear On "Vox Pop"

(Continued from Page 1)

with Parks Johnson during August when Warren Hull exits for a month's vacation. McNeill will work the August 7 show and Sullivan will be heard on two programs, August 14th and 21st.

## Mark N. Smith

Kansas City—Mark N. Smith, director merchandising and research for KMBC and one of radio's early pioneers in the field of research, died July 15 at his home in this city at the age of 64. Mr. Smith had been associated with Arthur B. Church, owner and president of KMBC, for 13 years. He is survived by his wife, Mrs. Helen Smith, and a 20-year-old son, Rex, who is an apprentice seaman USNR in V12 training.

# Reach 92.3%

## Radio Home

That's the coverage radio station W-I-T-H gives you in that solid, down-to-earth city of Baltimore. When you buy radio time and use the three factors of coverage... cost... and listening audience... as your guide, we'd like to show you the cold statistics that make W-I-T-H the low-cost, big-result station in our town.



# W-I-T-H IN BALTIMORE

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

## 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

## ON TARGET!

"PATTERN BROADCASTING" OVER STATION WDAS COVERS PHILADELPHIA



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

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

# ★ AGENCY NEWSCAST ★

**GRAVES**, former radio director of Compton Advertising, Inc., joined Foote, Cone & Belding, as to director and account executive of the agency's Campbell Soup ad.

**LIAM BALDERSTON**, former vice-president in charge of the commercial division, to the position of president in charge of operations and a member of the executive committee of Philco Corporation, was named yesterday by John Balderstone, president. In 1930 Mr. Balderstone joined Philco to organize the manufacturers division to handle of automobile radios to the industry. In 1941, he was named a director and vice-president of Philco with offices in Washington. He is in charge of the company's important war work, including the production of Radar and radio war equipment, for the Army and Navy.

**LESTER HARRIS ASSOCIATES** have named Gladys Steiner director of publicity. Miss Steiner formerly was connected with Ivan Black Associates.

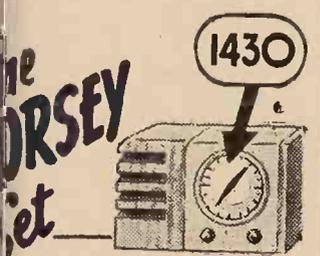
**TRIANGLE PUBLICATIONS**, which is issuing the new magazine, "Seventeen," will use spot radio, among other media, in the forthcoming promotion campaign directed to the youthful prospective readers of the new organ.

**CINCINNATI OFFICES** of Roy S. Durstine, Inc., will be moved from the Enquirer Building to the Carew Tower the end of this month.

**JACKSON TAYLOR**, vice-president of McCann-Erickson, Inc. has been appointed manager of the agency's Minneapolis office. Taylor, a director of the company, has been with the agency for 18 years

## The People' To Fete First Guard On Birthday

(Continued from Page 1)  
The Columbia network this Sunday July 30, (WABC-CBS, 10:30 to 11:30 a.m. EWT). Carpenter's mate Rossin, 74-year-old veteran of World War service, will appear along with the following: Sgt. Major Bill Ornstein of the Royal Canadian Air Force; Robert Weede, Metropolitan Opera artist, and Polyna Stoska, concert soprano. Milo Boulton will act as emcee, with Oscar Bradley conducting the orchestra. Program has been utilized in entertainment of soldiers throughout the country.



radios that are tuned to 1430 from 12 to 6:30 listening to Turf commentators . . . they know where the **musive Minute** sports come in . . . on all tracks. **WBYN**

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

## Gunzendorfer Manager Of Coast Disk Studios

(Continued from Page 1)  
Dellar stated, is a newly formed division of the company, confining activities to program production and a complete recording service. Appointment of Gunzendorfer to his new position is effective August 1. Gunzendorfer comes to his new post with considerable experience in radio, both in production and management. For the past six years he has been general manager of KSRO at Santa Rosa. Prior to that time he was for seven years in production and artist management with the Don Lee Broadcasting System in this city. Other background includes theater experience and two years as chairman of the Sales Managers Division of the NAB's 15th District.

## Music Trades Groups Meeting In Chicago

(Continued from Page 1)  
chandising. Two executives representing the Stromberg-Carlson Radio Manufacturing Company, are Clifford J. Hunt, radio sales manager of the Rochester, N. Y., radio manufacturing firm, and Stanley H. Manson, manager of public relations for Stromberg-Carlson. The firm is celebrating its golden anniversary in the communications field this year.

## Station Applications Received By FCC

Washington Bureau, **RADIO DAILY**  
Washington—Three new applications were received yesterday at the FCC for AM, FM and commercial tele permits. The first came from Lincoln Dellar, Sacramento, Calif., for operation on the 1,340 band with 250 watts unlimited; the second from Crosley, for operation in Columbus, O., and the third from WSBM, Indianapolis.



# MAINE CHANCE for SPONSOR!

**BECAUSE** Richard Hallett is an authority on Maine folklore and an accomplished story teller. . . .

**BECAUSE** he has had some of the most amazing adventures ever heard on land or sea. . . .

**BECAUSE** he is a well-known author, columnist, speaker, and raconteur and handles every subject—whether it be news, whaling vessels, the Red Cross, Maine salvage drives or his own memoirs (i.e. jacking rabbits in Australia—a trip in a Jap fishing boat—writing such books as **THE LADY AFT** and **THE ROLLING WORLD**) in a manner unique, virile, and absorbing! There are thousands of people in **WGAN's** listening area who can hardly wait till Wednesday nights at 7:45 to hear **MAINE TIDE RIPS** (which is to say that Richard Hallett's program is really *something* and has been so for a year and a half!).

**LISTENERS** in 14 Maine Counties, and 1 in New Hampshire are ardent followers of **MAINE TIDE RIPS**, thereby providing a Golden Opportunity for some lucky Sponsor to tap a rich market. If *you're* interested, write today!

**STATION **WGAN** PORTLAND**  
MAINE

**5000 Watts** **560 Kilocycles**

Columbia Hotel, Portland, Maine

CBS Member Station National Representative: **PAUL H. RAYMER CO.**

LOS ANGELES

By RALPH WILK

CORRINE MILLER, formerly with Lockheed Aircraft Corporation, joins the KNX staff, as secretary to Jack O'Mara, merchandising manager for the Columbia Pacific network.

George W. Allen, new head for Columbia Pacific network program development, takes over as producer of CBS "The Whistler" program, sponsored by Signal Oil Company, when J. Donald Wilson leaves for an extended vacation, the 23rd.

Bill Goodwin, who is currently emceeing the Gracie Fields NBC-KECA Sunday night show, is making a special trailer in Spanish to plug the Paramount picture, "Incendiary Blonde," in which he is featured, for its release below the border.

Producer William Spier, of the CBS "Suspense" thriller dramas, this week auditioned virtually every radio actor and actress in Hollywood to build a "talent bank" of unusual character portrayals for his mystery series.

When Radio-Film Comedienne Cass Daley returns to the air August 5 to resume her "Coffeetime" broadcasts with Charlie Ruggles she plans to introduce another of her hit novelty tunes entitled: "You Can't Cow a Cowgirl by Throwing the Bull."

Jack Edwards, Jr., anxious to do his bit for the war effort, has organized a group of radio people who will devote their week-ends this summer by helping Irene Rich on her two farms in San Fernando Valley, by picking fruits, and making themselves generally useful.

Tom Hargis, NBC producer of "A Date with Judy," has taken pretty Nancy Brinckman under his wing and made her his protegee. Nancy, who was the cigarette girl on the "Raleigh" program, will replace Janet Waldo in "The Gallant Heart."

Don Ameche trained in from Chicago this week, winding up his quickie hop East, where he emceed the American Negro Music Festivals which were held in St. Louis and Detroit last week.

Before he was twelve years old, Edgar Bergen discovered he could speak to classmates and cause them to look elsewhere in their schoolroom for the sound.

FM...

MEANS FREQUENCY MODULATION TO MANY OF US BUT, TO THOSE WHO SEEK QUALITY PERSONNEL THAT MUST MEET 'BLUE PRINT' SPECIFICATIONS, IT MEANS—

FRANK McGRANN

Radio Specialist

POSITION SECURING BUREAU, INC. (Agency)

331 Madison Ave., New York, MU. 2-6494



Chronicle Of A Tight Ball-Game! ! !

● ● ● At the moment it behooves us to paraphrase a bit: **There Is No Joy At NBC Press, In Room 400, No Sun Doth Shine; For Saturday They Humbly Bowed To A Doughty Trade-Press Nine.**

Waging an uphill battle in the final innings at the Yankee Stadium, members of radio trade press scored a decisive 15-14 victory over third-rate imitation of the Dodgers trying to get out of its basement standing put up by NBC Press plus a few ringers from other departments. . . . at one time the flack artillery was five runs ahead, but this was due to errors on the part of the trade-press infield, and not the slugging or strategy of the NBC Turtles. . . . it appears that the typewriter-pounders were surrounded and demoralized at times by a few ringers parachuted into the Stadium by one Herman Pincus, professionally known as Pinky Herman. . . . these "paratroopers" who play every Sundee as the Yonkers Yokels, are captained by Pinky and he feared, since he was to pitch, that no catcher among the newspapermen would want to risk his delicate fingers in seeking to stop and hold his Nepperhan spitballs. . . . the catcher soon developed into five more tellers. . . . and these had the peculiar habit of running in front of the third baseman every time he fielded a ball and wanted to throw to first.

☆ ☆ ☆

● ● ● Apart from that Pinky coached from all angles, walked all over the diamond when the other team was at bat, talked his own batters out of hits and otherwise made himself useful. . . . both sides had fiendish decisions from the umpires, but the trade press easily got the worst of this. . . . even the renowned Louis Katz, who once heard of the Baltimore Orioles, called brutal strikes on balls that rolled up to the plate. . . . this double-crosser was wearing a coat indicating he was a CBS page (but not actually employed there), and the trade press was entitled to expect a break from him at last. . . . but no, he became over-awed at trodding the field of Babe Ruth and Lou Gehrig, and forgot to notice anybody, much less the ball. . . . despite the handicaps, the game proceeded at a fast pace and the trade press pulled itself out of a desperate hole, even to the extent of a double-play (outfield), and not even the over-zealous infiltrations of NBC batteries could halt the surging tide of defeat. . . . both sides agreed however that there were plays that outdid some of the big league games seen at the same grounds. . . . Milt Livingstone of M. P. Daily threw his hands up in self-defense and caught a fly at the 400-yard line. . . . actually it was big time stuff Don Walsh, "Variety," worked harder than if Abel Green was watching him. . . . John McKay playing first base throughout the game, didn't get a decent throw all afternoon but he held down the bag with dignity and even got a few hits. . . . Joe Csida of "Billboard," was the only newspaperman that made third base a Stalingrad. . . . and his absent innings did much to give NBC their runs. . . . and Pincus, he started nicely, got tired later on but as he said when interviewed in the shower. . . . "my strategy was not to cut corners and make it tough for NBC, but let them hit the ball and get tired running the bases. I think it worked out okay."

☆ ☆ ☆

● ● ● John Royal, as NBC's representative of the fighting vice-presidents, was lead-off man for the network and he not only smacked the ball but rounded the bases with an amazing burst of speed. . . . if anybody was to get a raise in salary because he played good ball, NBC is all to the good and can now put through a few cuts. . . . Sid Eiges was brought all the way from the Chicago Convention to do his stuff and never saw a fly until it dropped right in back of him. . . . At any rate, NBC dropped the game, but caught the check at Toots Shor's later.

— Remember Pearl Harbor —

CHICAGO

By BILL IRVIN

GEORGE JENNINGS, director of the Radio Council of the Chicago Public Schools—WBEZ—recently from a trip to the West where he lectured at the KOIN Institute as member of the full-time faculty there. He also guest-lectured at the University of Montana (Missoula) and Spokane. Jennings has left New York, where he will confer several of the recording companies on the making of educational records and also with network representatives.

George Burns and Gracie Allen, who have been in town this week for the Democratic Convention (Gracie has been "covering" it for a syndicate), left Saturday for New York for a visit. NBC Prexy Niles Tammell attended Democratic Convention.

Lt. Norman Barry, NBC Chicago announcer on leave with the Navy, has been awarded a Navy citation for meritorious services in the areas during May, according to a received by his wife. The PT of which Barry is skipper sank Japanese barges earlier in the year.

With the scheduling of "KC Jamboree," new weekly half-hour variety show, to be aired on Saturdays starting August 5, NBC, shortly will send on Saturday mornings a 1 1/2 hour and 15 minutes of sponsored programs, with one hour 30 minutes of the time originating in Chicago. Jaques Manufacturing Company (baking powder), through Burnett Company, Inc., will launch "KC Jamboree" on 66 stations in Chicago under a 52-week contract. Air time will be from 10:00-10:30 CWT. Headed by Curley Brown, cowboy singer and actor, talent also include Cliff Soubier and George Harzell, actors; Prairie Riders, vocal-instrumental group; Ed Roessler, comedienne; Jose Betcourt, marimbist; Russell Wilt, pianist; Romelle Fay, organist, and Barbara Marshall, Songstress. Ed Barry will announce.

The SCHOOL of RADIO TECHNIQU

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AUGUST 2

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AUGUST 21

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

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- COMMENTATING ● VOICING

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R.K.O. BUILDING, RADIO CITY, N. Y. CIRCLE 7-0193

# Shows Of Tomorrow' Reach Total Of 600

# William S. Paley, CBS Prexy, In U. S. 'For Very Short Stay'

# Lieut. Col. Mitchell Gets RCAC Exec. Post

(Continued from Page 1)

(Continued from Page 1)

(Continued from Page 1)

atic Strip Serials," "War Pro-grams," "Sports" and variety programs including television shows. Included in the "Shows of Tomorrow" issue are several editorial articles. Included are an introduction by Jack Alicote, publisher of RADIO; "Scanning the Blue Horizon," by Phillips Carlin, vice-president in charge of programs of the Blue Network; "Radio Today—and Tomorrow" by Douglas Coulter, vice-president in charge of programs, CBS; "Post-war Program Pattern" by Clarence E. ... vice-president in charge of programs, NBC and "Daytime Programming" by Adolph J. Opfinger, in charge of programs of MBS.

functioning of his section of the Psychological Warfare Organization.

As Chief of Radio in this work, attached to General Eisenhower's Headquarters under General McClure, and as a member of OWI's overseas staff, Mr. Paley said he could not comment in detail on the nature of the work, but indicated that it involved the following activity: broadcasting from the United Kingdom having to do with military operations in enemy and occupied countries, such as



WILLIAM S. PALEY

"The Voice of SHAEF": the SHAEF control of radio units and public address systems in the combat and consolidation zones; the planning for and eventual control and operation of the broadcasting facilities in enemy occupied territories until those territories are declared liberated; and the co-ordination with OWI in the operation of radio ABSIE (American

Broadcasting Stations in Europe).

Mr. Paley likewise declined to make any comment on post-war broadcasting in the United States or the plans of his company in this field. On the ground that he doubted if it was proper for him to comment, in his present status, on his company's future activities, Paley suggested that such inquiries be directed to Paul W. Kesten, CBS executive vice-president, who is in charge of the company during his leave of absence.

### First Return To U. S.

This is Paley's first return to the United States since he left in November, 1943, on his original radio assignment from OWI for the Army's Psychological Warfare Division in the Mediterranean Theater. He spent several months in North Africa and in Italy and organized the radio network in Italy which has since been operated under the Psychological Warfare Division of the Allied Command. Shortly after General Eisenhower was given the supreme command of allied forces in Europe, Mr. Paley was transferred to London and given his present responsibilities at Supreme Headquarters Allied Expeditionary Forces.

Board of Radio Corporation of America.

Colonel Mitchell, who first joined RCA 17 years ago, recently has served as Chief of Traffic Operational Engineering Section of the Engineering Branch of the U. S. Army Communications Service, Washington, D. C. He has been assigned to inactive duty after nearly two and a half years with the Signal Corps. He was in the European theater of operations for two months last winter.

### Annapolis Graduate

A graduate of the United States Naval Academy at Annapolis (Class of '25), Colonel Mitchell resigned from the Navy in 1927 to enter the communications field. He was manager of the Southern California District of RCAC, with offices in Los Angeles, when he accepted a commission as major in the Office of the Chief Signal Officer in 1942.

### War Correspondent

Los Angeles—Tim Liemert, CBS staff announcer and newscaster, has been made assistant to Webley Edwards, CBS correspondent in Honolulu.

## C Tele Program Gets High Rating

(Continued from Page 1)

ceeded only once, and that by a New York production of Gilbert and Sullivan's "Iolanthe" several years ago. Stone pointed out that anything over a 2.00 is considered excellent. Anything over 1.50 is considered good. The show, presented by Home, N. Y. Air Service Commission, also brought in the highest number of commendatory letters of any show ever televised over the local Electric facilities at WRGB, ...

## NWF Appeal Seeks Radio Support In New Drive

National War Fund's 1944 appeal, which will raise money during the Oct. 1 to Nov. 1 period, will result in considerable allocation of copy to radio according to plans of the War Advertising Council which has readied for distribution a campaign guide in cooperation with the OWI. Guide was prepared by a public relations committee headed by D'Arcy Brophy of Kenyon & Eckhardt, Inc. Advertising support is suggested for the early Autumn.

Guide, which gives full information about the National War Fund and the 19 war-related agencies it serves, explains that this year's drive for funds is more urgent than ever before because of more men overseas, the pressing need of our Allies, and the war-time problems existing on the home-front. Guide also stresses the need for radio, outdoor, direct mail, newspapers and other forms of advertising. A portfolio of local advertising material is also being distributed to 10,000 community chest organizations throughout the country.

### Wide Support Included

National War Fund provides financial support for all of the war related programs under USO, YMCA, National Catholic Community Service, Salvation Army, YWCA, Jewish Welfare Board and National Travelers Aid Assn. Also United Seaman's Service, War Prisoners' Aid, United Nations Relief (15 countries via organizations) and Refugee Relief such as U. S. Committee for the Care of European Children.

## Religious Awards

ards of certificates of merits to CBS religious programs, "The Lake City Tabernacle Choir," "The Church of the Air," will be presented to Elinor Inman, CBS director of religious programs, at the annual meeting of the National Federation of Women, Evanston, Saturday.

**WBAL**  
means business  
in Baltimore

rd Petry & Co., National Representative

**WCKY**  
CINCINNATI

**AP UP NEWS**

WITH  
**REX DAVIS**  
4 TIMES DAILY

## New Education Series By NBC Air-University

(Continued from Page 1)

Agency; the National Education Association, the American Vocational Association, and NBC.

Noted citizens, government leaders and prominent educators will share the microphone to exchange opinions on problems of education most important in the immediate post-war period.

The following subjects have been scheduled: "What Can We Learn from GI Education," August 13; "Education for Veterans," August 20; "Education for American Citizenship," August 27; "Education for World Understanding," September 3; "How Shall We Assure Equal Opportunity to Education?" September 10; "How Can We reduce Illiteracy?" September 17.

Gen. Weibel Listed

Maj. Gen. Walter L. Weibel, director of Military training, Army Service Forces, and Vice-Admiral Randall Jacobs, chief of the Bureau of Personnel, Navy Department, will, in the first broadcast, describe military training innovations that may be used for improvement of civilian education. Findings of a recent New York City Board of Education inquiry into "GI Education" values will be a feature of the program, Mr. Studebaker said.

Plans for "Pursuit of Learning" broadcasts are being developed by William D. Boutwell, director of the radio and information service, U. S. Office of Education; Belmont Farley, director of public relations, National Education Association, and Sterling Fisher, National Broadcasting Company. Script supervisor for NBC is Margaret Cunningham.

## Highest Income Yield Given In Farnsworth Annual Sheet

The annual report of the Farnsworth Television and Radio Corp. for the fiscal year ending April 30, 1944 revealed a gross income from sales, royalties and license fees of \$39,806,797 which represented the firm's largest gross. For the preceding 12 months, the amount was \$26,383,301. After deduction of \$125,000 for a reserve for post-war rehabilitation and war production contingencies, profits left for surplus were \$1,012,112, compared with that of \$844,004 in the preceding fiscal year.

## Don E. Gilman Approves Blue Theater Remodeling

Los Angeles—Don E. Gilman, vice-president of the Blue, in charge of the Western division, announced the WPB has given approval for immediate remodeling of the Hollywood Playhouse, which will be the new home of KECA, which was purchased by the Blue. Cost of remodeling will be \$50,000. Gilman also announced appointment of John "Bud" Edwards, formerly of KFI-KECA, as KECA's new program manager.

## War Dept.-Y & R May Confer; WAC Budget Buck-Passing

(Continued from Page 1)

said, "It an emergency phase of the campaign. When the funds were set aside, the agency immediately came down and said they had several proposals which should be acted upon at once in order to meet deadline requirements.

"These included magazine and newspaper commitments and purchase of billboard space.

"Thus far there has been no recommendation for purchase of radio time, but remember that the entire plan for the first four months has not yet been presented."

Here radio asked whether the program phase now approved entails use of one-third of the \$5,000,000 appropriation. The official said he could not be certain of the amount involved, although he doubted that it went as high as one-third.

### Sees Radio Inclusion Possible

He was asked next whether, if Young & Rubicam does not recommend buying radio time, the War Department would itself propose such a course. The reply was that the War Department will not. "The War Department will not go beyond the agency recommendation on any professional matter," he said. He added that Young & Rubicam is an agency which buys much radio time, and that he personally sees no reason to believe it will not include radio in its plans.

Reminded that \$2,000,000 has already been spent on the program, with nothing going to radio, he replied, "Well, yes, they did do that," and had no further reply. He added that officials of the OWI Radio Bureau were in on the original conversation with Young & Rubicam, and understood perfectly well that the initial presentation was not intended to be final. (OWI station relations chief John Hymes confirmed the fact that he was in on the meeting, adding that the Bureau had made its position clear at that time—"we would prefer no paid WAC advertising—but if you are buying advertising you must definitely give radio a fair proportion of the program.")

### Final OK Up To War Dept.

The War Department spokesman, who is a part of the Bureau of Public Relations, said also that it is not his responsibility to pass on the proposed plans. Sole BPR function, he said is to pass on advertising copy once it is written. Acceptance or rejection of the plan itself is the responsibility of Adjutant General James A. Ulio, who is advised by a board of seven members. Major General Alexander D. Surlis, BPR head, is a member of this board.

Thus the War Department appears to be tossing the ball back to Young & Rubicam, after agency spokesmen have declared that they will include radio if they are so advised by the War Department. Statement that War Department "will not go beyond the

agency recommendations on any professional matter" definitely appears to pin responsibility on the agency. Only discretionary matter involving the War Department, this implies, is acceptance or rejection of the overall program.

Radio circles here were not satisfied by the foregoing explanation, being convinced that word from the War Department would result in time-buying—and that such word could easily come, even if unofficially. Asked yesterday why none of the \$2,000,000 already spent on the campaign had gone to radio the BPR official had no answer when it was suggested that the reason might be the amount of time donated free of charge by broadcasters.

### Y & R Reticent

Young & Rubicam, when approached by RADIO DAILY for clarification concerning the agency's stand in the WAC budget controversy, declined to give a statement. When asked for a copy of the WAC proposals as they were originally made to the War Department's bureau of public relations, the spokesman declared copies were not available to the press.

The spokesman declined to elaborate on a statement issued last Friday, but said, "We don't know where we stand at this time. We haven't even made any plans for the second quarterly allotment. At the present time we're operating on a week-to-week basis in such a cut and dried manner, we have no way of knowing what medium we're going to hit upon next."

### Comment From Chicago

Additional comment by broadcasters relative to the WAC budget being allotted to newspapers only, has been forthcoming from Chicago radio men. Their comment follows:

E. R. BORROFF, vice president of the Blue Network Central Division, and Radio Consultant for the OWI in Chicago area: "Radio has wasted a lot of time and money if what it has contributed thus far, isn't worth anything, and apparently it isn't because the medium was overlooked entirely in the WAC appropriation. It is not the money involved, because I don't think most of the broadcasters are concerned about the monetary angle of the situation. What concerns them is the principle involved. It looks like a direct slap at radio which has gone all out for the war effort."

H. LESLIE ATLASS, vice president, Western Division, Columbia Broadcasting System: "Radio stations have not sold any time to the government; all their service has been on a voluntary basis and should continue so."

J. L. VAN VOLKENBURGH, asst. manager of WBBM: "We have made it a policy never to accept paid advertising from the government and there is no reason why we should start now."

## Tele To Improve Job And Living Standard

(Continued from Page 1)

tion as a means of keeping you better informed," Lawrence pointed out that "television has post-war possibilities as an maintaining and increasing the ductivity of our economic system.

Lawrence went on to explain it can be a sales medium of unparalleled effectiveness, especially for consumer goods. He also pointed how the advertiser can present wares visually while they are used or consumed, in a manner will enhance their consumer appeal—in the intimacy of the person's homes. Trade marks can continue to be kept before the public eye in attention-compelling conditions, added.

"So potent a sales medium, intelligently used, with its consequent stimulation of the market for the put of our industrial system, can a most salutary effect on that of our post-war problems—unemployment," he said.

## Al Pearce To Vacation Replacement Set Aug.

Los Angeles—Al Pearce checked the air for the summer with Sunday broadcast of July 30 and a short vacation in the Pacific Northwest before starting his new piece "Strictly For Laughs" at Radio Studios on September 6. Pearce's "Fun Valley" show, sponsored by Pepper over the Blue Network, for 39 weeks, starting last October but Pearce agreed to do five additional shows to give the sponsor time to ready a summer replacement. This will be a quiz show, "Dartboard Dough," which now is scheduled to go on the air August 6.

For the fall series, the title Pearce's radio show will be "Comes Elmer," but no radical changes are contemplated, Pearce continuing with a script show.

## Harstone To Kudner On Pub. Relation S

Jean Harstone, until recently assistant director of network promotion for NBC, has joined the public relations staff of Arthur Kudner. Last season she organized and directed the national campaign of NBC "Parade of Stars," and before joining to the network, she was for years an account executive for the Cann-Erickson agency.

Miss Harstone was also one promotional executive for Saks Fifth Avenue.

## Kaner In Army

Corporal Walter Kaner, former director of publicity and special features at WLIB, Brooklyn, and WWL, Woodside, N. Y., is now stationed at Camp San Luis Obispo, Cal., where he has been assigned to the Special vice section of the 387th Infantry Regiment handling public relations.

**COAST-TO-COAST**

—MISSOURI—  
 LOUIS—Paul O. Godt, noted pianist, musical and program director has been named public relations director of KXOK-Blue. . . Dick has joined KMOX as a news-writing and reporting the news at 5 p.m. on Mondays and Saturdays and the 10:15 p.m. broadcasts Mondays through Fridays; Del King, announcer of KMOX, elevated to assistant chief announcer.  
 KANSAS CITY—Newly appointed by Archbishop, president and general manager of KMBC include Sam Bennett, vice president in charge of schools division and technical development, and Sidney C. treasurer.

—NEBRASKA—  
 OMAHA—WOW has begun a half-hour, The Four Bell News Roundup, emphasizing the same departmentalized format has proved so popular on the established 5:30 to 6 p.m. period. WOW permits a multiple sponsor policy gives each advertiser full "middle" benefits. . . And, Leo Kopp, musical director on Union Pacific "Your America" show since its inception last January, was advanced to director. Program will continue in its format.

—UTAH—  
 SALT LAKE CITY—Lita Anderson, formerly of Phoenix, Ariz., has joined KUTA continuity staff. . . the greatest annual civic celebration the "Days of 47" commemorating the entrance of Mormon Pioneers into this community, July 19 to August 1, received full coverage by KDYL. . . events broadcast were frog jumping contest, crowning of the Betty Lou Escandon, and honoring oldest living pioneers from Salt Lake's historic Liberty Park.

—IOWA—  
 DES MOINES—Latest changes and new additions to WOC: Phil Patton, program director for the last year at WOC, has been named production staff of the Blue Network, Central Division, Chicago; Al Mastelin, known as Ed Masters, and WGIJ announcer from Ill., has joined WOC staff announcers; Paul G. Smith, formerly of engineering staff of WOC, was appointed chief engineer at WOC; and William Irvin Smith is with WOC's engineering staff.

**WOMEN IN RADIO**

By MILDRED O'NEILL

**Listen—The Women!**

It was the 17th performance of Janet Flanner's Blue Network feature, "Listen—The Women," Sunday p.m. Always brilliant, always sparkling, somehow on Sunday it seemed to even outdo itself. Here is a program of unrestricted appeal to our women, our men and our coming-of-age generation. In short, "Listen—The Women" is an unrehearsed, ad libbed roundtable discussion by a panel of women who give the feminine point of view on topics universal in importance.



Our nomination for woman of the week in radio is the delightful Janet Flanner herself, moderator of this group. La Flanner was born in Indiana, educated at the University of Chicago and launched her writing career reviewing flickers for the Indianapolis Star. Along about 1917 she married and came to New York where, in time, she says she found her "mental home" in The New Yorker magazine. Followed a period of living abroad during which time her "Paris Letter" appeared in The New Yorker under the name Genet. Very few were aware that the author was a Hoosier turned Cosmopolitan. Janet admits to shameful neglects of her favorite magazine—she hasn't written a line for it in months—but she felt that every waking hour should be devoted to her planning, launching and progress of her program. Miss Flanner is the author of a number of books, the most recent being "Petain, The Old Man of France." So much for the record. But the Janet Flanner in action, peering over the mike through horn-rimmed glasses, tossing questions at her panel, short gray hair flying, hands expressive, is for all the world like a mischievous elf.



On the council of "Listen—The Women" every Sunday afternoon there are two permanent members. C. Mildred Thompson, Dean of Vassar College, is one, and Dr. Margaret Mead, noted femme anthropologist and author, the other. Three alternates whose mental gymnastics create a stir whenever they appear are Sophie Kerr, well-known novelist, Thyra Samter Winslow, also a novelist, and Ester Arthur, world-traveler, author and daughter of one of New York's most famous after-dinner speakers. Each week one guest of outstanding importance in her field is invited to participate. Selecting these guests is the show's number one production problem, for their participation either enhances or detracts from the spontaneous informality which the producers strive for. Sometimes we feel that these guests might contribute more to the roundtable discussions if greater simplicity of expression was achieved.



From the very start "Listen—The Women" drew a corresponding as well as listening audience. Letters pour in from both men and women offering questions—questions on world affairs, politics at home, employment, love and marriage—questions which tell of success and fulfillment as well as heartbreak and bewilderment. But with very few exceptions, every letter contains an expression of great appreciation for this unusual and entertaining feature. . . . Amusing is the problem of a wife whose husband monopolizes the radio on Sunday afternoon during the baseball season. Since the war makes it so difficult to get a second radio, cannot the evening hour be resumed? In a happier vein is the letter from a mother in the Middle West who says "the male voice has dominated the radio—it is thrilling to hear well-informed, capable women give something besides a recipe or a song. Good luck! And keep 'Listen—The Women' on the air."

**Hubbell Resigns**

Dick Hubbell, editor of Television, quarterly publication, has resigned to devote all his time to television production and writing.

**Brown Is Dunninger Guest**

Dick Brown, new singing star on Mutual, will be guest on Dunninger program tomorrow over the Blue Network from 9-9:30 p.m., EWT.

**PROMOTION**

**Sponsor Service**

For the skillful job performed in telling WBZ and WBZA listeners about Oakite cleaner recently, Mildred Carlson, director of the weekday morning Home Forum series on WBZ and WBZA, has been featured on a special promotional broadside issued by the manufacturers, Oakite Products Inc.

She informed the Boston stations' "tuner-ins" that the product was used in removing grease, oil and grime during salvage operations of the Normandie in New York harbor. Following the broadcast, more than a thousand listeners requested additional information on the Normandie story in letters and postcards. The new promotional broadside has been distributed to retailers throughout New England.

**Newspaper Campaign**

WIP, in Philadelphia, is conducting an advertising campaign to promote greater interest in its listening audience. The advertisements, placed with newspapers in the WIP area, emphasize a different program in each advertisement.

Besides bringing attention to the program, the promotion campaign attracts attention of the WIP clients, by including the names of the advertisers and the products. Ralph H. Minton, promotion director, has announced that the campaign is utilizing 20 newspapers on a bi-monthly arrangement.

**News Promoter**

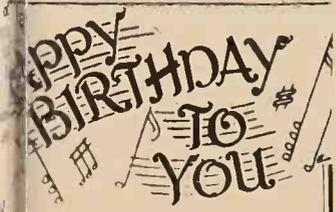
WOL, the Mutual outlet in Washington, D. C., has a one-page seller to call attention to the fact that Walter Compton, news commentator of the "Background For News" programs carried over Mutual, is available for local sponsorship.

The yellow and black color combination (yellow paper, black lettering and artwork), announces to the recipients, Mutual outlets in various cities, that the "sponsor list is growing fast." This promotion piece is sent to these stations approximately once a month as a reminder. William B. Dolph is to be contacted at the station.

**G. E. Earnings Announced For Six Month Period**

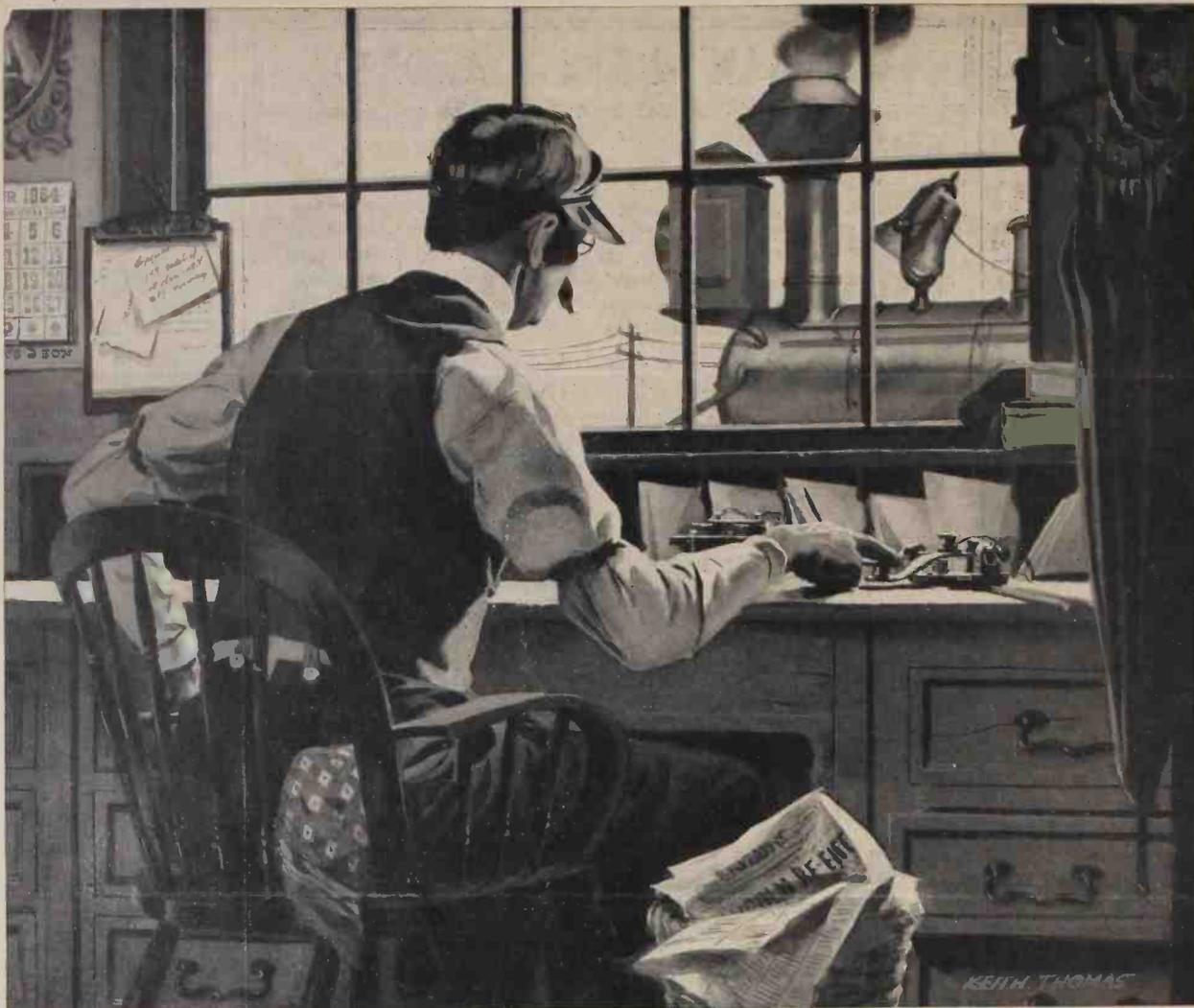
Despite an increase in production for the first half of 1944, General Electric Co. earnings decreased during this similar period in comparison to the first six months of 1943, it was announced last week by President Gerard Swope.

Although net sales, representing shipments, amounted to \$693,070,838 compared with \$626,871,716 of last year's first half period, an 11 per cent increase, the rise came after provision for voluntary price adjustments, higher this year. Profit for dividends, \$20,770,700 will be divided among 232,332 stockholders of the General Electric organization today.



July 25

Bob Dumke William Gernant  
 Roy Grey Hal Peary  
 Al Pearce Bill Shea



*History of Communications. Number Eight of a Series*

## EARLY RAILROAD COMMUNICATIONS BY TELEGRAPH



Communication by telegraph was probably one of the first of the electronic arts which met with commercial success in America. Of constant interest to every boy in a small town, the telegrapher down at the depot was a hero — a man of great science. With the advent of faster locomotives, telegraphy was a speedy method of traffic control.

Today, and for the postwar period, the picture will include electronic voice communications for the streamlined trains which travel one hundred miles per hour. There must be a more flexible control via electronics, plus the added possibility of passenger luxury in radio telephones. Universal stands ready as an electronic manufacturer to serve in the era of applied electronics.

< Model 1700-UB, illustrated at left, is but one of several military type microphones now available to priority users through local radio jobbers.



**UNIVERSAL MICROPHONE COMPANY**  
INGLEWOOD, CALIFORNIA



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

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

28, NO. 17

NEW YORK, N. Y., WEDNESDAY, JULY 26, 1944

TEN CENTS

## Spot Biz Shows Strength

### Music Publishers Hard Hit By Disc Ban

Online music publishers are taking a hard hit on the chin again, with an estimated \$2,000,000 or more being written off annually since the dispute between the AFM and major recording companies, despite the continued pressing of disks by the AFM and the re-issues by RCA, Columbia and others. In one respect, the limitation of raw materials has not reduced the number of phonograph records pressed, but it is pointed out that there is enough to go round as to material but not enough are being

(Continued on Page 6)

### NBC 'For The Record' Corrals Finest In Music

"For the Record," NBC's new series of musical debuts next Monday, July 31, 11:30 to 12 midnight, EWT, featuring the nation's leading musicians, vocalists, script writers and arrangers. The program, presented in cooperation of the Army Service Forces to record "V-Discs" for servicemen overseas, will be aired

(Continued on Page 114)

### Cowles Buy of WHOM Approved By The FCC

Washington Bureau, RADIO DAILY  
Washington — The FCC yesterday approved the sale of WHOM, Jersey City, to the Iowa Broadcasting Company, (Cowles Brothers), for \$403,228 with Commissioner Clifford J. Dunne dissenting because he felt that the purchase was out of line with the value of the station. Iowa Broad-

(Continued on Page 4)

### "Pop's" S.O.S.

Paul Whiteman is seeking one of his old recordings, "Do You Ever Think Of Me?" and is offering a \$25 War Bond to the record collector who loans him the disc. The Blue Network musical director needs the recording to complete a musical arrangement of the number as he first played it 20 years ago. He plans to introduce it on the Philco Summer program.

### "C-Day" Observance

Plans for nation-wide observance of "C-day" or "Consecration Day" as a special day of prayer of our Armed Forces have been worked out with Sunday, August 6, set aside for the observance. Sponsors have the co-operation of the radio department of the Federal Council of Churches through NBC, CBS, Blue and Mutual networks. Idea originated with WOCB, West Yarmouth, Mass.

### Mutual Will Ban 'Hitch-Hikers,' Jan. 1

Effective Jan. 1, 1945, Mutual will join the ranks of the networks banning hitch-hiker and cow-catcher announcements, according to a statement issued yesterday by Miller McClintock, president of web. McClintock stated that the action was taken after careful consideration of the improvement in listening impression which would result from keeping the commercial message "within

(Continued on Page 114)

### Tele Construction To Be Seminar Topic

Speakers will cover the subject of "Building Your Own Television Studio and Station" at the weekly seminar of the Radio Executives Club at the sixth floor studios of NBC tomorrow night. Those invited to speak

(Continued on Page 114)

### Quiz Show Created In Texas Gets Al Pearce Spot On Blue

### CJCA Chief's Suggestion Keeps Canada Youth Busy

Edmonton—Inspired by the idea of Reo Thompson, program director-chief announcer of CJCA, of having the local community's boys and girls gainfully employed during the pro-

(Continued on Page 114)

CBS programs are a prime factor in WLAW's popularity North of Boston! Advt.

### Volume For June And Portion Of July Leads Sales Figures Of Last Year; Outlook For Future Seen Bright

### Congress View Sought Re FCC Station-Sales

Washington Bureau, RADIO DAILY  
Washington — The FCC yesterday asked Congressional direction as to the policy it should follow in passing on station sales where the prices are "far in excess of the going-concern and physical property values of the stations and appear to involve considerable compensation for the radio frequencies themselves." This

(Continued on Page 6)

### Predicts Huge Market For Post-War FM Sets

Chicago—Prediction that five million FM receivers will be on the market within 18 months after the war, with the figure reaching as high as 20 million within five years, was made by H. A. Crossland, mana-

(Continued on Page 6)

### NBC Assigns Harkness To Political Campaigns

NBC has assigned its political commentator from Washington, Richard Harkness, to cover the forthcoming political campaigns, according to Wil-

(Continued on Page 2)

Although there has been no appreciable increase of spot business over the peak month of May, 1944, month of June and part of July still reveals itself far ahead of the business volume for the same period a year ago. Study by RADIO DAILY indicates that there is no dearth of seasonal accounts and wherever there was a falling off in standbys, more than enough new clients have been on hand to fill breach.

Several gas, oil accounts have

(Continued on Page 114)

### Approve WJR Plan For Middle Com. Ban

Detroit—Basing action on approval of WJR's ban on middle newscast commercials effective Sept. 1, Leo J. Fitzpatrick, WJR vice-president, yesterday set up a standard format for

(Continued on Page 6)

### Paul Mowry Gets Tele Post As Assistant To W. Miner

Paul Mowry, formerly of the WABC production staff has been named assistant to Worthington Miner, manager of CBS television, it was an-

(Continued on Page 2)

### Trout To Trout

When CBS News Reporter Bob Trout writes a script he, intentionally or otherwise, puts it in code. No one can steal Bob's material. He's the only one who can decipher the stuff. When Trout writes, "Tnl W'l B on hnd agn in T stidam T Bst—he will later translate it into "Tonight, we'll be on hand again in the stadium to broadcast."

Shows of To-Morrow" . . . in this issue



Vol. 28, No. 17 Wed., July 26, 1944 Price 10 Cts.

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

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

# FINANCIAL

(Tuesday, July 25)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	162 <sup>7</sup> / <sub>8</sub>	162 <sup>1</sup> / <sub>2</sub>	162 <sup>7</sup> / <sub>8</sub>	+ <sup>3</sup> / <sub>4</sub>
CBA A	31 <sup>1</sup> / <sub>2</sub>	31	31 <sup>1</sup> / <sub>2</sub>	+ <sup>1</sup> / <sub>4</sub>
CBS B	30 <sup>1</sup> / <sub>2</sub>	30 <sup>1</sup> / <sub>2</sub>	30 <sup>1</sup> / <sub>2</sub>	- <sup>1</sup> / <sub>8</sub>
Crosley Corp.	21 <sup>1</sup> / <sub>2</sub>	21 <sup>3</sup> / <sub>8</sub>	21 <sup>1</sup> / <sub>2</sub>	+ <sup>1</sup> / <sub>2</sub>
Farnsworth T. & R.	13 <sup>1</sup> / <sub>4</sub>	12 <sup>3</sup> / <sub>4</sub>	13	+ <sup>3</sup> / <sub>8</sub>
Gen. Electric	38	37 <sup>3</sup> / <sub>4</sub>	38	+ <sup>1</sup> / <sub>4</sub>
Philco	34	33 <sup>5</sup> / <sub>8</sub>	34	+ <sup>5</sup> / <sub>8</sub>
RCA Common	10 <sup>3</sup> / <sub>4</sub>	10 <sup>3</sup> / <sub>8</sub>	10 <sup>3</sup> / <sub>4</sub>	+ <sup>3</sup> / <sub>8</sub>
RCA First Pfd.	74 <sup>5</sup> / <sub>8</sub>	74 <sup>5</sup> / <sub>8</sub>	74 <sup>5</sup> / <sub>8</sub>	+ <sup>3</sup> / <sub>8</sub>
Stewart-Warner	15 <sup>3</sup> / <sub>4</sub>	15 <sup>1</sup> / <sub>4</sub>	15 <sup>3</sup> / <sub>4</sub>	+ <sup>1</sup> / <sub>2</sub>
Westinghouse	101	100 <sup>3</sup> / <sub>4</sub>	101	+ <sup>3</sup> / <sub>4</sub>
Zenith Radio	41	40 <sup>1</sup> / <sub>2</sub>	41	+ <sup>3</sup> / <sub>4</sub>

## NEW YORK CURB EXCHANGE

Hazeltine Corp.	28 <sup>1</sup> / <sub>4</sub>	28 <sup>1</sup> / <sub>4</sub>	28 <sup>1</sup> / <sub>4</sub>	- <sup>1</sup> / <sub>4</sub>
Nat. Union Radio	6 <sup>1</sup> / <sub>4</sub>	6	6 <sup>1</sup> / <sub>4</sub>	- <sup>1</sup> / <sub>4</sub>

## OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	16 <sup>1</sup> / <sub>4</sub>	17 <sup>1</sup> / <sub>4</sub>
WCAO (Baltimore)	22	22
WJR (Detroit)	36	36

# 20 YEARS AGO TODAY

(July 26, 1924)

Billie Osborn, 12-year-old whistler who thrilled all who heard him two weeks ago over WJZ will be featured again tomorrow over the same station. Master Osborn reproduces bird notes with perfect fidelity.



WOL  
REACHES THEM EVERY MINUTE OF THE DAY -  
WOL  
WASHINGTON'S ONLY 24 HOUR STATION  
Sell Them on  
**WOL**  
Affiliated with Mutual  
Nat'l Reps.  
SPOT SALES, INC.  
New York, Chicago, San Francisco

# Coming and Going

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

HERMAN PINCUS, on vacation trip, effective last Saturday following ball game with NBC press when he disappeared with belly-full of roast beef and vowed to pitch a no-hit game next time out.

ROBERT E. DUNVILLE, Crosley vice-president and manager of WLW, Cincinnati, and MARSHALL TERRY, newly appointed director of promotional activities for the station, off to New York on a short business trip.

WILLIAM M. DAWSON, JR., commercial manager of WARM, Scranton, is in town for conferences with the national representatives of the station.

GLENN MARSHALL, JR., commercial manager and sales promotion director of WMBR, Columbia network affiliate in Jacksonville, Fla., is spending several days in New York.

HARRY CLARK, CBS announcer featured on his own CBS World News broadcasts, has returned from the University of Michigan, Ann Arbor, where he delivered a series of lectures on announcing and newscasting.

KING HARMON, traffic-continuity chief of KUTA, Salt Lake City, has just completed a trip to Wisconsin and has resumed his duties at the station.

WILLIAM F. BROOKS, NBC's director of news and special events, is en route to the West Coast for a tour of NBC newsrooms there. He'll visit San Francisco and Los Angeles and is expected back in town next week.

## NBC Assigns Harkness To Political Campaigns

(Continued from Page 1)

William F. Brooks, the network's director of news and special events.

Harkness will start by covering the conference in St. Louis August 2, and 3, at which Gov. Thomas E. Dewey, GOP candidate, will be present.

A veteran political reporter, Harkness on his Monday night broadcast gave a pledge to his listeners to provide impartial reporting of the news and events of major campaigns.

LEE WILLIAMS, radio director of Fuller & Smith & Ross, Inc., left early this week for Pittsburgh, where she has scheduled a number of business conferences.

ADOLPH GOODMAN, assistant manager of RCA Service Company, is back in Camden from Chicago, where he conferred with Windy City officials.

G. PEARSON WARD, station manager of KTTS, CBS affiliate in Springfield, Mo., is visiting briefly in New York.

MAY JOHNSON, booking agent for Music Corporation of America, has returned from her vacation trip, which took her to the allied terrain of Canada.

JOHN F. PATT, vice-president and general manager of WCAR, Columbia affiliate in Cleveland, is visiting at network headquarters in New York.

FRANCES SEIDEN, assistant to Dick Roffman, radio director of Hillman Periodicals, is spending her two weeks vacation at The Cedars, Lakeville, Conn.

HARRY SAVOY arrived Monday in Omaha, where he will cover the convention of the Knights of Nebraska.

DICK SMITH, director of war activities for WHB, Kansas City, Mo., is back at the station following a vacation spent in Minnesota.

A. J. MOSBY, general manager of KGVO, Missoula, Mont., spent the past week-end on a trip to Helena and Butte.

PETER ZANPHIR, assistant director of sales promotion and research for Mutual, is back from a vacation of two weeks spent in Westport.

## Paul Mowry Gets Tele Post As Assistant To W. Miner

(Continued from Page 1)

nounced yesterday. Mowry was assistant manager of studio operations at WCBW, the CBS television outlet in New York, during the last "live" series of programs on the station late in 1942. The station now broadcasts "live" shows Thursday and Friday nights from 8 to 10 p.m., EWT.

IN  
**Chattanooga**  
it's  
**WDOD**  
CBS  
5,000 WATTS  
DAY AND NIGHT  
PAUL H. RAYMER CO.

**WBYN**

Hey, Horsey, you got us wrong. You got to stick to the race! Not to WBYN, but over WBYN. Results are broadcast from 12 to 6:30 every few minutes, 1430 on the dial!

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

# How Do YOU Buy Radio Time?

Do you say "play safe" with a network station? Do you say "buy power?" Or do you use the big 3 method of buying?

1. Coverage
2. Popularity
3. Cost-per-listener

It's a sensible way to buy, particularly in Baltimore. We have some brass tack facts you ought to see about W-I-T-H . . . the big-result, low-cost station.

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

**One Time-Buyer Tells Another:  
"DOLLAR FOR DOLLAR  
YOUR BEST BUY  
IN AMERICA'S  
4<sup>TH</sup> LARGEST  
MARKET!"**

*National Representatives: Spot Sales, Inc.*



**SMART BUYERS  
use**

**970 KC  
NEWARK,  
N. J.**

**WAAAT**

**NEW JERSEY'S FIRST RADIO STATION**

# Texas Quiz Show Set As Pearce Substitute

(Continued from Page 1)  
replacement. "Darts for Dough" moves into the "Fun Valley" spot on the Blue, Sunday, August 6.

The program originated in Dallas for the "Dr. Pepper Co." by Orville Anderson and Bert Mitchell and on next Sunday will round out a year of continuous broadcasting of the show over WFAA at 5:30 p.m.

Anderson leaves for Hollywood to make advanced arrangements for the premiere of the program on the Blue Network August 6. Broadcast will be staged in the Hollywood NBC studios and will be carried by more than 150 Blue Network stations. Program will be aired locally through KGKO.

Going to Hollywood with "Darts For Dough" will be Orville Anderson co-writer and "Dart Dealer" and Jill Mitchell, wife of co-creator Bert Mitchell, who has been running the show with Anderson since Mitchell joined the Army in May. "Darts For Dough" has played for many thousands of persons in the last year in the studios of WFAA and at personal appearance at civic clubs and Army installations. It was voted their favorite entertainment feature by the wounded servicemen at Ashburn General Hospital in Mickenney.

## Cowles Buy of WHOM Approved By The FCC

(Continued from Page 1)  
casting Company also has applications in for purchase of WCOP, Boston, and WOL, Washington. Durr did not dissent, however, when the Commission approved the sale by Iowa Broadcasting of KSD, Des Moines, to Kingsley H. Murphy for \$75,000.

## Gimbel's Renews On WCAE

Pittsburgh—Gimbel Brothers have renewed for a full year their morning newscasts on WCAE which are heard Mondays through Saturdays.



### West Coast Jottings!

● ● ● A dramatic moment occurred on a recent "Everything For The Boys" program when the young wife of a marine wounded on Saipan broke into tears as she spoke to him on a two-way short-wave hookup to his room in a Honolulu hospital. Her tears had their effect on Dick Haymes, the star, his guest star, Judy Garland, and practically everyone in the audience. . . ● Lt. Marian Spencer, a Los Angeles girl, who was the first Army nurse to return unscathed from Burma, where she served for 17 months, was the principal guest on the Ginny Simms show July 18. By the way, the format on Ginny's show has been changed and it now includes a comedy skit, in which servicemen called from the audience, participate. . . ● Jim Hawthorne, formerly production manager at KMYR, Denver, where he also worked on the "Meet The Boys In The Band" program, is now a member of Monogram's exploitation department. In his spare time, he is producing a series of 16 mm. song shorts designed for tele and for use in homes.

#### Los Angeles

★ ★ ★

● ● ● Nora Martin, singer on th Eddie Cantor show, established some kind of a record while performing on the "Purple Heart" circuit of service hospitals. She sang from 70 to 80 songs daily during the tour. T'other day, Frank R. Barton, NBC Western Division's chief announcer, who is conducting the NBC-UCLA radio institute classes, suddenly pressed Art Baker into service to address a class interested in emceeing and announcing. Incidentally, Art made a big hit with the students. . . ● Because KFI, Los Angeles, will not accept a beer-sponsored program before 10:30 p.m., the 15-minute news period launched on NBC Western division for the Seattle Malting and Brewing Co., and heard 10:00-10:15 p.m. over the division's other outlets, starts 30 minutes later at the local station. Jim Doyle and Doug Gourley are heard on the program.

● Lewis Arnold Pike, who has a medical discharge from the Coast Guard and who was a champion weight lifter before entering the service, has written "Keeping Fit With The Stars," a 15-minute program. "Let's Live," the health magazine, will be one of the sponsors of the show.

★ ★ ★

● ● ● Wayne Steffner, manager of the CBS San Francisco offices, has returned north after conferences with D. W. Thornburgh, vice-president in charge of CBS's Western Division, and Charles E. Morin, sales manager for the Columbia Pacific web. . . ● Alan Smith, one of Edgar Bergen's gag writers, who is now working on the Gracie Fields show, has written a book, "Gags To Riches," which will be published by David McKay, of Philadelphia. Smith's brother, Frank, who has done considerable freelance radio writing, has become publicity director for Samuel Bronston Prods. Emcee Art Baker has completed a vacation of two weeks—his first vacation in six years. The title, "Time To Smile," will be dropped from the Eddie Cantor offering, which, starting next season, will be known as the "Eddie Cantor Show." . . ● Roland MacLane, now one of the writers on the Gracie Fields show, is also a reporter on the Citizen-News, covering special assignments for the popular Hollywood daily. . .

● Carol Davis, formerly with NBC here and more recently with Tom Fizdale in New York, has returned to Hollywood to handle publicity for the Benton and Bowles agency in "Glamour Manor" and "Maxwell House Iced-Coffee Time."

★ ★ ★

—Remember Pearl Harbor—

## WHY PORTLAND, OREGON PEOPLE PREFER KGW



LANA TURNER

### KENNETH G. MARTIN EXECUTIVE MANAGER OREGON WAR FINANCE COMMITTEE

SAYS... "As I have observed it, KGW puts plenty of entertainment in the station's public service programs. This involves extra effort, but it pays off in extra audience. For instance, when Lana Turner appeared here on a War Bond selling tour, she was featured in a dramatic sequence, written by a member of the KGW staff. The station does a consistently fine job along these lines."



KENNETH G. MARTIN



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

Few Stations in the Nation Can Equal KOA's Dominance in:

- DEALER PREFERENCE (68.8%)
- LISTENER LOYALTY (69%)
- PROGRAMS (9 out of top 10)
- POWER (50,000 Watts)
- COVERAGE (parts of 7 states)

FIRST IN DENVER  
50,000 WATTS  
850 KC

**KOA**

REPRESENTED NATIONALLY BY SPOT SALES

# SHOWS OF TOMORROW ★

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# In Kansas City



## the Swing is to WHB

SKYROCKET to SALES SUCCESS on WHB's program popularity! 'Phone us for availabilities if you're considering spot programs or announcements in this booming market. "Your Mutual Friend" is Kansas City's Dominant Daytime Station... delivering the "most listeners per dollar" throughout the western half of Missouri and the eastern third of Kansas. For availabilities, call

**DON DAVIS**

KANSAS CITY — Scarritt Building — HArrison 1161  
 NEW YORK CITY — 507 Fifth Avenue — VAnderbilt 6-2550  
 CHICAGO — 333 North Michigan Blvd. — CENTral 7980  
 HOLLYWOOD — 5855 Hollywood Blvd. — HOLlywood 6211

**KEY STATION for the KANSAS STATE NETWORK**  
 Kansas City • Wichita • Salina • Great Bend • Emporia  
 Missouri Kansas Kansas Kansas Kansas



Get the Booming Hard Coal Region!

# WAZL

Hazleton, Pa.

NBC Mutual

WKY HAS EVERYTHING FROM "A" TO "Z"



IS FOR ZEAL

The intensity of WKY's enthusiasm in all its activities is what sets it apart from all other radio stations.

# WKY

OKLAHOMA CITY  
 The Katz Agency  
 Representatives

MONTHS: MARCH-APRIL, 1944—KANSAS CITY

### HOOPER STATION LISTENING INDEX

TOTAL COINCIDENTAL CALLS — THIS PERIOD 14,288

	Station A	Station B	Station C	Station D	WHB	Station E
MORNING INDEX MONDAY THRU FRI 8-12 A.M.	6.4	9.5	27.6	17.0	33.1	4.7
AFTERNOON INDEX MONDAY THRU FRI 12-6 P.M.	12.4	6.6	17.2	29.7	27.0	5.5

## Congress View Sought Re FCC Station-Sales

(Continued from Page 1)

point was brought before the Committee last week by Commissioner Clifford S. Durr.

In identical letters to Senate Interstate Commerce Committee Chairman Burton K. Wheeler and to the chairman of the House Interstate and Foreign Commerce Committee Clarence Lea, FCC Chairman James Lawrence Fly suggested the "tremendously high prices" which radio stations command in the present market indicates the sellers may be profiting from their lien on a radio frequency."

Fly's letter which cites several such recent transfers of radio facilities, follows in part:

"Congress has had before it proposals to limit the amount of consideration to the value of the physical properties (of radio stations), transferred, but no provision of this character has been adopted. The statute does make clear that the frequencies are not in any way the property of the licensees. The Commission has rejected and is prepared to reject any transfer which, on its face, involves a consideration for the frequency.

"The Commission, apparently consistent with Congressional policy, has approved transfers that involve going-concern values, good will, etc. There remains, however, a serious question of policy and one on which the law is not clear, as to whether the Commission should approve a transfer wherein the amount of the consideration is over and beyond any amount which can be reasonably allocated to physical values plus going-concern and good will, even though the written record does not itself show an allocation of a sum for the frequency.

"Our concern in this regard is heightened by the tremendously high prices which radio stations are commanding in the present state of the market. This is illustrated by the fact that one local station was sold for \$500,000 and some regional stations are selling for a million or more.

"It is the Commission's policy to disapprove of transfers which obviously represent the activities of a

## ★ AGENCY NEWSCAST ★

**G**EORGE TRIMBLE, formerly space buyer and media director with Marschalk & Pratt, has joined the Fuller & Smith & Ross agency as media director. Trimble leaves M & P after a period of 20 years.

**HARRISON ATWOOD**, vice-president of McCann-Erickson, Inc., in charge of foreign operations, and **WALLACE H. GOLDSMITH, JR.**, of the agency's foreign department, have left for Cuba, where Goldsmith will assume his newly designated post as head of the Havana office.

### Predicts Huge Market For Post-War FM Sets

(Continued from Page 1)

ger of sales in the receiver division of General Electric Company, as he spoke before the National Association of Music Merchants in convention at the Palmer House.

"Our plans call for FM receivers in all but the lower priced brackets. We believe that our first post-war line, produced under unrestricted conditions will consist of FM models to the extent of approximately 20 per cent by units and 60 per cent by dollar volume. While this may appear to be low, it must be remembered that in normal times, judged by pre-war standards, the small five-and-six tube sets comprised between 60 and 70 per cent of all sets produced. Omitting these small inexpensive sets from the picture, we expect our post-war lines to consist of FM sets to the extent of 80 to 90 per cent of all remaining types," Crossland said.

promoter or broker, who is simply acquiring licenses and trafficking in them. Under the present state of the law, however, it is not clear that the Commission has either the duty or the power to disapprove of a transfer merely because the price is inordinately high—even though it may well be deduced that a substantial value is placed on the frequency.

"In the absence of a clear Congressional policy on this subject, we thought best to draw the matter to the attention of your own committee and the House Committee on Interstate and Foreign Commerce."

**GEOURGE BARRETT**, who has been associated with Abbott-Kimball Co., has been named manager of the production department of John H. Owen.

**C. C. LOCKWOOD**, for 20 years with the Chrysler Corp., has been named advertising business manager of the company's sales division.

**JEAN HARSTONE**, who has been NBC's assistant director of network production, has joined Arthur Kuder, Inc., as a member of the public relations staff.

### Approve WJR Plan For Middle Com. Ban

(Continued from Page 1)

all of the station's day or night 15-minute newscasts.

New WJR order designates two minutes of advertising as the maximum with an opening of 45 seconds and a close of one minute and 15 seconds.

Two local sponsors of newscasts agreed to the middle commercial ban even before they had received notification of it. In fact, the Blakeslee ad agency of Detroit informed WJR sales manager, Charles Burke that its client, Auto Owners Insurance Company of Lansing, has taken steps to eliminate middle commercials immediately. Margaret Rose of Blakeslee said that both she and the advertiser "are much in favor of the move."

Cunningham Drugs, through the Simons-Michelson Agency, also told Burke of its willingness to go without the middle commercial. Said Larry Michelson, "we are glad to go along with you."

Nathan Straus, president of WMCA of New York wrote: "I want to express sincere admiration for your courageous action." A similar sentiment was expressed by C. W. Myers, president of KOIN of Portland, Oregon.

H. V. Kaltenborn, founder of the Association of Radio News Analysts, said: "Our organization has expressed itself against the middle commercial. But you are the first to make it a definite matter of policy. Radio owes a special debt of gratitude for this piece of pioneering."

### Radie Harris' Guest

Geraldine Fitzgerald, 20th Century star, will guest on Radie Harris' portion of the "63 Club" over WMCA, Sunday, July 30, 6:03-6:30 p.m., EWT. The program will also feature Del. St. John, blues-singer, and Jerry Sears and his orchestra.

### New Conductor

Johnny Johnston, orchestra leader, replaces Paul Lavalle on Milton Cross' "Chamber Music Society of Lower Basin St.", over the Blue, effective July 30th, Sundays, 9:15-9:45 p.m., EWT, sponsored by Woodbury. Lennen & Mitchell is the agency.

## Music Publishers Hard Hit By Disc

(Continued from Page 1)

put out to make it pay for the lisher.

Meanwhile the AFM is stalling, waiting for the NLRB to the next move in the face of union's attitude, and the hands to be tied insofar as Victor, CR, NBC Recording Division are concerned. Both sides are still waiting for the NLRB to hand down its ten opinion, pertaining to its recently issued straddle decision.

### Song-Starting Difficult

Adding to the pop publisher's complaint is the fact that it is hard to get a song started now then before, because the plug is concentrated in the hands of a strong group of singers and band leaders. Publishers point to such leaders behind the music business themselves: Duke Ellington, Freddie Martin, Tommy Dorsey, Sammy Kaye, Waring, Guy Lombardo, and have a hand in subsidiaries including Gene Krupa, Benny Goodman, Jimmy Lunceford, Horace Heidt. Many leading radio singers are engaged on the side in public and others have papers filed to start.

Recording companies open under AFM license agreements reported as tough to reach and gaged at times in putting out complete albums from his musical side before looking over an individual backing individual hits with a view to the benefit of the recording fit is pretty much in practice in the opinion of many big houses.

### Talent Bureaus Might Help

Only solution some music men is to take a tip from some of the prosperous publishers in London open talent bureaus as part of business, thus insuring certain when they are needed.

Many publishers point out they had just about got on their feet following the Ascap-network ban when the AFM disk ban came and they feel now that BMI is okay with Ascap members held out. Currently most of them themselves getting by on the sale of "by-products" such as A money and motion picture company tie-ups, etc.

In Buffalo . . . . .  
**WEBR Will Do the Job . . .**  
at Lower Cost!

65% of the population and 70% of the retail sales of the eight counties of Western New York are CONCENTRATED in METROPOLITAN BUFFALO . . . well within WEBR's primary service area.



Nationally Represented by  
**WEED & COMPANY**

**JIM WALDROP**

**NBC**

Announcing Your

Shows of Tomorrow

MUSICAL COMEDY  
EDUCATIONAL  
RECORDED SHOWS  
CAMP SHOWS  
COMEDY  
HOME ECONOMICS  
DRAMATIC STRIP  
MYSTERY  
ADVENTURE  
VARIETY  
DRAMA

# RADIO DAILY

*Presents*  
**THE FIFTH  
ANNUAL EDITION**



# OF SHOWS TOMORROW

WS  
JUVENILE  
SPORTS  
FORUMS  
WAR SHOW  
AGRICULTURAL  
HOLLYWOOD NEWS  
FEMININE ANGLE  
F. M.  
GLOBAL NEWS  
MISCELLANEOUS DRAMATIC SERIES  
FOREIGN LANGUAGE  
TELEVISION  
MUSICAL

**W C A U**  
**P H I L A D E L P H I A**

*Listening to W C A U is a Philadelphia Habit*

# RADIO DAILY

*Presents The Fifth Annual  
Edition of*

# SHOWS OF TO-MORROW

*Never has an industry had the opportunity to prove itself as did Radio on D day. Never did an industry meet a challenge so successfully, so thoroughly and so comprehensively. Although the going is still plenty tough, we march forward, shoulder to shoulder, to final and complete victory, to universal understanding, and to a lasting peace. The fight for freedom is being won. With victory will come the everlasting right to free speech, a free press and a free radio.*

*And so, we welcome this fleeting opportunity for a well earned nod of thanks to the far flung Industry of Radio for a big job that is being magnificently done. To its writers, its producers, its artists, and its engineers. To its sponsors, big and small. To its constantly alert executive personnel as well as to its rank and file, we offer grateful recognition for the thousands of shows that have so brilliantly dovetailed into the war effort.*

*As a suggestion of things to come, Radio Daily in the pages that follow, presents one of its annual service features, the 1944 edition of "Shows of Tomorrow." Cut and tailored with the enthusiastic co-operation of the entire industry, it is a timely and convenient show window where one may leisurely appraise hundreds of production thoughts, ideas and complete shows available for the coming season. Again our deep appreciation to the many who have helped in its preparation.*

*Jack Olierate*

Publisher



## This time MacFarlane covered the Democratic Convention

Ian Ross MacFarlane, exclusive news analyst for W-I-T-H, the independent in Baltimore, returned to Chicago last week. Once again, he gave Baltimore the story behind the story of Maryland's own delegates.

It's another example of W-I-T-H's regard for what the station's audience wants.

That MacFarlane does a bang-up job is found in that box at the right.

Is it any wonder that W-I-T-H is called "The People's Voice In Baltimore"? Or that W-I-T-H has a listener loyalty that enables it to deliver the greatest Baltimore sales results per dollar spent in this . . . the 6th largest market?

### What Billboard Says:

"One of the best jobs at the Republican Convention was done by Ian MacFarlane of W-I-T-H. He did four 15-minute shows a day for his Baltimore sponsor direct from the station's Stadium studio in addition to a running commentary and personality patter of the talks and convention by-play.

"MacFarlane did a bang-up job. He was familiar with political convention routine, had a legman, did some prowling on his own, and had a tap onto the house public-address system. From this and his own savvy he welded a crackajack chore."



# W-I-T-H

Baltimore, Md.

Tom Tinsley, *President* • Represented Nationally by Headley-Reed

# A W N O F A N E W E R A — —

## — challenging days ahead

By Frank Burke

Editor, RADIO DAILY

is on the threshold of a new era and the problems which  
bet producers, writers, and broadcasters are predicated  
ly on the unpredictable situations which will arise as a  
World War II.

with the prospect of a changing economic picture in the  
to come the network program planners, public service  
producers and writers are making extensive surveys with  
shows of tomorrow. They are seeking the advice of the  
officials, economic leaders, and governmental agencies on  
ers as they may relate to the radio preferences of the nation  
e post-war period.

source of information valuable to the broadcasters has been  
Office of War Information and its overseas service. They have  
out the radio preferences of "G.I. Joes" and find the G.I.'s  
tastes remain about the same. The boys in the armed forces  
American radio programs, shows that remind them of home,  
homefolks and their return when the Victory has been won.  
of Bing Crosby, Dinah Shore, and the music of popular  
orchestras such as Harry James, Guy Lombardo and Tommy  
gladden their hearts and are reminiscent of home.  
e, Jack Benny, Fred Allen, Fibber McGee and Molly  
aven and other comedy programs are also on the pre-  
ogram lists of the servicemen. Significant too is the grow-  
ing interest of the overseas men in religious programs and their  
tively listening to symphonic music.

at, the OWI points out, the present day program tastes of  
American men and women in the service may change some with  
return home to civilian life. Many will feel the mantle of re-  
sponsibility in providing homes for their families and getting post-  
war jobs. Then, too, the peacetime migration of people from one  
to another, the plight of thousands of women relieved of war-  
time jobs, and other economic factors will be problems for con-  
sideration on the memo pads of the program directors and producers.

most conspicuous among the programs enjoying the greatest  
popularity the past year have been the news and commentary pro-  
grams. Inquestionably this popularity is due to the greater interest  
in news which followed our entrance into the war. Since "D Day"  
the appeal has been even greater and today news programs rank  
highest in listening appeal with the surveys. Next in order of popu-  
larity are full length evening dramatic presentations and popular  
music.

Anticipating the post-war period and the gradual decline in  
popularity of news programs and the dramatic quality of  
news, radio is faced with producing good replacements. Pos-  
sible replacements may come in the person of excellent com-  
mentators who will discuss problems of the peace treaty, the drama  
of national reconstruction, unemployment and other local and na-  
tional issues which will arise out of the rehabilitation of servicemen  
and women. Forums which intelligently and sympathetically dis-  
cuss the problems of the day also hold promise of gaining in post-war  
popularity.

"Tomorrow's Radio Programs," presented originally as a report  
to the Federal Radio Education Committee by Harrison B. Summers,  
contains some interesting observations on program trends and the  
post-war period. In part the article declares:

"In the seventeen years of network broadcasting history, many  
changes have taken place in the types of programs which have  
held major attraction for listeners. New program types have been  
developed, have risen in listener popularity, and then have slipped  
to secondary position or have disappeared from the air. Song and  
patter programs, popular orchestras, evening serial dramas, con-  
cert music, mystery dramas, personality-variety programs, amateur  
shows, community sings, comedians, quiz programs, sophisticated  
drama and new commentators have had their turn in the spotlight  
only two or three of all these types have been able to maintain their  
original popularity with listeners, and some have dropped from the  
list of evening programs completely."

Turning to the programs of tomorrow, the Summers report states:  
"To predict the rise or the decline in popularity of radio program  
types six months or a year in the future, existing program trends  
provide a helpful guide. To predict conditions that may exist two  
years or five years or ten years in the future, major attention must  
be given to the probable changes in the habits and attitudes of the  
public and to the changes in broadcasting itself, as far as these  
changes may be foreseen. But always, allowances must be made  
for that third factor which affects popularity of radio programs—  
those sudden fancies of the public, which we have never foreseen  
in the past and which cannot be predicted in the future."

Television will play an important role in the shaping of the  
post-war "Shows of Tomorrow." The prospect of sight and sound  
as a medium of entertainment and enlightenment has already  
captured the public's fancy and right now plans for the launching  
of this new electronic development on a large scale are well  
under way. This is a challenge to the creative thinking of the  
broadcasting industry and may in time become formidable opposi-  
tion to the present AM standards of broadcasting. Another devel-  
opment in the field of electronics which has a post-war future is  
FM. While frequency modulation has its fine qualities in offering  
high fidelity reception in music it is not regarded as holding as  
much commercial prospects as television.

Despite the uncertain prospects of post-war programming at this  
time the broadcasting industry is approaching the new responsi-  
bility with a firm resolve to keep the standards of programming in  
step with the events of the times. Right now skilled researchers,  
producers, economists, and others are burning the midnight oil as  
they anticipate America's radio programming for the reconstruction  
period following the war.

In the meantime radio's best creative minds have contributed  
their ideas for programming in this "Shows of Tomorrow" issue.  
Glancing through these pages readers will find variety, originality  
and commercialism blended together in an eye and ear compelling  
pattern—an impressive contribution to the progressive planning and  
thinking of America's most enterprising industry.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

# **WFIL**

**PHILADELPHIA'S MOST PROGRESSIVE RADIO STATION**



**A BLUE NETWORK AFFILIATE**

**560 KC**

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

# SCANNING THE BLUE HORIZON—

— a reflective commentary

By Phillips Carlin

Vice-President in Charge of Programs  
Blue Network

Editor:

This is in reply to your note of June 20th. You broadly hint that I should not send you my last year's article. Do you really think my name would notice the duplication? However, I won't quibble.

You mentioned "current war-time programming and insight into the post-war outlook." Current is one thing but post-war, that rings like a crystal ball. Looking over current daytime programs I suddenly realize that practically every show on the Blue's 9:00 a.m. to 6:00 p.m. schedule is to a greater or lesser degree tied to the war. We didn't plan it that way in any one braintrust session. Perhaps they grew, because the Blue put the war first. Commentators and newscasters deal with the war. Doctorless, expectant or otherwise, tune to the Baby Institute via the radio for their daily instruction. Soldiers and sailors visit the Breaker Club and are interviewed by Don McNeil. Ditto Breneman at the radio. The war bride tells her True Story. A national magazine presents a returned hero. Men of religion pray for the armed forces and their loved ones. The farmers are asked to grow more for the service men. Home making hints deal with war scarcities, recipes with points. Downey sings to the soldier's mother. Goodwood promotes a war picture. Ed East has a sailor balancing a coin on his ear, or he is kissed by a WAC. Appointment With the Blue helps the "girl back home" decide whether to step out or stick to the public library. Ethel and Albert (pure escape show), just like you and I—but funnier. Dick Tracy, Sea Hound, Jack Armstrong, Terry, Hop Harrigan, and Captain Midnight outfox the Axis and Germans. That's a day 9:00 a.m. to 6:00 p.m. for you! All between those, stories, songs, news, and interviews go for the pleasure those reminders for bonds, nurses, paper, WAVES, and peace. Name me a show that is on the Blue that isn't permeated with a war service. Some of them are pure escape—these are marked for that purpose. Walk down the street, go to a picture, go anywhere, and you'll meet up with the war. Even when my rusty reel is a reminder. That's okay, too! Now we can talk about the war being over. Let us fellows and gals in the radio watch our step. Don't get sucked into that thinking too fast. The Blue is on guard. The heartaches are just beginning, unless the miracle of a quick collapse abroad should happen.

In the post-war era it would be nice to throw all the cares overboard, erase all traces of the war and hold fast to song, drama, jazz, and censoring the comedy writers' best gags. But there'll be 12,000,000 boys, men and women, landing on these shores or heading home town. Former office boys who come back captains and lieutenant commanders will not be rushing to that locker to hang up their uniforms, and start delivering the mail. They will have become men who had real responsibilities in the war effort. They won't let us brush off the war or them. So Radio Blue will have to grow up still further and bear its share in solving the current problem this nation has ever faced domestically. I know the Blue will be ready and willing. Town Meetings may then be given as news or a comedy program today. Ideas, human relations, economic problems will need airing, and will assume much more importance than today when all thought turns to the joys of victory. There'll be job programs, too, helping men help themselves, locating needs for labor in the mass. With

increased social consciousness, radio may be called upon to render services it never dreamed of. Radio and television as a team will do a great job.

In the field of performance I know we'll turn out a finer product with grown-up writing and finer production. The men coming back will see to that. There will be a swing towards science, an enlarged interest in the peacetime products of war science. This interest will be expressed in the purchase of things for the home. Competition in merchandising consumer goods will invite the best thinking of radio program builders. Shows will be expected once more to sell goods in a highly competitive market.

There will be a desire for change on the part of us all. In their zeal to forget, listeners will seek novelty. Swing bands and entertainers will for a number of months, perhaps years, have a good inning as they did after 1919. However, mothers will still be baking cookies for their offspring probably with vitamins and shortcut methods. Mrs. Pennyfeather will still want to know what Mrs. Jones is wearing—even though it does her no good. Mrs. Doe will still laugh at impromptu interviews and gags about Brooklyn. Families will attend church via radio as always.

They'll dance, sing, laugh, and have babies with radio abetting and profiting. But there'll be more elbow grease tossed into the latter by us all.

Meanwhile the Blue is preparing for the transition period and the peace to come. We all know we cannot make too many plans because life isn't like that. Radio is life and must be lived from day to day to a great degree. The Blue can and does plan for better writing, production, and promotion, but we must be able to adjust programming to public needs and interest. The Blue is very flexible and prides itself on an ability to meet changing situations and conditions with a minimum of red tape and debate.

Before closing I'd like to pay tribute to all the artists who have appeared on the Blue since Pearl Harbor. They are troupers who have given more than was required. We thank the production agencies who have shared their show ideas with us and have helped us establish a record breaking number of shows sold by the Blue.

So dear Editor, I have tried to answer your note. Nothing profoundly prophetic about this note to you, but if you can find the man (or woman) who can predict accurately send him over to the Blue. We have a swell position (with an outside office) waiting for that person. On behalf of the Blue, which people persist in saying is "up and coming," I thank you. Next year if you write me, don't hint that you want a new article. I'd like to use last year's again.

Cordially yours,

PHILLIPS CARLIN.

P.S.: If you meet up with any good comedy writers who will work for less than a quarter interest in the Blue, send them over with the fortune teller.



## PORTRAIT OF A MAN LISTENING TO

This man is listening to WHN. To "Music To Read By". It's late . . . after midnight . . . and, relaxed and at ease, he reads with the strains of soft, soothing music as a background.

For a full hour every night, recorded soft music *without words* is the program WHN has specially designed for its listeners... "Music To Read By."

Because "Music To Read By" is so popular . . . and has been for over 7 years . . . the Pulse of New York recently made a special survey from midnight to 1 A.M. And found: 29% of all the radio sets turned on during that hour are tuned to 1050 one or more times each week . . . more than to any other station (except two, to whom we humbly bow).

Yes, "Music To Read By" will soothe the brow and dissipate the cares of the right sponsor!

50,000 WATTS IN THE NATION'S No. 1 MARKET!



Represented  
RAMRE

# RADIO TODAY—AND TOMORROW—

— — an appraisal

By Douglas Coulter

Vice-President in Charge of Programs

Columbia Broadcasting System

keynote of tomorrow's radio programming was sounded forty-two months ago—not by decree of any planning boards, but by the guns of Pearl Harbor. Then began a revolution in the whole pattern of broadcasting. In his Report, less than month after America entered the war, Mr. S. Paley stated the principles which remain the guide to CBS program policy.

From the duration, Columbia's first task since December 7th has been and will continue to be, to make radio serve the cause of victory. Today more than ever before it is the people who will shape the world, and it is the people throughout America who must be so, simply and swiftly and flexibly, we shall strive to keep pace with the ever-changing needs and opportunities of a democracy at war."

Throughout the tragic year of 1942, radio strove to meet the needs of the Armed Forces, the home front, the American Government and the American people. Hundreds of thousands of broadcasts carrying messages, hundreds of special war programs replacing regular features, changes in the plots of daytime programs to reflect personal experiences undergone by families all over the country, innumerable presentations by and for men in uniform gave evidence of fundamental changes in programming. As the tide of war began to turn in 1943, heavier and more varied demands were made on radio. As our armies passed from the defensive to the offensive, more manpower and materiel needed, more bonds had to be sold, more food conserved, more rubber and fats and paper saved, more money raised for the War Relievement Cross, the U.S.O. and other great agencies. Those who had considered radio merely an entertainment medium began to realize its unparalleled power in every phase of wartime activity.

The increased tempo of Columbia's war programming in 1943 is clearly illustrated by a few figures. During our first war year, 1,984 CBS broadcasts dealt with war projects; in 1943 the total exceeded 17,000. In 1942 actual network operating time devoted to war subjects aggregated 2,304 hours; the following year rose to 33,800. In 1943, 58 per cent of all CBS programs devoted all or part of their time to war themes, an increase of 10 per cent over the preceding year. Figures for the current year, of course, are incomplete, but the trend is clear, and it is safe to predict that 1944 will eclipse even the amazing record of 1943.

The purposely omitted reference to the brilliant job radio is doing and will continue to do in wartime news coverage, for the war remains fresh in everyone's mind. That the American public looks first to radio for transcendent news was demonstrated in a question by the Hooper survey of listening on D-Day. From 12 that morning radio sets-in-use jumped 118 per cent over normal, showed a 78 per cent gain for the 24 hours, and within six days later did listening return to its pre-invasion level.

That radio can perform public service of this magnitude is due in large measure to the unstinting cooperation of its advertisers. No type of program, commercial or sustaining, has failed to meet the challenge. Through this spontaneous response on the part of sponsor and broadcaster alike, we have been able to maintain the careful balance of program structure which alone can give the varying needs of a people at war. Spiritual values upheld by great religious programs; the world's fine

music must be broadcast for the solace it can bring to millions suffering from the tensions of war; light and gay music, comedy and sports must lighten the burdens of a fighting people; public discussion, education and art must hold their accustomed places in the broadcast schedule.

While meeting all these responsibilities, radio today enjoys a period of unequalled prosperity. What will this golden era mean in terms of future public service? One national news magazine observes rather pessimistically:

"Radio listeners will hear fewer symphonies and unsponsored forums on the air, if the present trend continues. As radio advertising hits an all-time high, the big networks, as well as local stations, are slashing sustaining public-service programs to make time for profitable commercial shows."

Let's examine that for a moment. "Radio listeners will hear fewer symphonies—" Thanks to its sponsorship by United States Rubber Company, the New York Philharmonic Symphony is now heard every Sunday afternoon 52 weeks a year over a guaranteed network of 121 CBS stations. For the first time in history, radio listeners hear, throughout the year, not only the Philharmonic, but the Boston Symphony, the CBS, and the NBC Symphonies. This Fall, CBS will again bring the Philadelphia Orchestra back to the air for a 30-week season. Add to these world-renowned orchestras, the numerous other fine concert broadcasts on all networks, and you have the best roster yet offered.

There is a third—and perhaps the most interesting-point in the pessimistic allegation that, "As radio advertising hits an all-time high, the big networks—are slashing sustaining public-service programs to make time for profitable commercial shows." This statement carries the curious implication that "profitable commercial shows" are somehow beyond the pale of public service, that prosperity in radio is an evil in itself. Are the New York Philharmonic-Symphony broadcasts less of a service to the public now that they are heard 52 weeks a year instead of 28? Now that their distribution to every village in the country is guaranteed commercially rather than subject to sustaining pick-up? Now that the financial burden to the Philharmonic Society of operating so great an orchestra is materially, or even vitally decreased through radio sponsorship?

With the radio industry geared fully to the war effort, the public service rendered by "profitable commercial shows" would be difficult to overestimate. Almost one-half of all network time purchased by CBS Advertisers in 1943 was devoted to war projects.

Radio and its clients are keeping pace in the same unstinting spirit with the accelerated developments of 1944. Two years after Mr. Paley's pledge that Columbia's first task would be to serve the cause of victory, Paul W. Kesten reported to CBS stockholders:

"That your company prospered during 1943 is a source of less pride to its management, and, I feel sure, to its stockholders, than that it met and fulfilled the urgent and multiplied needs of the Armed Forces, the United States Government, American industry and the American people at war. In doing this—in earning and winning praise, from high officials to humble homes, for its service to the nation through what may have been America's most critical war year, your company has helped to prove, as never before, how great an asset a free radio can be to a free people."

That is the record radio must match in 1944 and 1945.

# WNEW'S NEWS PLANS DID NOT STOP WITH THE INVASION

**WNEW, Through The Vast Facilities Of  
The New York Daily News, Is Prepared To Continue  
First In War News Coverage**

It seems only moments since we flashed the first word of "Invasion" to radio listeners. Now, on three fronts, the Armies of Liberation are smashing ever nearer to Berlin—*closing in for the kill.*

WNEW, through the great world-wide coverage of the New York Daily News, stands ready for the moment when all programs will stop for the flash—"Complete Surrender"!

None of us knows when it will come.

Meanwhile NEWS AROUND THE CLOCK, heard *every hour on the half-hour*, will continue to cover, *twenty-four hours a day*, all phases of world events—bringing to the American listening audience *ALL THE NEWS, without comment, without prejudice, without a commercial message.*

*It cannot be bought.*

Such public service programs are one of many reasons why *more people listen to WNEW than to any other non-network station in the country.*

# WNEW

**New York 22, New York**

**TEN THOUSAND WATTS—1130 ON THE DIAL—ON THE AIR TWENTY-FOUR HOURS A DAY**

# DAYTIME PROGRAMMING — — —

## — challenge to industry

**By Adolph Opfinger**

*Program Director*

*Mutual Broadcasting System*

Since the amazing success of radio broadcasting, the industry has been content to permit its reputation to rest upon evening programming. It may have been true before that the majority of radio listeners were at home in the evening hours, but the exigencies of wartime have altered that. Never before conditions present invaluable opportunities to the radio industry to render greater service to the United States by exploring and improving the possibilities of daytime broadcasting.

It is an undisputed fact that large portions of the U. S. listening public are unable to do their listening at night. There are 30,600,000 homes in the United States. In over 20,900,000 of these homes people are within arm's reach of a radio set between 3 and 6 p.m. But only about one-eighth of these available radio sets are tuned to daytime script shows and another eighth is all that is tuned to the rest of the programs, network or local, which are presented during these hours. This leaves fully 15,500,000 homes ready to tune to programs different from those now broadcast in the daytime.

It has been repeatedly demonstrated that when good programs are on the air in the daytime, they draw their audience from the usually silent sets, and even as a secondary effect, increase the audience for competing shows. Network radio prior to the war holds, I believe, a vast potential as an advertising medium. The remarkable efficiency of daytime script shows is well known. The excellent results can be obtained with programs which attract scarcely an eighth of the available audience, think what can be accomplished with "nighttime-calibre" radio entertainment in the daytime!

The nation's war effort has drastically changed the country's sleeping and living habits. Swing shift schedules in war plants have replaced unprecedented numbers of people at home during the afternoon, awake and eager for intelligent and diversified entertainment. (A recent Hooper analysis of families actually listening in the daytime reveals nearly half as many men tuned in at night, and of course, the percentage of listening women is identical, day and night).

Do not these facts represent a challenge to the entire radio industry to capture the vast numbers of persons who are not taking advantage of the opportunities for entertainment and recreation that their family radio provides? It is not only a challenge, but a duty for broadcasters to seriously study their present schedules, and then set about to build a daytime program structure comparable to the best in evening radio reception. Not only would this result in greater audience in daytime hours, but it would inevitably lead to the development of a more varied nighttime audience, comprised of people who have heretofore judged all radio by the sameness in general daytime broadcast schedules.

There is a market and an audience for the popular daytime operas. No one can deny the terrific selling pressure of the shows, but there are many persons touched by the anxiety of a war-torn world, who want a respite from the grinding dramas of daytime radio scripts. During the day 85 per cent of the network commercial programs are daytime but during the day only 47 per cent of the sets in use are tuned to daytime serials. Only 16 per cent of the radio families are tuned to the average daytime quarter hour. But over a broader period of time, the number of people who tune their sets on (and listen) is considerably greater.

A huge segment of the radio audience wants to listen during the day and tries the radio from time to time, but only a small percentage is satisfied with the program structure at any given period, hence the constant turnover in daytime radio listeners and the low tune-in at any given daytime period.

But programs which are interesting and important immediately lift the tune-in figure and win high ratings. For example, the Declaration of War, which gleaned a 60 per cent rating, Message to Congress, 40 per cent and so forth. These events both came over the air at an early afternoon hour, and although it is true that all four networks carried these special events, it is important to remember that these ratings represent only home listening—and they prove that it is possible to get a huge number of radio families to listen during the daytime—at the same time.

It is the obligation of the radio industry to provide a complete and diversified service to the radio public. The Mutual network is aware and conscious of the competitive spirit among the networks. It is that spirit that builds a great industry. We are in competition, true, but not in conflict with each other. There is ample room for a varied and realistic program structure among the four major networks to permit a constant change of pace.

The Mutual network during the past few months has begun to adjust its daytime schedule to encompass a diversified type of entertainment, one that fulfills radio's present tremendous task, to inform the public of the conduct of the war at the battlefronts and at home, and to entertain the millions of Americans who look to their radio for solace and escape from a war ravaged world.

A new Mutual daytime program that has captured the fancy of American women is a show that has been built around their own problems. "American Woman's Jury" features dramatizations of actual problems submitted by women listeners. A jury composed of 12 representative women then render to the national radio audience their verdict to the solution of the problem dramatized.

It is incumbent upon the entire broadcasting industry to strengthen and modify its daytime program structure so that radio will be ready to meet the challenge of post-war advertising and expansion. But today and now—the most important function of radio is to provide the most efficient and comprehensive war effort coverage humanly possible. The year 1943 found Mutual, and all other networks and radio stations, dedicated to the task of keeping this nation alert and apprised of war news. During a 10 month survey in 1943, the Mutual network brought its listeners 1,468 programs, totaling 641 hours and 49 minutes of broadcast time covering the war effort. These compilations are exclusive of regular spot news commentaries, planned news commentaries, and regularly scheduled program features. In cooperation with the War Department Mutual broadcast 305 Army programs totaling 121 hours and 20 minutes. In cooperation with the U. S. Navy Mutual broadcast 298 Navy programs, totalling 158 hours and five minutes. To help the Treasury Department, Mutual aired 75 war bond programs utilizing 38 hours. Mutual special features were broadcast in cooperation with other war agencies and government departments. Maintaining its reputation as the "network for news," Mutual each week airs 76 individual news commentaries originating from the United States, supplemented by its correspondents in the capitals of the world and the 850 newsmen of the Christian Science Monitor.

The past year has indeed justified radio's place as an integral vital weapon in this war, with the needs of the public taking precedence over interests of profit and exploitation.

# SANJEK WRITES AGAIN!

The BMI Script Department, under the direction of Russell Sanjek, has an uncanny faculty for turning out script that SELLS!

Stations write enthusiastic letters of how sponsors snap up these carefully-planned shows—and keep on with them renewal after renewal.

And now Sanjek comes forth with a new, dynamic show as timely as today's news . . . and brilliantly written.

## AMERICAN SKY FIGHTERS

These are the stories—in the terms of personalities of this, the newest, most glamorous of our fighting forces—the daring heroes of the air.

Kids and grownups alike will love it! They'll be eager to follow each episode . . . the story of intrepid Capt. Don Gentile . . . of Wing Commander Lance C. Wade . . . of the Black Falcon Squadron

This is a five-minute show with a provision made for two minutes of commercial time. Transcribed music is from the BMI Bonus Library. There are 52 episodes completed.

It is a natural for two, three, or five-time a week showing. Advertisers with a small budget can have a big-time show with AMERICAN SKY FIGHTERS.

Like all BMI Script, this program is available at NO COST to BMI-licensed stations.

The following successful scripts are presently available to all BMI-licensed stations at NO COST.

ACCORDING TO THE RECORD . . . . .	Bonus Library
ROCKIN' CHAIR TIME . . . . .	Standard
RHYTHM MUSICALE . . . . .	Langworth
RHAPSODY IN RHYTHM. Thesaurus INVITATIONS TO ROMANCE . . . . .	World
MELODIC INTERLUDE . . . . .	Associated
SENTIMENTAL SONGS . . . . .	McGregor
NIGHT SERENADE . . . . .	McGregor
SAVOY OPERA HOUSE . . . . .	Bonus Library
WHAT DO YOU KNOW ABOUT MUSIC . . . . .	Bonus Library
AMERICAN HEROES ON PARADE . . . . .	Bonus Library
MUSIC FOR DREAMING . . . . .	Bonus Library
SERENADE IN SWINGTIME . . . . .	Phono. Records
BATTLE OF SWING . . . . .	Phono. Records
INVITATION TO ROMANCE . . . . .	Phono. Records
<i>C. H. SHADWELL, WELI, writes, "AMERICAN HEROES ON PARADE is a grand, audience-building show!"</i>	
<i>R. G. McBROOM, KFIO, writes, "We especially like your script, WHAT DO YOU KNOW ABOUT MUSIC."</i>	

For further information regarding any BMI Script, write to RUSSELL SANJEK, Script Editor, Broadcast Music, Inc., 580 Fifth Avenue, New York, 19, N. Y.

# BMI

New York

Chicago

Hollywood

# POSTWAR PROGRAM PATTERN—

— predictions seem hazardous

By Clarence L. Menser

Vice-President in Charge of Programs  
National Broadcasting Co.

My prediction as to programming for the year ahead is doubly hazardous at this particular time, because so much is dependent upon what will happen in the war situation and in the world generally. Being an optimist about the war, I believe the year will bring a great mass of programming motivated by a victory in Europe. By the same token, it may well bring a concerted effort on the war against the Japanese to the end that it may be finished by next summer. But regardless of when the war ceases, radio programming generally will be under the influence of the war and its aftermath for a long, long time. Many of the things which have characterized as war effort the programming of the past year will continue. The great mass of government information may change in detail, but in all probability it will not change much in quantity. Repeated announcements concerning problems that still exist and new announcements for problems still to arise will make it imperative that radio schedules be well saturated with this type of all-out war effort. There is no reason to suppose that radio, which has done the most superb job on record in all branches of the service, and indeed for all branches of the government, should not continue until the final gun has been fired. We will then face the future with the same high purpose that has characterized its war effort, and make its contribution to the peace. For this reason, I think we should not expect any considerable decrease in the number of government messages.

During the past year, there was a continued rise in the amount and the intensity of programming devoted to news. This reached its climax on D-Day. It will reach other climaxes with the news of the Armistice in Europe and then with the defeat of Japan. After having done a job by these two events, there will undoubtedly be a settling down to a stabilized program of news. Personally, I do not believe that news broadcasts will be greatly diminished, however. News habits have been formed. Thousands upon thousands of people have listened with eager interest to news broadcasts and followed the progress of events through news leaders and commentators, who seldom concerned themselves with intensive newspaper reading. Day-to-day happenings have taken on added importance for the average person. Even the habit of listening to the same news over and over again has been adopted by a great many people. These habits will not be easily dispensed with. So, while there may be some diminution of the number of news broadcasts, I do not believe the cut-back will be as severe as many people anticipate. Certainly in the next year, the audience will anticipate some of the most gratifying news has had since the war began, we cannot look for extensive changes in this department of programming.

World-wide pick-ups on news programs and elsewhere have taken tremendous strides in the past two years. They should continue at a high peak. Their excellent service is making the people of the country world-conscious, in acquainting them with eyes-on views of events in all parts of the world, in helping them to take a vital interest in the affairs of peoples, whom they have previously known little or cared little about, will have heightened human and dramatic values in the world's events to the point where people simply will not give them up. Therefore, I believe the audience will demand and get a continuance of programming featuring world-wide pick-ups.

With the wars in their present stage, new themes will appear in increasing numbers. The programs which concerned themselves during the last year or two with the problems of boys going away from home will presently begin to concern themselves with the problems of those same boys coming back. "Rehabilitation" is a word which will be heard frequently and be of great influence in radio programming. We may expect daytime serials, in their attempt to reflect accurately the lives of various members of ordinary families, to plunge into the problems of rehabilitation as a new source of material. What to do with the soldier who comes back a cripple, or the thousands who went away as boys and will come back as men, or the hundreds who must face the return to jobs where they must take orders after months in strategic places where they gave orders—these and many other problems we must expect to hear discussed.

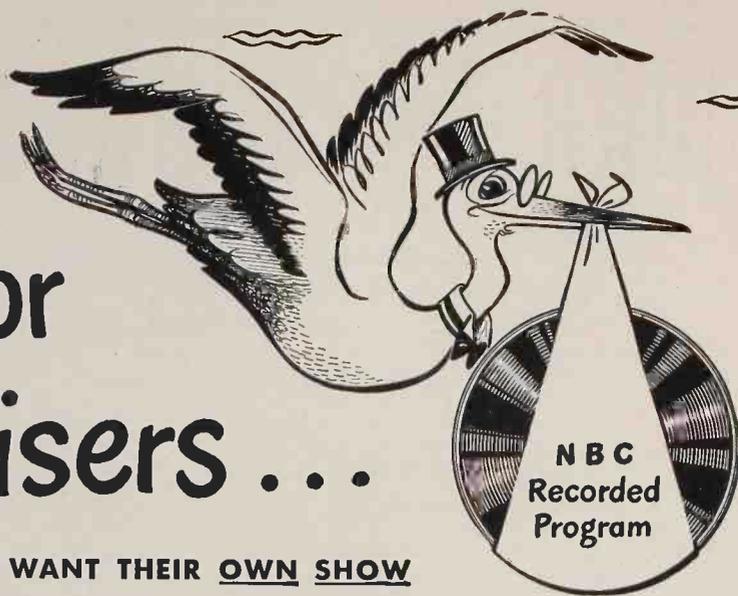
There will be other new themes. Post-war thinking will be accelerated with the realization of the fact that the time we have all been talking about is actually here. The era of social and mechanical reconstruction, which has been so widely discussed and written about, will become specific instead of general. And undoubtedly a great maze of specific recommendations will result.

In the general return of things—people to their homes, situations back to normal, peace to the earth—I think there may be two other significant items. One concerns talent. Few people realize the tremendous extent to which the entertainment industry, and specifically personal appearances of entertainers, has been a part of the war. Hundreds of entertainers whose names have never made the headlines have not only contributed great personal values to the boys in camps and at the front, but have found new stature as performers. Some of them have been in uniform. Many of them have been sent as civilian entertainers. Most of them have undoubtedly got something of great value from their experiences. When they return—and for many of them, when they take off the uniform—they will be available as new talent. Given the proper opportunities, they may be of great value in providing a worthwhile stimulus to the talent situation throughout the radio industry.

Returning also will be a great many writers. Radio was hit hardest by the withdrawal of so many top writers for military service. It would not be surprising if it benefitted most by the return of men in this field. Some of them will be new; some of the old ones will be almost completely made over. All of them should have something to say and in such quantities as to prevent the good old custom of scraping the bottom of the barrel for enough substance to fill fifteen minutes.

Nothing has been said so far about music. Musical programs continue during the next year much as they have in the past year. There should be a continuance of the trend toward fine music, both because the institutional program which rose rapidly as a type during the last year lends itself to fine music, and because fine music has a way of attaching itself to people who once become exposed to it. While there may be shooting stars of individual artists with distinctive styles, there will still be a great background of fundamentally solid and substantial music.

# Born for Advertisers . . .



## WHO WANT THEIR OWN SHOW ON THEIR OWN LOCAL STATION

• Advertisers who realize the value of having their own big-attraction show but think they can't stretch their advertising dollars that far . . . have good reason for cheers! An *NBC syndicated show was born just for you.*

It's your baby to have and to own *exclusive in your locality.* Behind it is top-rung radio talent plus the unmatched professional production facilities of NBC. Broadcast it on any station you like for your wartime or post-

war messages. Carry it on a limited budget. You can, for by syndication the expenditure is divided among many non-competing advertisers in varied markets throughout the country. (And you have a show that would be far too costly if produced for one local advertiser.)

*Just to give you some indication of the high caliber of NBC recorded shows that are ready to do a big selling job for you—*

**Betty and Bob**—The story of "ordinary folk who lead extraordinary lives"—engrossing, human interest serial drama, with a record of proved selling power. 390 quarter-hours for 5-a-week broadcasts.

**Stand by for Adventure**—Tales of exciting happenings in far places, among strange people—the art of story-telling recreated by four friends—a South American scientist, a retired Army officer, a newspaperman, and a New England merchant skipper. 52 quarter-hour programs.

**Modern Romances**—True stories of real people, dramatized from the grippingly human pages of one of today's fastest selling magazines, *Modern Romances*. 156 quarter-hours, each a complete story.

**The Name You Will Remember**—William Lang's brilliant word portraits of famous notables in the news—pack an unforgettable punch—and a natural merchandising title tie-in. 260 five-minute shows for 3- or 5-a-week broadcasts.

**Through the Sports Glass**—Sam Hayes, ace sportscaster, recounts thrilling moments in sports history, famous figures in sports world . . . Memorable sports events dramatized. 52 quarter-hours.

★ ★ ★

These and many other famous NBC Recorded Programs are now available. They cover the tops . . . the absolute tops . . . in all types of radio entertainment. Five minutes to half-hour. Once-a-week to five-a-week. All include strong merchandising features and effective publicity portfolios. Write direct or call your local radio station for complete information and audition records.

National Broadcasting Co.



A Service of Radio  
Corporation of America

# NBC

## RADIO-RECORDING DIVISION

AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

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

# PROGRAMS FOR TELEVISION — —

— truly the show of tomorrow

By M. H. Shapiro

Managing Editor, RADIO DAILY

LABORATORY men assure us that there is nothing to worry about insofar as the technical end of television is concerned. No matter what the problem, engineers will solve it, just as they have solved such problems in the past. When the time comes, leave it to them, is the burden of their optimistic song. The radio producer, talent agent or the artist himself, feels relieved now that technically at least, everything is in the bag,—if not now, then eventually—just a matter of time.

Research and constant experimentation with the goal of good television transmission and reception in acceptable sized packages being in the lap of the technicians, an even greater responsibility lies in the lap of the production man. Unless he comes up with what avail is all the effort of the technician? No gun stopped a German or Jap unless someone shot it, and with a certain degree of skill. The excellence of the gun in question does not contribute toward it being a weapon until someone pulled the trigger. Obviously it also holds true of the new art form—television.

No matter how perfect, will stand or fall upon the strength and quality of its programming. Not that anyone is arguing to the contrary, but taking the over-all group of radio folk interested in television, the greater apprehension is with those who plan to produce or act in this medium. It is to their credit that they are apprehensive and do not take the sure-thing attitude. Probably the majority of the men and women attending the Television Seminar of the Radio Executives Club of New York, expect to make their own contributions in tele through the production angle.

Television is naturally the field open to the majority of those interested in it, which is bound to be a tremendous package-show industry. A large percentage of pitfalls in producing video fare for the home have been overcome by the time the war ends and the greenbacks flow steady instead of giving way to an intermittent red one from the FCC or other sources. In every station experimentation is going on; for every tele program is somewhat in the nature of an experiment. Many a tele show will be tried out, packaged and ready for future use long before tele is ready to accept them; whether as a sustaining or commercial show.

Probably not without sufficient cause, television production problems have been built up as a sizeable bogey, yet each day and night enterprising men and women bravely defying the monolith on his home grounds—the tele studio. Once tele is no longer a new jewel and producers have had the feel of the routine, the excitement will begin to shrink down to the size of any normal production problem. While it is foolhardy to underestimate the technical problems in producing for television as compared to radio, movie pictures or the legitimate stage, many of the problems and fears are basic and there is nothing that actual experience and a little money won't cure.

As such, must be eliminated from the inside, no matter what the illusion maintained for the viewer. Unless the nature of the technique, secrets gained in tele production will out in time enough, for the general benefit of both producer and consumer, television is intriguing and rightly so; but the potential producer here to stop worrying about the various unknown quantities and to tackle his job with courage and the usual amount of common

sense. Tele hasn't changed the adage "the play's the thing," which should remind us Tom Hutchinson, now production manager of RKO Television Corp. recently stated that despite the new fangled fare being televised now, many owners of receivers ask for the programs of the good old days just before the war.

Pre-war tele programs had considerable merit, all things taken into consideration, and few in the trade heard about the "horrors" and gremlins infesting the studio. For some reason they have been reborn, magnified and disseminated, consequently creating unnecessary doubt in quarters that should not be bothered, such as the public and possibly acting as a challenge in quarters within the industry.

As a challenge, it may prove healthy in preventing producers from waking up at television's door with nothing in hand but a theoretically good show. Already the stimulant has had a reaction; tele workers prospective and otherwise have sensed programming is to be different and their curiosity and strong desire to know more, knows no bounds. Of these, a goodly number will do doubt make tele history and an even larger number probably fail unless they set in on the ground floor and actually take part in video production now. The latter seems to be the consensus among those now seeking out the why and wherefore of television shows.

From the agency or buyer's point of view, there need be no fear of tele busting out strong with sufficient audience on tap and a dearth of programs to supply the needs of possible clients. Any day's radio sked will reveal not a few programs readily adaptable for television.

Fear of losing out on a radio sale while waiting for tele, has deterred several producers with shows listed in the succeeding pages from putting them under a straight tele heading or classification. Close reading of the details will reveal them as easily transformed to video art. Coupled with the experimental shows now televised by such organizations as CBS, NBC, General Electric, DuMont, Don Lee, plus the activity of Paramount Pictures and RKO and those they have up their sleeve so to speak, it is safe to assume tele programs will manage to spend a few hours in the home each day.

It is to be remembered also, that the public in the good old American way, has a habit of playing ball with industry, especially a new one which it is bound to like and encourage. All the public ever asks is not to be kicked around for an undue length of time. However neither the public nor those in the industry can reasonably expect that tele production will hit its stride and settle down into a semblance of happy medium in entertainment until some years after the kick-off.

To strive for a fast touchdown would undoubtedly be fatal for the new industry. All showmen dread being in the spot of not being able to follow themselves after an exceptionally good performance at the start. All of which simmers down to the fact that there will be plenty of room in television always, for good writers, artists, producers et al., just as it obtains in radio, legit, movies or any other form of showbusiness.

# "...for Meritorious Public Service".....



Edward R. Murrow

"Lux Radio Theatre"

"Open Letter To The American

MARY MARTIN

WILLIAM N. ROBSON

When the Advisory Board of the George Foster Peabody Radio Awards completed its judging of 1943 radio programs—eligible to award in seven classifications—the Columbia Network and its affiliates were the gratified recipients of six citations in five classes:

**1. For Outstanding Reporting of the News:**

EDWARD R. MURROW, CBS News Chief in London.

**2. For Outstanding Entertainment in Drama:**

"LUX RADIO THEATRE" produced on the CBS Network by Cecil B. DeMille, and the J. Walter Thompson Company, for Lever Bros.

—and

"AN OPEN LETTER TO THE AMERICAN PEOPLE", a single and memorable dramatization of the vital cause of inter-racial tolerance, produced by William N. Robson, and broadcast on the Columbia Network on July 24, 1943—with a summary by Wendell Willkie.

**3. For the Outstanding Children's Program:**

"LET'S PRETEND", a notable children's fantasy originated, produced and directed by Nila Mack as a CBS sustaining program for 15 years, and currently sponsored by Cream of Wheat over the CBS Network.

**4. For Outstanding Entertainment in Music:**

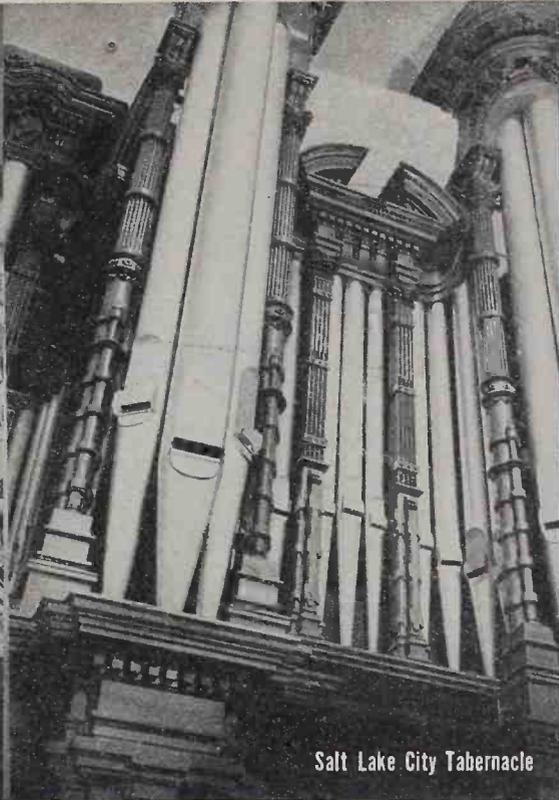
MUSIC AND THE SPOKEN WORD, the glorious organ and choir service of the Salt Lake City Tabernacle, directed by Richard Evans, and originated by station KSL, Salt Lake City CBS affiliate. This program on July 23rd presented its 615th consecutive Sunday broadcast in a chain unbroken since it first took the air as a CBS sustaining feature in 1932.

# CBS LEADS IN PEABODY RADIO AWARDS



"Let's Pretend"

NILA MACK



Salt Lake City Tabernacle



"These Are Americans"

CHESTER HUNTLEY

*For the Regional Station Making an Outstanding Contribution to the Community served by the station:*

CBS STATION KNX, LOS ANGELES, for its special original series of 6 programs. *These Are Americans* was broadcast from August 5 through September 9, 1943, aimed specifically towards inter-racial tolerance in the community. The series was written and produced by Chester Huntley under the direction of Mrs. Frances Farmer Wilder, educational director of KNX.

It is a continuing ideal. In the 4 years since the Awards began, 24 awards have been granted. Of them 13 have gone to CBS and its affiliates. Whether future years maintain this striking leadership or not, one thing is sure: the ideal of excellence will not be relaxed.

The preponderant tribute of the Peabody Advisory Board to the efforts of this network, its affiliates, and its clients and their agencies, is significant. Significant because the Awards are "...designed to recognize the most disinterested and meritorious public service rendered each year by the broadcasting industry"; and significant because they illustrate the common ideal of this network and those who are components of it. The ideal is not only public service, but *excellence* of public service.

**This is CBS....the Columbia Broadcasting System**



# "...for Meritorious Public Service".....



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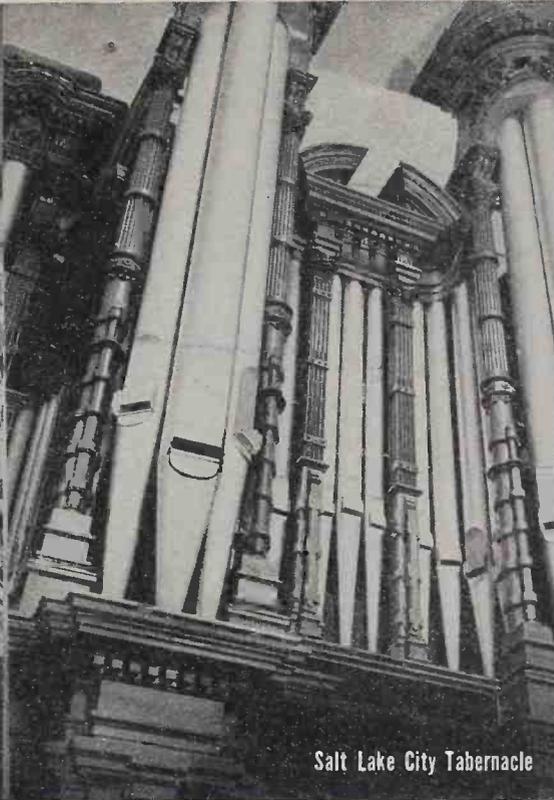
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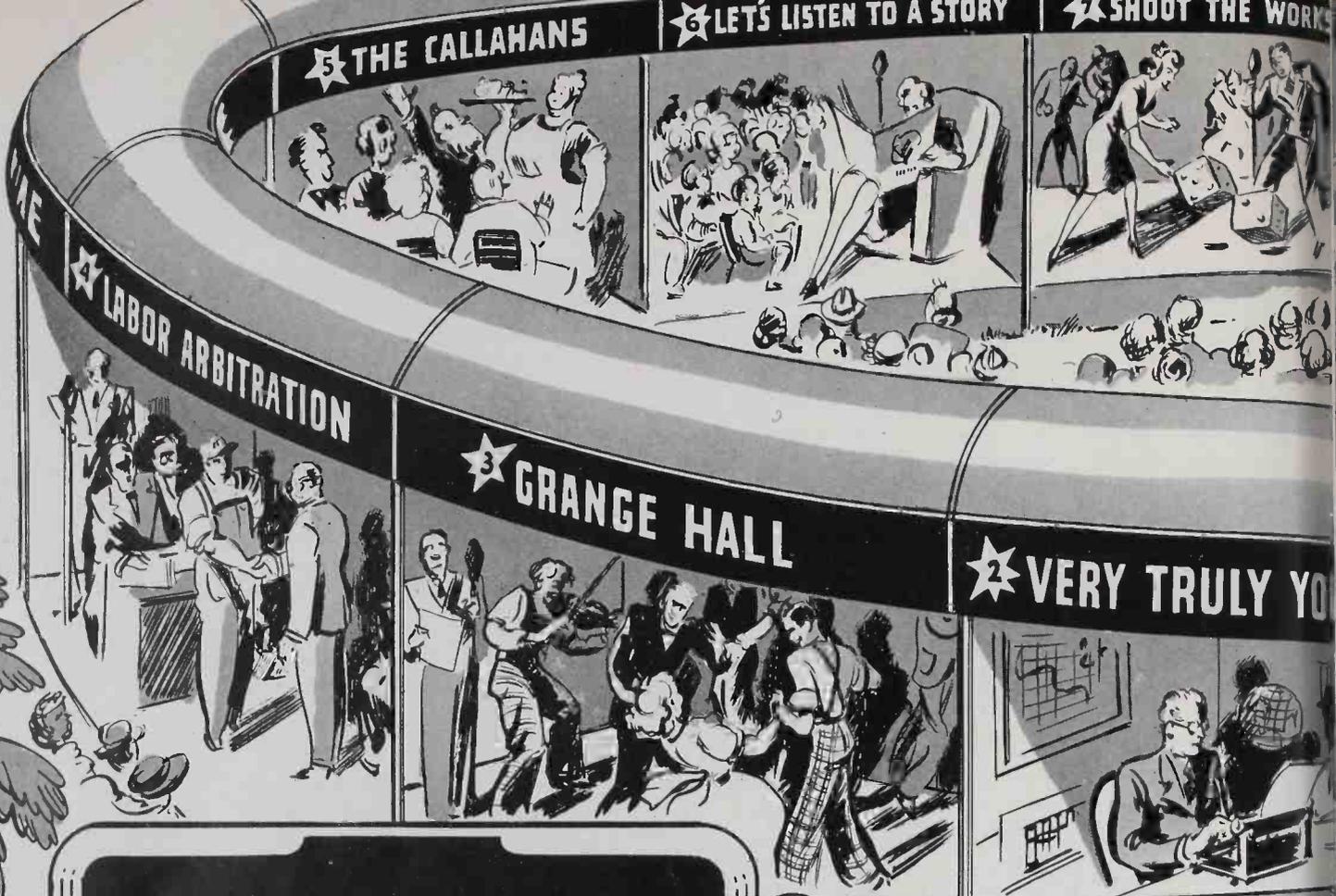
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**This is CBS....the Columbia Broadcasting System**





# w m c a

## PROGRAM FAIR

- 1 **RE-UNITE US, PLEASE**—Through broadcast appeals, this program actually locates missing friends, relatives, loved ones of servicemen. "Brings untold happiness" . . . "tremendous service" . . . "a godsend", say officials. Considered New York's most outstanding radio service. 2:03 to 3:00 p.m. Sundays.
- 2 **VERY TRULY YOURS**—Norman Jay, popular commentator, whose pertinent broadcast letters to world personalities bring critical events into sharp focus. A highly significant news show! 9:30 to 9:45 p.m., Monday, Wednesday, Friday.
- 3 **GRANGE HALL**—Old-fashioned square dances, starring Ed Durlacher, noted "caller", and the "Top Hats". Western songs by Elton Britt. Listeners invited to dance at home! An hour's fun and music for entire family. 9:30 to 10:30 p.m. Saturdays.
- 4 **LABOR ARBITRATION**—Real-life labor and business disputes settled by Samuel R. Zack and group of prominent business men. Alive with human interest since jobs and careers are affected by the board's decisions. 9:03 to 10:00 p.m. Sundays.
- 5 **THE CALLAHANS**—New comedy riot! Zany radio boarding house with daffiest gang of ex-vaudevillians ever gathered under a mortgaged roof. Clever story plot, professional cast, good incidental music. 9:30 to 10:00 p.m. Tuesdays.
- 6 **LET'S LISTEN TO A STORY**—Welcome children's program based on ageless story-telling technique. Jane Evans pinch-hits for busy parents by narrating famous juvenile tales. No blood-and-thunder! Recommended by the United Parents Associations. 9:03 to 9:30 a.m. Sunday mornings.
- 7 **SHOOT THE WORKS**—Roll dem bones! Jumbo dice star in the year's most unusual quiz show. Funny to watch, funnier to hear. Plenty of smart patter, questions and music. Complete package. 9:03 to 9:30 p.m. Saturdays.

### ★ RE-UNITE US, PLEASE



... Seven top-notch, live productions on the WMCA carnival of hit shows... all big-time vehicles for getting into metropolitan New York at modest cost. Sample transcriptions of recent broadcasts are yours for the listening. Just write, wire or phone WMCA Sales Office, 1657 Broadway, New York City or Circle 6-2200.

# SHOWS • OF • TOMORROW

Fifth Annual RADIO DAILY "Shows of Tomorrow," which follows, presents an alphabetical list of shows available for sponsorship. Compilation of this data has been made through the cooperation of the networks, producers, stations and other branches of the industry. Each show has been classified into one of fifteen categories. All information herein was obtained by questionnaire and in each case was signed by an accredited agent or official of the producer or station submitting the show. RADIO DAILY does not assume responsibility for possible conflict in title, idea or other contingencies that may arise in connection with the listings on succeeding pages. A list of independent program producing organizations, who are represented in this edition, may be found on page 115.

## 1944 ★ DRAMATIC STRIP SERIAL ★ 1945

### About the Life of Mary Sothern

Outstanding success when it was on networks for Hinds Honey and Almond. Now available locally via transcription in single cities. Program concentrates about Mary Sothern's life, written by well-known network writer. New York cast insures all essential ingredients for result getting daytime sale. Other sponsors include Bristol and Corn Products Refining Co. **Availability:** E. T. **Time Units:** 15 minutes, 5 times weekly **Audience Appeal:** Female **Suggested for:** Morning or afternoon **Client Suitability:** Foods, soap, women's products, household commodities **Number of Artists:** 6 to 8 **Cost:** \$10 to \$25, based on market **Audition Facilities:** Transcriptions **Submitted by:** Charles Michelson Radio Transcriptions, New York, N. Y.

### The Adventures of Jane Arden

Jane Arden is the well known comic character featured in more than 100 daily and Sunday newspapers. The program, like Jane Arden, stands on its own legs and the successful use of the Jane Arden radio program is not dependent upon the comic strip being syndicated on a market. The Jane Arden program consists of 170 programs selected from ten separate stories and ideas. A variety of merchandising opportunities available, including special programs by Jane Arden. **Availability:** E. T. **Time Units:** 15 minutes, 3 or 5 times weekly **Audience Appeal:** Entire family **Suggested for:** Afternoon or evening **Client Suitability:** General **Audition Facilities:** Transcriptions **Submitted by:** Webber Radio Programs, Des Moines, Iowa

### Belle and Martha

Belle and Martha, your next door neighbors, are two every-day women with many American families. You follow the happenings of this family with many chuckles and a few tears. Written by Edith Adams who helped create "Clara Lu and Em." Perfect radio show, across-the-board—for **Availability:** E. T. **Time Units:** Two hundred 5 minute programs, 5 times weekly

**Audience Appeal:** Female **Suggested for:** Morning, afternoon or evening **Client Suitability:** Local food accounts **Number of Artists:** 2 to 4 **Audition Facilities:** Transcriptions **Submitted by:** Harry Jacobs Productions, New York 22, N. Y.

### Betty and Bob

"Betty and Bob" is a dramatic serial with top-flight cast: Arlene Francis, Carl Frank, Milton Cross, etc. Story deals with experiences of young married couple and their newspaper, working against corruption in small city, and contains all the elements of human interest, excitement, romance and comedy. Musical theme is by Allen Roth's orchestra. 390 programs successfully used by department stores, grocers, household commodities and other products in major markets, are available. Maximum time allowance is provided for commercials. Publicity aids are furnished, including recorded advance announcements, photos, mats, releases, weekly synopses, newspaper "spotlight" ads. **Time Units:** Fifteen minutes, 5 times weekly **Audience Appeal:** Female; entire family **Suggested for:** Morning or afternoon **Client Suitability:** Foods, household commodities, dept. stores, institutional **Number of Artists:** Variable **Audition Facilities:** Transcriptions **Submitted by:** NBC Radio-Recording Division, New York City 20, N. Y. (See Page 20)

### The Career of Alice Blair

Starring Martha Scott in the title role. A "white collar" girl story of Alice Blair of Middleton who goes to the big city to find her career. Remarkable ratings. Proved mail-puller. Original capella choir theme and mood music, directed by Carlton Alsop and featuring Joseph Cotten as well as Martha Scott. **Availability:** E. T. **Time Units:** 15 minutes, 5 times weekly **Audience Appeal:** Female **Suggested for:** A. M. or P. M. **Client Suitability:** Grocery or drug **Number of Artists:** 10 **Cost:** ET—based on population **Audition Facilities:** Transcriptions **Submitted by:** Frederick W. Ziv Co., Cincinnati 2, Ohio (See Page 58)

### Dearest Mother

Dramatic serial for women listeners. Thrilling, exciting story of a young girl's

struggle for happiness as she seeks to find a place for herself in the business world. The story runs the full gamut of emotions with drama, suspense, comedy and mystery, cleverly woven into a thrill-packed story. During broadcast, the audience is offered copies of the letters which the heroine supposedly writes to her Mother each day. Through this, the sponsors have an opportunity of listener check-up and an ideal way to create additional sales. Special theme and maximum commercial time is allowed in program set-up. The series consists of 143 quarter-hour programs. **Availability:** E. T. **Time Units:** Fifteen minutes, 3 to 5 times weekly **Audience Appeal:** Female **Suggested for:** Morning or afternoon **Client Suitability:** Ladies wear, department stores, retail stores **Audition Facilities:** Transcriptions **Submitted by:** Exclusive Radio Features Company Limited, Toronto, Ont., Canada

### Ethel and Albert

This is the story of a young married couple, warmly written, humorous, and carefully true to life! Each incident is complete in itself. Written by Peg Lynch who plays "Ethel" and with Dick Widmark at "Albert," and directed by Bob Cotton, it is one of radio's most promising new comedy series. **Availability:** Live talent **Time Units:** 15 minutes, 5 times weekly **Audience Appeal:** Entire family **Suggested for:** Morning or afternoon **Client Suitability:** General **Number of Artists:** 2 **Audition Facilities:** Will pipe live talent **Submitted by:** Blue Network Co., New York 20, N. Y. (See Pages 33-36, 60, 62)

### Hickadee's Judge

In Hickadee, a typical American town, lives the old Judge. On the bench and off it, people came to him for help, advice and comfort because the old Judge is a character everyone loves. (You will, too!) In this serial are stories of the folks YOU know—stories that are absorbing . . . stirring . . . heart-tugging . . . and gay. **Availability:** Live talent **Time Units:** 15 minutes, 5 times weekly **Audience Appeal:** Entire family **Suggested for:** Morning, afternoon or early evening **Client Suitability:** Food, Drugs and Cosmetics, Retail Stores

**Number of Artists:** 5 **Audition Facilities:** Script **Submitted by:** Brandt Productions Service, Brooklyn 29, N. Y.

### Hilltop House

"Hilltop House" has the record of being the top daytime show on Columbia. Unique in its format. The orphanage backdrop affording it full scope for unusual story line. The original cast and writers still available. **Availability:** Live talent and E. T. **Time Units:** 15 minutes, 5 times weekly **Audience Appeal:** Female **Suggested for:** Morning or afternoon **Client Suitability:** Household product **Audition Facilities:** Transcriptions or will pipe live talent **Submitted by:** Wolf Associates, New York 17, N. Y. (See Page 101)

### Just Home Folks

5-day a week dramatic serial with more than 12 years performance record in the South. Proven merchandising vehicle. Locally produced, written and directed by Amanda Barnes. The story of "Ann Scott and her two children. Diane who is 16, and Junior who is about 6. Life in the small town of Lindenwood—a warmly human story of people like you and me. **Availability:** Live talent; E. T. **Time Units:** 15 minutes, 5 times weekly **Audience Appeal:** Female **Suggested for:** Morning or afternoon **Client Suitability:** Any product **Number of Artists:** Varies—5 to 8 daily **Audition Facilities:** Transcriptions **Submitted by:** WGST, Atlanta 1, Georgia

### The Knowing Heart

The story of Susan Hall . . . the possessor of the "Knowing Heart" . . . and of her family and friends. Her influence upon the people with whom she comes in contact . . . and their influence upon her . . . is told in a continuous dramatic story of 15-minute chapters. This show has had a continuous run of 26 weeks, during which time a special audience study gave it a rating of 6.6 . . . with 30.8 per cent of the listening audience. **Availability:** Live talent **Time Units:** 15 minutes, 5 times weekly **Audience Appeal:** Entire family **Suggested for:** Morning or afternoon **Client Suitability:** Any client **Number of Artists:** 6 **Audition Facilities:** Transcriptions **Submitted by:** WLW, Cincinnati 2, Ohio (See Page 110)

# P rogram

# S trides



... "American Woman's Jury", afternoon strip. To quote *Variety*, "Its purpose is so well achieved, male listeners will go for it too... an oasis in afternoon programming." (Sorry, sold!☆)



... "Sky Riders", spectacular quiz with dramatic air flight theme. (Not reviewed up to press time.)

★PHONE IF YOU'D LIKE COPIES OF OUR PREVIEWS-IN-PRINT.

☆TO THE LEWIS HOWE COMPANY, TEN DAYS AFTER THE INITIAL BROADCAST!

Program strides. A pretty non-specific term. And so is "unprecedented expansion in Mutual programming" which the Mutual Board of Directors unanimously voted last May.

Yet this phrase set the spark to immediate action, and some very specific results...

Within 13 weeks, Mutual had five new and important shows\* on the air—station-originated and covering five types of programming: comedy, big-name commentary, women's afternoon strip, music, and quiz.

With more, equally name-studded and audience-slanted, on the way!

## *The Mutual Broadcasting System*



... "Just Between You and Jane Cowl"  
with America's first lady of the theatre.  
Says Radio Daily: "... promises  
to be a delightful series."



... "What's the Name of that Song", musical  
quiz emceed by Dud Williamson whom  
Variety calls "... a gracious quizmaster  
with good taste and an easy-going personality."



... "The Adventures of Leonidas Witherall"  
starring Walter Hampden. Variety says: "Hampden  
does an excellent acting chore. No reason  
why program cannot garner a large audience."

# SEATS NOW ON SALE

THEY HUNG THE



SIGN OUT ON THE COAST AND IN CHICAGO!

## FOR NEW YORK PREMIERE

ON WJZ

# Galen Drake

*and his double-barrel package!*

**"Sunrise Salute"**  
6 to 7 A.M.

AND

**"Housewives' Protective League"**

HALF-HOUR STARTING 1:45 P.M.

THE PACKAGE with a waiting list of sponsors in two of America's greatest markets, has its premiere July 31 in the World's Richest Market.

### GALEN DRAKE

brings to WJZ one of the nation's most winning personalities and voices . . . a voice that breezes through an ad lib routine with the intimacy of an across-the-table companion.

### SUNRISE SALUTE

is an hour of music and chatter with Galen Drake talking about anything from De Gaulle to troubles of tiny tots.

### HOUSEWIVES'

PROTECTIVE LEAGUE isn't a typical service program.

It's provocative and has the added salability of having products approved by a picked panel of housewives.

### THIS COMBINATION PACKAGE

has a record of over 72% renewals in markets where Galen Drake has been on the air.

FOR COMPLETE DETAILS OF THIS TRIED AND TESTED PROGRAM, CALL WJZ OR BLUE SPOT SALES.

770 ON YOUR DIAL

**WJZ**  
**WJZ**

KEY STATION OF THE BLUE NETWORK

YOUR STRONGEST VOICE IN THE WORLD'S RICHEST MARKET

## The Mastersons

ator of an empire builder, Clem Masterson's eldest daughter, Lenore, is a ruthless ambition; his other daughter, the intricate pattern of their lives. A story played against the background of the post-war America of the "Twenties." The story can be heard in the 5-a-week 15-minute serial or as a half-hour program once a week. Written by Charles Gussman. Availability: Live talent. See above. Appeal: Entire family. Suggested for: Afternoon or evening. Client Suitability: General. Audition Facilities: Transcriptions. Submitted by: Richard Stark & Company, 20, New York.

## Watt and Elmer

Children have a filling station and a machine mile from town. Comedy is taken from customers who come in. 13 weeks of scripts, 5 a week. Endless plot material available. More than 4 characters in the main characters. Availability: Live talent; E. T. Time Units: Fifteen minutes, 3 or 5 weekly. Appeal: Entire family. Suggested for: Late afternoon. Client Suitability: Cereal, oil, any food. Number of Artists: Three or four. Audition Facilities: Transcriptions; will use his talent. Submitted by: Wm. M. Ellsworth.

## The O'Neills

Years of outstanding achievements in the field. C. A. B. and Hooper have proved it. Off the air for the first time and still receiving letters from the country, asking for the rights to the O'Neills. A standard piece of copy for a nation-wide advertiser. Availability: Live talent. Time Units: 5 minutes, 5 times weekly. Appeal: Entire family. Suggested for: Morning or afternoon. Client Suitability: Household. Number of Artists: Average of 6. Audition Facilities: Transcriptions or will use his talent. Submitted by: Wolf Associates, New York, N. Y. See Page 101.

## See the Back Fence

See the philosophy with a war-time character "Sam" is an

American who has come to Canada to settle—but still retains his American accent. Top-flight show for a sponsor who wishes to associate a personality with a product.

Availability: Live talent  
Time Units: 15 minutes, 5 times weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: General appeal  
Number of Artists: 1  
Audition Facilities: Transcriptions  
Submitted by: CKWX, Vancouver, B. C., Can.

## Pa and Ma Smithers

From day to day, Pa and Ma Smithers do the things anyone might do, only Pa and Ma have a little more trouble, resulting in more fun for listeners. The modern, old-fashioned serial story, is set in the little town of Fairview in Spruce County, a locale common to any part of America. Merchandising possibilities unlimited, as sponsor identification and product can be neatly worked into scripts. Availability: Live talent & E. T. Time Units: 15 minutes, 5 weekly. Audience Appeal: Entire family. Suggested for: Morning or afternoon. Client Suitability: General. Number of Artists: 2. Audition Facilities: Transcriptions or will pipe live talent. Submitted by: KRNT, Des Moines 4, Iowa.

## Pasquale C.O.D.

Presented in the Italian language by cast of Metropolitan Italian artists. Humorous ad home-spun activities in experiences of "Pasquale" owner of a small Italian neighborhood grocery. Written and directed by Giulio Amauli who also plays role of "Pasquale." Has played more than 1500 air episodes. Availability: Live talent. Time Units: 15 minutes, 6 times weekly. Suggested for: Evening. Audience Appeal: Entire family. Client Suitability: Italian food products. Number of Artists: 1. Audition Facilities: Transcriptions. Submitted by: WHOM, New York 19, N. Y.

## "Postmistress" Fanny Ellis

The story of a Postmistress in a typical American county seat town adjacent to a Metropolitan center; this is a somewhat different approach to the strip show format containing a considerable folksy comedy content and retaining at the same time all the other elements of entertainment usual to this type of show. The first five scripts are ready and also the synopsis for the first thirteen weeks.

# DRAMATIC STRIP SERIAL

Availability: Live talent & E. T.  
Time Units: 15 minutes, 5 times weekly  
Audience Appeal: Female  
Suggested for: Morning or afternoon  
Client Suitability: Proprietary household or multiple usage product  
Number of Artists: 4 to 6  
Unit Cost: \$1250.00 for first 13  
Audition Facilities: Transcriptions  
Submitted by: Tom Hargis, Hollywood 28, Calif.

(See Page 102)

## The Randalls of Wartime Washington

This series is built around a family which has just moved to Washington. Their experiences—such as finding a place to live, to eat, etc.—lend themselves to hilarious comedy. Bonnie, the young daughter, is an impressionable young thing of sixteen sweet years, and Ethelbert, the love-sick swain who lives down the block, is continually in hot water. A superb cast all round. Availability: Live talent. Time Units: Fifteen minutes, once weekly. Audience Appeal: Entire family. Suggested for: Afternoon or evening. Client Suitability: Furniture, department store, cosmetics. Number of Artists: 4 to 7. Audition Facilities: Transcriptions. Submitted by: WMAL, The Evening Star Station.

## The Return of Nick Carter

This famous character, who has been read by over a billion people since 1886, is destined to top his fiction and motion picture success on the air. A large-scale merchandising campaign in Street and Smith publications support this mystery program. High rating history. Availability: Live talent. Time Units: 15 minutes, 5 weekly. Audience Appeal: Entire family. Suggested for: Evening. Client Suitability: General. Unit Cost: \$2,600 per week for first year, including announcer. Submitted by: Mutual Broadcasting System, New York, N. Y. (See Pages 26, 27)

## Sam Adams; Your Home Front Quartermaster

"Sam Adams" is a quarter-hour transcribed program built around the typical folksy American grocer at a time when

shortages and rationing has sky-rocketed public interest in grocers. 156 episodes available five or three days per week built to help consumers understand the grocers' current problems. Sold on 141 stations to date. On four Hooper tests has average Hooper rating of 9.2. One of the most outstanding day-time transcribed series produced in years. Complete merchandising plan available. Availability: E. T. Time Units: 15 minutes, 5 or 3 weekly. Audience Appeal: Female. Suggested for: Morning or afternoon. Client Suitability: Food accounts selling products through grocery stores. Submitted by: Harry Jacobs Productions, New York 22, N. Y.

## Sweet Evelina

Unique and appealing story of unusual format with a new type of heroine, a singing ingenue who plays her own guitar accompaniment. Story is comedy drama with good plot line and unusual setting. Small cast. Adaptable for either day time or night time show. Written and directed by Fritz Blocki. Availability: Live talent. Time Units: 15 or 30 minutes, 1 or 5 times weekly. Audience Appeal: Entire family. Suggested for: Afternoon or evening. Client Suitability: Any type. Number of Artists: 5 to 7. Audition Facilities: Will pipe live talent. Submitted by: Fritz Blocki Productions, New York 17, N. Y.

## Two Swell Gals

The serial story of two spinster sisters whose daily lives are filled with the excitement of living. Cupid almost causes disaster when a complete uprooting throws the girls into hilarious conflict with certain events. Kate and Min Sheridan will solve a merchandising problem for some sponsor. The story has universal appeal, is clean and lacks any morbid touch. Simple problems of simple lives give a feeling of personal contact with the characters. Availability: E. T. Time Units: Fifteen minutes, 5 times weekly. Audience Appeal: Female. Suggested for: Morning. Client Suitability: Foods, soap, etc. Number of Artists: Never over six. Audition Facilities: Transcriptions. Submitted by: Cruger Radio Productions

# 1944 ★ DRAMATIC SERIES ★ 1945

## The Adventures of Bulldog Drummond

Serialization of the famous Drummond, built a tremendous listening audience for a network sponsor who did so because of war restrictions. Results for over 30 local stations. Excellent rating history. Availability: Live talent. Time Units: 30 minutes, 1 weekly. Appeal: Entire family. Suggested for: Sunday afternoon or evening. Client Suitability: General. Submitted by: Mutual Broadcasting System, New York, N. Y. See Pages 26, 27)

## Adventures of Dr. Worthington, Complex-Hunter

Series of weird dramas combining mystery and adventure, based on eerie and uncanny mental manifestations. Each story reveals strange behaviors, unaccountable facts, fears, prejudices resulting from common and extraordinary mental complexes. The fictitious Dr. Worthington solves these mysteries of the mind in language of the layman. Availability: Live talent & E. T. Time Units: 15 minutes, 5 times weekly. Audience Appeal: Entire family. Client Suitability: General. Number of Artists: Minimum 6. Submitted by: Radio Features of America, New York 19, N. Y.

## The Adventures of Leonidas Witherall

Walter Hampden, the famous American actor, stars in this comedy-mystery series. Leonidas Witherall, in his fictional life, the headmaster of a boy's school, writes mystery stories as a hobby. On many occasions he finds himself involved with criminal cases which so intrigue him that he solves them. Availability: Live talent. Time Units: 30 minutes, once weekly. Audience Appeal: Entire family. Suggested for: Evening. Number of Artists: 4-12. Audition Facilities: Transcriptions or will pipe live talent. Submitted by: WOR, New York 18, N. Y. (See Pages 30, 31)

## Adventures of Sir Kinmore Kinik

Adventures of Sir Kinmore Kinik, is a newspaper artist reporter comedy show that gives the public many a laugh at the ridiculous things one individual can get himself into and still live to tell the tale only to make a better stage setting for himself as well as those he works for. (26 episodes transcribed.) Availability: E. T. Time Units: 15 minutes, 2 weekly. Audience Appeal: Entire family. Suggested for: Evening. Number of Artists: 5-6. Audition Facilities: Transcriptions. Submitted by: Witte Radio Productions, Los Angeles 35, Calif.

8 4 8 6 9 3 5 9  
67 0 1 2 4 1 0 6

**FORGETTING  
FIGURES...**  
*for the moment*



8 2 3 5 7

tics, we think, are nice, and serve a very useful purpose. And the decimal, we believe, has definitely come to stay. But let's put the sliderule gently aside for the moment and measure something which mathematics cannot.

In our stuffier moments, we here at WOR call this something "A-Credo." (Pompous term! Not one-half so hidebound as it sounds) Actually, it's a sort of articulated rule-of-thumb; a pleasant, intimate awareness of WOR listeners' likes and dislikes that has made — is still making WOR's programs welcome visitors in hundreds of thousands of homes.

In plain words, it goes something like this:

It's our aim to be —

**ALERT:** WE DEEM IT OUR BUSINESS TO SENSE WHAT IS OF IMPORTANCE AND INTEREST TO OUR LISTENERS AND TO PRESENT IT PROMPTLY.

**FRIENDLY:** WE THINK OF MILLIONS, BUT WE SPEAK TO THE INDIVIDUAL OR SMALL GROUPS OF INDIVIDUALS. INFORMALITY IS THE KEYNOTE.

**INTELLIGENT:** WE EXPRESS OUR OWN INTELLIGENCE BY RESPECTING THAT OF OUR LISTENER. WHAT WE SAY MUST BE ACCURATE, AUTHORITATIVE.

**IMAGINATIVE:** WE STRIVE TO LEND THE DISTINCTION OF ARTISTIC REFINEMENT AND CREATIVE DIRECTION TO EVERY PROGRAM.

**TOTAL** If we were an advertiser or an agent looking for a show to sell a product, or create a certain state of mind, we'd give more than casual consideration to these qualities which have made WOR so outstandingly successful in doing both.

WOR thinks not only of the size and cost of an audience, but knows — based on more than two decades of experience — what simple but sometimes peculiar ingredients WOR shows us contain to become irresistible and highly welcome visitors in a majority of the 4,683,590 homes with radios into which they are invited every moment of every day.

WOR now has available a wide selection of dramatic, personality, variety, comedy, news and participating programs which are skillfully tailored to entertain, inform and sell hundreds of thousands of people in the most densely-populated territory on the Eastern Seaboard.

*Our address is—*

**WOR**

*the power-full station, at 1440 Broadway, in New York*

## Appointment With Life

Follows the successful pattern of the "My True Story" series that the Blue originated a year ago and sold since the last edition of "Shows of Tomorrow." Each 30-minute show is complete in itself and spotted at 3:30 p.m. EWT over coast to coast Blue, following two successful commercials, it is in an ideal spot for a sponsor who wishes to attract a large women's audience. Stories are based on the files of Dr. Valeria Parker, who has spent her years in consultation work with the problems people face. Naturally, these stories do not reveal names and places but are based on true incidents. An unusual series, ably written and produced.

**Availability:** Live talent  
**Time Units:** 30 minutes, 5 times weekly  
**Audience Appeal:** Female  
**Suggested for:** Morning or afternoon  
**Client Suitability:** General  
**Number of Artists:** 5 to 10  
**Audition Facilities:** Will pipe live talent  
**Submitted by:** Blue Network Co., New York 20, N. Y.

(See Pages 33-36, 60, 62)

## Arthur Hopkins Presents

The program that has been acclaimed an outstanding success by listeners, critics and professionals in the new NBC series, "Arthur Hopkins Presents." Recreating radio versions of his great hits. In the more than thirty years that Arthur Hopkins has spent on Broadway he has been a vital force in the American theater and he now brings his famous plays to life for the enjoyment of the radio audience. This new series, which is under the direction of that famous radio producer, Martin Magner, is adapted for radio by Gerald Holland, and features as nearly as possible the original stars who created the roles. Among the plays and stars already presented in this new NBC series are "Our Town," with Frank Craven; "Philadelphia Story," with Katharine Hepburn; "Anna Christie," with Pauline Lord; "A Successful Calamity," with Philip Merivale and others. "Arthur Hopkins Presents" is perfection in radio dramatics, the finest stage plays perfectly adapted for radio and presented to a thrilled listening public, which is receiving untold enjoyment from theater riches.

**Availability:** Live talent  
**Time Units:** 60 minutes, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** General  
**Number of Artists:** Varied  
**Audition Facilities:** Transcriptions  
**Submitted by:** The National Broadcasting Company, New York, N. Y.

## Author's Playhouse

The success secret of that famous series "Author's Playhouse" is good drama and plenty of variety. This program offers drama adapted for radio from the works of world-famous writers. In giving the listeners good drama with plenty of variety each weekly drama is presented as a separate unit in itself and for variation the director and cast is changed weekly. The wide listener acceptance and popularity of the program has been a springboard that has resulted in two programs, "Road to Danger" and "Hot Copy," finding their own spot on the network. "Author's Playhouse," which offers drama adapted for radio from the works of world-famous writers, is an ideal dramatic show for any sponsor desiring to reach the American Family.

**Availability:** Live talent  
**Time Units:** 30 minutes, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** General  
**Number of Artists:** Varied  
**Audition Facilities:** Transcriptions  
**Submitted by:** The National Broadcasting Company, New York, N. Y.

## Best Short Stories from Liberty Magazine

163 transcribed quarter-hour programs representing the most outstanding short stories that have appeared in Liberty Magazine. Each complete in itself. Each fascinating and different. Prepared by a brilliant cast of New York network artists. Series has been successfully used by Sensation cigarettes, also various independent local advertisers. One of the few network calibre programs available for individual cities on transcriptions.

**Availability:** E. T.  
**Time Units:** 15 minutes, one or more times weekly

**Audience Appeal:** Entire family  
**Suggested for:** Evening and Sunday  
**Client Suitability:** Any type advertiser  
**Number of Artists:** 8  
**Unit Cost:** Upon request

**Audition Facilities:** Transcriptions  
**Submitted by:** Charles Michelson Radio Transcriptions, New York, N. Y.

## The Best Short Story of the Week

"Since radio is in dire need of a dramatic program that will maintain its standard, it is proposed that the best story of all the current publications be chosen each week by three persons who are prominent in the field of literature—known to magazine readers and the radio audience. The purpose of this, of course, is to create confidence in the minds of the listening audience. Naturally, with the great variety of magazines, each containing from three to six stories, it is impossible to have a lack of good material for such a proposed series.

**Availability:** E. T.  
**Time Units:** 30 minutes, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Nationally advertised product

**Audition Facilities:** Transcriptions  
**Submitted by:** Brandt Production Service, Brooklyn, N. Y.

## The Black Book of Tales Out of This World

Weird and exciting tales, dramatically narrated against a background of appropriately styled organ music and sound effects. Using necessary cast of characters for dramatization.

**Availability:** E. T.  
**Time Units:** 30 minutes, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon; evening  
**Client Suitability:** Fuels, beverages, tobaccos, general merchandise  
**Number of Artists:** Minimum of five  
**Audition Facilities:** Transcriptions  
**Submitted by:** National Recording Corp., Chicago 6, Ill.

## Jehosephat Burr, Lawyer

Brand new dramatic half-hour series dealing with the cases of a lovable small town lawyer, who works for humanity

# DRAMATIC SERIES

more than for fees. There's humor as well as pathos in his very unusual office force. Name star will play the lead.

**Availability:** Live talent  
**Time Units:** 30 minutes, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** General  
**Number of Artists:** 5 to 7  
**Audition Facilities:** Will pipe live talent  
**Submitted by:** Basch Radio Productions, New York, N. Y.  
(See Page 101)

## Boston Blackie

Starring Chester Morris and Richard Lane who play Boston Blackie and Inspector Faraday respectively in the famous motion picture series Boston Blackie. Exciting robust sleuthing that has created a huge audience on the network as well as in theaters from coast to coast.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** General  
**Number of Artists:** Approximately 10 and music  
**Audition Facilities:** Will pipe live talent  
**Submitted by:** Frederic W. Ziv Co., Cincinnati 2, Ohio

(See Page 58)

## The "C" Note

The Episodic Story of a "One Hundred Dollar Bill" and its part in the rehabilitation of the Crestfallen or poverty stricken or the stake for genius; Unlimited in characterization and dramatic portent in delineation and development of characters who are recipients of the "C" Note. Very flexible in commercial application.

**Availability:** Live talent  
**Time Units:** 30 minutes, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** General  
**Number of Artists:** Narrator and 3-8  
**Audition Facilities:** Transcriptions  
**Submitted by:** Tom Hargis, Hollywood 28, Calif.

(See Page 102)

## Captains of Industry

52 quarter hours with class dramatizations of such leaders as Carnegie, Westinghouse, Edison, Rockefeller, Du Pont, Astor, Dollar, etc. Full dramas, from childhood to success. Production unexcelled.

**Availability:** E. T.  
**Time Units:** 52 15-minute programs, 1, 2 or 3 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Banks, savings & loan, clothing, mortuaries, drug stores  
**Number of Artists:** 12  
**Audition Facilities:** Transcriptions  
**Submitted by:** Radio Producers of Hollywood, Hollywood 27, Cal.

## Cavalcade of Drama

Twelve dramatized stories of the greatest names in history. "Cavalcade of Drama" deals dramatically and factually with the lives of such personalities as Napoleon Bonaparte, Marie Antoinette, Edgar Allan Poe, Brigham Young, Mary

Stuart, Johann Strauss, etc. These many other famous names may now be brought to the very living room of an American family to live again in reality that is radio. Each story is complete in thirteen episodes. (156 episodes altogether.)

**Availability:** E. T.  
**Time Units:** 15 minutes, 1 to 3 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Department stores, class accounts  
**Audition Facilities:** Transcriptions  
**Submitted by:** C. P. MacGregor, Hollywood 5, California

## Cavalcade of History

This historical series consists of dramatized "Dates-That-Made-History" with introduction and closing of the program a 32-piece band and two very fine vocalists singing semi-classical songs. Programs are varied in interest, tell of "Discovery of Radium," "Invention Electric Light," "Betsy Ross" and "Fence Nightingale." 62 fifteen-minute programs available. Institutional copy offered in connection with this program. 1 merable success stories available.

**Availability:** E. T.  
**Time Units:** Fifteen minutes; 1, 2 or 3 times weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evenings  
**Client Suitability:** Department Stores, Utility Companies, Banks, Opticians, Insurance Companies, etc.

**Number of Artists:** 50  
**Audition Facilities:** Transcriptions  
**Submitted by:** Transcribed Radio Shows, New York 19, N. Y.

## Chance or Judgment

A five minute series featuring famous personalities and unusual occurrences, man's destinies and the results attributable to either chance or judgment... true, authentic drama of famous people all over the world... brilliantly narrated with sound and musical effects.

**Availability:** E. T.  
**Time Units:** 5 minutes, 5 or 6 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning, afternoon or evening

**Client Suitability:** General appeal  
**Number of Artists:** 2  
**Audition Facilities:** Transcriptions  
**Submitted by:** National Recording Corp., Chicago 6, Ill.

## The Cisco Kid

That famous hero of the Southwest "The Cisco Kid," has many a hair-raising adventure in behalf of lovely ladies. His amazingly high appeal for people of all ages dates back to O. Henry, his creation and has been continuously strengthened by movies, books and radio. Today he rides the airwaves with a full half-hour of vivid, authentic action every week.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** General  
**Unit Cost:** \$1,725 per broadcast  
**Submitted by:** Mutual Broadcasting System, New York, N. Y.

(See Pages 26, 27)



The  
**WHY**  
of BLUE Program Progress

*“WE HAVEN’T A  
CLOSED MIND TO  
ANYTHING OR A  
CLOSED DOOR TO  
ANYONE”*

Witness . . .





# Yes, we dared—and we built —and WE SUCCEEDED

( *more than any other network!* )

---

AMERICA has told us she likes the BLUE principle of programming—by ever-increasing BLUE audiences—

American advertisers and advertising agencies have told us so—by buying more and more BLUE-originated programs. For the BLUE has sold *far more* of these programs than any other network.

A conservative was once described as “a man who never does anything for the first time”.

If this is so, then the BLUE Network is decidedly on the non-conservative side, even slightly radical at times—in its approach to programming.

We haven't a closed mind to anything or a closed door to anyone.

Good programs can—and do—come from almost any place. “Breakfast at Sardi's” came out of the new West with all the informal zaniness that more hidebound outfits would never tolerate. It's the

Number 1 morning show on the networks. “The Boston Symphony”, on the other hand, has its roots deep in America's most stolid and cultured East. It's America's most respected and oldest (in continuous performance) of all symphony orchestras.

These are extremes—with all manner of programs in between, from such tried-and-proven troupers as Paul Whiteman and Cliff (Ukulele Ike) Edwards to “Creeps By Night” which presents horror in its finest form, and “Hop Harrigan” and “Land of the Lost” which mingle story and fantasy for America's youngest generation.

All have a common denominator, a constant search for talent among writers, performers and producers—and a touch of vision that permits us to be different—so long as the basic ingredients of good showmanship are always present.

*There are still some mighty good shows open for sponsorship.  
You'll find them listed on the next two pages.*





# THE BLUE BOOK OF SHOWS

## BLUE-PACKAGED\* PROGRAMS SOLD—AND FOR SALE

[PROGRAM]	[DESCRIPTION]	[SPONSOR]
<i>Adventures of the Sea Hound</i> . . .	Juvenile adventure serial with setting on high seas and in South American ports.	For Sale
<i>Appointment with Life</i> . . . . .	Dramatization of real-life problems, taken from files of Dr. Valeria Parker.	For Sale
<i>Gay Armen</i> . . . . .	The "silk-and-satin voice"—singing old and new favorites.	For Sale
<i>Baby Institute</i> . . . . .	A "Baby Clinic" of the air presented by recognized child doctors and psychologists.	For Sale
<i>The Boston Symphony</i> . . . . .	America's oldest and most respected symphonic orchestra conducted by the distinguished Serge Koussevitzky.	Allis-Chalmers
<i>Breakfast Club</i> . . . . .	A daytime leader for 12 years starring Don McNeill in music and wit.	{ Swift Co. Kellogg Co.
<i>Breakfast at Sardi's</i> . . . . .	Radio's Number One morning show, starring Tom Breneman in audience participation antics.	{ Kellogg Co. Procter & Gamble
<i>Chaplain Jim</i> . . . . .	Life in Army as seen through eyes of a two-fisted chaplain.	For Sale
<i>Chamber Music Society of Lower Basin Street</i> . . . . .	Glorified jam session. Magnificent lampooning of the long-haired and pompous.	Andrew Jergens Co.
<i>Cliff Edwards</i> . . . . .	The one-and-only Cliff Edwards (Ukelele Ike) with haunting old and new songs.	For Sale
<i>Coast to Coast on a Bus</i> . . . . .	Children's variety show—on air 20 years—featuring Milton Cross and Madge Tucker.	For Sale
<i>Correspondents at Home and Abroad</i> . . . . .	Pick-ups of latest news and comment of Blue correspondents here and overseas.	For Sale
<i>Counterspy</i> . . . . .	Exciting dramatization on espionage activities and how G-men surmount them. Action-packed!	Mail Pouch Tobacco Co.
<i>Creeps By Night</i> . . . . .	Horror at its finest—and most fascinating. With top names from the "chill" industry.	For Sale
<i>Dick Tracy</i> . . . . .	Juvenile—the adventures of the Ace Detective—one of America's favorite comic-strip characters.	Sweets Company of America
<i>Funninger</i> . . . . .	The Master Mentalist—whose feats astound all America.	Kem-Tone
<i>Earl Godwin</i> . . . . .	The "down-to-earth—up-to-the-minute" news commentator.	Hastings Mfg. Co.
<i>Eddie Condon's Jazz Concert</i> . . . . .	"Jam Sessions" from Town Hall, with celebrated guest stars on every instrument.	For Sale
<i>Ethel &amp; Albert</i> . . . . .	The trials and tribulations of a young married couple. Human, compelling.	For Sale
<i>Fish Pond</i> . . . . .	A quiz program with a really different twist—and chock full of laughs.	For Sale
<i>Fun Valley</i> . . . . .	Al Pearce combines comedy, music and drama—built around one of radio's favorite personalities.	Dr. Pepper Co.
<i>Gil Martyn</i> . . . . .	Popular news summary late each morning—timed for a big audience.	Kellogg Co.
<i>Gello Sweetheart</i> . . . . .	Nancy Martin, a G.I. favorite, sings lilting request numbers for service men.	Gum Laboratories
<i>Top Harrigan</i> . . . . .	Dramatic, timely "kid's show," geared to the growing interest in aviation.	For Sale
<i>George Hicks</i> . . . . .	The commentator who made radio history by his dramatic broadcasts from the deck of an invasion warship.	For Sale

(CONTINUED ON NEXT PAGE)

\* We acknowledge with gratitude the able assistance of America's leading production agencies in helping us build many of these shows. Among them are:

- |                  |                         |                           |                          |                  |                 |
|------------------|-------------------------|---------------------------|--------------------------|------------------|-----------------|
| James Appel      | Marjorie Fisher         | King-Trendle              | Music Corporation        | Al Pearce        | Aaron Steiner   |
| Walter Batchelor | General Amusement Corp. | Phillips Lord             | National Concert Artists | Jim Sauter       | Tom Stix        |
| Bill Brown       | Mark Goodson            | Robert Maxwell Associates | Corp.                    | Scheek-Dahlman   | Transamerican   |
| Bill Cotten      | Abel Green—"Variety"    | Virginia McMullin         | Frank Norris             | Bernard Schubert | Tom Wallace     |
| Paul Cowan       | Bill Hardy              | Raymond R. Morgan & Co.   | Johnnie O'Connor         | Lee Segall       | Bob White       |
| Edmond Duval     | Anne and Frank Hummert  | William Morris            | James Parks              | Henry Souvaine   | Wolf Associates |

—and our apologies and thanks to anyone we've forgotten!

# More Blue-Packaged Programs Sold—and For Sale

[PROGRAM]	[DESCRIPTION]	[SPONSOR]
<i>Humbarb Family</i>	Gospel songs and music presented in rhythmic manner by the six Humbarbs.	For Sale
<i>It's Murder</i>	Weekly dramatizations of mystery and murder produced in cooperation with National Safety Council.	For Sale
<i>John B. Kennedy</i>	One of country's earliest and foremost analysts in a news-and-views series.	Harvel Watch Co.
<i>Kiernan's News Corner</i>	Daily news commentary featuring humorous analyst Walter Kiernan.	Sweets Co. of America
<i>Ladies Be Seated</i>	Ed East & Polly in high-rated audience participation show. Games and fun.	For Sale
<i>Land of the Lost</i>	Highly imaginative children's story about kingdom under sea, by Isabel Manning Hewson.	For Sale
<i>Leland Stowe</i>	Matter-of-fact, precise news analyses by the famed world-travelled commentator.	Grove Laboratories { Nat. Board of Fire Underwriters
<i>Life of Riley</i>	William Bendix of stage and screen in hilarious dramatization of typical American family.	American Meat Institute
<i>Listen The Women</i>	New and different combination quiz and discussion program about, by, for women. Janet Flanner as M. C.	For Sale
<i>Living Should Be Fun</i>	Series on the fun in healthful eating, conducted by Carlton Fredericks, nutrition expert.	For Sale
<i>Meet Your Navy</i>	Variety musical produced at Great Lakes Naval Training Station featuring ex-radio regulars.	Hall Brothers
<i>Metropolitan Opera</i>	Weekly broadcasts direct from the stage of the world-famous Metropolitan Opera Company.	Texas Co.
<i>Musical Mysteries</i>	Audience participation show with dramatized mystery skits based on musical cues.	For Sale
<i>My True Story</i>	Dramatized true stories from publication of same name; complete in each broadcast.	Libby, McNeill & Libby
<i>Don Norman Show</i>	Audience-participation show filled with stunts and gags. Don Norman emcees.	For Sale
<i>On Stage Everybody</i>	New kind of variety show giving undiscovered professional talent a chance to fame.	For Sale
<i>Piano Playhouse</i>	Miniature musical featuring three pianos telling a story in music.	For Sale
<i>Philco Radio Hall of Fame</i>	Brilliant, full-hour variety program featuring Paul Whiteman and galaxy of stars.	Philco Corp.
<i>Philco Summer Hour</i>	Variety hour starring Paul Whiteman, singers Ilene Woods, Bob Johnson, and others.	Philco Corp.
<i>Sammy Kaye's Tangee Serenade</i>	The king of "swing and sway" in a lively, entertaining musical program.	George W. Luft Co.
<i>Sez You</i>	"Slang Quiz" show featuring three celebrated Chicago newspaper wits.	For Sale
<i>Swing Shift Frolics</i>	Variety show featuring talented war workers; Lucy Monroe, emcee; Joe Rines' Orchestra.	For Sale
<i>Ted Malone</i>	Intimate, authentic interviews and stories from overseas, featuring radioman Ted Malone.	Westinghouse
<i>Terry &amp; the Pirates</i>	Juvenile adventure series centering around favorite characters of popular comic strip.	Quaker Oats
<i>Those Good Old Days</i>	Nostalgic variety show with "Gay Nineties" songs and stars who made them famous.	For Sale
<i>Time Views the News</i>	Westbrook Van Voorhis with news gathered by 200 Time and Life Correspondents.	Welch Grape Juice Co.
<i>Town Meeting of the Air</i>	Radio's acclaimed forum program with George V. Denny, moderator and distinguished guests.	Reader's Digest
<i>Variations by Van Cleve</i>	Favorite melodies as conceived by one of the nation's outstanding arrangers and conductors, with Kay Armen, singer.	For Sale
<i>Watch the World Go By</i>	Up-to-the-minute news comment by leading newscasters.	Ford Motor Co.
<i>Weekly War Journal</i>	Sunday round-up of all the war news—featuring Blue correspondents at home and abroad.	For Sale
<i>Harry Wisner</i>	Sports commentary by one of the nation's top-flight sports reporters.	For Sale

## The Blue Network

AMERICAN BROADCASTING SYSTEM, INC.

## Classified

minute dramatic-comedy series  
ance (listening) tie-up, looking in  
pers and finding the advertise-  
in e classified columns that was  
naliz. Scripts written by Robert

Unit: 15 minutes, 1 or 3 times week-  
ly  
Appeal: Entire family  
for: Afternoon or evening  
Stability: General  
Artists: 5  
Facilities: Transcriptions  
by: Irving Strouse, New York,

## Creeps by Night

Written, well-produced, "Creeps  
has become one of the major  
ror series on the air. Keyed  
ge audience which always  
ut this type of show, "Creeps"  
ame guest stars in a weekly  
nt story which searches into the  
t, mysterious and supernatural!

Unit: 30 minutes, once weekly  
Appeal: Entire family  
for: Evening  
Stability: General  
Artists: 5 to 10  
Facilities: Will pipe live talent  
by: Blue Network Co., New  
York, N. Y.

See Pages 33-36, 60, 62)

## Curtain Call

hour bill-of-fare which embodies  
ought format for smooth presen-  
d quest stars for which planning  
s of sponsors have been looking;  
ted of 3 outstanding audience ap-  
test ingredients: fine orchestral  
brilliantly narrated, true life  
of the guest star which grips the  
er with suspenseful guessing to the  
end and pays off with the guest star  
erse; plus the challenge, through  
e his in previous broadcast teasers,  
city etc., as to the next guest star's  
ity. Guest stars to be chosen from  
lar of industry, science, literature,  
spo and occasional stage, screen  
dic headliners. Offers superb op-  
nity for fulfilling war-inspired de-  
l b presenting military personnel  
ha distinguished themselves and  
cotry in the services.

Unit: One-half hour, once a week.  
Appeal: Entire family  
for: Evening or Sunday after-  
Stability: All types

Artists: Narrator, guest, or-  
chestra  
Facilities: Presentation and  
scripts  
by: Neblett Radio Productions,  
Chicago 1, Ill.

(See Page 96)

## Curtain Time

series of plays written and directed  
Minva W. Davenport, writer and  
ess well known in both the radio and  
ric fields. Rated as one of the best  
n in this area, "Curtain Time"  
res productions ranging from love  
and modern comedies all the way  
n blood curdling horror mysteries.  
ery popular presentation drawing ex-  
t audience response.

Unit: 30 minutes, once weekly  
Appeal: Entire family

Suggested for: Evening  
Client Suitability: Any home product, also  
institution  
Number of Artists: 3 to 8  
Audition Facilities: Transcriptions  
Submitted by: WTTM, Trenton 8, N. J.

## The Damon Runyan Show

Damon Runyan's famous stories in-  
cluding The Lacework Kid, The Big Street,  
Butch Minds the Baby, Little Pinks, Princes  
O'Hara, Little Miss Marker, and intro-  
ducing those lovable characters Tobias  
the Terrible, Harry the Horse, Ropes  
McGonigle, Dancing Dan, the Lemon  
Drop Kid, Good Time Charley, Angie the  
Ox. From the pages of Colliers and  
Runyan's best selling books and top-  
gross pictures.

Availability: Live talent  
Time Units: 30 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: All types  
Number of Artists: 10 plus music  
Audition Facilities: Will pipe live talent  
Submitted by: Frederick W. Ziv Co., Cin-  
cinnati 2, Ohio

(See Page 58)

## Dark Magic

A program of weekly-half-hour drama-  
tizations of original horror stories. Each  
episode complete. Merchandising possible  
through tieups on books used, and by  
novelty tie-up angles.

Availability: Live talent and E. T.  
Time Units: 30 minutes, once weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: Any client  
Number of Artists: 5 to 7  
Audition Facilities: Transcriptions  
Submitted by: WMPS, Memphis 3, Tenn.

## Death from Below

"Death from Below" is a weekly drama-  
tic show that keeps the listener in-  
terested from start to finish. It deals with  
a large under-sea boat owned by the  
mysterious London surgeon who unknown  
to but a few, has re-discovered the lost  
continent of "Atlantis" and has built his  
headquarters there for research work.  
This show is not a juvenile type mystery  
but built for the adult fan.

Availability: E. T.  
Time Units: 30 minutes, once weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon or evening  
Client Suitability: Almost any retail store  
Number of Artists: 4 or 5  
Audition Facilities: Transcriptions  
Submitted by: Jack Parker and Associates,  
Hollywood 28, Calif.

## The Eagle of the Sea

"The Eagle of the Sea" is a stirring  
dramatic series based on the life of Lord  
Horatio Nelson. Commencing from the day  
Nelson is born, and ending with his  
death. "The Eagle of the Sea" vividly por-  
trays his successes, his famous romance  
with Lady Hamilton, and a less spectac-  
ular side of his career—his genius in mak-  
ing sweeping changes to the condition of  
the Navy at that time. It is produced with  
an all-star Australian network cast. With  
the exploits of the British and American  
Navy occupying the limelight these days,  
this is a series meriting more than casual  
consideration.

Presentation: E. T.  
Available Time Units: 15 minutes, 1-2-4  
times weekly (52 episodes)  
Audience Appeal: Entire family  
Suggested for: Evening  
Number of Artists: About 40

# DRAMATIC SERIES

Unit Cost: Based on market, station  
Audition Facilities: Transcriptions  
Submitted by: Kasper-Gordon, Inc., Boston  
16, Mass.

(See Page 86)

## Family Doctor

The dramatic episodes presented in this  
true-to-life series of programs are taken  
from the personal experiences of a greatly  
beloved and respected Family Doctor who  
has practised most of his life in a typical  
home-loving community in the Northwest.  
Each program reflects the highest degree  
of human interest, combining pathos and  
humor. There are 39 episodes

Availability: E. T.  
Time Units: 15 minutes, once weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon or evening  
Client Suitability: General  
Audition Facilities: Transcriptions  
Submitted by: Spot Sales, Inc., New York,  
N. Y.

## Famous Fathers

"America's Famous Fathers" is a drama-  
tic-interview series starring big name  
personalities, one on each show, such as,  
Admiral Byrd, Lowell Thomas, Deems  
Taylor, Otis Skinner, Lauritz Melchior, and  
others. Howard Lindsay, star of "Life  
With Father" is emcee. He interviews  
the "guest father" each week, and when  
the interview leads up to some important  
event in the life of the guest, program  
fades into an actual dramatization of  
that event. Stories are full of comedy,  
human interest and pathos, and all are  
actual fact.

Availability: E. T.  
Time Units: 15 minutes, once or twice  
weekly  
Audience Appeal: Entire family  
Suggested for: Sunday afternoon or eve-  
ning  
Client Suitability: General  
Number of Artists: 5 to 15

Cost: Based on market used and station  
power. From \$5 per program up  
Audition Facilities: Transcriptions  
Submitted by: Kermit-Raymond Radio Pro-  
ductions, New York 22, N. Y.  
(See Page 82)

## Federal Agent

"Federal Agent," with each story com-  
plete in itself, capitalizes to the fullest  
extent on the world-wide interest and  
publicity popularity in national govern-  
ments controlling subversive, espionage  
and criminal activities. Stories are of in-  
ternational character, and deal with U. S.  
Federal Bureau, Scotland Yard and Can-  
adian Royal Police. An excellent "crime  
doesn't pay" vehicle to captivate old and  
young alike.

Availability: E. T.  
Time Units: 15 minutes, 1, 2 and 3 times  
weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon or evening  
Client Suitability: Retail outlets  
Number of Artists: 5 to 7  
Audition Facilities: Transcriptions  
Submitted by: G. C. Bird & Associates,  
Hollywood 28, Calif.

## For Gallantry in Action

"For Gallantry in Action" is a studied  
local program featuring the exciting dra-  
matized stories of Washington's heroes.  
The stories are authentic reproductions of  
bravery in every field of war written by  
two well-known writers on the Washing-

ton Evening Star. Families are furnished  
with recordings of program

Availability: Live talent; E. T.  
Time Units: Fifteen minutes; once or twice  
weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon or evening  
Client Suitability: Furniture, Department  
Store, Shoe Company, etc.  
Number of Artists: Five to ten  
Audition Facilities: Transcriptions  
Submitted by: WMAL, The Evening Star  
Broadcasting Co.

## Grantland Rice Sport Stories

Famous American sport stories come to  
life as Grantland Rice, Dean of American  
Sports Writers, sets the picture for stories  
he selects from the great fictional pieces  
written about the sporting world. Adapted  
for radio by Gerald Holland, Grantland  
Rice's inexhaustible knowledge of the  
sporting world flavors this program with  
the practical touch of one who can say  
of almost any sporting event "I know—I  
was there." A thrill-packed half-hour  
bringing to life the exciting drama of the  
finest fictional stories of the great Ameri-  
can sports. Here is a program that will  
deliver to a sponsor that great, loyal au-  
dience of America's sports followers, plus  
a large family audience that will be  
attracted by the fine dramatic presenta-  
tion of these truly American stories.

Availability: Live talent  
Time Units: 30 minutes, once weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon  
Client Suitability: General or inst.  
Number of Artists: Varied  
Audition Facilities: Transcriptions  
Submitted by: The National Broadcasting  
Company, New York, N. Y.

## Hidden Clues

"Hidden Clues" is a new type of mys-  
tery serial, specifically woven for a  
sponsor's product and featuring the fic-  
tional detective, Rodney Jamison.

Presentation: Live talent  
Available Time Units: 30 minutes, once  
weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Number of Artists: 10  
Unit Cost: \$1500 per week  
Audition Facilities: Transcriptions; Will  
pipe live talent  
Submitted by: Radio House, Inc.

## Hidden Wealth

This is a 15-minute program dealing  
with the interesting theme of dormant  
bank accounts. The program has been  
developed with the assistance of the  
State Banking Department in locating ab-  
sent depositors for the money awaiting  
them, or their heirs, in forgotten deposits.  
Human interest stories are told about these  
people and names are broadcast of miss-  
ing people who still have money in the  
bank

Availability: Live talent; E. T.; both  
Time Units: 15 minutes, twice weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: Jeweler, insurance, etc.  
Number of Artists: 3  
Audition Facilities: Transcriptions  
Submitted by: Cruger Radio Productions



- ③ Coverage of . . . *one out of every two radio homes* in the U. S.
- ③ Coverage in . . . markets where families have a buying power *more than one-third higher* than the nation's average
- ③ Coverage that . . . any advertiser can secure by using these 11 essential stations in these 11 essential markets . . .

WEAF New York	KOA Denver
WRC Washington	KPO San Francisco
WMAQ Chicago	WBZ-A Boston-Springfield
KDKA Pittsburgh	WGY Schenectady
WTAM Cleveland	KYW Philadelphia
WOWO-WGL Fort Wayne	

Advertisers who want a bigger share of the people with active purses . . . receptive ears . . . in responsive markets should consider the above facts. Remember: millions automatically turn to these 11 essential stations to hear their favorite programs.

For further evidence on "must" coverage . . . data on audiences, successes, time available, costs . . . call your nearest NBC Spot Sales Office listed below.



# 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

## Hollywood Academy Theater

Half-hour dramatic and comedy shows featuring Hollywood motion picture top talents and finest supporting players. Original stories. Each episode complete in itself.

Availability: E. T.  
Time Units: 30 minutes; 1 weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: Food—department store—class accounts  
Auction Facilities: Transcriptions  
Submitted by: C. P. MacGregor, Hollywood 5, Calif.

## Hollywood Radio Theater

An outstanding program offering the highest quality half-hour transcribed dramatic show built on the same format as the leading dramatic network programs, featuring Hollywood's biggest stars including Brian Hopkins, Joan Bennett, Herbert Marshall, Carole Landis, Roddy McDowall, Margo Tufts, Margo, Jon Hall, etc. A news promotional tie-up in the way of plays, newspaper copy, etc. Original stories by top radio writers.

Availability: E. T.  
Time Units: 30 minutes, once weekly  
Suggested for: Evening  
Client Suitability: Class accounts  
Auction Facilities: Transcriptions  
Submitted by: C. P. MacGregor, Hollywood 5, Calif.

## Honor the Law

Series of thirty-nine completed quarters based on the adventures of our patrol police in an average American city. Thrilling adventures of the "District Attorney" type of show, well-planned and well-produced. Will build audience following among men and

Availability: E. T.  
Time Units: 39 quarter-hour episodes  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: Clothing stores, department stores, breweries, bakeries, etc.  
Number of Artists: 4 to 6  
Auction Facilities: Transcriptions  
Submitted by: Harry Jacobs Productions, New York 22, N. Y.

## The House of Horror!

Series; a half-hour show written by E. T. Spenser who is now writing and directing the "Suspense" network series. Offers a gripping, tense program for eight weeks has cultivated a following. Each story directed with top talent; top direction

Availability: Live talent  
Time Units: Thirty minutes; once weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: National account  
Number of Artists: Four to nine  
Auction Facilities: Transcriptions; will accept live talent  
Submitted by: WMAL, The Evening Star Broadcasting Co.

## How It Started

The program is based on Miss G. Bell Features Syndicated column of the same name. Miss Newton narrates to introduce several high-drama stories dealing with the original things we say and do every day

—in other words, the romance of common things. Guest on each program will be someone outstanding in his own field.

Availability: Live talent  
Time Units: 15 or 30 minutes, once or more weekly  
Audience Appeal: Entire family  
Suggested for: Saturday morning, afternoon or evening  
Client Suitability: General  
Number of Artists: Narrator and a dramatic cast and music  
Auction Facilities: Transcriptions  
Submitted by: Richard Stark & Company, New York 20, N. Y.

## The Human Adventure

Written, produced and directed by the University of Chicago, this is an outstanding series of dramatic stories based on the four main categories of human knowledge. Past history on air proves power of show to build high ratings and mail response.

Availability: Live talent  
Time Units: 30 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: Institutional  
Number of Artists: Ten actors and 28-piece orchestra  
Unit Cost: \$3,000 per broadcast. Includes script, etc.  
Submitted by: Mutual Broadcasting System, New York, N. Y.  
(See Pages 26, 27)

## I Can't Forget

15-minute or half-hour program devoted to strange experiences told by actual participants. Stories take in the entire cycle from G. I. partings to the supernatural. Splendid tie-in for national sponsorship. Audience participating

Availability: Live talent; E. T.  
Time Units: 15 or 30 minutes; once to five times weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: Any popular priced commodity with national distribution  
Number of Artists: Varies, except for M. C.  
Auction Facilities: Transcriptions  
Submitted by: Cruger Radio Productions

## Imperial Leader

The dramatized life story of Winston Spencer Churchill, England's fighting Prime Minister. Produced in Australia with an all-star Australian network cast, this show tells of Churchill's early boyhood, follows his experiences in the Army, his first political speech, throughout his colorful career, and up to the present day in wartime England. One of the greatest programs of all time, tying up with headlines Churchill constantly makes. Sold for broadcast throughout Canada to George Weston, Ltd., Cracker Manufacturer. Other sponsors include: Embury-Riddle School of Aviation, Miami, Fla.; Richmond Dry Goods, Richmond, Va.; El Paso Light & Power, El Paso, Texas; Old Regal Beer & Ale, New Orleans, La.; James Allan & Co., Jewelers, Charleston, S. C.; W. G. Avery Body Co., Jackson, Miss.; and others. 52 one-quarter hour shows.

Availability: E. T.  
Time Units: 15 or 30 minutes, 1, 2, 3, 5 weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: Any kind of advertiser

# DRAMATIC SERIES

Number of Artists: About 40  
Unit Cost: Based on population of market, power and rates of station used  
Submitted by: Kasper-Gordon, Inc., Boston 16, Mass.  
(See Page 86)

## In His Steps

A dramatization of the famous novel of the same title that has sold more than 22 million copies. Full orchestral theme and backgrounds augmented by 34-voice choir. Has sold department stores, furniture, banks, investments, lumber, mortuaries and memorial parks, men's clothing, jewelers, hardware, dentists, furs, and will sell any commodity that requires dignity and rapid building of enthusiastic listening audiences. 26 Episodes

Availability: E. T.  
Time Units: 30 minutes, once weekly.  
Audience Appeal: Entire family  
Suggested for: Afternoon or Evening  
Client Suitability: Any requiring prestige and dignity  
Number of Artists: 10  
Auction Facilities: Transcriptions  
Submitted by: Edward Sloman Productions, Hollywood 28, Calif.

## Innocence Threadleaf

"Innocence Threadleaf" is a spinster, whose vocation is crime detection. If clients don't come to the small detective agency, she and her young attractive secretary go out and find them. Each adventure is a complete installment and contains action, suspense and mystery, plenty of laughs, occasional love interest, observations and opinions on life, men, and all the sundry, by "Innocence Threadleaf."

Availability: Live talent  
Time Units: 30 minutes, once weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: All types  
Number of Artists: 5  
Auction Facilities: Script  
Submitted by: Brandt Production Service, Brooklyn 29, New York

## Irving Strouse's Invisible Theater

Half-hour dramatic show of the macabre; eerie, fantastic, unusual, and world of make believe; written and produced by Irving Strouse

Availability: Live talent  
Time Units: 30 minutes, once weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon or evening  
Client Suitability: General  
Number of Artists: 5  
Auction Facilities: Will pipe live talent  
Submitted by: Irving Strouse, New York, N. Y.

## It's a Small World

Audience participation — dramatizing best stories sent in of coincidences that bring about unusual events in the lives of those who experience them. Stories can be dramatized by a small cast, or letters read—sometimes using the writer—if personality warrants.  
Availability: Live talent

Time Units: 15 or 30 minutes, once or more weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon or evening  
Client Suitability: General  
Number of Artists: 2 or 4  
Auction Facilities: Transcriptions  
Submitted by: Gordoni Radio Productions, Chicago 5, Ill.

## Journeys Into Fear

Half-hour suspense-horror type of broadcast starring Peter Lorre. Program emanates from the Pacific Coast.

Availability: Live talent  
Time Units: Half hour  
Audience Appeal: Female, male  
Suggested for: Evening  
Number of Artists: 8  
Cost: \$3,000  
Submitted by: Norman Winter, 509 Madison Ave., New York 22, N. Y.  
(See Pages 44, 100, 105)

## Judge Trigger

The story of a crotchety old gentleman who refuses to believe that the electric light and everything else invented since that is here to stay. Pure comedy with a middle western setting and a Vic and Sade flavor. Written by Charles Gussman.

Availability: Live talent  
Time Units: 15 to 30 minutes, once or more weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon or evening  
Client Suitability: General  
Number of Artists: Five actors per script and music  
Submitted by: Richard Stark & Company, New York 20, N. Y.

## Killers of the Sea

Killers of the Sea, deals in espionage, deep sea entanglements with sharks, swordfish, foreign agents, sunken treasures, with a young secret service girl and the hero who is a strong believer of clean living. 39 episodes.

Availability: E. T.  
Time Units: 15 minutes, twice weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: General, bakery, candy, clothing, cereal  
Number of Artists: Average five or six  
Auction Facilities: Transcriptions  
Submitted by: Witte Radio Productions, Los Angeles 35, Calif.

## Klondike

39 quarter hours transcribed. Story of goldrush days in the Yukon. Plenty of action. Offers strong possibilities because of current public interest in Alaska. Written by Hector Chevigny, author of the book, "Prince of Alaska"

Availability: E. T.  
Time Units: 15 minutes, once weekly.  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: Non-luxury product  
Number of Artists: 8  
Auction Facilities: Transcriptions  
Submitted by: Ralph L. Power



# Live wires...

To be a live station takes *live* talent.

KMOX (a live station, indeed) has some exceptionally live talent. So lively that it steals the show—and audience—from six other St. Louis stations every weekday morning.

We point to such KMOX personalities as news analyst *W. R. Wills*... *Jane Porter* (whose *Magic Kitchen* now has its highest rating)... and hillbilly singer *Sally Foster and the Ranchers*. They're all heard before noon. They all capture the *biggest* share of listeners—and two of them are opposite a nationally heard network show.

Their high Hoopers are typical of KMOX popularity during the whole morning, 8 A.M. to 12 noon, Monday-through-Friday. The latest Hooper tally (Winter-Spring, 1943-44) gives KMOX an almost clean sweep of 14 listener "firsts" out of the 16 quarter-hour periods rated.

This same dominance prevails throughout the day, with KMOX holding an average day-and-night audience 19% greater than that reached by the second-best station in St. Louis.

Not only are KMOX-originated live shows the frequent first choice of listeners, but 87% of all KMOX-Columbia Network programs—day and night—win higher Hooper ratings in St. Louis than they do nationally.

Advertisers, naturally, make KMOX their first choice, give it more commercially-sponsored quarter-hours than any other of the six stations serving this area. And, besides audience, KMOX also offers them St. Louis' most extensive array of radio talent, production skill and facilities.

All this (and ratings, too) are yours to command. For live-wire, sure-fire results in St. Louis—and the rich market surrounding it—call us or Radio Sales.

Represented by Radio Sales,  
the SPOT Broadcasting Division of CBS



# KMOX

COLUMBIA OWNED

50,000 watts

THE VOICE OF ST. LOUIS



## Krime Plan

KO's oldest MOST popular live talent show. Only original scripts are used. Half hour of thrills and chills by an especially fine cast of experienced talent.

**Availability:** Live talent and E. T.  
**Time Units:** 30 minutes, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** General  
**Number of Artists:** Nine  
**Audition Facilities:** Transcriptions  
**Submitted by:** KOIL, Omaha, Nebr.

## Lands of the Free

This public service series, whose basic theme deals with man's search for freedom, a dramatization of Inter-American star built around guarantees of the Charter. "Lands of the Free" does not merely to trace the history of the Western Hemisphere, through a succession of dates, wars and heroes, but so calls attention to developments throughout the Americas of the concepts and access of freedom in its wide ramifications.

**Availability:** Live talent  
**Time Units:** 30 minutes, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon or evening  
**Client Suitability:** Inst.  
**Number of Artists:** Varied  
**Audition Facilities:** Transcriptions  
**Submitted by:** The National Broadcasting Company, New York, N. Y.

## Looking Forward

Rehabilitation theme to inspire war, government and civilian organizations to step up with medical discharges find they enjoy once again in a workaday world. Dramatized programs should show the histories and possibilities of the future of the ex-servicemen themselves and public and private agencies in achieving this home-front goal.

**Availability:** Live talent and E. T.  
**Time Units:** 30 minutes, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Public service series  
**Audition Facilities:** Script  
**Submitted by:** Brandt Production Service, Brooklyn, N. Y.

## Love Story

Romance, with the screen's great lover, Gene Lederer in the leading role. A half-hour series of love tales told in the best mood manner, with a cast composed of the screen's best names in support of the lead.

**Availability:** Live talent  
**Time Units:** 30 minutes, once weekly  
**Audience Appeal:** Female  
**Suggested for:** Afternoon or evening  
**Client Suitability:** Fashions, women's wear, cosmetics  
**Number of Artists:** 3-4  
**Audition Facilities:** Transcriptions  
**Submitted by:** National Concert and Artists Corporation, New York 22, N. Y.  
(See Page 84)

## Love Tales

Decades of modern life, each a story made in itself, with different backgrounds, different problems, a novel solution, powerful climax. A beautiful love story in a minute and a half at the opening of closing supplies a delicate background for commercial credits. Thirty-nine episodes.

**Availability:** E. T.  
**Audience Appeal:** Adult family  
**Suggested for:** Afternoon or evening  
**Client Suitability:** General  
**Audition Facilities:** Transcriptions  
**Submitted by:** Spot Sales, Inc., New York, N. Y.

## The Meal of Your Life

"The Meal of our Life" is a dramatic variety show featuring such big name personalities as Elsa Maxwell, Gertrude Lawrence, Ilka Chase, Burgess Meredith, George Jessel, Rosemary Lane, Ned Sparks, Paul Lukas, and many others of equal name value. On each show a different guest star (in some cases more than one) appears with an outstanding supporting cast of Broadway and Hollywood talent. Each program re-enacts an important meal in the life of the guest, a meal they remember most vividly for something that happened on the occasion. A complete merchandising and publicity campaign goes with the show. Cookbooks are given away each week, at no cost to sponsor.

**Availability:** Live talent & E. T.  
**Time Units:** 30 minutes, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Sunday afternoon or evening  
**Client Suitability:** Food products, beverages and home appliances  
**Number of Artists:** 8 to 16  
**Cost:** \$4,000 weekly for live network show; one-quarter of "A," one time rate of station used as syndicated transcribed show.  
**Audition Facilities:** Transcriptions  
**Submitted by:** Kermit-Raymond Radio Productions, New York 22, N. Y.  
(See Page 82)

## Modern Romances

Fascinating, warmly human radio dramatizations of the true stories of real people from the pages of Modern Romances Magazine. Each quarter-hour a complete story. These skilfully written, convincing dramas are slices of life with a broad appeal to a mass audience. All-star casts include the biggest names of stage and radio. 156 quarter-hours, maximum time for commercials. Unusually complete promotion and publicity kit supplied plus tie-ins with Modern Romances Magazines if desired.

**Availability:** E. T.  
**Time Units:** 15 minutes; 1, 2 or 3 times weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon or evening  
**Client Suitability:** Bakeries, food stores, department stores, utilities, clothing, etc.  
**Number of Artists:** Variable  
**Audition Facilities:** Transcriptions  
**Submitted by:** NBC Radio-Recording Division, New York 20, N. Y.  
(See Page 20)

## Mutiny on the High Seas

A collection of the most famous mutinies and pirates of history. These twelve complete stories (13 episodes each) are historically authentic, and dramatized to reveal the true personalities of the most famous buccaneers of history . . . Henry Morgan, Jean LaFitte, Captain Kidd, Captain Bligh (Mutiny on the Bounty), etc.

**Availability:** E. T.  
**Time Units:** 15 minutes, 1 to 3 times weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon or evening  
**Client Suitability:** Men's and Boys' products  
**Audition Facilities:** Transcriptions  
**Submitted by:** C. P. MacGregor, Hollywood 5, California

## My Prayer Was Answered

Thirty-nine complete episodes quarter-hour programs built around true experiences. Taken from actual newspaper accounts, and letters from listeners, poignant with realism. This distinctive program is a sincere effort to present the basic human emotions in a new dramatic setting. A program by—and of the people. One of the best produced transcribed show ever built. This program

# DRAMATIC SERIES

stars Hanley Stafford, better known as "daddy" in the Maxwell House Coffee program.

**Availability:** E. T.  
**Time Units:** 30 quarter-hour programs, once or more weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning, afternoon or evening  
**Client Suitability:** Banks, funeral parlors, furniture stores, etc.  
**Number of Artists:** 4 to 6  
**Audition Facilities:** Transcriptions  
**Submitted by:** Harry Jacobs Productions, New York 22, N. Y.

## Mystery House

Starring Bela Lugosi, John Carradine, Boris Karloff, Blanche Yurka, Simone Simon, Peter Lorre, Lon Chaney, Jr., in a series of horror mysteries based upon many of the truly fine horror plays and stories of the famous Grand Guignol as well as current star writers of the "horrific."

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** All types  
**Number of Artists:** Approximately 10 and music  
**Audition Facilities:** Will pipe live talent  
**Submitted by:** Frederic W. Ziv Co., Cincinnati 2, Ohio  
(See Page 58)

## The Mysterious Traveler

A series abounding in visions and vampires, with each broadcast a complete story. Maurice Tarplin, veteran of "Man Behind the Gun," "Report to the Nation," and scores of other radio shows, plays the title role. Scripts by Arthur Cogan. Jock MacGregor directs.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Sunday afternoon or evening  
**Client Suitability:** General  
**Unit Cost:** First 26 weeks, \$1,015 per broadcast, including announcer  
**Submitted by:** Mutual Broadcasting System, New York, N. Y.  
(See Page 26, 27)

## Nick Carter

Nick Carter, master detective, made his first appearance in 1886—one year before Sherlock Holmes arrived on the scene. Since then Nick has been a popular magazine character; a movie hero (played by Walter Pidgeon), and since April, 1943 one of radio's outstanding sleuths. Nick solves all his cases by sheer logic coupled with a love of adventure and complete freedom from fear.

**Availability:** Live talent  
**Time Units:** 15 or 30 minutes, 1 or 5 times weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** General  
**Number of Artists:** 4-8  
**Audition Facilities:** Transcriptions or will pipe live talent  
**Submitted by:** WOR, New York 18, N. Y.  
(See Page 30, 31)

## The Other Colonel

"The Other Colonel" is just one of a series of programs produced for general audience appeal. The scripts, written by Frederick W. Ayer, international known author, are original, and the productions have been carefully executed for peak listening audiences. Maximum commercial time is allowed.

**Availability:** Live talent & E. T.

**Time Units:** 30 minutes, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Department stores and general products  
**Number of Artists:** 3 to 6  
**Submitted by:** CJCA, Edmonton, Alberta, Can.

## Our Miss Stevens

This is the story of an attractive woman of about 30 who is personnel counselor in a large industrial organization and the numerous human interest dramas that make their way into her files—many of which have a bearing on her own life.

**Availability:** Live talent  
**Time Units:** 15 to 30 minutes, once or more weekly  
**Audience Appeal:** Female  
**Suggested for:** Morning or afternoon  
**Client Suitability:** General  
**Submitted by:** Richard Stark & Company, New York 20, N. Y.

## The Pacific Story

This program series dramatically presents a revealing story of the links that bind America's destiny to the Pacific and presents an outstanding authority on the Pacific and its peoples. Owen Lattimore, former political advisor to Generalissimo Chiang Kaishek and now director of Pacific Operations, Overseas Branch of the OWI. Week by week the Pacific Story will chart its fact-cramped course around the great Pacific basin, along Siberia and China, into India and the Islands of the Far East. Written by Arnold Marquis, the action and drama of the program is set against a background of original music presented by the NBC Staff Orchestra. The music is native in spirit to each of the lands concerned in the program. Each program of the series is concluded with a 5-minute talk by Owen Lattimore from San Francisco. (Hollywood origination)

**Availability:** Live talent  
**Time Units:** 30 minutes, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Inst.  
**Number of Artists:** Varied  
**Audition Facilities:** Transcriptions  
**Submitted by:** The National Broadcasting Company, New York, N. Y.

## Parents Magazine of the Air

Based on the Famous Parents Magazine currently sponsored by most of the nation's leading department stores featuring the magazine's editorial board in an authentic series designed for the mother of young children, completely merchandised for department stores.

**Availability:** E. T.  
**Time Units:** 15 minutes, once weekly  
**Audience Appeal:** Female  
**Suggested for:** Morning or afternoon  
**Client Suitability:** Department store  
**Number of Artists:** Approximately 10  
**Cost:** ET—Based on population  
**Audition Facilities:** Transcriptions  
**Submitted by:** Frederic W. Ziv Company, Cincinnati 2, Ohio  
(See Page 58)

## Pathways to Peril

The story of men who find in intrigue and threat of sudden death the challenge to a more exciting way of life, by untangling the sinister scarlet skeins of murder . . . the story of a crime reporter whose daily newspaper column reflects his brash curiosity, his unquenchable humor and his taste for adventures into the inexplicable.

The  
Moore-  
Durante show  
originates at  
**KNX**



... so does  
**Midnight Merry-Go-Round**

Mr. Durante, when coaxed, testified:

"a-mung my many reasins, Joonyeh, for conferrin my ovah-whelmin aekolade upon the technicians of Station KNX (in Los Angeleeze, Joonyeh) is on account of their consommee' skill. Witout it, what would become of the famous Durante timin'—the notorious Moore swahv-tay? *Down cellar!* But wit this exum-perry triumph of the ee-lectronic art, where do we stand? I pause to inquire, and I reply, witout ado and in a trice, *we are hail well met!* What is more, I prefer Camels."

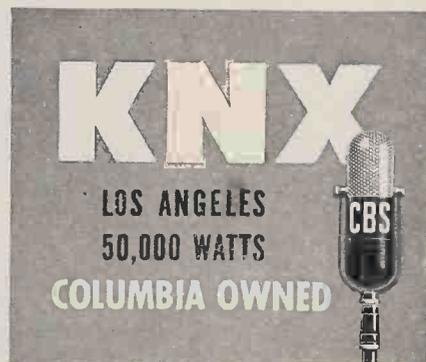
As usual, Durante hits the issue squarely on the button. For the Moore-Durante show depends not only on the smoothest possible

timing—but the sharpest studio-technique in any Pacific station. It's a unique brand of radio stagecraft—this KNX skill that "binds" some 27 transcontinental shows as handsomely as 27 rare books. What's more, *precisely the same skill works at KNX for the local advertiser.*

Take *Midnight Merry-Go-Round*, for example. It's sponsored by a local used-car dealer. It's broadcast (with big-time polish) to a local audience. Does it "work"? *One night 2,450 persons telephoned (one per second) to shout "Great show!"* Not

bad for a program broadcast from midnight to 1 A.M. In short, friends, local advertisers on KNX buy big-time radio quality. You could, too. The sooner you ask us—or Radio Sales—about them, the sooner the KNXperts start work for you.

**Columbia's Station for All Southern California**



Represented by Radio Sales, the SPOT Broadcasting Division of CBS

# DRAMATIC SERIES

Availability: E. T.  
Time Units: 15 minutes, 5 times weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon or evening  
Client Suitability: General appeal  
Audition Facilities: Transcriptions  
Submitted by: National Recording Corp., Chicago 6, Ill.

## Ports of Call

Serialized travelogue of different musical settings of dramatized historical high-lites and points of interest in a timely radio program.

Availability: E. T.  
Time Units: 52 half hours; once or twice weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: Banks, defense industry, morticians  
Number of Artists: 20 artists, plus orch.  
Audition Facilities: Transcriptions  
Submitted by: Radio Producers of Hollywood, Los Angeles 27, Cal.

## Psalms of Life

"Psalms of Life" is live, fast-moving with a strong appeal to the emotional side of the listening audience. Each episode is the keynote of each dramatization of the Psalms of David, and each is inspirational rather than religious treatment. Each episode presents a problem in the world today, and man's outer world has changed the course of the centuries, the truths of the Psalms of David are as fresh as they were 3,000 years ago.

Availability: Live talent  
Time Units: 15 or 30 minutes, once weekly  
Audience Appeal: Entire family  
Suggested for: Sunday morning, Sunday afternoon and evening  
Client Suitability: Any quality product  
Number of Artists: (15 min.) 5 to 7; (30 min.) 8 to 12, plus orchestra  
Audition Facilities: Transcriptions  
Submitted by: Ann Barbinel, New York 17, N. Y.

## Theatre of Famous Classics

"Theatre of Famous Classics" is a dramatic show bringing to the radio adaptations of the world's famous writers, such as, Oscar Wilde, Stevenson, Zola, DeMaupassant, and others. Each show is completely brilliantly produced and directed. Outstanding cast is featured and plots have been written by radio's best writers. Included at no extra cost is complete merchandising deal. Also included a complete press campaign book for promotion and publicity.

Availability: Live talent & E. T.  
Time Units: 30 minutes, once weekly  
Audience Appeal: Entire family  
Suggested for: Sunday afternoon or evening  
Client Suitability: Manufacturer of trade name brand or large trade retailer  
Number of Artists: 7 to 16  
Cost: A transcribed show from \$10 per program up; as live network show featuring name guest star lead \$350 weekly  
Audition Facilities: Transcriptions  
Submitted by: Kermit-Raymond Radio Productions, New York 22, N. Y.  
(See Page 82)

## Minute Us, Please

Personal broadcast appeals, "Minute Us, Please," actually locates friends, relatives and loved ones of men and women. Considered New York's most outstanding radio service. "Brings untold happiness" and "send" "tremendous service," source center officials. Hundreds of persons circulated around metropolitan areas; thousands of leaflets dis-

tributed among men in uniform. Available for immediate sponsorship on WMCA, 2:03 to 3:00 p.m., Sundays (or network by arrangement).

Availability: Live talent  
Time Units: 30 minutes, once weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon  
Client Suitability: Large local organization or national product  
Number of Artists: 1  
Audition Facilities: Transcriptions or will pipe live talent  
Submitted by: WMCA, New York 19, N. Y.  
(See Page 24)

## The Shadow

The nation's best known radio character. Available on transcriptions or cooperative live sponsorship on the Mutual Network. Latest Hooper rating, 17.2! Has topped all other programs on Sundays 5:30-6:00 E.W.T. on all networks for nine consecutive years. Several choice cities now open for sponsored use. Shadow magazine, Shadow motion pictures, and many other promotional items aid in presenting complete rounded out advertising campaign for local merchants as well as large concerns.

Availability: Live talent; E. T.  
Time Units: 30 minutes, 1 or 2 times weekly  
Audience Appeal: Entire family  
Suggested for: Sunday afternoon or evening  
Client Suitability: Department stores, bakers, cleaners, soft drinks, coal dealers  
Number of Artists: 10  
Unit Cost: \$10 to \$50, based on the individual city  
Audition Facilities: Transcriptions  
Submitted by: Charles Michelson Radio Transcriptions, New York, N. Y.

## So the Story Goes

Astounding stories, all based on authentic fact, reveal the strange twists of fate that have altered the courses of men's lives. Johnnie Neblett's brisk, vivid style makes each yarn brilliant—listener-catching. Fills a needed spot in radio these days when nation's war-tense nerves crave relaxation yet do not want "shock" treatment of escape entertainment. The stories are dateless, their delivery contemporary and their appeal basic because these quirks of a capricious fortune are recognizable as the things that can, and do, happen in anyone's life. Now running in 38 markets in U. S., Canada and Hawaii, where it has doubled, and frequently tripled, audience ratings during first 13 weeks of presentation, for sponsors ranging from breweries, through department stores, to liability companies and banks. 156 pre-tested episodes available, each 15 minute program containing 2 stories with plenty of time for opening, middle and closing commercials. And—complete publicity service furnished.

Availability: E. T.  
Time Units: 15 minutes, 3 or 5 times weekly  
Audience Appeal: All-family  
Suggested for: Evening  
Client Suitability: All types  
Number of Artists: Narrator and cast  
Audition Facilities: Transcriptions  
Submitted by: Neblett Radio Productions, Chicago 1, Ill.  
(See Page 96)

## Stand By For Adventure

Exciting stories which provide a magic carpet to thrilling experiences in far places among strange peoples. Unique format brings you well-told tales by four perfect raconteurs whose rich backgrounds of hazardous ventures and unique experiences make their tongues click in the good cadence needed to tell the good story. These four friends from widely diverging

fields of experience meet regularly and each time one of them tells a story, suitably enhanced by subtle sound effects as needed. Cast of distinguished actors. 52 quarter-hour programs. Complete publicity aids, including recorded advance announcements and cast presentation  
Availability: E. T.  
Time Units: 15 minutes, 1 or 2 times weekly

Audience Appeal: Entire family  
Suggested for: Afternoon or evening  
Client Suitability: Department stores, beverages, utilities, clothing, theaters, tobacco, jewelry, etc.

Number of Artists: 5  
Audition Facilities: Transcriptions  
Submitted by: NBC Radio-Recording Division, New York 20, N. Y.  
(See Page 20)

## Stories of Escape

This is a weekly series of psychological dramas. These are stories of men and women who seek escape, not from behind barred windows, but escape from character, environment and the numerous tests that humans must meet and solve in a lifetime. This dramatic series is written by Alan Fishburn and Hugh Douglas. The handling of this material is unusual and exceedingly interesting to the radio listeners.

Availability: Live talent  
Time Units: 30 minutes, once weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: Inst. or products for home  
Number of Artists: Varied  
Audition Facilities: Transcriptions  
Submitted by: The National Broadcasting Company, New York, N. Y.

## Suspicion

Here's a definite step forward and new in transcribed entertainment—A mystery series of breath-taking and black-of-the-night incidents, each fully absorbing and dramatically enacted by top Hollywood network talent. "Suspicion" is an ever-increasing perennial success, a "must listen" program so captivating and compelling that you will say, "It can't miss." Individual story titles of The Spider, Greed, Murder by Proxy, Behind the Mask, etc., will stimulate all listeners.

Availability: E. T.  
Time Units: 15 minutes, 1, 2 or 3 times weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon or evening  
Client Suitability: All retail outlets  
Number of Artists: 5 to 7  
Submitted by: G. C. Bird & Associates, Hollywood 28, Calif.

## Tales of Treasure

Fabulous stories of fabulous gems and the part they have played in changing personal destinies, altering the course of civilization, and shaping the politics and economies of nations and continents. A series of true stories, each a flawless, polished gem matchlessly cut through the superb production and direction of Johnnie Neblett, and brilliantly set against the fine perfection of Franklyn MacCormack's velvet-smooth voice. The far-reaching influence of sparkling jewels and precious metals is a subject of universal fascination. And—brand new! An ear-catching and interest-holding series adaptable to 5, 10 or 15 minute presentations.  
Availability: Live network or E. T.  
Time Units: 5, 10 or 15 minutes, 3 to 7 times weekly

Audience Appeal: All-family  
Suggested for: Evening  
Client Suitability: Any, with emphasis on jewelers and watch manufacturers  
Number of Artists: Narrator and cast  
Audition Facilities: Transcriptions  
Submitted by: Neblett Radio Productions, Chicago 1, Ill.  
(See Page 96)

## Ten Years from Today

A peek into the post-war world. The result when your war bonds reach maturity. The anticipated mode of living, with the scientific improvements, gadgets that present war bonds will buy authentically compiled through competent research... Drama, humor, informative... the world of tomorrow, ten years from today—brilliantly analyzed by the well known radio personality, Paul Harvey.  
Availability: E. T.  
Time Units: 15 minutes, 2 or 3 times weekly

Audience Appeal: Entire family  
Suggested for: Afternoon or evening  
Client Suitability: General appeal  
Number of Artists: 2  
Audition Facilities: Transcriptions  
Submitted by: National Recording Corp., Chicago 6, Ill.

## The Voice of Vision

This is a half-hour dramatic, live-talent show, dramatizing the lives of famous men and women of history—inventors, explorers, scientists, doctors, nurses, saints, writers, etc.—men and women through whose eyes we have seen a better world—history's men and women of vision. Each program devotes as much time to the personal life of its subject as is given to his professional life, thus making for better listening, as well as being an educational presentation. Show is written and produced by Don Naylor

Availability: Live talent and E. T.  
Time Units: 30 minutes, once weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: Any product  
Number of Artists: Varies—from 8 to 11  
Cost: \$150.00—plus station costs  
Audition Facilities: Transcriptions  
Submitted by: WGST, Atlanta 1, Georgia

## This I Believe

Stories of the unsung heroines in all ages and from all walks of life who have been the inspiration to men to make the hard, steep ascent to the peaks of glorious achievement. Fundamental appeal is feminine and offers a delightful and most welcome change for daytime serial-sated listeners, but also most enthusiastically received and solidly acclaimed when used as temporary substitution for So the Story Goes (WBBM, Chicago) in late evening spot while latter program vacated. Each quarter-hour presents 2 finely balanced, entertaining, behind-the-scenes stories of those splendid women whose contributions to the world have always been hidden, and who represent the source from which has sprung man's successful attainment of the heights.  
Availability: Live network or E. T.  
Time Units: 15 minutes, 3 or 5 times weekly

Audience Appeal: Feminine; entire family  
Suggested for: Afternoon; early evening  
Client Suitability: General  
Number of Artists: Narrator and cast  
Audition Facilities: Transcriptions  
Submitted by: Neblett Radio Productions, Chicago 1, Ill.  
(See Page 96)



## Oh, what a *beautiful* morning!

**Fact 1:** Between 5:30 and 9 A.M., more advertisers use WABC than *any other* New York network station.

**Fact 2:** WABC has the highest rating in more of these 14 quarter-hours than all other New York stations *combined* (CBS *Listener Diary* study, December 1943).

Pretty conclusive, don't you think?

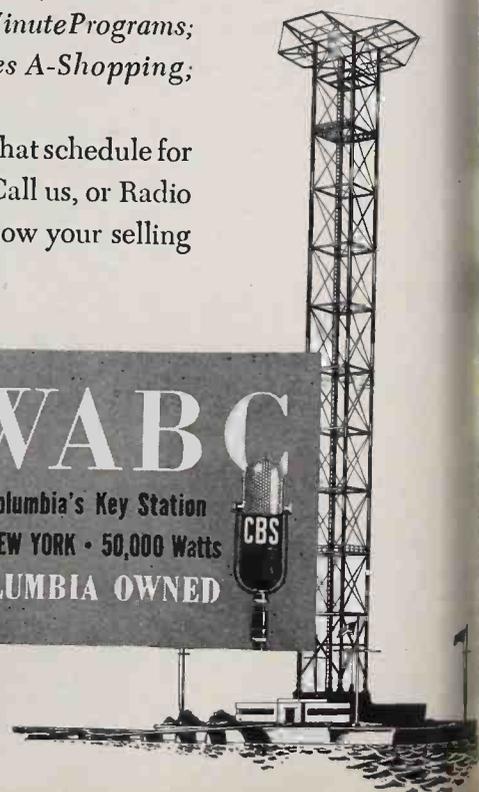
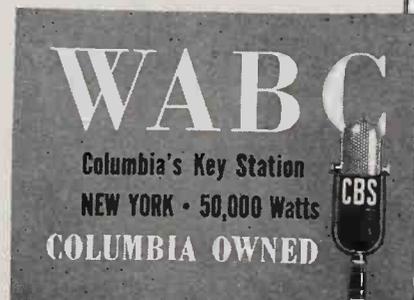
Unchallengeable evidence that WABC's skillful blending of early-morning entertainment, news and information is sensitively pitched to the discriminating tastes of New York's tremendous listening audiences.

Here's the schedule which produces these results: 5:30-6:30, *Reveille Sweetheart*; 6:30-7:45, *Arthur Godfrey*; 7:45-8:00, *Early-*

*Morning News*; 8:00-8:15, *European Round-Up*; 8:15-8:30, *Three Five-Minute Programs*; 8:30-8:45, *The Missus Goes A-Shopping*; 8:45-9:00, *Margaret Arlen*.

There's still room within that schedule for a few additional sponsors. Call us, or Radio Sales, and we'll show you how your selling message can be included.

Represented by  
Radio Sales, the  
SPOT Broadcasting  
Division of CBS



## Dramatic World

"Dramatic World" is a dramatization of subject matter of an educational nature, dealing with little-known subjects and presenting them in a highly dramatized and simplified form. All subject matter is taken from romantic episodes of science and literature or from the world. Important merchandising items are free give-away books accompanying each program at no additional cost.

Time Units: 30 minutes, once weekly  
Audience Appeal: Entire family, particularly young people  
Suggested for: Late afternoon or early evening

Number of Artists: 5 (minimum) to 12  
Auction Facilities: Transcriptions  
Submitted by: Kermit-Raymond Productions, New York 22, N. Y.  
(See Page 82)

## This Is Magic

"This Is Magic" is a dramatic series of mystery and mystery consisting of 52 episodes, each featuring a different magic trick that any listener may perform. Illustrated mats with full directions for performing these tricks are included. The low printing cost and widespread distribution. News items and suggested ads are also included. Audition disc is furnished on loan for \$5.00, refunded upon return.

Time Units: 15 minutes; 1, 2 or 3 times weekly

Audience Appeal: Entire family  
Suggested for: Early evening  
Client Suitability: Clothing stores, breweries, soft drinks, bakeries, dairies, etc.  
Number of Artists: 6 to 8  
Based on population  
Auction Facilities: Transcriptions  
Submitted by: Harry S. Goodman, New York 42, N. Y.  
(See Page 102)

## Time to Think

Developing an element of "Time to Think" how to avoid a downtown; aviator bails out over Grand Canyon; chute hangs on crag; time to think; Murder plots; time to think; and a thousand other situations. Two acts; two commercials; available to any proprietary, household utility usage product.  
Submitted by: Live talent

Time Units: 30 minutes, once weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: See synopsis  
Number of Artists: Narrator and cast of 3 to 9  
Auction Facilities: Transcriptions  
Submitted by: Tom Hargis, Hollywood 28, Calif.  
(See Page 102)

## Toby's Corntussel Nooz

"Toby and Suzy" is an up-to-date series of fifteen-minute programs. . . . 260 now transcribed. The program has been carried for five years in live talent form on six midwest radio stations and has been placed in approximately sixty markets in transcribed form. It has an outstanding record of success based upon ability to build an outstanding audience and achieve significant sales results.

Availability: E. T.  
Time Units: 15 minutes, 3 or 5 weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon  
Client Suitability: Bakeries, flour, feed, beer, dairies, farm audience  
Number of Artists: Five  
Auction Facilities: Transcriptions  
Submitted by: Webber Radio Programs, Des Moines, Iowa

## True Detective Mysteries

Santos Ortega and other radio veterans alternate in the leading role of Detective Inspector Sam Slade in this new series based on stories from the magazine. Sponsor entitled to free monthly ads in "True Detective" and "Master Detective" magazines (combined circulation, 600,000), and newstand and truck posters in sponsored cities.

Availability: Live talent  
Time Units: 30 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon or evening  
Client Suitability: General  
Unit Cost: \$850 per broadcast for first 26 weeks  
Submitted by: Mutual Broadcasting System, New York, N. Y.  
(See Pages 26, 27)

## Tugboat Annie

Based on the great series of short stories that appeared in The Saturday Evening Post. Also made into a fine motion picture by MGM starring Marie Dressler as Tugboat Annie and featuring Wallace Beery as Bullwinkle. Comedy-script, it may be

# DRAMATIC SERIES

bought as a half-hour feature or an across the board "soap opera" type of show.

Availability: Live talent  
Time Units: Half hour or five 15s weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Number of Artists: 10  
Cost: \$3,300  
Availability: Live talent  
Submitted by: Norman Winter, New York 22, N. Y.  
(See Pages 44, 100, 105)

## WDBJ Dramatic Guild

This program has been one of the most popular features of WDBJ for several years. It gives an opportunity to amateurs, semi-professional and professional actors of Roanoke to participate on a professional basis in a dramatic program designed to promote the art. A variety of scripts are used changing week to week, with a complete story each time. Can do a serial if desired.

Availability: Live talent  
Time Units: 15 or 30 minutes, once or twice weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon or evening  
Client Suitability: General  
Number of Artists: Average of 9  
Auction Facilities: Transcriptions  
Submitted by: WDBJ, Roanoke 2, Va.

## The Weird Circle

"The Weird Circle" is a distinctive series of chillers which will be good news for legions of mystery story addicts. 52 half-hour radio adaptations of the classic bests in mystery and fantasy—the works of such masters as Poe, de Maupassant, Balzac, Hugo, etc., with cast of finest talent in radio. Unique theme creates proper atmosphere and ties programs into unified series. Publicity aids furnished; recorded announcements, photos, mats, releases, window cards and streamers, electros.

Availability: E. T.  
Time Units: 30 minutes, once weekly  
Audience Appeal: Female; male; adults  
Suggested for: Afternoon or evening  
Client Suitability: Practically any type  
Number of Artists: Variable  
Auction Facilities: Transcriptions

Submitted by: NBC Radio-Recording Division, New York 20, N. Y.

(See Page 20)

## We, the Jury

"We, The Jury" is an adult dramatic series with a "who did it" quiz feature built into the story to provide an outstanding merchandising "hook." True to life courtroom mystery and murder stories are told with the solution hinted at but not completely disclosed until the following broadcast. This series will "sell," having an envious success record over 40-odd stations.

Availability: E. T.  
Time Units: 15 minutes, 1, 2 or 3 times weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon or evening  
Client Suitability: Furniture, clothing, beverages, etc.  
Number of Artists: 6, 8  
Auction Facilities: Transcriptions  
Submitted by: G. C. Bird & Associates, Hollywood 28, Calif.

## Voices of Yesterday

"Voices of Yesterday" features actual recorded voices of the world's foremost personalities, from William Gladstone to Will Rogers. The 52 shows dramatize highlights in their lives, with the "voice" presented as a stirring climax, with the unique feature of having history spoken by those who made it. Mats, press releases and posters are furnished gratis, and excellent low-cost merchandising tie-ins are available. Audition discs are furnished on deposit of \$3.00, refunded upon return of disc.

Availability: E. T.  
Time Units: 52—15-minute programs  
Audience Appeal: Entire family  
Suggested for: Early evening  
Client Suitability: Banks, department stores, bakeries, dairies, morticians, etc.  
Number of Artists: 6 to 8  
Unit Cost: According to population of market  
Auction Facilities: Transcriptions  
Submitted by: H. S. G. Advertising Agency Inc., New York 22, N. Y.  
(See Page 102)

# 44 ★ ★ COMEDY ★ ★ 1945

## The Adventures of Leonidas Witherall

Mystery-comedy stars the great actor, Walter Hampden. In his first radio series. As Leonidas Witherall, a character created in the Alice novels, he is headmaster of a school whose hobbies are writing mysteries and solving actual cases of police. A sparkling mixture of comedy and crime detection.  
Availability: Live talent  
Time Units: 30 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Evening

Client Suitability: General  
Unit Cost: \$3,500 per broadcast for the first year not including orchestra  
Submitted by: Mutual Broadcasting System, New York 18, N. Y.  
(See Pages 26, 27)

## Any Body Here Seen Kelly

The chapter story of a typical Irish American, the Owner of the resort town of "Kelly Springs" and Miss Josie his good right managerial hand, his faithful and naive handy man Tito Gonzales Joquin Maximilian O'Grady, and Jake

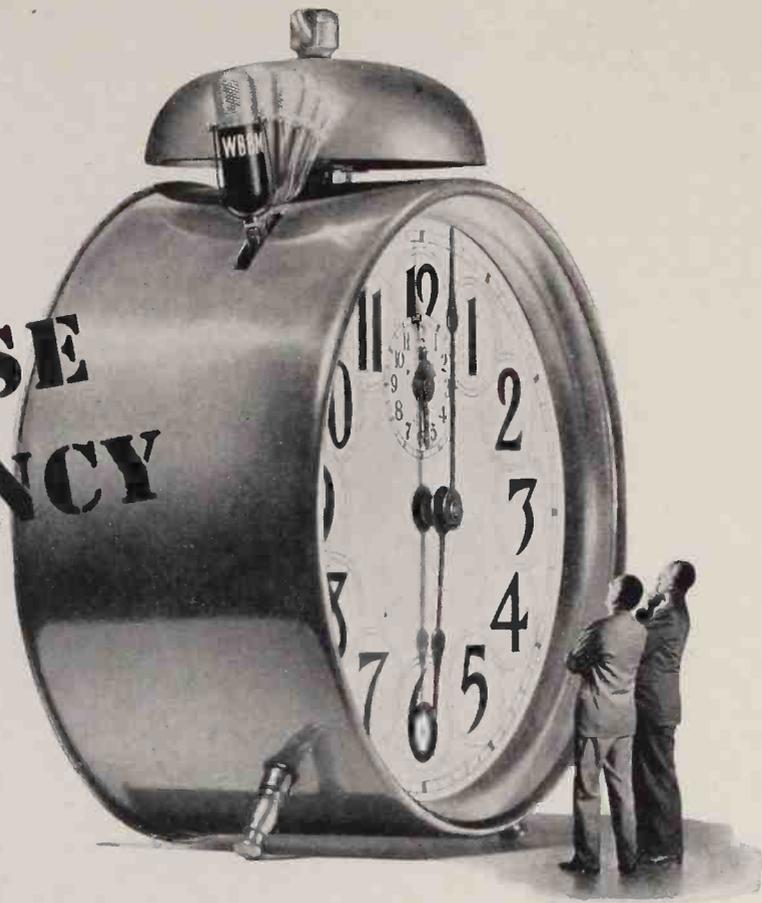
Tucker his only Competitor on the opposite side of Lake Kelly. Typically humorous family style situation comedy. With Mr. Chas. Irwin (nationally known comedian) as Kelly; Mr. Richard Martin (one of RKO's newest best bets) as O'Grady; Miss Anne O'Neal as Josie and Mr. Dink Trout as Jake Tucker.  
Availability: Live talent  
Time Units: 30 minutes, once weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: General  
Number of Artists: 5 to 7  
Unit Cost: \$2850.00 (An NBC package) for first 26 weeks

Auction Facilities: Transcriptions  
Submitted by: Tom Hargis, Hollywood 28, Calif.  
(See Page 102)

## The Callahans

Half hour comedy musical program, starring Elsie May Gordon, Florence Halop, and Arthur Kohl. Jerry Sears and his orchestra. Night time show, of general appeal. Now being broadcast over WMCA, New York. Available live or transcription. Written and directed by Fritz Blocki.  
Availability: Live talent & E. T.

**THESE  
AGENCY  
VPS**



## **PUT WBBM SHOWMANSHIP TO A SHOWDOWN**

...and we rang the bell for them—even at 6 o'clock in the morning.

One advertising agency vice president\* tested our 6 A.M. showmanship. Then voluntarily he wrote a vice president\* in *another* agency:

*"After about five weeks (on WBBM's Sunrise Salute) my client's business started on an upward trend and has been breaking 30-year sales records ever since."*

So the other agency tried *Sunrise Salute*, too. Today, 14 different agencies have contracts—13 of them renewals—on this WBBM participating program starring Paul Gibson and good sense.

Gibson is everyman's everything: biographer, historian, news analyst, gossip columnist, philosopher, movie and book reviewer, lovelorn expert. Listeners get lyric in their letters of praise, listen *intently* to what he says (and to the straight-from-

the-shoulder commercials that go with it).

Advertisers get results—continuous results—as *their* letters and renewals testify. Vice-president No. 1, for example, wrote us after his client's first year on the show. "Sales," said he, happily, "*have multiplied approximately four times.*"

Test some WBBM showmanship yourself. For 19 straight years WBBM showmanship results have kept this the most sponsored station in Chicago, right around the clock—and the calendar.

*\*We'll give you their names on request.*

**WBBM**  
CHICAGO'S  
Showmanship Station  
50,000 Watts · 780 kc.  
**COLUMBIA OWNED**



Represented by Radio Sales, the SPOT Broadcasting Division of CBS

Ur: 30 minutes, once weekly  
Appeal: Entire family  
Suggested for: Evening  
Stability: General  
Artists: Cast of 6 to 10, plus orchestra, singers  
Facilities: Transcriptions or will  
talent  
by: Fritz Blocki Productions, New York 17, N. Y.

### Comedy Capers

erkeley, fast-moving musical review  
er, wholesome comedy. Host  
h second entertainers. A riot of  
nd hokum. An enthusiastic  
nates the entire show and  
t moving at break-neck speed.  
quarter-hour of the 78 episodes  
es three full minutes for commercial  
s.  
Availability: E. T.  
Time Units: Fifteen minutes, once weekly  
Appeal: Entire family  
Suggested for: Morning or afternoon  
Stability: General  
Facilities: Transcriptions  
Submitted by: Spot Sales, Inc., New York N. Y.

### County Fair

ous audience participation. Ex-  
tly it moving fun show with audi-  
"volunteers" going through the  
ans a la carnival midway. Homey  
wi lots of laughs, excellent mer-  
isr angles.  
Availability: Live talent  
Time Units: 30 minutes, once weekly  
Appeal: Entire family  
Suggested for: Evening  
Stability: General  
Artists: 5 plus participants  
Facilities: Transcriptions  
Submitted by: William Gernannt, New York 7, N. Y.

### Eb and Zeb

ed the top comedy series ever  
ed, which stars Al Pearce and Bill  
ch episode is filled with loads  
and it is downright easy listen-  
er. Oh young and old! The series  
Submitted by John Eugene Hasty, well  
radio writer. (356 episodes alto-  
).  
Availability: E. T.  
Time Units: 10 and 15 minutes, 1 to 5  
times weekly  
Appeal: Entire family  
Suggested for: Evening  
Stability: All types  
Facilities: Transcriptions  
Submitted by: C. P. MacGregor, Holly-wood 5, Calif.

### The Fun Auction

the Fun Auction," the Master of  
oni, or auctioneer, auctions off  
doted by the sponsor. The high-  
side usually gets the item for less  
he original cost. Money received  
the highest bidder is then used to  
see funny or unusual item from  
ers of the studio audience. Perhaps  
this is the paying of \$5.00 for a  
y "n". Also, the highest bidder  
an opportunity to answer a ques-  
he correct answer of which some-  
pes more than is paid for the  
ite.  
Availability: Live talent and E. T.  
Time Units: Thirty minutes, once weekly  
Appeal: Entire family

Suggested for: Evening  
Client Suitability: General  
Number of Artists: Three  
Audition Facilities: Transcriptions  
Submitted by: WWL, New Orleans, La.

### Go Get It

The scavenger hunt of the air. Where  
"Go-Getters" go out and bring back  
various objects, people and stuff, then go  
on the air with them or it and tell about  
it. This audience participation show is  
unrehearsed, unrestricted and uninhibited.  
Anything can happen and usually does.  
This hilarious, fun-provoking show was  
sponsored and topped all of its competi-  
tion when it completed 104 weeks on  
WOR.

Availability: Live talent  
Time Units: 30 minutes, once weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: Any client or product  
Number of Artists: 1  
Audition Facilities: Transcriptions  
Submitted by: Mary D. Chase, New York  
21, N. Y.

### Great Scott

Combination of recorded music and  
heckling—"Great Scott" is distinctly dif-  
ferent and original—his material is mostly  
topical—gags everything—politics and  
personalities. He is the originator of  
SPFM (Society for Prevention of Fan Mail).  
Availability: Live talent  
Time Units: 15, 30, 60, etc. minutes, 5  
times weekly

Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: General  
Number of Artists: 1  
Audition Facilities: Transcriptions  
Submitted by: WBYN, Brooklyn, N. Y.  
(See Page 93)

### Damon Runyon's Joe & Ethel Turp

Homey comedy situations based on  
Damon Runyon's famous characters.  
Availability: Live talent  
Time Units: 15 or 30 minutes, once or  
more weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon or evening  
Client Suitability: General  
Number of Artists: Average 6  
Audition Facilities: Transcriptions  
Submitted by: William Gernannt, New  
York 17, N. Y.

### The Johnson Family

The Johnson Family is designed for all  
members of the family; depicting the life  
of a Negro family as it might be lived  
in a small town in the South. The com-  
edy, humor and pathos of all the people  
in the mythical village of Chicazola is  
portrayed by one man whose lightning  
character changes have more than once  
created the illusion that several people  
were talking at one and the same time.  
We believe that Jimmy Scribner and his  
35-voice "Johnson Family" is an honest  
contribution to Radio.

Availability: Live talent; E. T.  
Time Units: 30 minutes once or five times  
weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: General  
Number of Artists: One actor and an-  
nouncer  
Audition Facilities: Transcriptions

# COMEDY

Submitted by: WKRC and Jimmy Scribner,  
Cincinnati 6, Ohio

### Judge Knuckbuster

A comedy laid in a mythical court  
room with various characters taking  
part. Program is the variety type, writ-  
ten by Virgil Burns.

Availability: Live talent; E. T.  
Time Units: Thirty minutes, once weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: Cigarette, beverage,  
etc.  
Number of Artists: Five  
Submitted by: Cruger Radio Productions,  
Hollywood 28, Calif.

### The Magic Lamp

Musical Operetta, fine music and sing-  
ing and low comedy. 17-piece orchestra.  
Soprano, tenor, baritone pooh-bah. Ar-  
thur Q. Bryan as the Sultan. Alvia Allman  
as the 13th wife plus Palace plumber,  
Genie of the lamp. Dr. Alois Reiser,  
Musical Director.

Availability: Live talent  
Time Units: Thirty minutes, once weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: Tobacco, oil, food  
products  
Number of Artists: Seven  
Cost: (optional) \$4250.00  
Audition Facilities: Transcriptions; will  
pipe live talent  
Submitted by: REM Productions, Holly-  
wood, Calif.

### The Martins

"The Martins" are a middle-aged, mar-  
ried couple with a sixteen-year-old daugh-  
ter Jane, who is as interesting and unpre-  
dictable as her parents. They're an aver-  
age family, but the tempestuous adven-  
tures that befall them are anything but  
that. A domestic drama with charm,  
sparkle and wit. Excellent selling medium  
for household products, cosmetics—almost  
anything. Each program is a separate and  
complete story of "The Martins."

Availability: Live talent  
Time Units: 15 minutes, twice weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: See synopsis  
Number of Artists: 3-4  
Audition Facilities: Will pipe live talent  
Submitted by: CIBC, Toronto, Ontario,  
Canada

### Now You Tell One

"Now You Tell One" is a radio program  
wherein a tournament is conducted to de-  
termine the champion funny-story teller  
of the world. In this tournament would  
compete the public, celebrities of Broad-  
way, Hollywood, Society, Sports, Govern-  
ment, etc. We would then determine the  
champion funny-story teller in each divi-  
sion. Finally, we would have the winners  
of each respective group meet for the  
"world championship."  
Availability: Live talent  
Time Units: 30 minutes, once weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: General

Audition Facilities: Script  
Submitted by: George K. Kramer, Brook-  
lyn, N. Y.

### Pick and Pat Show

Just completed a successful run on the  
Mutual Network for the Hebros Watch  
Co. Cast includes—Pick and Pat, Tiny  
Ruffner, Mary Small, Vincent Lopez and  
His Orchestra, Bruce Hayes, and Stooges.  
Pick and Pat—known to millions for over  
sixteen years of network broadcasting  
offer one of the best buys in radio. A  
ready made audience for a prospective  
client.

Availability: Live talent & E. T.  
Time Units: 30 minutes, once weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: Tobacco, soft drink,  
shaving soap, or any household  
commodity  
Audition Facilities: Will pipe live talent  
Submitted by: Wolf Associates, New York  
17, N. Y.  
(See Page 101)

### Simonized Syncopation

A completely individual one-man  
comedy show, including a little music  
and lots of nonsense with Ernie Simon,  
former vaudeville artist.

Availability: Live talent  
Time Units: 15 minutes, 5 times weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: General  
Number of Artists: 1  
Audition Facilities: Transcriptions  
Submitted by: WINX, Wash. 1, D. C.

### The Smile Side

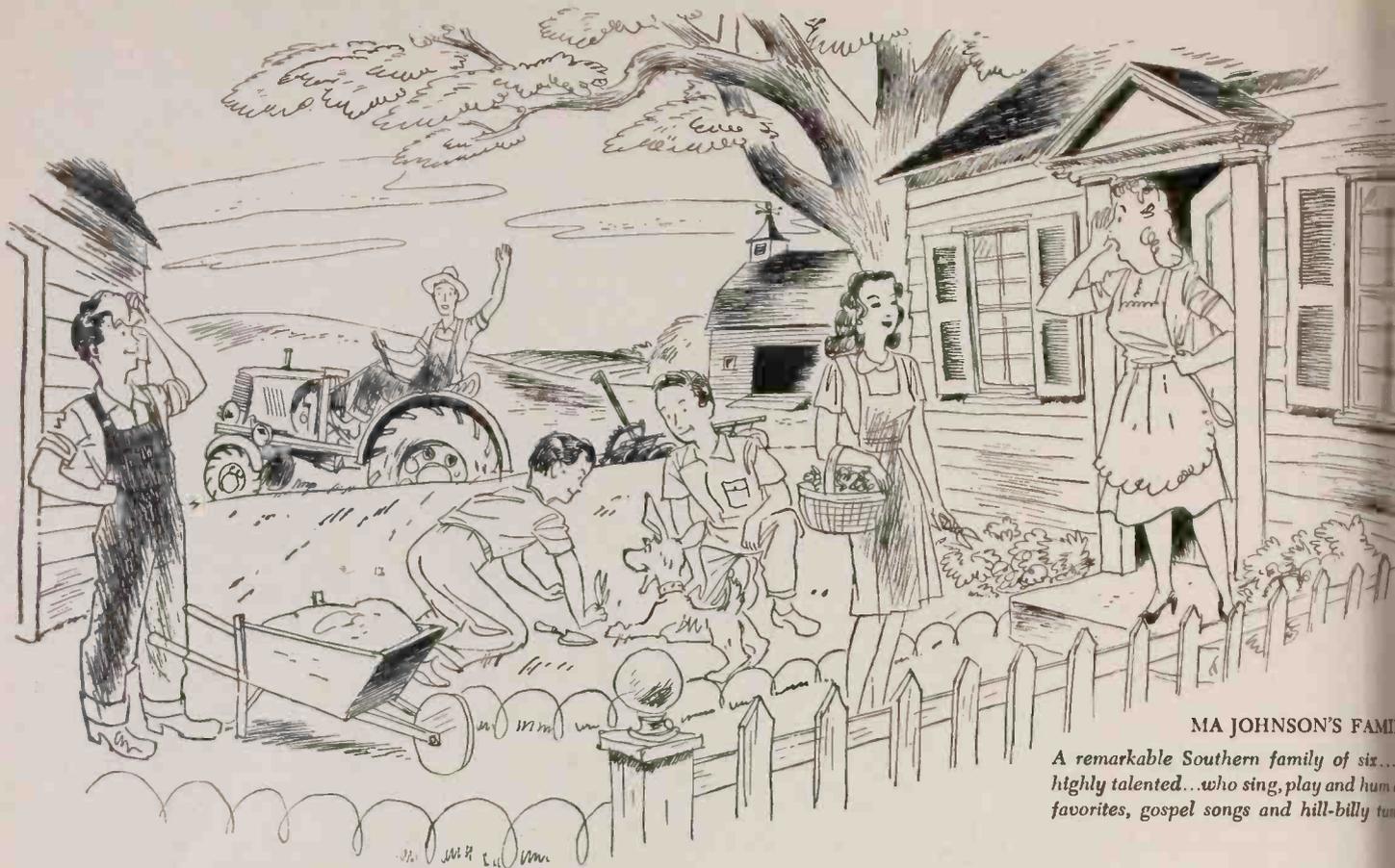
The odd, the humorous, the very hu-  
man foibles in the news... stories with a  
twist of humor... these are gathered to-  
gether, carefully edited and pointed up  
to provide a contrast to the grimness of  
the war news and presented in a 5  
minute summary.

Availability: Live talent & E. T.  
Time Units: 5 minutes, 3, 5, 6 weekly  
Audience Appeal: Entire family  
Suggested for: Morning or afternoon  
Client Suitability: Any product  
Number of Artists: 1  
Audition Facilities: Transcriptions  
Submitted by: WHEC, Rochester 4, N. Y.

### Uncle Jonathan

"Uncle Jonathan" is axis character  
around which the Upper Tucker Town-  
ship folks revolve. All voices portrayed  
by Orth Bell, "Man with Thirty Nine  
Throats Behind a Single Collar Button."  
Odd twist is that Jonathan is a hill-billy  
with "his tongue in his cheek." "Jonathan  
is the one man who takes the radio clock  
apart, but doesn't attempt to put it back  
together again!" Original gags, satires,  
REF news, and witty comments on day  
by day America.

Availability: Live talent and E. T.  
Time Units: Fifteen minutes, 6 times  
weekly  
Audience Appeal: Entire family  
Suggested for: Morning  
Client Suitability: General  
Number of Artists: Four  
Cost: \$20  
Audition Facilities: Transcriptions  
Submitted by: KFH, Wichita, Kans.



MA JOHNSON'S FAMILY

A remarkable Southern family of six... highly talented... who sing, play and hum old favorites, gospel songs and hill-billy tunes.

## "Come, Pa... it's time for our broadcast!"

WHEN the members of *Ma Johnson's Family* get all spruced up and start off for town, the neighbors know it's time again for another of their WBT broadcasts. Folks listen to them as if it were their very own kin singing and entertaining "over the radio".

In the Carolinas, neighbors don't cotton up to newcomers any too quickly, nor accept opinions and advertising claims from just *anybody*. But the Johnsons are homefolks. Ma and Pa, Betty, Red and the twins are part and parcel of Carolina life—as much so as the Saturday night sing at the crossroads church. When they go on the air, the things they advertise get just as much acceptance as the Johnsons themselves.

That's why *Ma Johnson's Family* pulled an average of 100 inquiries a day for an insurance company that didn't believe it could be done... why they have a net weekly WBT audience of more than 273,000 Carolinians. Three years of broadcasting over WBT and scores of successful personal appearances throughout the South have

made the Johnsons and their close-harmonizing brand of ballad as familiar to WBT listeners as our call letters themselves.

For advertisers aiming at the Carolina market—specifically, the 446,472 radio homes within WBT's 107-county daytime primary area—*Ma Johnson's Family* offers a very *tangible* extra value that doesn't show up on the rate cards. Their programs are a surefire way of getting your sales message "on the inside". A word to us or Radio Sales can put these Carolina homefolks to work for you.

Represented  
by Radio Sales,  
the SPOT  
Broadcasting  
Division of CBS

# WBT

CHARLOTTE • 50,000 Watts  
The South's Best Salesman

COLUMBIA OWNED



## Ahead of the Headlines

What's best in books? What's smart to eat? What's new to eat? What's fun to do? What's to keep you Ahead of the headlines. "Ahead of the Headlines" started in April, 1941, is now in its third year. Because of the outstanding success of the program, Webber Radio Programs, "Ahead of the Headlines" is now available in other markets. Available for two commercial messages of approximately one hundred words each. Availability: Script. Time Units: 15 minutes; 2, 3, 4 or 5 times weekly. Audience Appeal: Female. Suggested for: Morning or afternoon. Client Suitability: General for women. Audition Facilities: Audition script. Submitted by: Webber Radio Programs, Des Moines, Iowa.

## Baby Institute

Assigned to meet a wartime need, the "Baby Institute" has become an important program for mothers. Its appeal, which will last far beyond the war period because it brings for the first time to radio, an intelligent, warm and understanding discussion of the problems an expectant mother must meet as well as a full discussion of the care and training of children up to six years of age. "Baby Institute" has proved itself to be a very large and loyal audience and an ideal program for a sponsor who needs a women's audience. Produced by Virginia McMullin.

Availability: Live talent. Time Units: 15 minutes, 5 times weekly. Audience Appeal: Female. Suggested for: Morning or afternoon. Client Suitability: Mothers' and babies' interests. Number of Artists: 4. Audition Facilities: Transcriptions. Submitted by: Blue Network Co., New York 20, N. Y. (See Pages 33-36, 60, 62)

## Bess Bye

"Bess Bye" visits produce market each week and checks the prices and availability of fruits and vegetables. Bess Bye advises her listeners what are the best values for that day and suggests a menu to be used.

Availability: Live talent. Time Units: 5 minutes, 6 weekly. Audience Appeal: Female. Suggested for: Morning. Client Suitability: Foods. Number of Artists: 1. Submitted by: KFRC, San Francisco 15, Calif.

## Bits of Life

"Bits of Life" is a series designed to help the home-front . . . designed to help the servicemen left behind to wait for their servicemen's return. "Heart-to-Heart" is not headlines . . . by columnist Mackley Christoph—undoubtedly the best known and widely read columnist in Central Connecticut. She has traveled extensively at home and abroad and conducts a daily newspaper column in the Hartford Courant in which she writes about places, people, events in the theater. Her contacts have provided an amazing amount of human interest material at her disposal for her feature-bidding broadcasts.

Availability: Live talent. Time Units: 15 minutes, 1 or 3 times weekly. Audience Appeal: Female.

Suggested for: Afternoon. Client Suitability: Foods, drugs, cosmetics, apparel (women's). Number of Artists: 1. Audition Facilities: Transcriptions. Submitted by: WTIC, Hartford, Conn. (See Page 70)

## Charm Session

Informal chats by Ann Barbinel combined with interviews with outstanding authorities in various fields. Program includes many practical hints on charm and personality in the home and out and covers women's many activities and interests. Available either as a live talent show or syndicated and transcribed through the Harry S. Goodman Agency, 19 E. 53rd St., New York City. Availability: Live talent and E. T. Time Units: 5 or 15 minutes, 2 or more times weekly. Audience Appeal: Female. Suggested for: Morning or afternoon. Client Suitability: Department stores or specialty shops. Number of Artists: 1. Audition Facilities: Transcriptions. Submitted by: Ann Barbinel, New York 24, N. Y.

## Doctor Fix-Um

Fifteen minutes of timely helps for the housewife without mechanical aptitude . . . who is anxious to make what she has continue to do service. Each broadcast "Dr. Fix-Um" covers 5 to 10 problems of the wartime housewife. "Doctor Fix-Um" has the answers because he's done it himself first! In 8 broadcasts—completely unheralded—"Dr. Fix-Um" drew over 300 pieces of mail from interested listeners. Availability: Live talent. Time Units: 15 minutes, twice weekly. Audience Appeal: Entire family. Suggested for: Morning or afternoon. Client Suitability: Household and women's products. Number of Artists: 1. Cost: \$75 per broadcast and time. Audition Facilities: Transcriptions. Submitted by: KYW, Philadelphia 3, Pa.

## Easy Does It

This program made up of helpful hints to housewives sent in by listeners and conducted by "Helpful Henry." It is a clearing house of ideas to make household work simpler and more efficient. Each "hint" sent in and used is worth a cash award to the sender. Recorded musical selections are used throughout to break up the continuous talk. Availability: Live talent. Time Units: 15 minutes, 3 times weekly. Audience Appeal: Female. Suggested for: Morning. Client Suitability: Household items. Number of Artists: 1. Submitted by: WIP, Philadelphia 7, Pa. (See Page 90)

## Famous Mothers Starring Jane Dillon

Jane Dillon, international artist, has been called "within herself a complete theater. Individual and self-sufficient, she is an entity among entertainers." "Famous Mothers" is enacted entirely by Jane Dillon. Her 3-octave voice range enables her to vividly portray rugged masculine voices, those of boys and children, and feminine characters of every age. She changes voice in a flash, and experts have been baffled by her performances all over the world. In "Famous Mothers," 78 5-minute transcribed programs, she

tells the stories of some of the most famous mothers, past and present. Many will remember Miss Dillon as author and star of the NBC series, "The Happy Family," in which she also enacted all parts. Availability: E. T. Time Units: 5 minutes, 3, 5, 6 times weekly. Audience Appeal: Female. Suggested for: Morning or afternoon. Client Suitability: Dept. Stores, bakers, dairies, food products. Unit Cost: Based on population of city, power and rates of stations used. Audition Facilities: Transcriptions. Submitted by: Kasper-Gordon, Inc., Boston 16, Mass. (See Page 86)

## Fashion Flashes

This program is a fashion interview with leading style authorities of various newspapers and fashion magazines being interviewed by a woman narrator. They discuss all the latest styles of women's wear. Availability: E. T. Time Units: 5 minutes. Audience Appeal: Female. Suggested for: Morning. Client Suitability: Department stores, women's wear. Number of Artists: Narrator and guest stars. Audition Facilities: Transcriptions. Submitted by: Thomas J. Valentino, Inc., New York 19, N. Y.

## Five O'Clock Follies

Is a participation program conducted by Evelyn Howe. Music is transcribed . . . comments and continuity simulate entr'act of musical stage show. Illusion of reality is heightened by daily "in person" interview with visiting celebrities. Client Suitability: General. No. of Artists: 1, Evelyn Howe. Audition Facilities: Transcription. Submitted by: WEEL, Boston 12, Mass. (See Page 52)

## Five Star Theater

Short, short human interest romantic playlets that lead listener preference. "Five Star Theater," based on an analysis of programs of this kind, has taken the better features of radio shows and moulded them into one format. We sincerely believe this feature release will fill every client requirement for steadfast entertainment. Too, it is truly a "self-propelled" advertising vehicle." Availability: E. T. Time Units: 15 minutes, 1, 2 or 3 weekly. Audience Appeal: Female and entire family. Suggested for: Morning, afternoon or evening. Client Suitability: Feminine and household products. Number of Artists: 5 to 7. Submitted by: G. C. Bird & Associates, Hollywood 28, Calif.

## Food Fair

Participating program directed by Mother Arker (Heloise Arker Broeg)—features three women experts on buying, cooking, serving food—supplies market news direct from permanent stall maintained to display and demonstrate advertised products in Boston's historic Faneuil Hall Market. Products are also featured in four traveling window displays appearing for two-week periods in key groceries throughout Greater Boston and advertised (without additional cost) in 32-page paid subscription monthly magazine edited by cast.

Availability: Live talent. Time Units: 15 minutes, 6 days a week. Audience Appeal: Female. Client Suitability: Food or household products. Number of Artists: 3 women. Audition Facilities: Transcriptions. Submitted by: WEEL, Boston 12, Mass. (See Page 52)

## Food Reports by Emma Lou Bireline

A five-minute program of up-to-the-minute information on fruits and vegetables in season; what to look for at your grocers in these items; how long their season will last; whether the supply is large or small, etc. Availability: Live talent. Time Units: 5 minutes, 6 times weekly. Audience Appeal: Female. Suggested for: Morning. Client Suitability: Fruit and vegetable dealers—produce co. Number of Artists: One. Audition Facilities: Transcriptions. Submitted by: KSAL, Salina, Kansas.

## The Food Scout

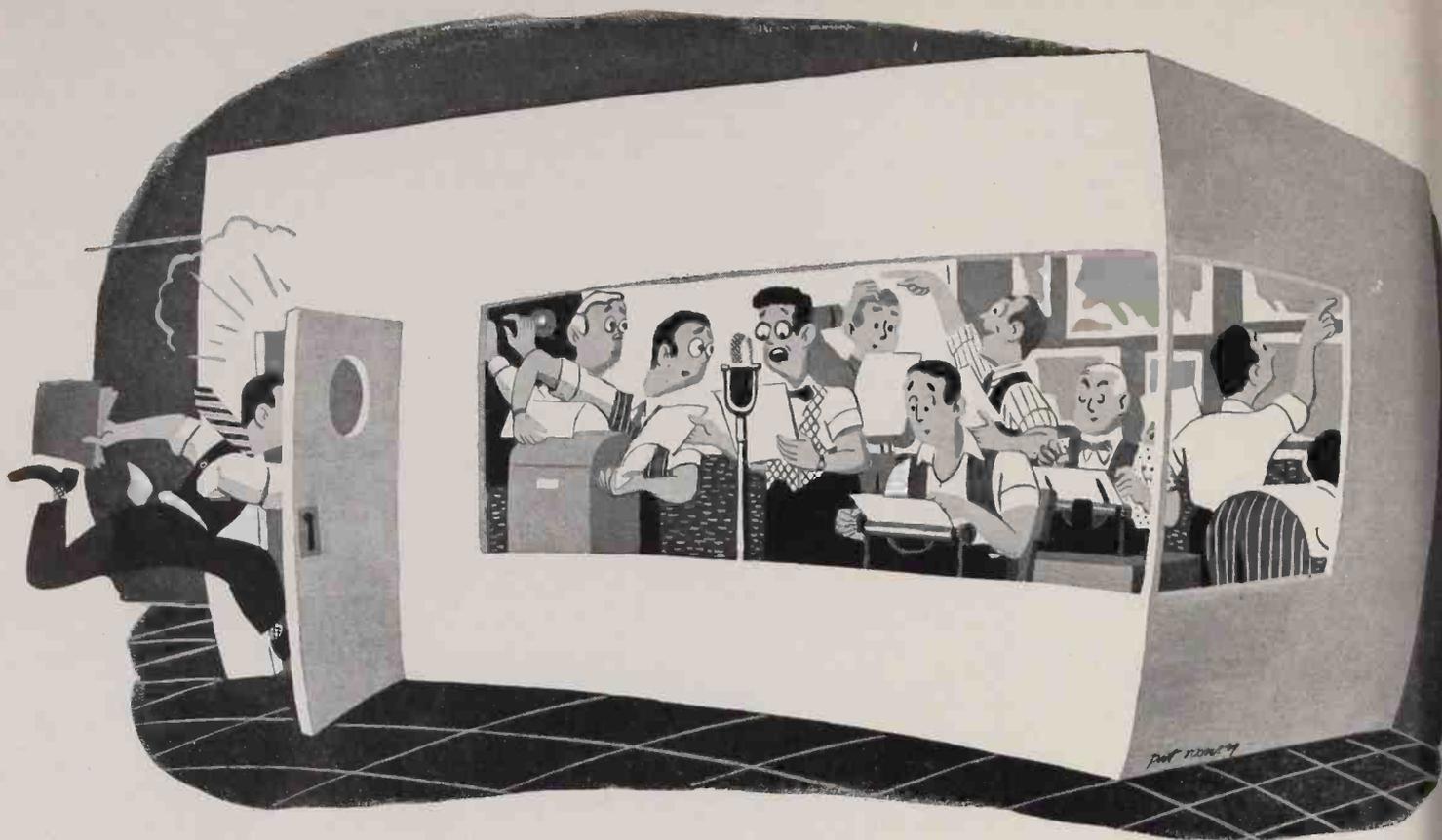
Prepared and broadcast by Miss Virginia Davis, this program has a wide appeal among busy housewives. Miss Davis makes frequent visits to the large produce markets along "Commission Row," selects the best buys of the day, reports to housewives. Gives rationing news, point-value changes. Program designed to save time, money and ration points for homemakers. Availability: Live talent & E. T. Time Units: 15 minutes, 5 weekly. Audience Appeal: Female. Suggested for: Morning. Client Suitability: Grocery stores, food markets, women's shops, etc. Number of Artists: 1. Audition Facilities: Transcriptions. Submitted by: KXOK, St. Louis 1, Mo.

## For Women Only

This is an informal chatty type of women's program replete with human interest, so that listeners have been men as well as women. Conducted by Marjorie Wells, WTOL staff member, who finds the angles in the day's news and events that will appeal especially to women. Interviews women in various war activities, but only after thorough investigation and research so that a well rounded presentation is made in the interview. In other words, every word counts! No padding! Availability: Live talent. Time Units: 15 minutes, 5 times weekly. Audience Appeal: Female. Suggested for: Afternoon. Client Suitability: Home or woman's products. Number of Artists: 1 plus interviewee. Audition Facilities: Transcriptions. Submitted by: WTOL, Community Broadcasting Co., Toledo, Ohio. (See Page 64)

## Furs on Parade

A sequel to the famous "Know Your Furs" series which was sponsored successfully by more than 200 stores. "Furs on Parade" is the most comprehensive radio program ever produced for fur retailers. It meets current conditions and problems in the fur field. Each episode is divided into two sections, dramatized, for use as the highlights of a quarter-hour program. Total for "Furs on Parade" is about 7 minutes. Remainder of 15-



## *It's a wonder the walls don't burst...*

**O**UR WCCO News Room is just about the busiest, most crowded place within four walls that you can find up here in the Northwest. It's packed to the ceiling with excitement, dramatic wallop, and experience. Experience we've accumulated over the past 20 years by following and understanding and telling our listeners about the news.

Northwest people — nearly 4,000,000 of them in 139 counties scattered across five states — depend on WCCO for public service, information, entertainment ... *and news*. That's why, as invasion approached with greater and deadlier events, WCCO's expanded news facilities met the test. Today we operate the largest, most complete News Room in Northwest radio.

Manning it is a staff of 17 experts — all authorities in their respective fields of world *and* local reporting. Names like John Raleigh (former Far East correspondent for CBS) ... WCCO Farm Editor Larry Haeg (a member of the Minnesota State Legislature) ... veteran

Cedric Adams (11 years on WCCO, with a current Hooper rating of 18.0 for his popular 12:30 P. M. daily newscast.) *These 17 men know the news. And they know the Northwest people to whom they tell it.*

News is only one phase of WCCO's service to its vast listening audience. But our thoroughness in this single field is typical of our success in all — the essential clue to why *every* survey of Northwest listening continues to show WCCO as the dominant station in this rich, vastly growing region.

*Good Neighbor to the Northwest*

# WCCO

MINNEAPOLIS-ST. PAUL

50,000 Watts • 830 kc

COLUMBIA OWNED



Represented by Radio Sales,  
the SPOT Broadcasting Division of CBS

session is comprised of commercial music from station musical collection library. 74 sponsors signed contract for series.  
Availability: E. T.  
Time Units: 15 minutes, 1 or 2 weekly  
Audience Appeal: Furrier, department store, specialty shop  
Number of Artists: 2  
Audition Facilities: Transcriptions  
Submitted by: Kasper-Gordon, Incorporated, Boston 16, Mass.  
(See Page 86)

### Storage and Fur Sale

Fur storage half-minute spots—the most popular spot program ever produced. Drama, opera, comedy, Hill-Billy, and charming voices telling their stories why they should put their furs on stage. Clever entertainment and promotion—30 spots available. "Fur Storage" half-minute spots—same style of program with clever promotion for Fur Storage. 2 spots available  
Availability: E. T.  
Time Units: Half-minute, 3 times weekly  
Audience Appeal: Female  
Suggested for: Morning  
Audition Facilities: Fur Specialty shops, department stores, laundries for storage  
Number of Artists: Two  
Audition Facilities: Transcriptions  
Submitted by: Transcribed Radio Shows, New York 19, N. Y.

### Good Neighbor Program

Program designed to act as a radio "cleaning house" for the sale of used, household articles. Spot transcribed commercials used. Letters from listeners describing articles for sale. Perfect for radio commercials for household furniture, clothing, beverages, insecticides, nationally advertised products for entire family.  
Availability: Live talent; E. T.  
Time Units: 55 minutes, 6 days weekly  
Audience Appeal: Entire family  
Suggested for: Late morning  
Audition Facilities: Any type of family merchandise; dept. store, retail  
Number of Artists: 1 female emcee with guests  
Audition Facilities: Transcriptions  
Submitted by: WWDC, Washington 6, D.C.

### The Handy Man

A program of household suggestions and time-saving devices for homemakers, presented in light and humorous vein. The emcee conducts the program and vocal interludes of music and song.  
Availability: Live talent  
Time Units: 15 minutes, 5 weekly  
Audience Appeal: Female  
Suggested for: Morning or afternoon  
Audition Facilities: Food, soap, feminine products  
Cost: Once a week \$200; 3, \$500; 5, \$750.  
Submitted by: Mutual Broadcasting System, New York 18, N. Y.  
(See Pages 26, 27)

### The Happiness Clinic

The Happiness Clinic with Helen Lam is a radio "Dorothy Dix" act. Problems on love, marriage and home life as listeners write in are read and answered by Helen Adams. Mrs. Adams is the radio name of a woman well qualified as a practical psychologist and counsellor. Mail pull is excellent. Can offer practical rules for happiness as extra merchandise.  
Availability: Live talent  
Time Units: 15 minutes, 3 or 5 times weekly  
Audience Appeal: Female  
Suggested for: Afternoon

Client Suitability: Food or household item manufacturer  
Number of Artists: Two  
Audition Facilities: Transcriptions  
Submitted by: WGAC, Augusta, Georgia

### Harriette Meets the Ladies

A Monday through Friday morning show in which "Harriette" (Dunbar) meets the ladies with a warm and friendly personality bound to click for your product. The varied interest in this program is exhibited by the variety of sponsors. For example: a savings bank and a boys' clothing shop are now participating in the show  
Availability: Live talent  
Time Units: Participations in 15 minutes, 1 through 5 times weekly  
Audience Appeal: Female  
Suggested for: Morning  
Client Suitability: Women's clothing, food products, soap, insurance  
Number of Artists: One  
Audition Facilities: Transcriptions  
Submitted by: WWNV, Watertown, New York

### Adelaide Hawley

One of the outstanding women commentators of the country, Adelaide Hawley, is featured every morning in a 15-minute program designed for the ladies. Miss Hawley's long experience as a commentator on home problems has won for her an extensive, enthusiastic audience, and the war, which has multiplied and intensified the problems of home making, has allowed Adelaide Hawley to offer tremendous aid to her listeners who are seeking expert guidance on the numerous subjects pertaining to the household. This is a participation program.  
Availability: Live talent  
Time Units: 15 minutes, 6 weekly  
Audience Appeal: Female  
Suggested for: Morning  
Client Suitability: General household  
Number of Artists: 1  
Audition Facilities: Transcriptions  
Submitted by: WEAJ, New York, N. Y.  
(See Page 38)

### Here's Looking at You

Interviews on how milady can improve her appearance with the aid of proper make-up, dress and hair-do. Richard Willis is chief make-up artist for three major motion picture studios. He has been publicized in Time and Life Magazines and many other important periodicals. For two years had his own network program. Mr. Willis selects subjects from his vast audience and discusses with them their personal beauty problems. The listener can obtain through the mails, or at the store, an especially devised beauty chart. The applicant fills in the coloring of her hair, eyes and complexion and along with a photograph of herself, returns the chart to Mr. Willis who makes a personal analysis and returns it to the listener.  
Availability: E. T.  
Time Units: 65 transcribed 5 minutes, 3 to 5 times weekly  
Audience Appeal: Female  
Suggested for: Morning or afternoon  
Client Suitability: Food Products, Furniture Stores or any commodity appealing to women  
Number of Artists: Richard Willis and audience participation  
Audition Facilities: Transcriptions  
Submitted by: Harry S. Goodman Radio Productions, New York 22, N. Y.  
(See Page 102)

### Hospitality House

Consists of information compiled by Miss Rutan, "hostess," including Associated Press teletype, women in News,

# FEMININE ANGLE

fashion notes, up-to-the-minute ration news, Hollywood gossip and home economics. Above interspersed with light music played on piano and solovox by Leon Drews and vocals by Marie Huffman. Commercials presented as a part of regular continuity. Available for participation announcements only; limited to four

Availability: Live talent  
Time Units: 30 minutes, 6 times weekly  
Audience Appeal: Female  
Suggested for: Morning or afternoon  
Client Suitability: Any with appeal to the woman buyer  
Number of Artists: Four  
Audition Facilities: Transcriptions  
Submitted by: KPRO, Riverside, Calif.

### It's a Woman's World

"It's a Woman's World," a daily half-hour program conducted by Frances Quinn offers approximately five minutes of movie news, three or four minutes of facts about important women in the news, a feature titled "It's a Woman's World," plus helpful and interesting information on the kitchen and the home. These features with the commercial announcements are interspersed during the half hour with transcribed musical selections. Programs are highlighted by interviews.

Availability: Live talent & E. T.  
Time Units: 30 minutes, 3 and 5 times weekly  
Audience Appeal: Female  
Suggested for: Morning  
Client Suitability: Appeal to women  
Number of Artists: 2  
Cost: 3 times weekly, per week \$15.00; 5 times per week, \$25.00; 26 weeks less 10 per cent; 52 weeks less 20 per cent  
Audition Facilities: Transcriptions  
Submitted by: KFRE, Fresno, Calif.

### Journal of the Air

A newspaper of the air, containing late general news, fashion news, ration news, recipes, human interest stories appealing to women, homemaking hints. Man and woman announcer  
Availability: Live talent  
Time Units: 15 minutes, 3-5-6 times weekly  
Audience Appeal: Female  
Suggested for: Morning or afternoon  
Client Suitability: Any type used or bought by women  
Number of Artists: Two  
Audition Facilities: Transcriptions  
Submitted by: WPAR, Parkersburg, W. Va.

### Just Between You and Jane Cowl

The first lady of the theater sets this show apart from any other of its type on the air. Jane Cowl has been a guest on all top shows, but this is her first regular radio series. First reviews highly favorable. Here is an alert mind, enriched with experience, memories, and understanding of people and events, discussing the way things are in the world in the light of her own background.  
Availability: Live talent  
Time Units: 15 minutes, 5 weekly  
Audience Appeal: Female  
Suggested for: Afternoon  
Client Suitability: Products appealing to feminine audience.  
Unit Cost: \$1,850 per week, for first 13 weeks  
Submitted by: Mutual Broadcasting System, New York, N. Y.  
(See Pages 26, 27)

### Just Looking

This is not a fashion show, but a program designed to give the inside of fashion as an aid to the shopper in selecting all types of wearing apparel for women and children. Featuring Doris Beechman, fashion expert. It tells the buyer in an interestingly dramatic fashion what to look for when considering quality and price

Availability: Live talent and E. T.  
Time Units: 15 minutes, 3 to 5 times weekly  
Audience Appeal: Female  
Suggested for: Morning  
Client Suitability: Any clients not in the fashion field  
Number of Artists: Three  
Audition Facilities: Transcriptions  
Submitted by: Ad-Plan Company

### Keyboard & Console

Presented by Edith Ginn Sexton... unusual arrangement of hit tunes and familiar classics on organ and piano combined. Emceed by Beth McNeely, interspersed with light chatter of particular interest to women.

Availability: Live talent  
Time Units: 15 minutes, 5 weekly  
Audience Appeal: Female  
Suggested for: Morning or afternoon  
Client Suitability: Women's apparel shops, household articles, drugs  
Number of Artists: 2  
Audition Facilities: Transcriptions  
Submitted by: WSUN, St. Petersburg 1, Fla.

### The Land of Make Believe

Different from other poetry programs. A woman narrator recites poetry with appropriate background music (organ preferred, live or transcribed). Poems, used are those which have been requested or sent in by the listeners. Various poems are also dedicated to some particular listener. Poetry included on the show runs the whole gamut of emotions, from gay and light, to sad and sorrowful. The show has general appeal to women audiences.

Availability: Live talent  
Time Units: 15 minutes, 5 times weekly  
Audience Appeal: Female  
Suggested for: Afternoon  
Client Suitability: Products for women  
Number of Artists: 1  
Audition Facilities: Transcriptions  
Submitted by: WEIM, Fitchburg, Mass.

### Let's Take a Look in Your Mirror

Stella Unger in "Let's Take a Look in Your Mirror" tells women how to improve their style, their personalities, accentuate their best features. Series is a logical show for any retailers or manufacturer of apparel, cosmetics, home furnishing; any product sold to or through women. A special theme has been prepared which makes possible excellent production on all 156 shows. Maximum commercial time is allowed; publicity aids are furnished.

Availability: E. T.  
Time Units: 5 minutes, 3 to 6 times weekly  
Audience Appeal: Female  
Suggested for: Morning, afternoon or evening  
Client Suitability: Department stores, women's wear, retail shops, drug stores, beauty parlors, etc.  
Number of Artists: 1  
Audition Facilities: Transcriptions  
Submitted by: NBC Radio Recording Division, New York 20, N. Y.  
(See Page 20)



## *It's a wonder the walls don't burst...*

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Manning it is a staff of 17 experts — all authorities in their respective fields of world *and* local reporting. Names like John Raleigh (former Far East correspondent for CBS) ... WCCO Farm Editor Larry Haeg (a member of the Minnesota State Legislature) ... veteran

Cedric Adams (11 years on WCCO, with a current Hooper rating of 18.0 for his popular 12:30 P. M. daily newscast.) *These 17 men know the news. And they know the Northwest people to whom they tell it.*

News is only one phase of WCCO's service to its vast listening audience. But our thoroughness in this single field is typical of our success in all — the essential clue to why *every* survey of Northwest listening continues to show WCCO as the dominant station in this rich, vastly growing region.

*Good Neighbor to the Northwest*

# WCCO

MINNEAPOLIS-ST. PAUL

50,000 Watts • 830 kc

COLUMBIA OWNED



Represented by Radio Sales,  
the SPOT Broadcasting Division of CBS

session is comprised of commercial and music from station musical transcription library. 74 sponsors signed contracts for series.  
 Availability: E. T.  
 Time Units: 15 minutes, 1 or 2 weekly  
 Client Suitability: Furrier, department store, specialty shop  
 Number of Artists: 2  
 Audition Facilities: Transcriptions  
 Submitted by: Kasper-Gordon, Incorporated, Boston 16, Mass.  
 (See Page 86)

### Fur Storage and Fur Sale

Fur storage half-minute spots—the most popular spot program ever produced. Each week drama, opera, comedy, Hill-Billy, with two charming voices telling their audience why they should put their furs in storage. Clever entertainment and promotion—30 spots available. "Fur Storage" half-minute spots—same style of program with clever promotion for Fur Storage. 22 spots available  
 Availability: E. T.  
 Time Units: Half-minute, 3 times weekly  
 Audience Appeal: Female  
 Suggested for: Morning  
 Client Suitability: Fur Specialty shops, department stores, laundries for storage  
 Number of Artists: Two  
 Audition Facilities: Transcriptions  
 Submitted by: Transcribed Radio Shows, New York 19, N. Y.

### God Neighbor Program

Program designed to act as a radio "Cleaning House" for the sale of used household articles. Spot transcribed commercials used. Letters from listeners describing articles for sale. Perfect for commercials for household furniture, clothing, beverages, insecticides. Daily advertised products for entire family.  
 Availability: Live talent; E. T.  
 Time Units: 55 minutes, 6 days weekly  
 Audience Appeal: Entire family  
 Suggested for: Late morning  
 Client Suitability: Any type of family merchandise; dept. store, retail  
 Number of Artists: 1 female emcee with assistants  
 Audition Facilities: Transcriptions  
 Submitted by: WWDC, Washington 6, D.C.

### The Handy Man

A program of household suggestions and time-saving devices for homemakers, presented in light and humorous vein. Reamer conducts the program and features interludes of music and song.  
 Availability: Live talent  
 Time Units: 15 minutes, 5 weekly  
 Audience Appeal: Female  
 Suggested for: Morning or afternoon  
 Client Suitability: Food, soap, feminine products  
 Cost: Once a week \$200; 3, \$500; 5, \$750.  
 Submitted by: Mutual Broadcasting System, New York 18, N. Y.  
 (See Pages 26, 27)

### The Happiness Clinic

The Happiness Clinic with Helen Adams is a radio "Dorothy Dix" act. Problems on love, marriage and home life which listeners write in are read and answered by Helen Adams. Mrs. Adams' radio name of a woman well qualified as a practical psychologist and counsellor. Mail pull is excellent. Can offer pointers on rules for happiness as extra merchandise.  
 Availability: Live talent  
 Time Units: 15 minutes, 3 or 5 times weekly  
 Audience Appeal: Female  
 Suggested for: Afternoon

**Client Suitability:** Food or household item manufacturer

**Number of Artists:** Two  
**Audition Facilities:** Transcriptions  
**Submitted by:** WGAC, Augusta, Georgia

### Harriette Meets the Ladies

A Monday through Friday morning show in which "Harriette" (Dunbar) meets the ladies with a warm and friendly personality bound to click for your product. The varied interest in this program is exhibited by the variety of sponsors. For example: a savings bank and a boys' clothing shop are now participating in the show  
 Availability: Live talent  
 Time Units: Participations in 15 minutes, 1 through 5 times weekly  
 Audience Appeal: Female  
 Suggested for: Morning  
 Client Suitability: Women's clothing, food products, soap, insurance  
 Number of Artists: One  
 Audition Facilities: Transcriptions  
 Submitted by: WJNY, Watertown, New York

### Adelaide Hawley

One of the outstanding women commentators of the country, Adelaide Hawley, is featured every morning in a 15-minute program designed for the ladies. Miss Hawley's long experience as a commentator on home problems has won for her an extensive, enthusiastic audience, and the war, which has multiplied and intensified the problems of home making, has allowed Adelaide Hawley to offer tremendous aid to her listeners who are seeking expert guidance on the numerous subjects pertaining to the household. This is a participation program.  
 Availability: Live talent  
 Time Units: 15 minutes, 6 weekly  
 Audience Appeal: Female  
 Suggested for: Morning  
 Client Suitability: General household  
 Number of Artists: 1  
 Audition Facilities: Transcriptions  
 Submitted by: WJNY, New York, N. Y.  
 (See Page 38)

### Here's Looking at You

Interviews on how milady can improve her appearance with the aid of proper make-up, dress and hair-do. Richard Willis is chief make-up artist for three major motion picture studios. He has been publicized in Time and Life Magazines and many other important periodicals. For two years he has his own network program. Mr. Willis selects subjects from his vast audience and discusses with them their personal beauty problems. The listener can obtain through the mails, or at the store, an especially devised beauty chart. The applicant fills in the coloring of her hair, eyes and complexion and along with a photograph of herself, returns the chart to Mr. Willis who makes a personal analysis and returns it to the listener.  
 Availability: E. T.  
 Time Units: 65 transcribed 5 minutes, 3 to 5 times weekly  
 Audience Appeal: Female  
 Suggested for: Morning or afternoon  
 Client Suitability: Food Products, Furniture Stores or any commodity appealing to women  
 Number of Artists: Richard Willis and audience participation  
 Audition Facilities: Transcriptions  
 Submitted by: Harry S. Goodman Radio Productions, New York 22, N. Y.  
 (See Page 102)

### Hospitality House

Consists of information compiled by Miss Rutan, "hostess," including Associated Press teletype. women in News,

# FEMININE ANGLE

fashion notes, up-to-the-minute ration news, Hollywood gossip and home economics. Above interspersed with light music played on piano and solovox by Leon Drews and vocals by Marie Huffman. Commercials presented as a part of regular continuity. Available for participation announcements only; limited to four

**Availability:** Live talent  
**Time Units:** 30 minutes, 6 times weekly  
**Audience Appeal:** Female  
**Suggested for:** Morning or afternoon  
**Client Suitability:** Any with appeal to the woman buyer  
**Number of Artists:** Four  
**Audition Facilities:** Transcriptions  
**Submitted by:** KPRO, Riverside, Calif.

### It's a Woman's World

"It's a Woman's World," a daily half-hour program conducted by Frances Quinn offers approximately five minutes of movie news, three or four minutes of facts about important women in the news, a feature titled "It's a Woman's World," plus helpful and interesting information on the kitchen and the home. These features with the commercial announcements are interspersed during the half hour with transcribed musical selections. Programs are highlighted by interviews.  
 Availability: Live talent & E. T.  
 Time Units: 30 minutes, 3 and 5 times weekly  
 Audience Appeal: Female  
 Suggested for: Morning  
 Client Suitability: Appeal to women  
 Number of Artists: 2  
 Cost: 3 times weekly, per week \$15.00; 5 times per week, \$25.00; 26 weeks less 10 per cent; 52 weeks less 20 per cent  
 Audition Facilities: Transcriptions  
 Submitted by: KFRE, Fresno, Calif.

### Journal of the Air

A newspaper of the air, containing late general news, fashion news, ration news, recipes, human interest stories appealing to women, homemaking hints. Man and woman announcer  
 Availability: Live talent  
 Time Units: 15 minutes, 3-5 times weekly  
 Audience Appeal: Female  
 Suggested for: Morning or afternoon  
 Client Suitability: Any type used or bought by women  
 Number of Artists: Two  
 Audition Facilities: Transcriptions  
 Submitted by: WPAR, Parkersburg, W. Va.

### Just Between You and Jane Cowl

The first lady of the theater sets this show apart from any other of its type on the air. Jane Cowl has been a guest on all top shows, but this is her first regular radio series. First reviews highly favorable. Here is an alert mind, enriched with experience, memories, and understanding of people and events, discussing the way things are in the world in the light of her own background.  
 Availability: Live talent  
 Time Units: 15 minutes, 5 weekly  
 Audience Appeal: Female  
 Suggested for: Afternoon  
 Client Suitability: Products appealing to feminine audience.  
 Unit Cost: \$1,850 per week, for first 13 weeks  
 Submitted by: Mutual Broadcasting System, New York, N. Y.  
 (See Pages 26, 27)

### Just Looking

This is not a fashion show, but a program designed to give the inside of fashion as an aid to the shopper in selecting all types of wearing apparel for women and children. Featuring Doris Beechman, fashion expert. It tells the buyer in an interestingly dramatic fashion what to look for when considering quality and price  
 Availability: Live talent and E. T.  
 Time Units: 15 minutes, 3 to 5 times weekly  
 Audience Appeal: Female  
 Suggested for: Morning  
 Client Suitability: Any clients not in the fashion field  
 Number of Artists: Three  
 Audition Facilities: Transcriptions  
 Submitted by: Ad-Plan Company

### Keyboard & Console

Presented by Edith Ginn Sexton... unusual arrangement of hit tunes and familiar classics on organ and piano combined. Emceed by Beth McNeely, interspersed with light chatter of particular interest to women.  
 Availability: Live talent  
 Time Units: 15 minutes, 5 weekly  
 Audience Appeal: Female  
 Suggested for: Morning or afternoon  
 Client Suitability: Women's apparel shops, household articles, drugs  
 Number of Artists: 2  
 Audition Facilities: Transcriptions  
 Submitted by: WSUN, St. Petersburg 1, Fla.

### The Land of Make Believe

Different from other poetry programs. A woman narrator recites poetry with appropriate background music (organ preferred, live or transcribed). Poems, used are those which have been requested or sent in by the listeners. Various poems are also dedicated to some particular listener. Poetry included on the show runs the whole gamut of emotions, from gay and light, to sad and sorrowful. The show has general appeal to women audiences.  
 Availability: Live talent  
 Time Units: 15 minutes, 5 times weekly  
 Audience Appeal: Female  
 Suggested for: Afternoon  
 Client Suitability: Products for women  
 Number of Artists: 1  
 Audition Facilities: Transcriptions  
 Submitted by: WEIM, Fitchburg, Mass.

### Let's Take a Look in Your Mirror

Stella Unger in "Let's Take a Look in Your Mirror" tells women how to improve their style, their personalities, accentuate their best features. Series is a logical show for any retailers or manufacturer of apparel, cosmetics, home furnishing; any product sold to or through women. A special theme has been prepared which makes possible excellent production on all 156 shows. Maximum commercial time is allowed; publicity aids are furnished.  
 Availability: E. T.  
 Time Units: 5 minutes, 3 to 6 times weekly  
 Audience Appeal: Female  
 Suggested for: Morning, afternoon or evening  
 Client Suitability: Department stores, women's wear, retail shops, drug stores, beauty parlors, etc.  
 Number of Artists: 1  
 Audition Facilities: Transcriptions  
 Submitted by: NBC Radio Recording Division, New York 20, N. Y.  
 (See Page 20)



## WEEI...*star-maker*

**T**HREE...five...ten years from now America's listening millions will tune eagerly to a great and new array of radio programs, sparked by new personalities, freshened by new talent.

*Today we're incubating these shows of tomorrow.* For more than 100 weeks now we've been developing youthful emcees, singers, actors, comedians—*talent* that we firmly believe will be among the big names of tomorrow's radio—in a half-hour variety series called *Youth on Parade*, originated by WEEI and sent coast to-coast over CBS every Saturday morning.

These youngsters—nearly half a hundred of them—represent the most promising junior talent that can be found among the children of Greater Boston schools. We think they're among the most ambitious, most gifted, “most likely to succeed” kids in America.

Under the tutelage of WEEI's Dolphe Martin, they get careful coaching and wide opportunity to expand

their talent, to gain air experience and poise by broadcasting from WEEI, networkwide across the country.

Tomorrow—from their ranks—will come the headliners of new and nationally popular radio programs. WEEI is proud of the polished *Youth on Parade* broadcasts these youngsters are today presenting... has faith in their promise of being among the future's brightest radio personalities...and finds pleasure in its own farsighted role as “star-maker for tomorrow”.

# WEEI

Columbia's Friendly Voice in  
BOSTON • 590 Kc

COLUMBIA OWNED



*Represented by Radio Sales, the SPOT Broadcasting Division of CBS*

## Listen Ladies

Ladies' presents news for from sixteen to sixty. A lively, g show, it offers news of clothes, lth and the home. It gossips omen prominent in the news. It nthe latest hairdos . . . new techniques . . . recipes for tasty, dishes . . . and many other of interest to women. (Selling enations are available to stations use with prospective sponsors.)

Script available  
Availability: 3 mins., 30 secs., 6 times

Appeal: Female  
Suggested for: Morning, or afternoon  
Client Suitability: Women's wear retailers  
Audition Facilities: Transcriptions  
Submitted by: WEAF, New York, N. Y.

## Listen, The Women

Most unusual and distinctive wo-gram in years! Devised by Duval, "Listen, The Women" pre-ur outstanding women in an in-unrehearsed discussion of topics y ranging from politics to plumb-ns to questions submitted by wa audience. The board of experts ead by Miss Janet Flanner, distin-"New Yorker" contributor and who with her stimulating direct-ches the wits and talents of such as Dean Thompson of Vassar; Margaret Mead, authority on anthrop-nd others. The best discussion of its kind in radio.

Live talent  
Time Units: 30 minutes, once weekly  
Appeal: Entire family  
Suggested for: Afternoon or evening  
Client Suitability: General  
Number of Artists: 5  
Submitted by: Blue Network Company,  
New York 20, N. Y.  
(See Pages 33-36, 60, 62)

## Little by Little House

"Little by Little House" has done a job for furniture retailers. The story of a side-of-the-road stopping place for tourists, which is the main scene. All the action comes to the instead of being dragged in by the els, or all kinds of people stop at the "pillows," from bank presidents to neers. A complete plot and un-ny theme runs throughout, with the ming and refurbishing of "The llo," young romance, old romance, ad counterplot, mystery, murder, nement, a home development pro-ct. Series is accompanied by a mpe merchandising plan.

E. T.  
Time Units: 15 minutes, 2 to 3 eekly (39 episodes)  
Appeal: Female  
Suggested for: Morning, afternoon.  
Client Suitability: Furniture merchants,  
estate, department store  
Number of Artists: 7 to 9  
Submitted by: Kasper-Gordon, Inc., Bos-  
ton, Mass.  
(See Page 86)

## Maggi McNellis

Maggi McNellis, that lady-about-town, ows all about the entertainment and its personalities, presents a 15 minute program of gossipy hat which wins wide acceptance from nine audience. Maggi McNellis, ago society girl, who sang herself o hearts of cafe society, has a wide ntanceship in the entertainment

world and each day, in addition to "dishing out" the gossip from Hollywood, Radio and Broadway, gives tips on the best eating places, and introduces name guests from Broadway, the night spots, and radio. Because she has an inside track on the news of the entertainment personalities, Maggi McNellis commands a wide listening audience which she satisfies daily offering the kind of news the ladies want to hear and presenting it in a most pleasant manner.

Live talent  
Time Units: 15 minutes, 5 weekly  
Appeal: Female  
Suggested for: Morning or afternoon  
Client Suitability: Advertisers seeking to reach housewife  
Audition Facilities: Transcriptions  
Submitted by: WEAF, New York, N. Y.  
(See Page 38)

## Maxine Keith— From Me to You

Formerly a radio actress, Maxine Keith started her own show in 1940 based on her nationally-syndicated column, "From Me to You." Wide radio experience in past four years. Current Mutual program is a smart woman's feature devoted to the theater, fashions, beauty, war effort, and other topics with high feminine appeal. Guest stars and plenty of human interest.

Live talent  
Time Units: 15 minutes, 5 weekly  
Appeal: Female  
Suggested for: Morning or afternoon  
Client Suitability: Food, soap, women's products or household goods  
Number of Artists: 1 plus announcer  
Unit Cost: One 15-minute broadcast, \$200; 3, \$515; 5, \$675. Five 5-minute broadcasts, \$335.  
Submitted by: Mutual Broadcasting System, New York 18, N. Y.  
(See Pages 26, 27)

## Don Norman Show

Don Norman has become one of radio's most likeable emcees. He has a friendly way of talking with people—particularly "the gals." His show originates in Chicago and is heard five times weekly over the Blue. Has more laughs per quarter hour than a good many of the top comedy shows. He has the knack of making people like him. Audience mail on this show is unusually high and the "Don Norman Show" literally guarantees a large feminine audience. Spotted after the "Eitel and Albert" show, it winds up an hour and a half of entertainment during the afternoon on the Blue with a smile and a chuckle in a manner that is bound to build ratings.

Live talent  
Time Units: 15 minutes, 5 times weekly  
Appeal: Entire family  
Suggested for: Morning or afternoon  
Client Suitability: General  
Number of Artists: 1  
Audition Facilities: Will pipe live talent  
Submitted by: Blue Network, New York 20, N. Y.  
(See Pages 33-36, 60, 62)

## Notebook for Women

"Notebook for Women" is built for women. Its narrator is a cultured and informed young woman from one of the region's oldest and best families. She calls names of South Carolina people and places; interviews people of the region who are making news; reviews books by and about South Carolina. "Notebook for Women" combines the best features of a bulletin board, a feature page, a human interest column, and a women's section, presented in the informal manner for easy listening.

Live talent  
Time Units: 15 minutes; 3 or 5 weekly

# FEMININE ANGLE

Audience Appeal: Female  
Suggested for: Morning  
Client Suitability: Any product intended for the housewife  
Number of Artists: One  
Cost: \$10.00 per program—talent fee  
Audition Facilities: Transcriptions  
Submitted by: WIS, Columbia (H), S. C.

## Open House

M. C. who is household specialist, interviews women in model home in department store. Household problems discussed and prizes given to participants. A specialist in same field, such as interior decorating is interviewed.  
Live talent  
Time Units: 30 minutes, 5 weekly  
Appeal: Female  
Suggested for: Afternoon  
Client Suitability: Catering to women  
Number of Artists: 2  
Submitted by: KPRC, San Francisco 15, Calif.

## Package of Notes

Eleanor Kline in "Package of Notes" offers something new in women's variety programs. The "package" includes notes on household hints, rationing developments, stories of soldiers' heroism, interesting experiences of average soldiers (men and women), women in the news and items of pathos and humor. Series has big appeal for women and is a natural for any product sold to or through women. Publicity aids are furnished.  
Live talent; E. T.  
Time Units: 15 minutes, 3 or 5 times weekly  
Appeal: Female  
Suggested for: Morning or Afternoon  
Client Suitability: Manufacturers of drugs, cosmetic, clothing, vitamins, food  
Number of Artists: One  
Audition Facilities: Transcriptions  
Submitted by: KTFI, Twin Falls, Idaho

## Personal Problems with Allie Lowe Miles

Allie Lowe Miles answers personal problems that have been submitted to her by listeners. This program provides for an opening, a middle, and a closing. Mrs. Miles is a well-known personality, having been on the networks since 1927, and has a ready-made listening audience. Listeners are invited to write to her and to send their problems and arrangements can be made for Mrs. Miles to transcribe commercials for sponsors. Enclosures such as credit cards or advertising literature could be enclosed in Mrs. Miles' letters to listeners. In "Personal Problems" the sponsor not only has a program of universal interest, but also a show that renders public service.  
E. T.  
Time Units: 15 minutes, 1 to 5 times weekly  
Appeal: Entire family  
Suggested for: Morning or afternoon  
Client Suitability: To Women  
Number of Artists: 2  
Audition Facilities: Transcriptions  
Submitted by: Harry S. Goodman Radio Productions, New York 22, N. Y.  
(See Page 102)

## Polly Entertains

A daily twenty-minute program featuring "Polly Malone"—woman's commentator, fashion stylist, director of woman's programs. A participation show, unrehearsed, ad lib commercials—woman-to-woman discussion of fashion trends,

homemaking activities, household hints, new books, etc. Merchandising services available—letters, surveys, promotion, courtesy announcements, publicity, etc.  
Live talent  
Time Units: One, 6 times weekly  
Appeal: Female  
Suggested for: Morning  
Client Suitability: Housekeeping aids, charm and health, books, etc.  
Number of Artists: 1  
Audition Facilities: Transcriptions  
Submitted by: WCAE, Pittsburgh 19, Pa.

## Social Secretary

Not just a potpourri of table chatter but a selective commentary on what important people and their distinguished guests are thinking and doing in the world of society, culture and social service. A broadcast "Society Page" with a broadened outlook, holding up the mirror to a greater Cleveland, in step with the war, building for peace. An intimate program featuring Eugenia Thornton, a brilliant writer, keen reviewer and genial spectator of the Cleveland scene

Live talent; E. T.  
Time Units: 15 minutes, 3 times weekly  
Appeal: Female  
Suggested for: Afternoon  
Client Suitability: Foods, cosmetics, fashions, etc.  
Number of Artists: One  
Audition Facilities: Transcriptions  
Submitted by: WTAM, Cleveland, Ohio

## This Thing Called Love

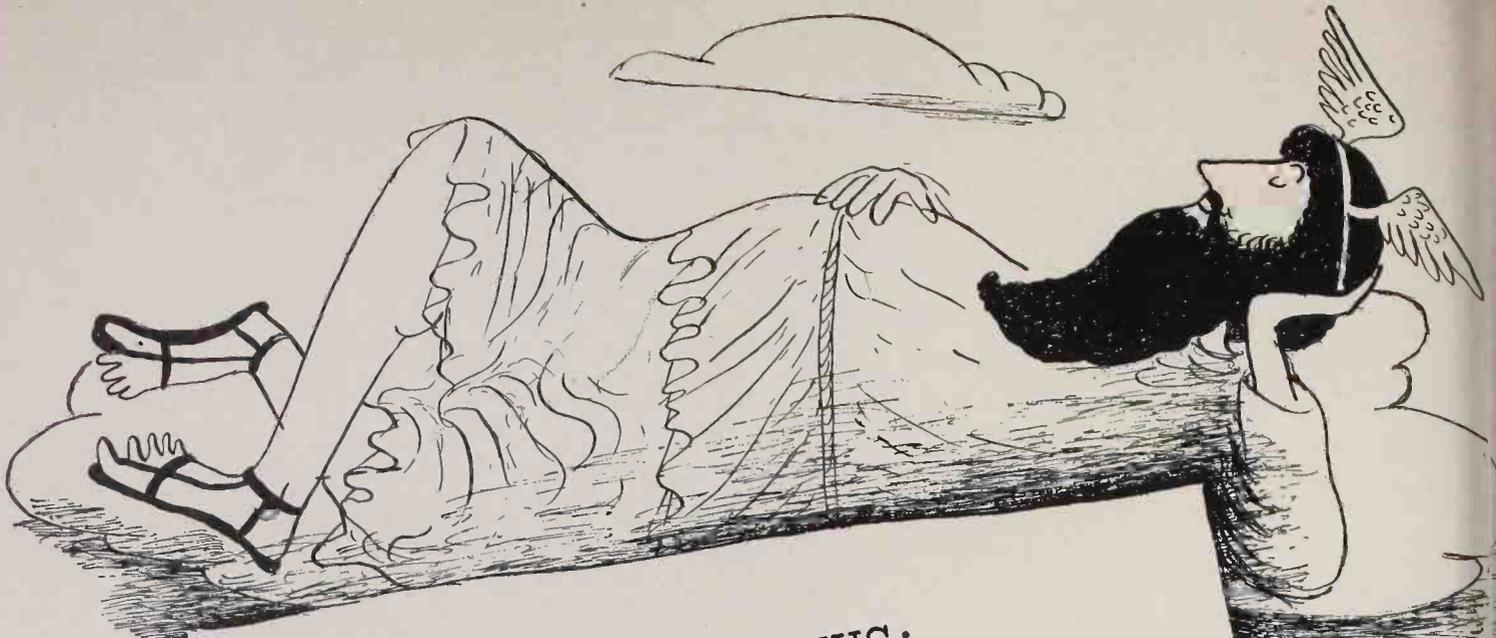
A presentation of the world's greatest love scenes of history and literature. In spite of being done in only 5 minutes, each of the 65 programs has all the earmarks of a fine, full-length production. A perfect "natural" for women.  
E. T.  
Time Units: 5 minutes, 1 to 5 times weekly  
Appeal: Female  
Suggested for: Afternoon or evening  
Client Suitability: Products in which women are interested  
Number of Artists: 3  
Audition Facilities: Transcriptions  
Submitted by: Edward Sloman Productions, Hollywood 28, Calif.

## Tip Time

"Tip Time" is now on the air three times weekly over WWL. The program has three voices—male announcer and two female voices. It presents a round-up of the latest news, household hints, menu planning, Hollywood gossip, a poem of the day, etc. "Tip Time's" popularity has warranted a schedule of merchandising, by newspaper and on the air. The various features of the show are blended into one by music from the novachord.  
Live talent; E. T.  
Time Units: 15 minutes, 3 times weekly  
Appeal: Female  
Suggested for: Morning  
Client Suitability: Catering to femininity, and department stores  
Number of Artists: Three  
Audition Facilities: Transcriptions  
Submitted by: WWL, New Orleans 12, La.

## Uncle Jimmy Starring William Farnum

"Uncle Jimmy" represents the best acting of William Farnum's long stage, screen and radio career. It's a human-interest drama filled with down-to-earth philosophy and every-day situations that will do much to boost morale of all who hear it. Sponsored successfully by such



## MEMO TO MORPHEUS:

Morpheus, old man, as the God of Sleep you wouldn't like it in Washington. People here don't sleep late. Washingtonians are the kind of folks who get up ahead of the bugler. On a still morning you can hear their alarm clocks ringing for miles.

And you hear something else: thousands of radios tuned to WTOP as thousands of wide-awake Washington families listen to Robert Lewis and his 6:45-7:00 A.M. newscast. (The latest CBS Listener Diary study gives this Monday-through-Saturday quarter-hour a net weekly rating of 8.1.)

The Capital comes honestly by early rising. Washington business hours start earlier than those of most big cities. Department of Interior workers are at their desks by 7:45 A.M. War and Navy Department employees begin their day at 8 o'clock. In these three major branches of the government (and many smaller agencies and bureaus with comparable hours) you'll find a Washington payroll of 104,322 civilian workers.

To them, and thousands more of the Capital's news-conscious early-risers, Robert Lewis is a most familiar voice. Also heard by CBS network listeners on the daily 8 A.M. World News, he's a top newsman, implemented by the prestige and global news-gathering facilities of CBS.

The advertiser who sponsors Robert Lewis and his 6:45 A.M. newscasts (currently available) gets a network personality at local WTOP rates. So, Morpheus, if you come across any radio advertiser asleep to this fact, shake him gently by the shoulder, tell him to wake up and get in touch with us or Radio Sales.

# WTOP

WASHINGTON'S  
50,000 Watt Station  
COLUMBIA OWNED



# FEMININE ANGLE

Castilian Soap, Loose-Wiles Biscuit, Shoe Polish, Shinola, New England Baking Company, Bangor Baking Co., California-Oregon Power & Light, Paper Bottling Co., George Dentler Food Products, Colonial Coffee, and others. 156 1/4-hour transcripts completed in series which compare with any network "soap" on the air. Production by Warner Hollywood Studios.

**Availability:** E. T.  
**Time Units:** 15 minutes, 3, 5 weekly  
**Audience Appeal:** Female  
**Suggested for:** Morning or afternoon  
**Client Suitability:** Any product with feminine appeal  
**Number of Artists:** 7 to 12  
**Cost:** Based on population of city, power and rates of radio stations  
**Audition Facilities:** Transcriptions  
**Submitted by:** Kasper-Gordon, Incorporated, Boston 16, Mass.  
 (See Page 86)

## What's Cooking

Famous American cooking authority, Frances Engle, presents a typical representative of the various members of the United Nations whose nations are residents of this country. In dramatized form, Miss Engle is a guest in the home of a different family each week. This is a different method of submitting recipes to the public and offers the possibility of featuring a particular food or wine without too commercial an approach.

**Availability:** Live talent or E. T.  
**Time Units:** 15 or 30 minutes, once or twice weekly  
**Audience Appeal:** Female  
**Suggested for:** Morning, afternoon or evening  
**Client Suitability:** Food or wine  
**Number of Artists:** Frances Engle and cast of 3 or 4  
**Audition Facilities:** Script  
**Submitted by:** Richard Stark & Company, New York 20, N. Y.

## The Woman

A 30-minute program series incorporates all program features of maximum interest to a feminine listening audience, including romance, humor, drama, and information. Features top-notch guest stars

such as John Boles, Milton Berle, Hildergarde, Ted Collins, John Robert Powers, and others of equal prominence. Guest stars tell stories about themselves from a woman's angle. (For example, how The Woman has helped their career, story of their romance, etc.) Subject matter has been "pretested" for feminine interest by previous appearance in printed form in the magazine, "The Woman." Announced by John Reed King and acted by outstanding cast. Publicity and promotional material supplied without cost to sponsor.

**Availability:** Live talent & E. T.  
**Time Units:** 30 minutes, once weekly  
**Audience Appeal:** Female  
**Suggested for:** Morning, afternoon or evening  
**Client Suitability:** All types wishing to appeal directly to the feminine pocket-book  
**Number of Artists:** 10 members  
**Audition Facilities:** Transcriptions  
**Submitted by:** Kermit-Raymond Corporation, New York 22, N. Y.  
 (See Page 82)

## The Woman's World With Helen Hope

The Woman's World is written and narrated by Helen Hope, established in the community as an authority on kitchen economy and style smartness. Programs vary, bearing in mind the central theme encompassed by the title. Fashions, culinary arts, war time living—anything presenting a problem to milady in this war time world are the motifs generally. Shows may be bought as a package daily or for participating purposes. The Woman's World is sponsored heavily locally with a following equally impressive.

**Availability:** Live talent  
**Time Units:** 15 minutes, 6 times weekly  
**Audience Appeal:** Female  
**Suggested for:** Morning  
**Client Suitability:** Women's apparel, markets, household appliances, dept. stores  
**Number of Artists:** One  
**Audition Facilities:** Transcriptions  
**Submitted by:** WHYN, Holyoke, Mass.

## Women in the News

"Women in the News" reports on the activities of the war-worker, the politician,

the glamor girl and the housewife, the farm workers and the crusader. Personality sketches, interviews, colorful anecdotes—all find a place in this script. Maximum commercial time allowed.

**Time Units:** 5 minutes 6 times weekly  
**Audience Appeal:** Female  
**Suggested for:** Morning or afternoon.  
**Client Suitability:** Department stores, drug stores, retail stores, etc.  
**Number of Artists:** 1  
**Cost:** Included in wire service of United Press Radio  
**Audition Facilities:** Teletype  
**Submitted by:** United Press Radio, N. Y. C. 17, N. Y.

## Women's Scripts and Contest Service

Weekly scripts which can be used in their entirety or items so arranged to be used separately, including weekly contests and promotions for women's radio programs in which all give awards, prizes, etc., are promoted for women's programs.

**Time Units:** 15 minutes  
**Audience Appeal:** Female  
**Suggested for:** Afternoon  
**Client Suitability:** Any women's product  
**Audition Facilities:** Transcriptions  
**Submitted by:** Feature Bureau, New York 18, N. Y.

## WMNC Womans' Page

Prepared and presented by Priscilla Parker, former student in home economics at Rollins College, the WMNC Woman's Page includes notices of local club meetings, fashion trends, homemaking hints, anecdotes, a daily rationing calendar and a well-known local woman leader as guest each Friday morning. Miss Parker also offers recipes and exchanges ideas submitted by listeners.

**Availability:** Live talent  
**Time Units:** 1 minute part or entire 15 minutes, Mon, thru Fri. weekly  
**Audience Appeal:** Female  
**Suggested for:** Morning

**Client Suitability:** Any desiring to reach homemakers  
**Number of Artists:** One  
**Audition Facilities:** Transcriptions  
**Submitted by:** WWNC, Asheville, N. C.

## Wynne's Pep-ups

This program includes dress-ups for the home, short-cuts for housework and pep-ups for food. The exciting feature about it is that all the items are so short they can be remembered without pencil and paper. The commercial is made an integral part of the actual script itself and it's an ideal spot for food manufacturers, paint stores, household appliances, baby furniture, any concern not actually in the business for selling luxury merchandise. In other words salvage and "make-do" is an essential part of the program material.

**Availability:** E. T.  
**Time Units:** 1 or 15 minutes, 5 times weekly  
**Audience Appeal:** Female  
**Suggested for:** Morning  
**Client Suitability:** See synopsis  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** WAGE, Syracuse 2, N. Y.  
 (See Page 104)

## Zella Drake Harper

Billed as Philadelphia's first lady of radio—Zella Drake Harper has been on the air in Philly, for the past ten years, doing women's shows. She chats about practically anything that would interest women. Conducts the WIBG Women's Club of the Air, which meets monthly. Sponsors may sample at meetings, which attract large gatherings each month.

**Availability:** Live talent  
**Time Units:** Half-hour, 6 times weekly  
**Audience Appeal:** Female  
**Suggested for:** Morning  
**Client Suitability:** Food products  
**Number of Artists:** 2  
**Audition Facilities:** Transcriptions  
**Submitted by:** WIBG, Philadelphia 2, Pa.

# 1944 ★ HOLLYWOOD NEWS ★ 1945

## Genia Clair Presents

Genia Clair is "America's Grand Horse." This honorary title has been bestowed upon her by leading patriotic organizations in appreciation of her work on their behalf. This personal friend of stars of Hollywood's most brilliant stars brings to the microphone little personal, intimate bits of news that has made her a favorite in Southern California. She gathers news from the stars themselves. She attends all the Hollywood parties and brings back the things her listeners want to hear about.

**Availability:** Live talent  
**Time Units:** 15 minutes, 2 or 3 weekly  
**Audience Appeal:** Female  
**Suggested for:** Afternoon or evening  
**Client Suitability:** Cosmetic, food, or anything women purchase  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** KMTR, Hollywood 38, Calif.

## Hollywood Casting Office

Comedy, music and excellent repartee. Taking the audience back of the scenes for glimpse into the lives of that vast army of people who are constantly striving to gain recognition on radio, stage and screen. An ever changing variety of artists in situations that are colorful and amusing. Thirty-nine episodes of fifteen minutes each, with time available at opening and close of each program for sponsor's commercial credits.

**Availability:** E. T.  
**Time Units:** Fifteen minutes, once weekly  
**Audience Appeal:** Entire family  
**Client Suitability:** General  
**Audition Facilities:** Transcriptions  
**Submitted by:** Spot Sales, Inc., New York, N. Y.

## Paula Stone's Hollywood Digest

"Paula Stone's Hollywood Digest"

brings to WNEW listeners, the most imposing list of screen and theater greats ever presented in a regularly scheduled series of programs. Heard fifteen minutes daily, each program is different—including screen tests of prospective talent magic carpet visits to Hollywood studios, guest star interviews, and audience quizzes on the famous names of the show world. In the first six months of this year, over 5,000 listeners have received more than \$10,000 in awards for their contest entries.

**Availability:** Live talent  
**Time Units:** 15 minutes, 5 times weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon  
**Client Suitability:** General  
**Number of Artists:** Paula Stone, announcer, guests  
**Unit Cost:** \$780.00 per week  
**Audition Facilities:** Will pipe live talent

**Submitted by:** WNEW, New York 22, N. Y.  
 (See Page 16)

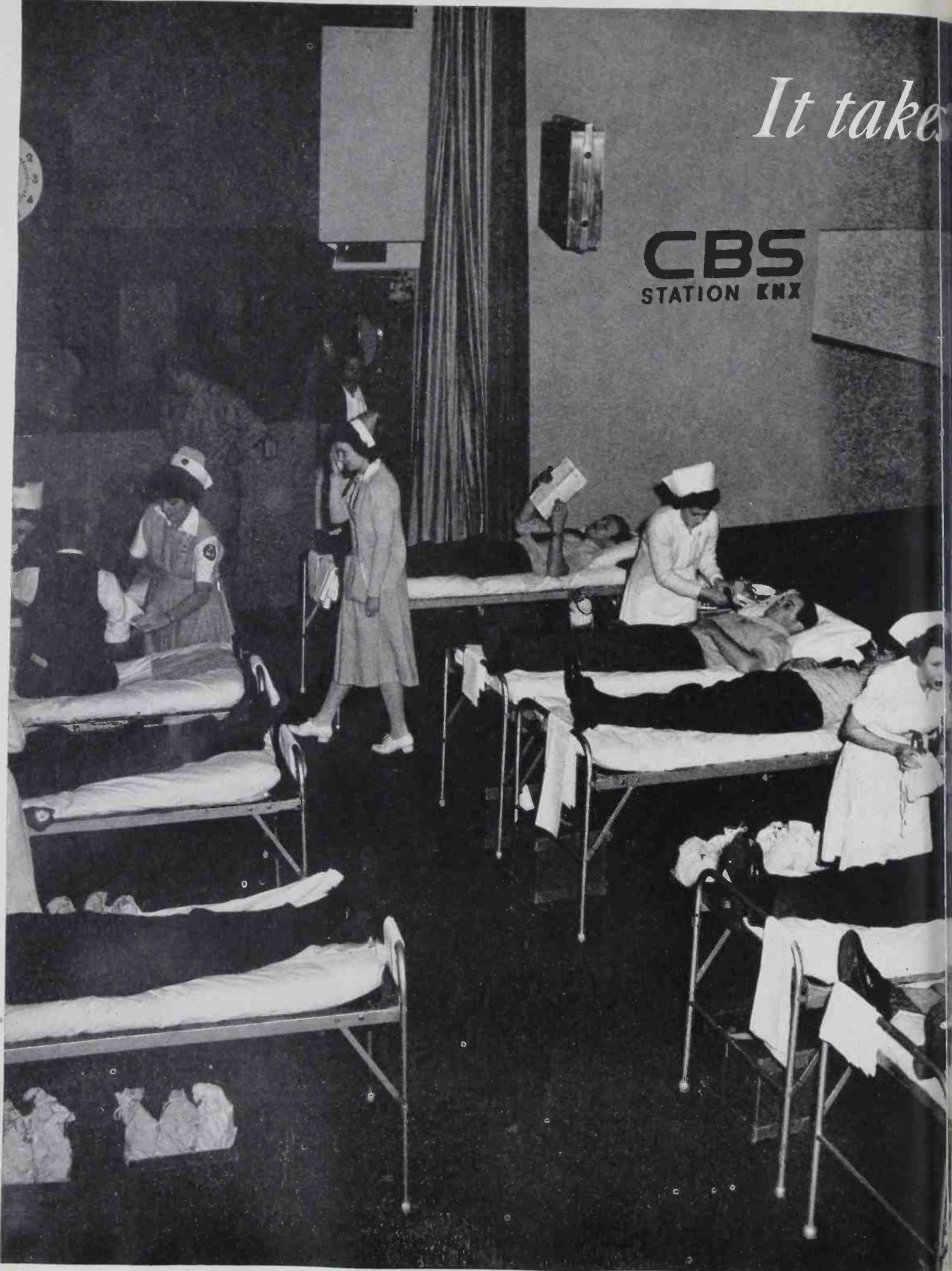
## Hollywood Doings

"Hollywood Doings," give the low down on every phase of Hollywood life. Motion pictures, radio, books, club and society news along with style news from inside sources. From time to time Hollywood leading lights are presented on this program. Maximum commercial time is allowed; publicity aids are furnished.

**Availability:** Live talent & E. T.  
**Time Units:** 15 minutes, twice weekly  
**Audience Appeal:** Female  
**Suggested for:** Morning, afternoon or evening  
**Client Suitability:** Apparel for women—cosmetics or some home product.  
**Number of Artists:** 1 and guest star  
**Audition Facilities:** Transcriptions  
**Submitted by:** Jack Parker and Associates, Hollywood 28, Calif.

*It takes*

**CBS**  
STATION KNX



# IDEAS *to make a network*

...this one helps save lives

During this year of invasion, the American Red Cross is charged with the task of obtaining from volunteer donors even more blood than the 4,000,000 pints it sought in 1943. Out here on the West Coast we're helping—Columbia Pacific and the Sea Island Sugar people who sponsor a weekly program called *I Was There*.

The past half year Sea Island has focussed this broadcast on helping the Red Cross. Its direct appeals have sent thousands of West Coast listeners to nearby blood donor centers.

The success of our combined efforts has been creditable. After five months, the Red Cross reported a 30% increase in San Francisco donations. The Los Angeles donor center calls *I Was There* one of its "best sources."

Listeners are not the only ones who give blood. The studio audience volunteers donations right after the show; so, periodically, does the cast of *I Was There*. And every ten weeks the entire Hollywood staff of Columbia Pacific holds a "Blood Bank Night."

In recognition of Sea Island's efforts, Norman H. Davis, chairman of the American Red Cross, issued a citation: "*Certificate of appreciation for outstanding cooperation with the blood donor service.*"

*I Was There* provides a powerful background for these blood donation appeals. Its personal accounts by people who "were there" at gripping world events—when the *Helena* went down in Kula Gulf, when Petain gave up, when Doolittle visited Tokyo—bring the war grimly close. It is hardly surprising that, of 52 shows now produced for Coast networks, *I Was There* consistently ranks among the top ten in Hooper ratings.

Like all Columbia Pacific programs, there's an *idea* behind it. This one is the determination to save lives, to help bring more fighting men home safely when the war is over. It's a worthy war job implemented by a patriotic sponsor. We're frankly proud it's on Columbia-Pacific, the *idea* network.

A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM  
Palace Hotel, San Francisco 5 • Columbia Square, Los Angeles 28  
Represented by Radio Sales, the SPOT Broadcasting Division of CBS



COLUMBIA  
*Pacific*  
NETWORK

# Announcing

*the removal of our New York offices to*

501 MADISON AVE.

*under the direction of John L. Sinn*



Thanks to the following firms for whom we are currently producing the following shows:

Ruthrauff & Ryan  
Kenyon & Eckhardt  
Morse International  
McCann Erickson  
Wm. Esty Co.  
Parents' Institute  
Parents' Institute  
Press Association  
Press Association  
BBD&O  
Ruthrauff & Ryan  
Hershey's Creamery  
Lang, Fisher & Stashower  
Mitchell-Faust

Musical Showcase  
The Jack Berch Show  
Songs of Good Cheer  
Mary Ellen Baker  
The Korn Kobbler  
Calling All Girls  
Parents Magazine of the Air  
Eye Witness News  
War Correspondent  
Old Corral  
Boston Blackie  
Manhunt  
Say It With Music  
They Give Their Lives

Beau Brummell Ties  
Kellogg's All Bran  
Vick's  
NBC Bread  
Piel's Beer  
Calling All Girls Magazine  
Parents Magazine  
Associated Press  
Associated Press  
Ft. Pitt Beer  
Lever Brothers  
Hershey's Ice Cream  
Carling's Beer & Ale  
Peter Hand Beer

In our new offices our expanded facilities and increased staff will continue to serve these and other clients with intelligently conceived and expertly produced radio and television programs.

NOW IN PREPARATION:

- ★ THE DAMON RUNYON SHOW
- ★ THE KAY LORRAINE SHOW
- ★ HOLLYWOOD QUIZ
- ★ MYSTERY HOUSE

FREDERIC W. ZIV COMPANY

CINCINNATI

NEW YORK

HOLLYWOOD

## Hollywood Wire

and happenings on the film and radio. Visits to studios, stars and behind the making. A philosophical history about a professional personality. Reviews of previews. Questions and answers. Also daily 5-minute radio. Scripts for local station.

Quality: Live talent  
Time Units: Fifteen minutes, once weekly  
Audience Appeal: Female  
Suggested for: Afternoon  
Client Suitability: Cosmetics, foods  
Number of Artists: Two  
Submitted by: Cruger Radio Productions, Hollywood 28, Calif.

## Hot From Hollywood

This program contains latest Hollywood news; also a brief scene from the latest pictures due to be released by major motion picture companies. Scenes from the latest pictures by famous stars.

Availability: E. T.  
Time Units: Five minutes  
Client Suitability: Theater Exhibitors  
Number of Artists: Narrator  
Audition Facilities: Transcriptions  
Submitted by: Thomas J. Valentino, Inc.

## Women Today

The "Women Today" program carries activities of women's clubs in Western Michigan together with recipes and Hollywood gossip with June Ellis.  
Availability: Live talent

# HOLLYWOOD

Time Units: 15 minutes, 5 days weekly  
Audience Appeal: Female  
Suggested for: Morning  
Client Suitability: Ladies' ready-to-wear  
Cost: \$35.00 per program  
Submitted by: WKZO, Detroit, Mich.

## You Were Meant to Be a Star

Dramatic show featuring Dorothy Arzner (Hollywood's only woman Director). Has tremendous audience "angle" that

practically insures a good Crossley. Deals with the "problem" situation with sincerity and good taste.  
Availability: Live talent  
Time Units: 30 minutes, once weekly  
Audience Appeal: Adult family  
Suggested for: Evening  
Client Suitability: General  
Number of Artists: Average 6  
Audition Facilities: Transcriptions  
Submitted by: William Gernannt, New York 17, N. Y.

# 1944 ★ JUVENILE ★ 1945

## Adventures in Christmastree Grove

Adventures in Christmastree Grove" is the most successful Christmas program and promotion in the entire country. Almost 200 department stores have used this series successfully and it is perennially good. Up to a factory, Santa makes a "Magic" which Santa Junior blows and a Wooden Soldier and a Mechanical life. Santa, Mrs. Claus, Dolly and Buffalo the Clown load Santa's sled set out for the sponsor's store. Duplicate of Christmastree Grove is constructed in the toy department. Only Christmas trees are necessary for this display. Two comic villains, Lobo, try to steal the whistle. Begins a series of unusual adventures which hundreds of favorite story characters take part. An all-star cast is featured in the series. Complete merchandising campaign includes the programs which have millions of dollars worth of toys.

Availability: E. T.  
Time Units: 15 minutes, 3 to 5 times weekly (15 episodes)  
Audience Appeal: Juvenile  
Suggested for: Afternoon  
Client Suitability: Department store toy department  
Number of Artists: 8 to 15  
Submitted by: Based upon market, station facilities: Transcriptions  
Submitted by: Kasper-Gordon, Inc., Boston 16, Mass.

(See Page 86)

## The Adventures of Pinocchio

Adaptation of the famous Carlo Collodi juvenile book, "Pinocchio," in 78 episodes, preserving all the original fantasy and adventure of this classic read work. Delightful original backgrounds and original "Pinocchio" theme song. Show has successful sold soft drinks, bakery, department stores, packing house, dairy products, furniture, candy, juvenile department and many other accounts. Maximum commercial time allowed.

Availability: E. T.  
Time Units: Fifteen minutes, one to five times weekly  
Audience Appeal: Juvenile  
Suggested for: Afternoon or evening  
Client Suitability: Any product that appeals to children and women  
Number of Artists: Fourteen  
Audition Facilities: Transcriptions  
Submitted by: Edward Sloman Productions, Los Angeles 28, Calif.

## America on the March

The stories of the outstanding events, places and people that have made the history of America, are enacted in a series of radio broadcasts. Each episode is a compelling dramatization based on "one" outstanding historical event, or on the life and career of one distinguished figure, using authentic music as a background. Even if there have already been similar programs, the special value of this program is based on an unusual and attractive feature, in the form of a small booklet which is offered during the radio plays as a premium, as an added impetus to listeners, especially youthful ones.

Availability: Live talent  
Time Units: 15 minutes, 3 times weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon or evening  
Client Suitability: All kinds  
Number of Artists: One narrator and small cast  
Audition Facilities: Transcriptions or will pipe live talent  
Submitted by: Broadcasting Program Service, New York 19, N. Y.

## Big City Parade

True stories from the Juvenile Courts dealing with problems in juvenile delinquency. Dramatizations include a Judge and the audience is asked to write a letter in answer to "What would you do, if you were the Judge?" The Judge's decision is held over until the following program. 52 programs.

Availability: Live talent or E. T.  
Time Units: 15 minutes, once weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon or evening  
Client Suitability: General  
Cost: \$15.00 per show on E. T.  
Audition Facilities: Transcriptions  
Submitted by: Gordoni Radio Productions, Chicago 5, Ill.

## The Blue Beetle

"The Blue Beetle," America's crusade for law and liberty (who in reality is Dan Garret, Rookie policeman) with his chum, Spunky, tells of exciting adventures which keep the listeners in thrilling suspense. They are based on the monthly comic magazine, the 2nd largest featured name comic in the world, with a circulation of 800,000 copies a month. It is constantly being displayed, day and night at 95,000 stores and newsstands in nearly every city of the United States. "The Blue Beetle" is now in preparation by one of the larger motion picture companies to

make a serial and this character will therefore enjoy a tremendous amount of promotion from this source—"Radio Comics" is a special comic magazine available as a "give away." Sponsors advertising copy can be imprinted on front and back cover.

Availability: E. T.  
Time Units: 54 15-minute programs, 2-4 times weekly  
Audience Appeal: Juvenile  
Suggested for: Afternoon or evening  
Client Suitability: Bakery, dairy, candy, ice-cream, department stores, food products, etc.  
Audition Facilities: Transcriptions  
Submitted by: Harry S. Goodman Radio Productions, New York 22, N. Y.  
(See Page 102)

## Calling All Girls

Designed specifically for the teen-age girl for department store sponsorships. Starring The Three Suns, Tom Shirley, Patsy Campbell, Linda Allen, Nancy Pepper (the nation's foremost teen age fashion authority), a large network dramatic cast plus guest stars including Barry Wood, Xavier Cugat, Vaughn Monroe, Richard Himber, Jeanne Cagney, Mary Small, Virginia Weidler, etc.

Availability: E. T.  
Time Units: 15 minutes, one weekly  
Audience Appeal: Juvenile  
Suggested for: Morning, afternoon or evening  
Client Suitability: Department stores  
Number of Artists: Approximately 12  
Cost: ET—based on population  
Audition Facilities: Transcriptions  
Submitted by: Frederic W. Ziv Co., Cincinnati 2, Ohio  
(See Page 58)

## Chick Carter, Boy Detective

This juvenile program is directly related to Mutual's adult show "Nick Carter," since Chick is the famous detective's adopted son. Unique angle is afforded when Nick pops up occasionally in the midst of the youngster's sleuthing.

Availability: Live talent  
Time Units: 15 minutes, 5 weekly  
Audience Appeal: Juvenile  
Suggested for: Afternoon  
Client Suitability: Food, soft drinks, children's products  
Unit Cost: \$1,950 per week (5 broadcasts) for first 26 weeks, not including annor.  
Submitted by: Mutual Broadcasting System, New York 18, N. Y.  
(See Pages 26, 27)

## Crimson Trail

A hard-riding Western thriller, based on the story of the building of the Canadian Pacific Railroad. Strong, with historical value, "Crimson Trail" is packed with thrills and harrowing fights between the death-defying Northwest Mounted Police and ruthless Indian tribes. It takes place in the early 80's, when Western Canada was a hot-bed of lawlessness (156 episodes)

Availability: E. T.  
Time Units: 15 minutes, 1 to 5 times weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon or evening  
Client Suitability: Any type  
Audition Facilities: Transcriptions  
Submitted by: C. P. MacGregor, Hollywood 5, Calif.

## Dan Dunn, Secret Operative No. 48

Radio version of the world famous newspaper cartoon strip of the same title, featured in about 125 daily and Sunday newspapers. In the first sequence, Dan Dunn discovers that a new secret airplane has been sabotaged, and then begins his search to smash a spy ring. This sequence covers first 39 shows. Next 39 episodes cover 3 different sequences, split into 13 episodes each, thus maintaining action. Many unusual merchandising tie-ups. Features an all-star Hollywood cast. Completely tested, used by such firms as Chocolate Products in several markets; Hygeia Milk Products, Westlaco, Texas; Hires Root Beer, San Diego; Royal Crown Cola Bottling Co., Charlotte and Gastonia, N. C., and Birmingham, Ala. Canada Dry Gingerale of Hawaii. Sold to New Zealand. 78 one-quarter hour episodes completed and ready for delivery.

Availability: E. T.  
Time Units: 15 minutes, 3 or 5 or 6 weekly  
Audience Appeal: Juvenile  
Suggested for: Afternoon  
Client Suitability: Dairy, bakery, food product, department store, etc.  
Number of Artists: 14  
Unit Cost: Based on population of city, power and rates of stations used  
Audition Facilities: Transcriptions  
Submitted by: Kasper-Gordon, Incorporated, Boston 16, Mass.  
(See Page 86)

# ~ Birthday Greetings ~



to

SERGE KOUSSEVITZKY

*a master conductor of a peerless  
symphony*

Serge Koussevitzky is conducting this year's Musical Festival at Tanglewood — July 29-30 and August 5-6.

This festival offers Koussevitzky suitable occasion for the observance of his seventieth birthday on July 26.

We of the Blue Network therefore wish to extend birthday greetings to him. And in doing so, we take pride in the fact that since Decem-

ber, 1942, the peerless Boston Symphony, under his direction, has been heard by millions of Americans, over the facilities of this network on Saturdays at 8:30 PM EWT.

At this same time, we offer an appreciative bow to the Allis-Chalmers Manufacturing Company, sponsors of the Boston Symphony over the Blue, who have made it possible for the finest music to be heard by all of America.

*The Blue Network*

# JUVENILE

## Dippy Duck

This an early morning 15 minute program with a special appeal to the juvenile listeners for whom requests are made. The talent and production is arranged by the announcer who ad libs during the program. "Dippy Duck" sings and sings. It is fast and entertaining and has a good following.

Availability: E. T.  
Time Units: 15 minutes, 6 times weekly  
Audience Appeal: Juvenile  
Suggested for: Morning  
Client Suitability: Breakfast foods, dairies, etc.  
Number of Artists: 1  
Audition Facilities: Transcriptions  
Submitted by: WFIN, Findlay, Ohio

## Fair Exchange

This program affords an opportunity to children of all ages to exchange personal belongings and services of any and every kind, bartering for things they want. Not only exciting but entertaining, the program's pathos lies in the story behind the items offered. All Exchanges are made studio. Its entertainment value is enhanced by the natural spontaneity of the participants and is particularly enjoyed by grown-ups as well as children.

Availability: Live talent  
Time Units: 30 minutes, once weekly  
Audience Appeal: Entire family  
Suggested for: Late afternoon or early evening  
Client Suitability: Foods, drugs, candy, shoes, etc.  
Number of Artists: 1  
Audition Facilities: Transcriptions  
Submitted by: Mary D. Chase, New York 21, N. Y.

## Fairy Tale Time

"Fairy Tale Time" is a Land-of-Make-believe program for youngsters of all ages. The tale of "Princess Eileen" is Eileen Gor who waves her magic wand over the "Gold Book" to bring to life a favorite fairy tale. Background music is supplied by a "Prince of Melody" who plays magic notes on his magic organ as the story narrative progresses. Character pictures available and full promotional and public co-operation.

Availability: Live talent  
Time Units: 15 minutes, once weekly  
Audience Appeal: Juvenile  
Suggested for: Morning  
Client Suitability: Ice cream, dairy products, bread, children's stores  
Number of Artists: 2  
Audition Facilities: Transcriptions  
Submitted by: WTAG, Worcester 1, Mass.

## Funny Paper Party

Reading of Chicago Sunday Tribune plus magic by lady magician plus audience participation through interviews. It's a gay party tied with America's greatest comics—funny, and with weekly continuity. Items offered child participants.

Availability: Live talent  
Time Units: 25 minutes, once weekly  
Audience Appeal: Juvenile  
Suggested for: Morning  
Client Suitability: Children's foods, cereals, breakfast cereals  
Number of Artists: M.C., announcer, magician  
Cost: \$110.00  
Submitted by: WGN, Chicago, Ill.  
(See Page 74)

## Happy the Humbug

A hilarious show for children which includes Christmas series of 12 quarter-hour use alone or in combination with the ongoing series. This tale of sheer fantasy is a new type of story, sophisticated modern whimsy inspired by "Alice

in Wonderland" and other well-loved children's stories. Children shout with joy at the whimsical animal antics so ably depicted by the cast of stellar radio artists headed by Budd Hulick, and adults get many a chuckle from the sly, tongue-in-cheek innuendos and broad satire of many of the situations. Complete promotion material including large colored reproductions of leading animal characters for window and store displays.

Availability: E. T.  
Time Units: 15 minutes, frequency optional  
Audience Appeal: Juvenile  
Suggested for: Morning, afternoon or early evening  
Client Suitability: Department stores, toys, bakeries, utilities, radio stations, institutional  
Number of Artists: Variable  
Audition Facilities: Transcriptions  
Submitted by: NBC Radio-Recording Division, New York 20, N. Y.  
(See Page 20)

## Hop Harrigan

This is the story of a boy aviator, an all-around American kid, whose adventure in the air and on the ground with a war background is a guarantee of an audience rating and entertainment. Available five times weekly on the Blue in the strong afternoon strip of kid shows, "Hop Harrigan" is the No. 1 show available for sale in this field.

Availability: Live talent  
Time Units: 15 minutes, 5 times weekly  
Audience Appeal: Juvenile  
Suggested for: Afternoon  
Client Suitability: General  
Number of Artists: 4-8  
Audition Facilities: Will pipe live talent  
Submitted by: Blue Network Co., New York 20, N. Y.  
(See Pages 33-36, 60, 62)

## It's Lullaby Time! or Hello Sleepy Head!

Three to five year youngster appeal. Streamlined version of old theme employing story teller of simple, down to earth stories with side comments of persuasion to get the little one asleep. Topped on both ends with smooth, soft lullaby music. Unlimited merchandising possibilities.

Availability: Live talent & E. T.  
Time Units: 15 or 10 minutes, 5 times weekly  
Audience Appeal: Juvenile  
Suggested for: Afternoon  
Client Suitability: Dairy, bakery, kiddy shops, insurance, etc.  
Number of Artists: 1  
Cost: \$60.00 weekly net  
Audition Facilities: Transcriptions  
Submitted by: WBBB, Burlington, N. C.

## Jerry of the Circus

Real life drama of the action, thrills and adventures of a typical American boy who is thrown into the back-of-the-scenes life of a circus. One hundred thirty episodes of fifteen minutes each for the sponsor who desires to reach the ultimate purchaser of his product or service through the medium of the juvenile listener in the home. Ample time at the opening and close of each program for sponsor commercial credits.

Availability: E. T.  
Time Units: Fifteen minutes, once or more weekly  
Audience Appeal: Juvenile  
Suggested for: Afternoon  
Client Suitability: Food, clothes, etc.  
Audition Facilities: Transcriptions  
Submitted by: Spot Sales, Inc., New York, N. Y.

## Juvenile Bicycle Traffic Court

This program is a regular Racine Police Department function, conducted by Traffic Sgt. Al Costabile assisted by two members of the Juvenile Safety Patrol. Violators of bicycle traffic rules are apprehended each week and brought before these judges. Officer Costabile hears each case, renders judgment (and-or punishment) as the case warrants. The program offers valuable information to pedestrians, car drivers, bicycle riders, and sheds light on juvenile problems. A high pitch in drama and emotion is often reached during the program.

Availability: Live talent  
Time Units: Thirty minutes, once weekly  
Audience Appeal: Entire family  
Suggested for: Morning  
Client Suitability: Dairies, breakfast foods, clothing  
Number of Artists: Three . . . plus violators  
Audition Facilities: Transcriptions  
Submitted by: WRJN, Racine, Wisc.

## Kid Next Door

Children's stories told by a girl (Anne Strosahl) with a very childish voice. Although she is 24 years old, when she asked the audience to guess her age, none guessed over 16 years. . . . Extremely popular with very tiny tots. . . . Has backing of School Teachers and Parents.

Availability: Live talent, E. T.  
Time Units: 15 minutes, 5 times weekly  
Audience Appeal: Juvenile  
Suggested for: Late afternoon  
Client Suitability: Ice cream, foods, toys or clothing  
Number of Artists: 1  
Audition Facilities: Transcriptions  
Submitted by: WALL, Middletown, N. Y.

## Land of the Lost

Written by Isabel Manning Hewson, it is one of the most delightful fantasies ever presented in radio. It tells the story of two youngsters who are transported each week to the "Land of the Lost" under the sea. King Findall takes them through his mythical empire where every single lost article—from pins to dolls and from battleships to books—find their eternal resting place. Delightful, human and downright funny, "Land of the Lost" is an experimental show which has developed into an outstanding radio feature. Presently the Blue is experimenting with a repeat to test the response with an evening audience at 7:00 p.m. EWT on Tuesdays. The original is heard 11:30-12:00 noon on Saturdays.

Availability: Live talent  
Time Units: 30 minutes, once weekly  
Audience Appeal: Juvenile; entire family  
Suggested for: Afternoon or evening  
Client Suitability: General  
Number of Artists: 10-20  
Audition Facilities: Will pipe live talent  
Submitted by: Blue Network Company, New York 20, N. Y.  
(See Pages 33-36, 60, 62)

## Let's Listen to a Story

This children's program is based on an ageless story-telling technique. Former school teacher and actress, Jane Evans pinch-hits for busy parents by narrating famous tales for youngsters. No blood-and-thunder, but stories of adventure, daring and courage. Recommended by United Parents Associations. Thoroughly promoted throughout public, private schools, libraries, etc., in metropolitan area. A "radio find" for children's wear, food or

women's account. WMCA from 9:03 to 9:30 a.m. Sundays (or network by arrangement).

Availability: Live talent  
Time Units: 30 minutes, once weekly  
Audience Appeal: Juvenile  
Suggested for: Morning  
Client Suitability: See synopsis  
Number of Artists: 1  
Audition Facilities: Transcriptions or will pipe live talent  
Submitted by: WMCA, New York 19, N. Y.  
(See Page 24)

## Let's Read a Story

This program is presented in cooperation with the Milwaukee Public Library. It is a live dramatization of children's stories of the "Let's Pretend" type. The cast consists of anywhere from 5 to 15 participants.

Availability: Live talent  
Time Units: 15 minutes, once weekly  
Audience Appeal: Juvenile  
Suggested for: Saturday morning or afternoon  
Client Suitability: Cereal, bakery, dairy or juvenile products  
Number of Artists: 3  
Audition Facilities: Transcriptions  
Submitted by: WTMJ, Milwaukee 4, Wisc.

## Magic Island

130 quarter hours of the most timely, authentic radio program, really a show the kids will enjoy and appreciate, about an island that disappears at will, in the South Pacific; all the modern science and appliances incorporated: submarine, airplanes, etc.; all of the 20th century, with a most interesting story through the entire series.

Availability: E. T.  
Time Units: 130 ¼-hours, 3 or 5 times weekly  
Audience Appeal: Juvenile  
Suggested for: Afternoon or evening  
Client Suitability: Dairies, bakeries, shoe stores, department stores, breakfast foods, etc.

Number of Artists: 8  
Audition Facilities: Transcriptions  
Submitted by: Radio Producers of Hollywood, Hollywood 27, Calif.

## "Miss Sandman" Children's Hour

"Miss Sandman" is a story-teller of versatility. She has a 15-minute program for the children, during which an appropriate story is told. The names, addresses and ages are given of all the children having birthdays and the story is dedicated to them. Type of stories vary—fairy stories—nature stories—stories from the Bible—and educational scripts are used.

Availability: E. T.  
Time Units: 15 minutes, 5 times weekly  
Audience Appeal: Juvenile  
Suggested for: Evening  
Client Suitability: Children's clothing, stores, etc.  
Number of Artists: 1  
Audition Facilities: Transcriptions  
Submitted by: WFIN, Findlay, Ohio

## Newsbusters

A half-hour dramatized news program for children along the lines of The March of Time with careful differentiation between the various ages of the listeners. Written by Milton Martin and Betty Kilborne.

Availability: Live talent or E. T.  
Time Units: 30 minutes, once or more weekly



A half-hour of streamlined adventure, packed into America's favorite crusade against crime.

Produced each week by a staff of 26 expert writers, actors and actresses, directors.

A great Midwestern City calls its fast squad cars "Green Hornets"—a deadly Navy torpedo boat has adopted the name . . . it's known by Americans from coast to coast.

One of radio's greatest adventure stories:

# *The* **GREEN HORNET**

It's a Blue Network Cooperative Program . . . which means that sponsors on many Blue stations pay their share of the substantial talent cost—leaving only a small fraction for you to pay.

*For local sponsorship availabilities*

## *The Blue Network*

30 Rockefeller Plaza

New York 20, N. Y.

*Produced by* King Trendle, WXYZ

DETROIT, MICHIGAN

**Appeal:** Juvenile  
**Suggested for:** Late afternoon or early evening  
**Availability:** General  
**Number of Artists:** Four regulars and music  
**Unit Cost:** Approximately \$1500 per half hour  
**Submitted by:** Richard Stark & Company, New York 20, N. Y.

**The Phantom Indian**  
 A western series of 15-minute stories featuring a lovable and picturesque character warring against frontier crime in romantic days when gun-law ruled the country. Indian lore has a large part and brings a new angle to the panorama of the West. An Indian radio Post idea offers merchandising possibilities.  
**Availability:** E. T.  
**Time Units:** Fifteen minutes, 3 weekly  
**Audience Appeal:** Juvenile  
**Suggested for:** Late afternoon  
**Client Suitability:** Cereals, candy, etc.  
**Number of Artists:** Never over 5  
**Audition Facilities:** Transcriptions  
**Submitted by:** Cruger Radio Productions, Hollywood 28, Calif.

**Radio Theater of Youth**  
 "Radio Theater of Youth" is planned in a series of thirteen weeks each. For each of the first twelve weeks an outstanding play will be produced by a different local drama group. Ample cooperation will be given by WFBR's experienced program department in the ways of providing sound effects, assisting at rehearsals, and at the conclusion of the twelve-week period a group of outstanding local dramatic talents and authorities, acting as a jury, will have decided which play is the most meritorious. The winning group will receive a prize and the prize-winning play can either be repeated on the thirteenth period, or a new play may be chosen by the winning group.  
**Availability:** Live talent  
**Time Units:** 30 minutes, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Retail stores or specialty shops  
**Audition Facilities:** Transcriptions  
**Submitted by:** WFBR, Baltimore 2, Md. (See Page 109)

**Rainbow House**  
 The outstanding children's production by the Women's National Radio Committee, this show has been directed since 1934 by Bob Emery. Features skits, choral and solo music, interviews. Professional children's cast.  
**Availability:** Live talent  
**Time Units:** 30 or 60 minutes, 1 weekly  
**Audience Appeal:** Juvenile  
**Suggested for:** Morning or afternoon  
**Client Suitability:** Food, soft drinks, juvenile products  
**Unit Cost:** \$850 for half or full hour, including Emery, sound, pianist-organist  
**Submitted by:** Mutual Broadcasting System, New York 18, N. Y. (See Pages 26, 27)

**Red Robin Playhouse**  
 To note Radio Daily, "Here is a show which demonstrates what an indie can do on a narrow budget, a good continuity, a versatile narrator, and a few scenes. Red Robin Playhouse is WNEW's contribution into the juvenile field, and proves to be a highly successful one. The format of the show is simple and the delivery telling—is by no means original but the presentation makes it a highly entertaining program for both boys and girls."  
**Availability:** Live talent  
**Time Units:** 30 minutes, once weekly  
**Audience Appeal:** Juvenile; entire family  
**Suggested for:** Morning or afternoon  
**Client Suitability:** Various

**Number of Artists:** 1  
**Unit Cost:** \$320.00 each program  
**Audition Facilities:** Transcriptions  
**Submitted by:** WNEW, New York 22, N. Y. (See Page 16)

**Robin Hood**  
 The thrilling adventures of Robin Hood, famous English hero and his band of merry men. Robin Hood, as in story and legend, is depicted as possessing great strength of character and purpose. His superior leadership and skill are used to protect the needy, defend the poor, and to destroy the tyranny existing in the absence of the English Monarch, King Richard. Exciting adventures, good humor and sportsmanship are found in every program. Each story contains thrills which will fascinate juvenile listeners and arouse equal interest among adults. Fifty-two 15 minute episodes with special theme music.  
**Availability:** E. T.  
**Time Units:** 15 minutes, 2-3 weekly  
**Audience Appeal:** Juvenile  
**Suggested for:** Afternoon  
**Client Suitability:** Bakers, department stores, retail stores, insurance companies  
**Audition Facilities:** Transcriptions  
**Submitted by:** Exclusive Radio Features Company Limited, Toronto, Ont., Canada

**Robinson Crusoe, Jr.**  
 "Robinson Crusoe, Junior" features famous juvenile movie stars. 39 episodes for kids from 6 to 60. Five youngsters from 7 to 14 years of age are cast in these plays for juveniles performed by juveniles. A search for buried treasure on Adventure Island is the idea from which the episodes are developed. Script, direction, performance of an outstanding cast all par excellence. Charm and excitement prevails throughout the series.  
**Availability:** E. T.  
**Time Units:** 15 minutes, twice weekly  
**Audience Appeal:** Juvenile  
**Suggested for:** Afternoon  
**Client Suitability:** Department stores, soft drinks, clothing stores, dairies, bakeries  
**Number of Artists:** 10  
**Audition Facilities:** Transcriptions  
**Submitted by:** Transcribed Radio Shows, New York 19, N. Y.

**The Safety Legion**  
 Erstwhile screen star Colleen Moore reads modernized fairy tales and Captain Jack (Jess Kirkpatrick) sings, dances, and gives safety hints. Safety Legion is made up of juvenile listeners. A popular WGN feature for more than a year, this network program has the endorsement of parents, teachers and psychologists.  
**Availability:** Live talent  
**Time Units:** 15 minutes, 5 weekly  
**Audience Appeal:** Juvenile  
**Suggested for:** Afternoon  
**Client Suitability:** Food, soft drinks, children's products  
**Submitted by:** Mutual Broadcasting System, New York 18, N. Y. (See Pages 26, 27)

**Santa's Magic Christmas Tree**  
 A boy and a girl rub a "Magic Lamp," dream of Santa Claus, and are transported to Santa's Magic Christmas Tree by the Genie of the Lamp. The Wicked Wizard, freed from Aladdin's spell when the lamp changed ownership, follows them and attempts to recover the wonderful lamp. In Santa's Magic Christmas Tree, every branch and limb is a different "department" where toys and Christmas Gifts are made. 8 original and clever Christmas songs are featured in this series, plus plenty of good, clean excitement and fun for boys and girls of all ages. This series used successfully by nearly 130 stores, and is a favorite everywhere.  
**Availability:** E. T.

# JUVENILE

**Time Units:** 15 one-quarter hour episodes, 4 or 5 weekly  
**Audience Appeal:** Juvenile  
**Suggested for:** Afternoon  
**Client Suitability:** Department stores, candy, juvenile shops  
**Number of Artists:** 9 to 20  
**Audition Facilities:** Transcriptions  
**Submitted by:** Kasper-Gordon, Incorporated, Boston 16, Mass. (See Page 86)

**The Scrapes of Scrappy**  
 The Diary of a Dummy whose scrapes take him into all kinds of mischief. Scrappy, his real live girl-friend, Suzie, and the Toy Band create suspense without the usual blood and thunder objectionable by parents in most kids serials.  
**Availability:** Live talent & E. T.  
**Time Units:** 15 minutes, 2 to 5 times weekly  
**Audience Appeal:** Juvenile; entire family  
**Suggested for:** Late afternoon or early evening  
**Client Suitability:** General household, confection, beverage, bakeries, shoes, children's wear, dairies  
**Number of Artists:** 8  
**Audition Facilities:** Transcriptions  
**Submitted by:** Videor Productions division of Video and Sound Enterprises, P. O. Box 517, Omaha 2, Nebr.

**Sea Hound**  
 The "Sea Hound," presented in cooperation with the Coordinator of Inter-American Affairs, is an exciting story based on the adventure of Captain Silver and his crew with the locale in the countries to the south of us. Written by one of radio's best juvenile strip writers and produced by Cyril Armbrister, the Sea Hound is a sure-fire bet for a client who wants to reach the juvenile audience.  
**Availability:** Live talent  
**Time Units:** 15 minutes 5 times weekly  
**Audience Appeal:** Juvenile  
**Suggested for:** Afternoon  
**Client Suitability:** General  
**Number of Artists:** 4-8  
**Audition Facilities:** Will pipe live talent  
**Submitted by:** Blue Network Co., New York 20, N. Y. (See Pages 33-36, 60, 62)

**Stories for Children**  
 One voice with piano accompaniment . . . retelling the famous children's stories, fairy tales, etc. Program has approval of PTA and city and county schools. Mail pull has been excellent. Program could be adapted to almost any retail organization or where juvenile appeal would influence.  
**Availability:** Live talent  
**Time Units:** Fifteen minutes, 1 weekly  
**Audience Appeal:** Juvenile  
**Suggested for:** Morning, afternoon and early evening  
**Client Suitability:** Department store, food store  
**Number of Artists:** Two  
**Audition Facilities:** Transcriptions  
**Submitted by:** KMJ, Fresno 22, Calif. (See Page 97)

**Story Time**  
 Dramatizations presented in unique form, combining the narration technique used by librarians in reading stories to children from 6-12 and dramatizations. Stories include originals and adaptations of best children's stories selected by clubwomen. Program specially prepared at request of New Jersey clubwomen. Actors all experienced radio performers.  
**Availability:** Live talent  
**Time Units:** 30 minutes, once weekly  
**Audience Appeal:** Juvenile

**Suggested for:** Morning or afternoon  
**Client Suitability:** Breakfast food, milk, bread, ice cream  
**Number of Artists:** 5  
**Audition Facilities:** Transcriptions  
**Submitted by:** WAAAT, Newark 1, N. J.

**Storytime**  
 (See Page 3)  
 The principals of "Storytime" are Jane, the story telling lady, and her little Scotty dog, "Missie." The format is quite simple—Jane narrates a carefully selected story each day, after which "Missie" barks a message to the children that Jane translates for them as a moral for the day. Children are invited to write, and Jane acknowledges mail received. This program affords excellent commercial tie-in and merchandising possibilities.  
**Availability:** Live talent  
**Time Units:** 15 minutes, 5 weekly  
**Audience Appeal:** Juvenile  
**Suggested for:** Late afternoon  
**Client Suitability:** Breakfast foods, etc.  
**Cost:** Time plus \$30.00 weekly talent charge  
**Audition Facilities:** Transcriptions  
**Submitted by:** WMMN, Fairmont, W. Va.

**Streamlined Fairy Tales**  
 "Streamlined Fairy Tales" are 77 modern versions of the favorite fables with a Walt Disney cartoon flavor. They retain their fundamental appeal while the refreshing new slant fills them with humor. With the Korallites speaking in chorus and creating all sound effects vocally. "Streamlined Fairy Tales" means stories to kiddies and sophistication to "kidults." Merchandising includes cooperation from Women's Clubs and Parent-Teacher Associations. Audition disc is furnished on deposit of \$3.00, refunded upon return of disc.  
**Availability:** E.T.  
**Time Units:** 15 minutes, 1, 2 or 3 times weekly  
**Audience Appeal:** Juvenile; entire family  
**Suggested for:** 4 to 6 p.m., or early evening  
**Client Suitability:** Bakeries, dairies, department stores  
**Number of Artists:** 6  
**Unit Cost:** Based on population  
**Submitted by:** Harry S. Goodman, New York 22, N. Y. (See Page 102)

**Tell Me A Story**  
 Outstanding talent, unusual delivery and a novel audience participation idea make this an excellent children's program. "The Story Lady" and her helper Patty tell stories . . . the most popular ones (advised by local library). From letters, ten "good" children are invited to a studio party . . . they sit in on broadcast, are introduced on air . . . and refreshments are served! When refreshments are sponsor's product (or free samples are distributed) possibilities for additional exploitation are limitless.  
**Availability:** Live talent and E. T.  
**Time Units:** Fifteen minutes, one to five weekly  
**Audience Appeal:** Juvenile  
**Suggested for:** Afternoon  
**Client Suitability:** Especially for food products or beverages . . . also ideal for soaps, shoe polishes or other articles which would encourage cleanliness or health in children.  
**Number of Artists:** Two  
**Cost:** (optional) Rate as per Standard Rate & Data; talent cost dependent on time of day or evening  
**Audition Facilities:** Transcriptions  
**Submitted by:** KTFI, Twin Falls, Idaho

**WTOL** pledges the **WORLD OF TOMORROW** that our **SHOWS OF TOMORROW** shall continue to give the listener what he wants, plus whatever additional values we can devise.

WTOL originated the **NAVY SEND-OFF BREAKFAST** as an answer to the recruiting needs of the United States Navy and made the last morning of the departing sailor memorable and heartwarming. Implicit in all that WTOL did was the sense of value that the community placed upon each serviceman.

WTOL is now planning a **WELCOME HOME** series that shall redeem the pledges made by the Northwestern Ohio community to its men in service. It will be a series to warm the cockles of the serviceman's heart . . . and of listening humanity's. Scenes of homecoming are too painful, too deeply emotional, to be probed crassly. WTOL shall be more practical and prove its sincerity by linking the serviceman with the job that needs him and the job he wants. Humbly . . . we offer this "show of tomorrow." The real **SHOW OF TOMORROW** is being written in the blood and sacrifices of our servicemen.

WTOL'S **WELCOME HOME** shall be but an epilogue to their heroic actions.

*A Basic  
Blue Network  
Station*

**WTOL**

*ARCH SHAWD,  
Executive  
Vice-president*

REPRESENTED NATIONALLY BY RADIO ADVERTISING CORPORATION

## The Sword in the Stone

...the book of the same name by E. Vite. This is the fictitious story of good and education of Arthur being crowned. Program already has associations endorsements. Disney to be released when giving vast merchandising possibilities.

**Availability:** Live talent; E. T.  
**Units:** 15 minutes, 5 times weekly  
**Appeal:** Entire family  
**Time for:** Afternoon  
**Stability:** Any client  
**Number of Artists:** 11  
**Cost:** \$500.00  
**Facilities:** Transcriptions  
**Submitted by:** Ad-Plan Company, New York 22, N. Y.

## Tomorrow's Heritage

...of youth, contributing to to-day's world... a dramatic serial filled with pathos, humor and adventure... present juvenile talent symbolizing the youth in an informative as well as entertaining feature... prepared in 15 minute type or 30 minute complete type.  
**Availability:** E. T.  
**Units:** 15 or 30 minutes, once or five times weekly  
**Appeal:** Juvenile; entire family  
**Time for:** Afternoon or evening

**Client Suitability:** Foods, desserts, breakfast cereals, clothing, etc.  
**Audition Facilities:** Transcriptions  
**Submitted by:** National Recording Corp., Chicago 6, Ill.

## Twilight Tales

"Twilight Tales" stars talented Elinor Gene, who tells stories by Hans Christian Andersen and Jacob Grimm in a new and delightfully different style. Has been sponsored in S. Calif. since December, 1939, by Knudsen Creamery Company, twice weekly, with amazing success. Scripts have been endorsed by PTA's, Boards of Education, and are used in classrooms by teachers. Series endorsed by American Council on Education, Radio Division, and also being listed in United States Bureau of Education, Federal Radio Education Committee, FREC Monthly Service Bulletin. Many of the Hans Andersen stories are translated direct from original Danish. Plenty of merchandising and publicity tie-ups, plus ad mats, publicity stories, etc. 52 one-quarter hour episodes.  
**Availability:** E. T.  
**Time Units:** 15 minutes, 1, 2, 3, 5 weekly  
**Audience Appeal:** Juvenile  
**Suggested for:** Afternoon  
**Client Suitability:** Dairy, bakers, food product, department stores, etc.  
**Number of Artists:** 2

# JUVENILE

**Unit Cost:** Based on population of market, power and rates of station used  
**Audition Facilities:** Transcriptions  
**Submitted by:** Kasper-Gordon, Incorporated, Boston 16, Mass.  
**(See Page 86)**

**Client Suitability:** General  
**Number of Artists:** 2 and announcer  
**Audition Facilities:** Transcriptions  
**Submitted by:** WKRC, Jimmy Scribner, Cincinnati 6, Ohio

## Youth Courageous

"Youth Courageous" programs are based on stories of courageous acts of youth taken from history, literature, and current events of the present day. Each program is complete in itself and is approximately eleven minutes in length. The stories are not morbid but maintain throughout "lift," achievement and success.  
**Availability:** E. T.  
**Time Units:** Fifteen minutes, one, two or three weekly.  
**Audience Appeal:** Juvenile  
**Suggested for:** Sunday afternoon or evening  
**Client Suitability:** Banks, dairies, public service corporations  
**Number of Artists:** Five to ten  
**Audition Facilities:** Transcriptions  
**Submitted by:** Webber Radio Programs, Des Moines, Iowa

## Uncle Nappy

Uncle Nappy and Little Miss Missey offer for the first time in radio a feature as beautiful and natural as childhood itself. No desperados, villains, killers or mysterious or grotesque characters, or "nightmarish" tension. Uncle Nappy, a kindly old Negro overseer telling Little Miss Missey stories of the forest, field and stream and the creatures who live therein. Quiet, gentle juvenile entertainment, each story complete in itself. A moral interpretation of the complexities of life to the juvenile mind.  
**Availability:** E. T.  
**Time Units:** 15 minutes, 1, 2, 3, or 4 times weekly  
**Audience Appeal:** Juvenile  
**Suggested for:** Afternoon or early evening

# 1944 ★ ★ MUSICAL ★ ★ 1945

## Afternoon Concert

...mpnic and concert interposed by biographical sketches that deal with lives of prominent composers and musicians. Featured too, in this program occasional readings from history literature apropos of the day.  
**Availability:** E. T.  
**Units:** 45 minutes, daily  
**Appeal:** Entire family  
**Time for:** Afternoon  
**Stability:** Institutional, record store, home products  
**Facilities:** Transcriptions  
**Submitted by:** WTTM, Trenton 8, N. J.

## The Album of Music

...ent music played in sections simulating pages of book, minimum of maximum of popular-appeal (but decent) music; occasional very light classical, soloists, choral groups, instrumental. All recorded, using both record (libraries.) Great care used to be ends and balance.  
**Availability:** E. T.  
**Units:** 1 hour and 40 minutes, 7 times weekly  
**Appeal:** Entire family  
**Time for:** Evening  
**Stability:** General  
**Submitted by:** KROW, Oakland 12, Calif.

## Anniversary Caravan

...rogram is a fifteen minute broadcast in which the wedding and birthday anniversary is announced of those listeners who write in. During the program a bouquet of flowers is sent to someone celebrating their anniversary on the day by the sponsor. Music is selected according to the listeners favorite song.  
**Availability:** E. T.  
**Units:** 15 minutes, 6 times weekly  
**Appeal:** Adult family  
**Time for:** Late afternoon  
**Stability:** Ladies Dress Shop, Department Stores, Florists  
**Submitted by:** WISR, Butler, Pa.

## Kay Armen

...voice stylist starts her own show on the Blue, backed up

by Jon Gart and a small orchestra. Kay Armen puts her heart in her voice and holds her audience in a sure, friendly grip. An artist of great promise—Kay Armen, in New York only three months, has made records, has her own show and is the most exciting, new singer in years.  
**Availability:** Live talent  
**Time Units:** 15 minutes, 5 times weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning, afternoon or evening  
**Client Suitability:** General  
**Number of Artists:** 1, plus small orchestra  
**Audition Facilities:** Will pipe live talent  
**Submitted by:** Blue Network Company, New York 20, N. Y.  
**(See Pages 33-36, 60, 62)**

## A Trip to Hitland

"A Trip to Hitland" with Jack Parker, pioneer radio singer and producer, singing the songs that have been hits of other days as well as the hits of the hour. Mr. Parker has been a popular singer since his first broadcast in 1921 and has made many phonograph records.  
**Availability:** Live talent & E. T.  
**Time Units:** 15 minutes, 1 to 3 times weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon or evening  
**Client Suitability:** Retail stores, drug stores, manufacturers, service groups  
**Number of Artists:** Singer and organist  
**Audition Facilities:** Transcriptions  
**Submitted by:** Blue Ribbon Radio Productions, Hollywood 28, Calif.

## At Home With Music

At Home with Music invites the listener to hear a handpicked variety of the most enjoyable music ever written... music of limitless freshness and charm, bubbling over with the melodic beauty only great voices, outstanding instrumentalists and famous orchestras can impart. Designed by Eddy Brown.  
**Availability:** Live talent & E. T.  
**Time Units:** 55 minutes, 7 weekly  
**Audience Appeal:** Female  
**Suggested for:** 10 a.m.

**Client Suitability:** Any product with women's appeal  
**Number of Artists:** Optional  
**Audition Facilities:** Transcriptions  
**Submitted by:** WLIB, Brooklyn 26, N. Y.

## Singing Jack Baker

Jack Baker is the former singing star of Blue Network "Breakfast Club" and is now on the staff of KWTO. He is featured nightly with a sweet musical background orchestra at 6:15 p.m. following newscast.  
**Availability:** Live talent; E. T.  
**Time Units:** 15 minutes, Monday through Saturday, weekly  
**Audience Appeal:** Entire family  
**Client Suitability:** General  
**Number of Artists:** 10  
**Audition Facilities:** Transcriptions  
**Submitted by:** KWTO, Springfield, Mo.

## Behind the Bandleader

Popular music on record discussing the man whose brass or strings have been instrumental in bringing a band or song to your attention. The unglorified musician with the big band gets a chance to meet your attention. A program that explains the elements that blend to give the nation dancing music as it likes it. A new slant on music and popular bands.  
**Availability:** Live talent  
**Time Units:** 15 minutes, 5 times weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Late evening  
**Client Suitability:** Any product  
**Number of Artists:** 1 announcer with occasional guest  
**Audition Facilities:** Will pipe live talent  
**Submitted by:** Guy Ward, New York 19,

## Paul Byrd and his Radio Pals

Listened to avidly by rural listeners and approximately 50 per cent of local listeners. Paul Byrd and band travel to all small communities for dance and amateur contest dates.  
**Availability:** Live talent  
**Time Units:** 15 minutes, 6 times weekly  
**Audience Appeal:** Entire family

**Suggested for:** Morning  
**Client Suitability:** Patent medicines; food-stuffs, farm and home furnishings, paint  
**Number of Artists:** 6  
**Audition Facilities:** Transcriptions  
**Submitted by:** WGBR, Goldsboro, N. C.

## Breakfast Frolic

A recorded three hour early morning participating hillbilly program, featuring the country's most outstanding hillbilly bands and artists. Mail is received consistently from well over half of all 3,071 counties in the United States as well as Canada.  
**Availability:** E. T.  
**Time Units:** 15 minute units, 6 times weekly  
**Audience Appeal:** Entire family  
**Client Suitability:** Drug or agricultural products  
**Audition Facilities:** Transcriptions  
**Submitted by:** WJJD, Chicago 1, Ill.

## Babe Rhodes Orchestra

A top Pittsburgh popular dance orchestra, serving as WCAE staff orchestra and also filling engagements at local resorts, dance halls, etc. A name well known in and around Pittsburgh. Available for audience participation shows (background and filler music, etc.)  
**Availability:** Live talent  
**Time Units:** 15 minutes, 6 times weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon or evening  
**Client Suitability:** General  
**Number of Artists:** 14  
**Audition Facilities:** Transcription or will pipe live talent  
**Submitted by:** WCAE, Pittsburgh 19, Pa.

## Candlelight and Silver

Soft lights, sweet music and a cordial invitation to our concert with Candlelight and Silver. This program features music for easy listening and dining by skilled light concert groups at their gracious best... concert gems from the lighter classics... pieces of facile melody arranged especially for smaller string ensembles. Designed by Waldo Mayo.



**This little budget went  
to WORL, Boston**

Availability: Live talent; E. T.  
 Length: 55 minutes, 7 weekly  
 Appeal: Entire family  
 Submitted for: Early evening  
 Client Suitability: Wines, tobacco, watch  
 Number of Artists: 10  
 Audition Facilities: Transcriptions  
 Submitted by: WLIB, Brooklyn 26, N. Y.

### Te Chapel Singers

Program is aimed directly at the majority of listeners to this station. It is shown in the past their overwhelming preference for this type of program. The feature uses a mixed quartet of piano, and is confined strictly to the music of all Churches. The program is as well as a "future" for it is drawn a tremendous fan response and has been successfully promoted by such accounts as Vicks.

Availability: Live talent  
 Length: 15 minutes, 3 times weekly  
 Appeal: Entire family  
 Submitted for: Morning  
 Client Suitability: Home remedies, etc.  
 Number of Artists: 6  
 Audition Facilities: Transcriptions  
 Submitted by: WTOG, Savannah, Ga.

### Classics in Wax

Our show presenting classics by artists on that has brought into Cleveland a better understanding of the music because of the excellent examples of composers and their works. Maurice Goldman, musical composer of the program. Mr. Goldman's knowledge of the higher type of music makes it possible for him to give his variation in enjoyment as they are background and hear the outstanding compositions of the ages.

Availability: E. T.  
 Length: 60 minutes, 7 times weekly  
 Appeal: Entire family  
 Submitted for: Evening  
 Client Suitability: Institutional, department drug stores, manufacturers  
 Number of Artists: 1  
 Submitted by: WJW, Cleveland 15, Ohio  
 (See Page 72)

### Old and Slim—The Moving Hillbillies

Old and Slim are among the best hillbilly artists in the Northwest. They have made hundreds of personal appearances throughout the State of Idaho, Northern Idaho and Montana. They are usually booked for four months ahead for personal appearances on Friday and Saturday nights. This is the most consistent mail puller on the air 5 years.

Availability: Live talent  
 Length: 15 minutes, 6 times weekly  
 Appeal: Entire family  
 Submitted for: Morning  
 Client Suitability: Any type  
 Number of Artists: 2  
 Audition Facilities: Transcriptions  
 Submitted by: KFPY, Spokane 8, Wash.

### Perry Como Program

Singing star, Perry Como, who has been featured on his own 15-minute musical variety show over CBS; who has starred on the variety show on Century-Fox, and who has headlined the stage shows at major theaters throughout the country including New York. The program is now available in a variety of formats including the ingredients that have proven themselves—without exception—insured Crossley.

Availability: Live talent  
 Length: 30 minutes, once weekly  
 Appeal: Entire family  
 Submitted for: Evening  
 Client Suitability: General  
 Audition Facilities: Transcriptions  
 Submitted by: General Amusement Corp., New York 20, N. Y.

## Concert Echoes

Here is a half-hour program of classics, light classics and more worth while up-to-the-minute instrumental novelties. Artists: KFJ Ensemble. The well-known Thurlow Lieurance (local resident of Wichita) occasionally guests at the baton. Occasional vocals introduced. Smooth flowing show uninterrupted by overmuch announcer's copy. Definitely cultural but with plenty of general-listener appeal on it's sheer merit and boundless variety.

Availability: Live talent E. T.  
 Time Units: 30 minutes, 1 time weekly  
 Audience Appeal: Entire family  
 Suggested for: Evening  
 Client Suitability: General, Inst.  
 Number of Artists: 21  
 Cost: \$115  
 Audition Facilities: Transcriptions  
 Submitted by: KFJ, Wichita, Kan.

### Eddie Condon's Jazz Concert

The year's greatest novelty in musical circles. A real honest-injun jam session with the greatest ad lib artists on the air every Saturday afternoon at 3:30 p.m., EWT. Led by Eddie Condon, recognized as one of the great guitarists and exponents of music "as she is felt rather than read," this program is a mecca for young and old alike! It features such artists as Miff Mole on the trombone; Pee Wee Russell on the clarinet; Buddy Hackett on the trumpet and dozens of other great artists. Emceed by Eddie Condon in his casual, "Town Hall" manner, this weekly jazz concert is the No. 1 musical treat of the year.

Availability: Live talent  
 Time Units: 30 minutes, once weekly  
 Audience Appeal: Entire family  
 Suggested for: Afternoon or evening  
 Client Suitability: General  
 Number of Artists: 8 to 15  
 Audition Facilities: Will pipe live talent  
 Submitted by: Blue Network, New York 20, N. Y.  
 (See Pages 33-36, 60, 62)

### Alice Cornell

Alice Cornell, NBC's petite, southern songstress, is presented in a quarter-hour of song favorites, new and old, and a bit of homespun verse and philosophy. This personable artist, singing well-loved songs to her own accompaniment, enjoys wide popularity and attracts listener loyalty with her delightful, homey style.

Availability: Live talent  
 Time Units: 15 minutes, 5 weekly  
 Audience Appeal: Female  
 Suggested for: Morning  
 Client Suitability: Products for housewife or home  
 Number of Artists: 1  
 Audition Facilities: Transcriptions  
 Submitted by: The National Broadcasting Co., New York, N. Y.

### Cosmopolitan Cafe

"Cosmopolitan Cafe" features music in the continental mood, with "Old Paul" conducting. The summer setting is the checked-tablecloth-and-cobblestone atmosphere of the sidewalk cafe, with slightly Bohemian tendencies. Winter presentations of the show are set in the quaint, firelit interior of the charming old Cafe, where the loquacious waiter spins stories to his delighted audience—about the dancing girls, the pretty songstress Hilda, and the interesting people that frequent the Cafe, and stories of far away lands and strange adventures.

Availability: Live talent  
 Time Units: 30 minutes, once weekly  
 Audience Appeal: Entire family  
 Suggested for: Saturday nite  
 Number of Artists: Orch., vocalist, narrator

# MUSICAL

Client Suitability: Coffee, tea, etc.; household products, patent medicines, watches  
 Audition Facilities: Will pipe live talent  
 Submitted by: CJBC, Toronto 4, Ont., Canada

### "1280 Club"

#### Alan Courtney, MC

Two-and-a-half hour nightly (except Sunday) program featuring Alan Courtney, disc jockey, and his recorded music. Highlights of programs are: Monday: "Harlem Hit Parade"; Tuesday: "—for the Masses"; Wednesday: "Down Memory Lane"; Thursday: "Blues Session"; Friday: "Swooner's Corner"; and Saturday: "Salute to the Armed Forces." Courtney, one of the most likeable and persuasive personalities on the air, has a large and loyal audience in the New York metropolitan area.

Availability: Live talent & E. T.  
 Time Units: 150 minutes, 6 weekly  
 Audience Appeal: Entire family  
 Suggested for: Evening  
 Client Suitability: General  
 Number of Artists: 1  
 Submitted by: WOV, New York 19, N. Y.  
 (See Page 106)

### Danceland

Danceland features Doug Arthur, disc jockey, from 10:30 a.m. to 12 noon, and from 6 to 7:30 p.m. daily, Monday through Saturday. The program is sold in 15 minute participations and consists of record music.

Availability: Live talent  
 Time Units: 15 minutes, 6 days weekly  
 Audience Appeal: Entire family  
 Suggested for: Morning or evening  
 Client Suitability: General  
 Number of Artists: 1  
 Audition Facilities: Transcriptions  
 Submitted by: WIBG, Philadelphia 2, Pa.

### Do You Like Music?

A thirty-minute musical extravaganza under the direction of the noted Hollywood conductor and musical arranger, Felix Mills, with an unlimited orchestra combining the features of many musical organizations; symphony, jazz, bands, military bands, choral groups, etc., playing all types of music from Wagner to Gershwin, with unique arrangements suggested by the guest artists who have made their name in the musical world. By developing their ideas of harmony and tone color, familiar melodies take on new personality. Each number is done by a group specially organized to present that particular thought nearly as perfect as possible. The result is an extraordinary revelation of beauty. Otto Kruger is the Emcee.

Availability: Live talent  
 Time Units: 30 minutes, once weekly  
 Audience Appeal: Entire family  
 Suggested for: Evening  
 Client Suitability: Any client  
 Number of Artists: Orchestra, MC, and two guests  
 Audition Facilities: Transcriptions  
 Submitted by: National Concert and Artists Corporation, New York 22, N. Y.  
 (See Page 84)

### Deb Dyer's Gospel Singing Bee

A fine choir properly trained for hymn singing all the old church songs. A good reader and conductor.  
 Availability: Live talent & E. T.  
 Time Units: 15 or 30 minutes, one weekly  
 Audience Appeal: Female

Suggested for: Afternoon  
 Number of Artists: 8 to 10  
 Audition Facilities: Transcriptions  
 Submitted by: Wm. Ellsworth, Chicago 1, Ill.

### Echoes of Showtunes

Revolves around the great moments of American stage—especially American show business. Continuity is carried by an old character who used to be associated with the great and near-great as they paraded before the footlights. Appeal primarily lies in "looking backward" angle. The music recaptures years gone-by and transports the listener to dear and near-forgotten scenes.

Availability: Live talent  
 Time Units: 30 minutes, once weekly  
 Audience Appeal: Entire family  
 Suggested for: Afternoon or evening  
 Client Suitability: Class product: women's or family products  
 Number of Artists: 16 musicians, leader, Narrator  
 Cost: \$150 per week and time  
 Audition Facilities: Transcriptions  
 Submitted by: KYW, Philadelphia 3, Pa.

### Cliff Edwards

"Ukulele Ike," star of countless motion pictures, Ziegfeld "Follies" and radio, returns to the networks in a program of his own five times weekly over the entire Blue Network. One of the great song stylists of our time, Cliff Edwards is singing better than ever and his friendly, likeable personality is a guarantee of audience acceptance. Spotted between two coast to coast commercials, Cliff Edwards is a natural for a morning spot on the Blue.

Availability: Live talent  
 Time Units: 15 minutes, 5 times weekly  
 Audience Appeal: Entire family  
 Suggested for: Morning, afternoon or evening  
 Client Suitability: General  
 Number of Artists: 2  
 Audition Facilities: Will pipe live talent  
 Submitted by: Blue Network Co., New York 20, N. Y.  
 (See Pages 33-36, 60, 62)

### The First Piano Quartet

A musical program beyond comparison is the distinctively different music of "The First Piano Quartet." This original piano ensemble, which has toured the concert stage from coast-to-coast, is composed of Adam Garner, Vladimir Padwa, Frank Mittler and Edward Edson. Each man is a piano virtuoso in his own right. They make their own arrangements for four pianos and include in their half hour programs all types of music from popular songs to symphonies by composers from Irving Berlin to Beethoven. For the sponsor desiring a fine musical program of unusual distinction, the "First Piano Quartet" will offer tremendous possibilities, particularly for products of distinction or for institutional selling.

Availability: Live talent  
 Time Units: 30 minutes, 1 weekly  
 Audience Appeal: Entire family  
 Suggested for: Afternoon or evening  
 Client Suitability: See synopsis  
 Number of Artists: 4  
 Audition Facilities: Will pipe live talent  
 Submitted by: The National Broadcasting Company, New York, N. Y.

### 1400 Club

Friendly Freddy is the genial emcee of the 1400 Club, which has been a WHYN feature, now well established for acceptance in the community, since WHYN went on the air over 3 years ago. The show consists of recorded and transcribed

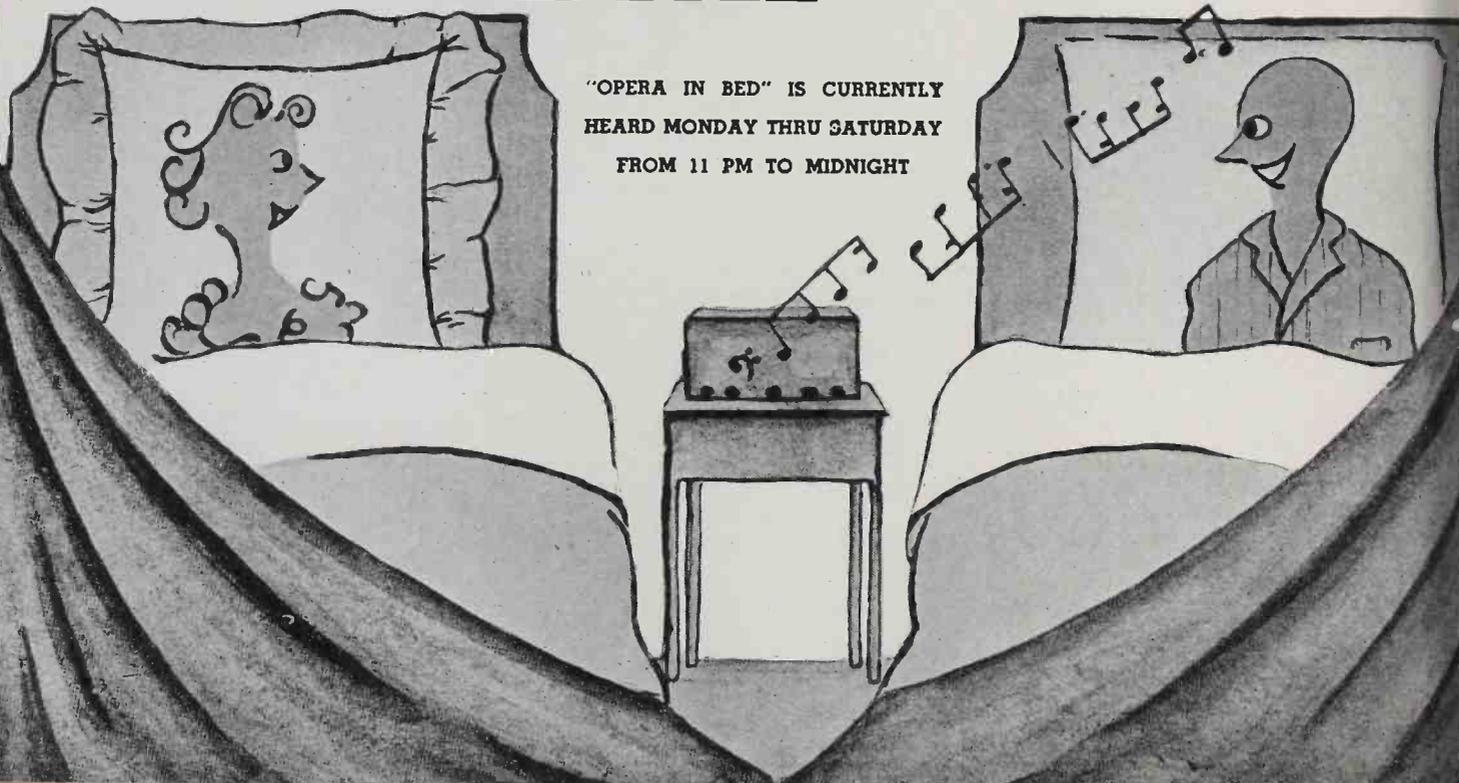
# OPERA IN BED

The finest operas presented  
in their entirety to a ready-made  
music hungry audience . . . at an  
hour when they are completely relaxed...  
and in a listening, fully receptive mood.  
An ideal program opportunity for a wide-  
awake sponsor. For further information  
regarding "OPERA IN BED", contact . . .

## WBNX

NEW YORK 51, N. Y.  
MElrose 5-0333

"OPERA IN BED" IS CURRENTLY  
HEARD MONDAY THRU SATURDAY  
FROM 11 PM TO MIDNIGHT



combined under a general title for  
gment. Continuity consists of  
patter, carefully avoiding the  
ch show is complete—with color

Live talent  
15 minutes, 6 weekly  
Appeal: Female; male  
Suggested for: Morning  
Suitability: General merchandise;  
drugs, apparel, home appliances  
Number of Artists: 1  
Audition Facilities: Transcriptions  
Submitted by: WHYN, Holyoke, Mass.

### Fun with Music

**Sigmund Spaeth**  
Sigmund Spaeth, The Tune Detective,  
known all over the world as an out-  
standing authority on music. Author of a  
series of books which have made music  
accessible to the masses, he goes even  
further in this transcribed series of 26  
episodes, and demonstrates how easy it is  
to have fun with music, with any kind  
of instrument. In the series are quartettes,  
trios, swing bands, toy instru-  
ments, soloists, etc. Series has been spon-  
sored in a score of cities with success.  
Special 64-page book by Sigmund  
Spaeth entitled "Fun with Music" is used  
extensively. Ad mats, publicity, etcetera,  
are available. Music helps morale, and  
helps build big audiences of all ages  
with little start.

Live talent  
15 minutes, 1, 2 weekly  
Appeal: Entire family  
Suitability: Baker, dairy, food, drug,  
department store, music dealer, banks  
Suggested for: Afternoon; evening  
Number of Artists: About 60 in series  
Cost: Based on population of market,  
number and rates of stations used  
Audition Facilities: Transcriptions  
Submitted by: Kasper-Gordon, Incorporated,  
Boston 16, Mass.

(See Page 86)

### Classical House Concert

A lively satire on classical concerts,  
featuring novelty tunes and unusual ar-  
rangements of standard melodies, the  
"Classical House Concert" is painstakingly  
arranged in a stiff, classic man-  
ner, complete with symphony and operatic  
cheer. Contrast of classical terms with  
modern tunes is good for chuckles from  
the audience. Show is especially good  
as a media for pushing toward a slightly  
philistine audience, with adequate  
commercial breaks.

Live talent  
15 minutes, 6 times weekly  
Appeal: Entire family  
Suggested for: Afternoon or evening  
Suitability: Department stores, ap-  
pliance shops, jewelry stores, automo-  
bile dealers, etc.  
Number of Artists: 1  
Submitted by: KGFI, Los Angeles 15, Calif.

### Happy Jim Parsons Song Parade

Program features "Happy" Jim Parsons  
for 4 years on CBS as Lazy Dan—  
a six piece pop combo directed by  
himself and Paul Coleman MC. All  
parade of melody with plenty of  
appeal. Fast moving dialogue  
between "Happy" Jim's celebrated char-  
acters "Savoy," "Wilbur" and Miss Lulu.  
A sock show with plenty of human  
appeal attracted by wide use of  
requestees.

Live talent  
15 to 20 minutes, 5 times  
weekly  
Appeal: Entire family  
Suggested for: Afternoon  
Suitability: Any product for women  
and family

Number of Artists: 8  
Audition Facilities: Transcriptions  
Submitted by: WSYR, Syracuse 2, N. Y.

### Heart Songs

Finest type of musicale, Kenny Baker  
as top tenor in this outstanding quartette,  
and Nadine Conner as soloist, singing  
such numbers as Kentucky Home, Esti-  
leita, and the finest standard numbers. A  
highly successful show

Availability: E.T.  
Time Units: 26 ¼-hours, 1 or 2 times  
weekly

Audience Appeal: Entire family  
Suggested for: Morning, afternoon or eve-  
ning

Client Suitability: Foods

Number of Artists: 7

Audition Facilities: Transcriptions

Submitted by: Radio Producers of Holly-  
wood, Hollywood 27, Calif.

### Hill Country Jamboree Hill Country Hit Parade WOV Broadway Barn Dance

The WOV "Hill Country" programs,  
actually seven separate air stanzas, are  
integrated by one M.C., Layman Cam-  
erorn. Programs consist of the best in  
live music of the hill country and the  
West. Featured: Julie-B, Chuck and Ellie  
Story, Johnny Newton, Eddie Smith and  
Paul Anthony. The "WOV Broadway  
Barn Dance" originates from Palm Gar-  
den, N. Y., where a complete hillbilly  
vaudeville show is presented each Sat-  
urday night (broadcast from 10-10:30).  
Guest stars on the "Hit Parade" and  
"Barn Dance" vary from week to week.  
Programs, which are outgrowth of original  
"Hill Country Jamboree," have tremen-  
dous popularity among lovers of American  
folk music.

Availability: Live talent  
Time Units: 30, 60, 30 minutes respective-  
ly, once weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: General

Number of Artists: 7 and guest star

Audition Facilities: Transcriptions

Submitted by: WOV, New York 19, N. Y.  
(See Page 106)

### Hour With the Masters

"Hour With the Masters" gives the best  
in classical music to a very appreciative  
audience. Exceptionally large record  
library covers wide range of all the mas-  
ters supplies favorite selections for great-  
est number of requests gathered from  
listeners' numerous letters. Maximum  
commercial time given and publicity aids  
are furnished.

Availability: E. T.  
Time Units: 50 minutes, 6 times weekly  
Audience Appeal: Entire family  
Suggested for: Morning  
Client Suitability: General sales reaching  
higher type

Audition Facilities: Transcriptions  
Submitted by: WRUF, Gainesville, Fla.

### Hymn Time, Starring Smilin' Ed McConnell

Smilin' Ed is one of the most popular  
and best loved characters on the air. In  
this series of transcription programs he  
ambles along in his typical easy going  
friendly way. Singing a song, telling a  
story, Smilin' Ed has been on the air over  
15 years. His name is a household word  
in many parts of the land. Sponsored by  
Acme Paint for 5 years and Aladdin Lamp  
for 3 years attests to his overall appeal.  
78 quarter-hour episodes are completely  
transcribed for local use.

Availability: E. T.  
Time Units: 15 minutes, 6 times weekly  
Audience Appeal: Entire family

# MUSICAL

Suggested for: Morning and Sunday after-  
noon

Client Suitability: Household goods, furni-  
ture, women's products, funeral direc-  
tors or other dignified client

Number of Artists: 3

Unit Cost: 100-500 watts, \$5; 1000-5000  
watts, \$10; 10,000-15,000 watts, \$25

Audition Facilities: Transcriptions

Submitted by: Charles Michelson Radio  
Transcriptions, New York, N. Y.

### Hymntime

"Hymntime" is a program designed to  
keep alive the listeners interest in the  
old-time hymns—the kind of hymn your  
Mother used to sing—the type you sang in  
Sunday School the type you like to hear  
and sing today. Sung in a friendly way  
by Harold Graham, hymn writer himself  
and singer of many years experience  
playing his own songs as well as hymns  
of other days.

Availability: Live talent & E. T.  
Time Units: 15 minutes, 1 to 5 times  
weekly

Audience Appeal: Entire family  
Suggested for: Morning, afternoon or eve-  
ning

Client Suitability: General

Number of Artists: 1

Audition Facilities: Transcriptions

Submitted by: Jack Parker and Associates,  
Hollywood 28, Calif.

### In the Blue of the Evening

This program creates the impression of  
a supper club, with orchestra and fea-  
tured guest stars. Complete with atmos-  
phere and fine artists, this is one of the  
most popular sustainers on the station.

Availability: Live talent & E. T.  
Time Units: 30 minutes, once weekly

Audience Appeal: Entire family  
Suggested for: Evening

Client Suitability: General appeal  
Audition Facilities: Transcriptions  
Submitted by: CKWX, Vancouver, B. C.,  
Can.

### The Iowa Barn Dance Frolic

The Iowa Barn Dance Frolic is an  
established institution in the middle-west.  
A WHO attraction for 12 years! A cast of  
50 top notch entertainers perform with  
music and comedy galore. Its greatest  
appeal is to the rural audience, but for  
10 years has filled Des Moines huge  
Shrine auditorium each Saturday night  
with paid admissions. The first radio pro-  
gram to accomplish this. Produced and  
written by Master Producer Stan Widney.

Availability: Live talent  
Time Units: 30 minutes, once weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: Anything, especially  
items used on farm or in the home  
Number of Artists: 50  
Audition Facilities: Transcriptions  
Submitted by: WHO, Des Moines 7, Iowa

### Jerry & Sky, The Melody Men

Jerry and Sky are from the Smoky  
Mountains of Tennessee—hillbillies with  
the "real touch." They both play guitars,  
banjos, harmonicas, sing and yodel.  
They have been on scores of radio sta-  
tions, and have won popularity and favor  
in every city where they appeared. They  
were featured on WBT, WSIX, WOV,  
WHAM, WHDH, WEEL, WESX, WHEB,  
WCSH, WGAN, WCOU, WLAW, and  
others—and have also appeared with  
such stars as Tex Ritter, Hoot Gibson, Ken

Maynard, Bradley Kincaid. The Mills  
Brothers, Dick Powell, etc. 208 5-minute  
episodes available, or this series may be  
used as a hill-billy library, for making  
one-quarter hour shows.

Availability: E. T.  
Time Units: 5 or 15 minutes, 1 to 5 weekly  
Audience Appeal: Entire family

Suggested for: Morning, afternoon or eve-  
ning  
Client Suitability: Any type

Number of Artists: 2 (Jerry & Sky)  
Audition Facilities: Transcriptions  
Submitted by: Kasper-Gordon, Incorporated,  
Boston 16, Mass.

(See Page 86)

### Just Jeske

Here is a warm friendly musical pro-  
gram that has become a favorite with  
Central New York listeners. Fred Jeske has  
been broadcasting commercially since the  
early days of radio entertainment. His  
pleasing baritone is accompanied by him-  
self, the studio orchestra and sometimes  
transcriptions. Through personal appear-  
ances plus his radio program, war ac-  
tivities and civic functions, he has become  
well known to thousands of listeners. His  
"easy to listen to" program leads to vast  
merchandising possibilities.

Availability: Live talent & E. T.  
Time Units: 1, 5, 10 and 15 minutes, 6  
times weekly

Audience Appeal: Entire family  
Suggested for: Morning or afternoon

Client Suitability: Every type  
Number of Artists: Studio orchestra  
Audition Facilities: Transcriptions  
Submitted by: WAGE, Syracuse 2, N. Y.

(See Page 104)

### Juke Box

Here is the answer to every rug-cut-  
ter's prayer! A popular "out of this  
world" program, streamlined to suit every  
hip cat in the country. Aiming primarily  
for the jitterbug audience, this thirty min-  
ute jam session with five copy tops every  
other show of its kind for novelty and  
timeliness. Recordings of top notch or-  
chestras vie for audience favor, and "live  
talent" variety numbers from the local  
high school's teen age canteen are an-  
other added attraction of this novelty  
show.

Availability: Live talent & E. T.  
Time Units: 30 minutes, once weekly  
Audience Appeal: Juvenile  
Suggested for: Evening  
Client Suitability: Soft drinks, chewing  
gum, record stores, clothing  
Number of Artists: From 2 to 5  
Audition Facilities: Transcriptions  
Submitted by: WTTM, Trenton 8, N. J.

### The Korn Kobblers

Quarter-hour transcriptions featuring  
the music and comedy of the world's most  
usual band, "The Korn Kobblers." Mas-  
ter of ceremonies: Alan Courtney. Vocal-  
ists: Charlie Wayne, Stan Fritts. Guest  
stars: Kay Lorraine, Redd Evans. Now  
breaking records on more stations than  
any network show.

Availability: E. T.  
Time Units: 15 minutes, 3, 5, or 6 times  
weekly

Audience Appeal: Entire family  
Suggested for: Morning, afternoon or eve-  
ning

Client Suitability: All types  
Number of Artists: 8  
Cost: ET—based on population

Audition Facilities: E. T.  
Submitted by: Frederic W. Ziv Co., Cin-  
cinnati 2, Ohio

(See Page 58)



**THE  
POWER  
OF  
Habit**

*The concert pianist is free to devote his exclusive attention to the interpretation of his music because years of arduous practice have enabled his skillful fingers to strike the proper keys instinctively.*

Instinctively, the people of Southern New England turn to WTIC for the radio programs they like best. As a result of this habit—born of more than 19 years' experience—WTIC can offer advertisers a larger and more responsive audience than any medium in this rich area.

The people who listen to WTIC possess a

buying income more than 60% greater than the average for the entire United States. Convince them of the merits of your product and they will buy it.

You'll find that putting WTIC's 50,000 WATTS to work for you is a most profitable habit to develop.

**IN SOUTHERN NEW ENGLAND**

**PEOPLE ARE IN THE *Habit* OF LISTENING TO WTIC**



**DIRECT ROUTE TO AMERICA'S NO. 1 MARKET**

*The Travelers Broadcasting Service Corporation*

*Member of NBC and New England Regional Network*

Represented by WEED & COMPANY, New York, Boston,  
Chicago, Detroit, San Francisco and Hollywood

## Hak Lawson's Music Mixers

...ir inimitable rendition of high  
...the "Music Mixers" play and  
...everything from a rumba to barn-  
...bis. A continuous script flows  
...their broadcasts, bringing life  
...openings in "Heartbreak Hol-  
...their imaginary habitat.  
...Availability: Live talent  
...Time Units: 15 minutes, 5 weekly  
...Audience Appeal: Entire family  
...Suggested for: Morning or afternoon  
...Client Suitability: General  
...Cost: Five 15 or 30-minute broad-  
...casts per week, \$950. One-half hour  
...per week, \$250  
...Submitted by: Mutual Broadcasting Sys-  
...tem New York 18, N. Y.  
(See Pages 26, 27)

## Lazy Listenin'

...a popular radio offering, music  
...increased in popularity with audience  
...over the years. Unity between pro-  
...gram, talent, commercials and other  
...elements create a mood that puts the  
...listener in a responsive state of mind.  
...Today and yesterday sung in  
...various tones; a genial host to weave  
...a waxy tale or two, and as musical  
...director an 11-piece orchestra. Wide  
...range of motion including dealer helps,  
...repair heads, air stunts, included.  
...Availability: Live talent  
...Time Units: 30 minutes, 3 times weekly  
...Audience Appeal: Entire family  
...Suggested for: Evening  
...Client Suitability: Food or beverage ad-  
...vertising; institutional  
...Audition Facilities: Transcriptions at NBC  
...Sales offices  
...Submitted by: WOWO, Ft. Wayne 2, Ind.

## the Kay Lorraine Show

...one type of musical to star a new  
...and minnie vocalist. Top tunes sung  
...in the Kay Lorraine manner with a  
...twimick destined to start a new  
...musical programs.  
...Availability: Live talent  
...Time Units: 30 minutes, 1 weekly  
...Audience Appeal: Entire family  
...Suggested for: Evening  
...Client Suitability: All types  
...Number of Artists: Approximately 5 and  
...orchestra  
...Audition Facilities: Will pipe live talent  
...Submitted by: Frederic W. Ziv Co., Cin-  
...cinnati 2, Ohio  
(See Page 58)

## World Leverenz at the Console

...program of organ melodies of yester-  
...and today, presented purely for lis-  
...ing pleasure. Can be sold to local  
...stations on a quarter-hour or half-hour  
...basis. This is available locally for partici-  
...pating stations (This program also available  
...on the Washington-Mutual network, either  
...on a quarter hour or half-hour basis).  
...Availability: Live talent  
...Time Units: 30 minutes, 5 times weekly  
...Audience Appeal: Entire family  
...Suggested for: Evening  
...Client Suitability: All types  
...Audition Facilities: Transcriptions  
...Submitted by: KMO, Tacoma 1, Wash.

## Latinee Melodies

...hour presentation of better music,  
...featuring the origin of the  
...presented together with the story  
...of the composer—his life, best known  
...and period in which he lived.  
...Presented by Marion, this show  
...has established a listening audience of  
...unusually high calibre.  
...Availability: Live talent & E. T.  
...Time Units: 30 minutes, 6 weekly  
...Audience Appeal: Entire family

Suggested for: Afternoon or evening  
Client Suitability: Insurance companies,  
etc.

Number of Artists: 1  
Audition Facilities: Transcriptions  
Submitted by: KFNF, Shenandoah, Iowa

## Edward McHugh In the Gospel Singer

A program made up of popular hymns  
which are known and loved by everyone  
and presented by Mr. McHugh in his own  
much loved style. Mr. McHugh was on  
the Networks for Proctor and Gamble for  
several years. He has demonstrated that  
there is a steady and loyal audience for  
his singing. His ratings were phenom-  
enal and when he recommends a product his  
type of listener and their loyalty means  
almost 100 per cent response from a buy-  
ing standpoint  
Availability: E. T.  
Time Units: 420 15-minute programs, 1 to  
6 times weekly  
Audience Appeal: Entire family  
Suggested for: Morning, afternoon or eve-  
ning  
Client Suitability: High grade product  
Audition Facilities: Transcriptions  
Submitted by: Harry S. Goodman Radio  
Productions, New York 22, N. Y.  
(See Page 102)

## Melody in the Sky

A week-day afternoon roundup of pop-  
ular songs (Monday and Friday) by Mil-  
dred Nash, (Tuesday and Thursday)  
Charles Pelley, and (Wednesday) Gloria  
Carroll, with Bellizia Trio, consisting of  
Hammond organ, piano and guitar. Each  
broadcast is carefully planned and re-  
hearsed to provide a smooth-flowing,  
well-paced background for participating  
announcements.  
Client Suitability: General  
No. of Artists: 1 soloist and Bellizia Trio  
Audition Facilities: Transcriptions  
Submitted by: WEEL, Boston 12, Mass.  
(See Page 52)

## Melody Lane

The voice of the Troubadour with his  
lyric tenor voice makes him an instant  
favorite wherever he is heard. The 117  
programs of five minutes each are an  
ideal series for the radio sponsor whose  
advertising budget is limited. Each pro-  
gram gives him an audience builder as  
attractive and as appealing as the mam-  
moth shows of sponsors whose appropri-  
ations are many times larger.  
Availability: E. T.  
Time Units: 5 minutes daily  
Client Suitability: Low budget  
Audition Facilities: Transcriptions  
Submitted by: Spot Sales, Inc., New York,

## The Merriemen

Group of five versatile instrumentalists,  
doubling on numerous instruments, spe-  
cializing in novelty and original arrange-  
ments. Popular dance tunes a specialty.  
Rhumbas, Rhythm Dances of all types.  
Availability: Live talent  
Time Units: 15 minutes, 6 times weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon  
Client Suitability: Beer, men's clothing,  
pharmaceutical  
Number of Artists: 5  
Audition Facilities: Transcriptions  
Submitted by: WIOD, Miami 30, Fla.

## Morning Meditations

A homey program built around the "may  
we come in?" theme, with Martin Alex-  
ander, organist, and Pat Stambach, emcee.  
Music is chosen to appeal to "the people,"  
and appropriate verse is interspersed. An  
established program for nearly five years.  
"Morning Meditations" provides a restful  
interlude at mid-morning.

# MUSICAL

Availability: Live talent  
Time Units: 15 minutes, 5 days weekly  
Audience Appeal: Entire family  
Suggested for: Morning  
Client Suitability: Institutional  
Number of Artists: 2  
Audition Facilities: Transcriptions  
Submitted by: WHBC, Canton 2, Ohio

## Morning Visitor

The friendly neighbor-like voice of Jim  
Carroll, who also sings the hymns we  
have come to love, gives this program an  
air of sincerity. With a background of  
organ music blended to perfection "Morn-  
ing Visitor" is an outstanding program  
for this type of program.  
Availability: Live talent  
Time Units: 15 minutes, 3 times weekly  
Audience Appeal: Entire family  
Suggested for: Morning, afternoon or eve-  
ning  
Client Suitability: Institutional  
Number of Artists: 2  
Submitted by: KWYO, Sheridan, Wyo.

## Music on Display

Originating in KYW studios and heard  
coast-to-coast "Music on Display" is a  
refreshing musical production that uses  
suave, paced copy to highlight especially  
arranged numbers. Battoned by Clarence  
Fuhrman. A string-woodwind combine in  
sparkling arrangements moderne. High-  
light appeal provided by vocastrations of  
the Don Renaldo Quartette. Patter devel-  
ops theme: "a song is like a person..."  
and has warm and wide audience appeal.  
Availability: Live talent  
Time Units: 30 minutes, once weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon or evening  
Client Suitability: A class product; wo-  
men's or family products  
Number of Artists: 16 musicians, leader,  
male vocalist, quartet, narrator  
Audition Facilities: Transcriptions  
Submitted by: KYW, Philadelphia 3, Pa.

## Music to Read By

A most distinctive program, this nightly  
feature aired from midnight to 1:00 a.m.  
has built a tremendous regular audience  
... a class audience during the last seven  
years. It is a full hour of light classical  
and semi-classical music with no an-  
nouncements or interruptions of any kind  
except at beginning, middle and ending.  
Music is carefully selected for qualities of  
restfulness and melodic inspiration. Sur-  
veys show WHN ranks close to the top  
with this show during the midnight pe-  
riod. Product and copy must be in keep-  
ing with the spirit of the program. "Music  
to Read By" offers an exceptionally at-  
tentive, responsive audience.  
Availability: E. T.  
Time Units: 60 minutes, 7 nights weekly  
Audience Appeal: Entire family  
Suggested for: Late evening  
Client Suitability: Books, institutional, high  
class prestige product  
Number of Artists: 1 announcer  
Audition Facilities: Transcriptions  
Submitted by: WHN, New York 19, N. Y.  
(See Page 14)

## Morning Showboat

A 45 minute recorded program fea-  
turing the nation's leading Cowboy Bands  
playing "pop" music in the western  
manner. Time, temperature, and latest news  
bulletins interspersed throughout the pro-  
gram approximately every 5 minutes by  
the versatile "Skipper" Jim Gray.  
Availability: E. T.

Time Units: 15 minutes, 5 times weekly  
Audience Appeal: Entire family  
Suggested for: Morning  
Client Suitability: All types  
Audition Facilities: Transcriptions  
Submitted by: WJJD, Chicago 1, Ill.

## Melody, U. S. A.

An original drama-musical half hour  
series written by Irving Landau and  
Arthur Henley—dramatically telling the  
story of America's big cities, or charac-  
teristics of American Life—Chicago, Palm  
Beach, Hollywood, The Gay Nineties, etc.  
Each half-hour is a tense dramatic story  
told in words and music.  
Availability: Live talent  
Time Units: 30 minutes, once weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: All types  
Number of Artists: 3-4 and orchestra  
Audition Facilities: Transcriptions  
Submitted by: National Concert and Artists  
Corporation, New York 22, N. Y.  
(See Page 84)

## Melody Lane

A program designed for easy listen-  
ing; group of four highly accomplished  
musicians playing gypsy-style music,  
featuring the violin of Ellen Beda. Group  
is widely known for their music at the  
Little Palm Club, Miami and Mayview  
Manor, Blowing Rock. The Melody Lane  
Hooperating is second among four sta-  
tions for the period they are on the air.  
Availability: Live talent  
Time Units: 15 or 25 minutes, 5 weekly  
Audience Appeal: Entire family  
Suggested for: Morning or late afternoon  
Client Suitability: Wine, furniture, institu-  
tional, general  
Number of Artists: 4  
Audition Facilities: Transcriptions  
Submitted by: WQAM, Miami 31, Fla.

## Melody Mart

This program offers hints for home-  
makers and tips to migratory army wives  
on how to make a furnished double look  
like a dream house. It's chockful of in-  
genious, decorative suggestions that are  
both space-saving and eye-filling with  
deference to a limited budget. This show  
is timely, topical and highly informative.  
Availability: Live talent and E. T.  
Time Units: 15 minutes, 3 times weekly  
Audience Appeal: Female  
Suggested for: Morning or afternoon  
Client Suitability: Cosmetics, drug, de-  
partment, retail stores, etc.  
Audition Facilities: Transcriptions  
Submitted by: Keystone Broadcasting Sys-  
tem, Inc., New York 19, N. Y.

## Melodious Melodies

"Melodious Melodies" contains no vocals,  
no announcements; features a full semi-  
symphonic orchestra featuring popular and  
semi-classical selections, including the  
musical scores from famous musical com-  
edy successes. There are many Victor  
Herbert, Rudolph Frimml, Oscar Ham-  
merstein and Irving Berlin selections that  
are popular everywhere and that never  
grow old. Each number cuts into the  
next and in this manner the turntable  
needs no attention for 15 minutes. Suitable  
for uninterrupted musical programs or for  
background music  
Availability: E.T.  
Time Units: 26 15-minute programs weekly  
Audience Appeal: Entire family

# OHIO'S NEW HIGH IN NEWS CASTING!

WJW SELECTED EXCLUSIVELY FOR THIS RECORD BREAKING CONTRACT IN CLEVELAND!

12-A

CLEVELAND PLAIN DEALER SUNDAY, JUNE 21, 1942

**PHONE HOME FUND IS OVER \$50,000**

Appointed to Unity City Pastors Plan

**GAS RATION PROBE NEARING DEAD END**

**Suspend Detective and City Fireman**

**SEAT COVERS**

GRABBER COOLERS

USE YOUR CREDIT

**WJW**

**FOR LIGHTNING NEWS LISTEN TO MARSHALL'S**

**NEWS ACE**

**WJW**

**COOPER BLADES**

**Dr. Sobell's ZING PADS**

**LEG MAKE-UP**

**MEXITAN**

**REPAIR CAR**

**VITAMINS Plus**

**Get your VITAMINS**

**STAN B**

**BEXEL**

**YODORA CREAM**

**PANEL ART PRINTS ALBUMS**

**9 TIMES Daily**

**STATION WJW**

★ WORLD EVENTS

★ NATIONAL NEWS

★ WAR NEWS

★ CLEVELAND'S BIGGEST

★ MOST COMPLETE

★ NEWS COVERAGE

**YOU ALWAYS SAVE AT MARSHALL'S DRUG STORES**


  
 BASIC Blue Network **WJW** 850 KC 5000 Watts CLEVELAND

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

aged for: Morning, afternoon or evening  
Availability: General  
Facilities: Transcriptions  
Submitted by: Broadcasting Program Service, New York 19, N. Y.

### Milady'S Melody

This program is designed to reach the heart. With romantic music as background, it offers hints on how to be beautiful and highlights on her practical suggestions for making the most of herself, personality pointers and comments along romantic lines.  
Availability: Live talent and E. T.  
Time Units: 15 minutes, 6 times weekly  
Audience Appeal: Female  
Submitted for: Morning, afternoon or evening  
Availability: Ladies' wear, cosmetic drug stores, etc.  
Facilities: Transcriptions  
Submitted by: Keystone Broadcasting System, Inc., New York 19, N. Y.

### Morning Music Hour

The design of this program readily understood, being all classic music lends itself to type of sponsor listed below. Programs specially prepared in various forms featuring one day, complete week, another, various works by one composer...another highlights various concert activities in this vicinity everyday keeping in mind listener's interests...etc., thereby giving well-merited program coverage in this highly acclaimed field of music. Listener response proves acceptance.  
Availability: E. T.  
Time Units: 10:15 to 12 noon daily, 6 times weekly  
Audience Appeal: Entire family  
Submitted for: Morning  
Availability: Recording manufacturers, department stores, luxury items  
Number of Artists: 1  
Submitted by: WDAS, Philadelphia 7, Pa.

### Morning Symphony Hour

This is exactly what title states—an early morning symphony music, which runs from 7 a.m. This program, long a feature of the WINX schedule, commands a select and loyal listening audience. A recent poll for mail pulled 1,000 letters in response.  
Availability: E. T.  
Time Units: 1 hour, 6 times weekly  
Audience Appeal: Entire family  
Submitted for: Morning  
Availability: Any department, jewelry, book store  
Facilities: Transcriptions  
Submitted by: WINX, Washington, D. C.

### Music of the New World

This program series in the public service is designed to trace the development of music in the two Americas from a pre-Columbian era to contemporary sambas and symphonies, and is a feature of NBC's Inter-American University of the Air. This series endeavors to show the vital part music plays as a cultural expression in the lives of the people of the two Americas and features a music of the concert orchestra.  
Availability: Live talent  
Time Units: 30 minutes, once weekly  
Audience Appeal: Entire family  
Submitted for: Evening  
Availability: Inst.  
Number of Artists: Varied  
Facilities: Transcriptions  
Submitted by: The National Broadcasting Company, New York, N. Y.

### Music to Remember

This half-hour studio show features two singers, one male and one female, a string ensemble of 10 and organ. The contents are drawn from familiar music, old and new, with emphasis on ballad types of song, semi-classic music. Singers are husband and wife both of whom are members of opera company. Director is outstanding Southern musician. Chorus of 8 mixed voices is also included.  
Availability: Live talent  
Time Units: 30 minutes, once weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: Department store, banks, insurance companies  
Number of Artists: 22  
Audition Facilities: Transcriptions  
Submitted by: WTOG, Savannah, Ga.

### Musical Milestones

A program of memorable music tied in with memorable events make up this program entitled "Musical Milestones." A recent sponsor used the format of this program effectively to introduce the milestones of its own organization's history, tying in these events with the music of the times.  
Availability: E. T.  
Time Units: 30 minutes, twice weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: Product of quality  
Audition Facilities: Transcriptions  
Submitted by: WQXR, New York 19, N. Y.

### Musical Horoscope

This program features a unique presentation of astrological data. Through the medium of a whimsical character known as the Ancient Astrologer, and prominent attention to the signs of the Zodiac, advice, warnings, encouragement and predictions are cleverly woven into the musical format.  
Availability: Live talent and E. T.  
Time Units: 30 minutes, 3 times weekly  
Audience Appeal: Entire family  
Suggested for: Morning, afternoon or evening  
Client Suitability: Retail, department, drug stores, cosmetics, ladies' wear, etc.  
Audition Facilities: Transcriptions  
Submitted by: Keystone Broadcasting System, Inc., New York 19, N. Y.

### The Musical Scrap Book

A pleasant interlude of memories, featuring Guy Savage and his Musical Scrap Book... Guy turns the pages of time, compares vivid mementos with pleasant and humorous chatter...recalling the glorious yesteryears, he sings and plays the hit tunes of that day.  
Availability: E. T.  
Time Units: 15 minutes, 5 times weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon or evening  
Client Suitability: Furs, beverages, tobaccos, foods  
Number of Artists: 2  
Audition Facilities: Transcriptions  
Submitted by: National Recording Corp., Chicago 6, Ill.

### NBC Concert Orchestra

One of the outstanding orchestras of the country is the NBC Concert Orchestra. Directed by H. Leopold Spitalny, this concert group is made up of the finest musicians, many of whom are distinguished soloists. Thirty-minute programs of the NBC Concert Orchestra present favorite classics and light classics, and feature as soloists, Nan Merriman, mezzo-soprano, and Robert Merrill, baritone. Since the musical numbers of this program are se-

# MUSICAL

lected for their general appeal and wide acceptance, it is a musical show that everyone can listen to and enjoy.  
Availability: Live talent  
Time Units: 30 minutes, once weekly  
Audience Appeal: Entire family  
Suggested for: Sunday evening  
Client Suitability: General, or inst.  
Number of Artists: Varied  
Audition Facilities: Transcriptions  
Submitted by: The National Broadcasting Co., New York, N. Y.

### NBC String Quartet

One of the finest of the more serious musical programs is the chamber music series of the "NBC String Quartet." This outstanding musical organization is made up of Mischa Mischakoff, first violin; Daniel Gilet, second violin; Carleton Cooley, viola; and Frank Miller, cello. All are members of the NBC Symphony Orchestra and are distinguished solo and ensemble artists. For the advertiser desiring to reach a select audience with a serious sales message, the "NBC String Quartet" would provide an ideal radio vehicle.  
Availability: Live talent  
Time Units: 30 minutes, once weekly  
Audience Appeal: Entire family  
Client Suitability: See synopsis  
Suggested for: Afternoon or evening  
Number of Artists: 4  
Audition Facilities: Transcriptions  
Submitted by: The National Broadcasting Co., New York, N. Y.

### Notes of Love

Thirty-nine 15-minute, transcribed programs featuring Joey Nash as vocalist. Actual love letters from and to boys in service are read in character and a love ballad is tied in with each letter. Prizes may be offered by sponsor for best love letters submitted  
Availability: E. T.  
Time Units: 15 minutes, 1, 2 or 3 times weekly  
Audience Appeal: Female, entire family  
Suggested for: Morning or evening  
Client Suitability: Dept. stores, ladies' wear, furriers, food products, cosmetics, banks, bakeries, dairies  
Number of Artists: 4 or 5 each program  
Unit Cost: According to population  
Audition Facilities: Transcriptions  
Submitted by: H. S. G. Advertising Agency Inc., New York 22, N. Y.  
(See Page 102)

### Off the Cuff

This program aims at a nostalgic mood induced by music of the past forty years, spiced with random notes "off the cuff." The notes are odd facts, Americana, history, anything that will give an unusual lead-in to the introduction of a song. We try to start as far from the title and move in a logical if slightly mad way toward the song, as possible. There are no set rules and anything amusing is grist for the mill. Consists of an orchestra, gal singer, Lucia Thorne and is MC'd by Barry Lake.  
Availability: Live talent  
Time Units: 15 minutes, 1, 3, 5 or 6 times weekly  
Audience Appeal: Entire family  
Client Suitability: Anyone desiring large audience  
Number of Artists: 8  
Audition Facilities: Transcriptions  
Submitted by: WHO, Central Broadcasting Company, Des Moines 7, Iowa

### On Wings of Song

This program offers a wide variety of music, with organ and piano accompaniment, the cast of the program embodies a girl trio, violinist and a poetry reader. The music presented on this program is pretty much of the soothing type throughout, however, both popular and classic are used. Poetry is heard thrice throughout the cast. Each time with appropriate musical background.  
Availability: Live talent  
Time Units: 30 minutes, once weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: Institutional  
Number of Artists: 7  
Audition Facilities: Transcriptions  
Submitted by: WDBJ, Roanoke 2, Va.

### Opera in Bed

A delectable nightly menu for grand opera addicts in the Metropolitan, New York area. Mondays through Fridays, complete operas, from overture to finale; Saturdays, excerpts from operas which have not been recorded in complete form. Concise running narratives covering the essence of each opera's libretto are included in the Monday to Friday broadcasts. On the air since December, 1943, this program has been a godsend to opera lovers whose only other opportunity to hear complete operas on the air is the Metropolitan Opera Company broadcasts on Saturday afternoon from November to April.  
Availability: Recorded  
Time Units: 30 or 60 minutes, 6 weekly  
Audience Appeal: Entire family  
Suggested for: 11 p.m. to 12 midnight  
Client Suitability: General  
Audition Facilities: On the air  
Submitted by: WBNX, New York 51, N. Y.  
(See Page 68)

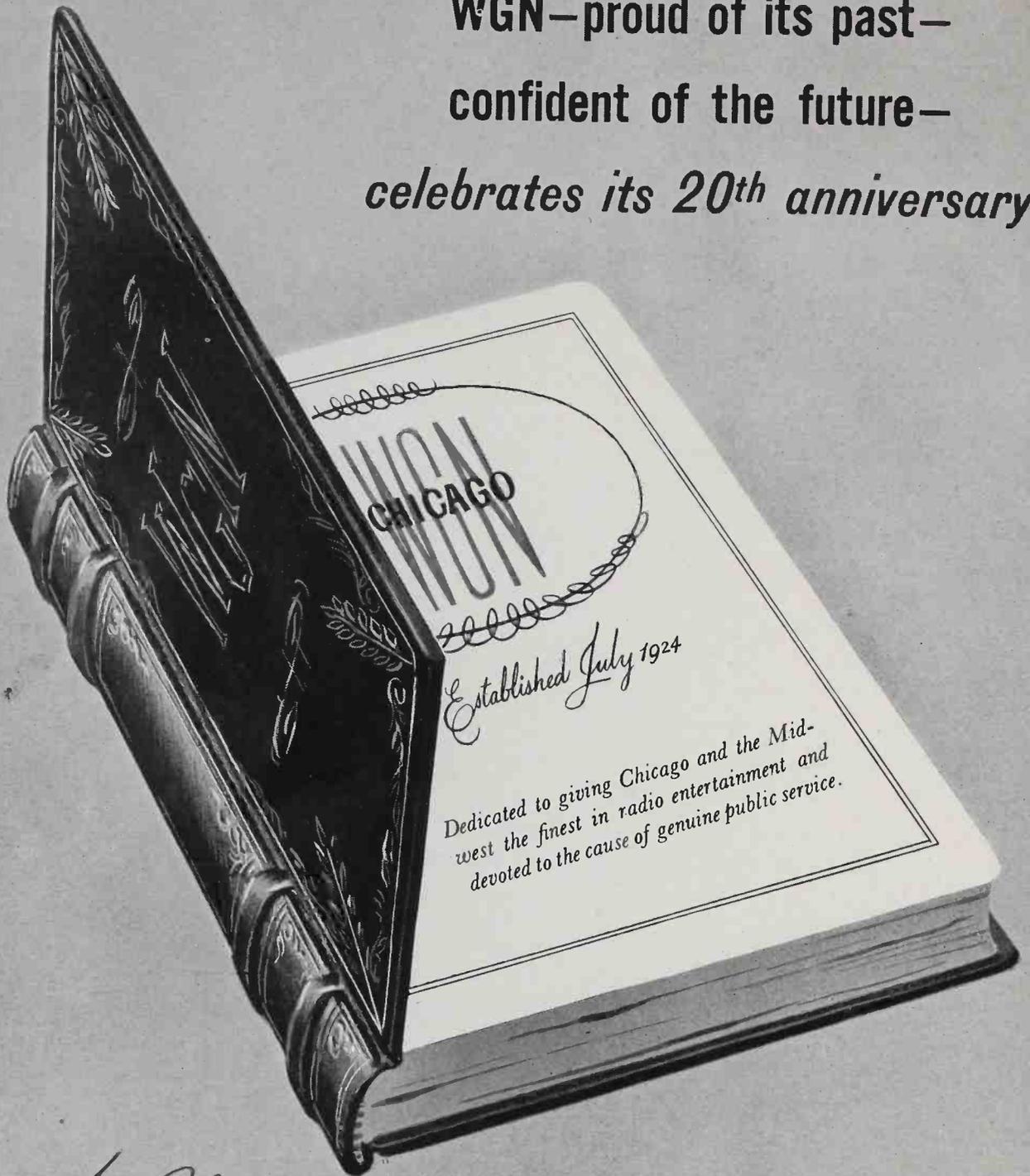
### Old Coral

Starring Pappy Cheshire, Sally Foster, Wade Ray, The Ranch Boys, The Bunkhouse Quartet and featuring a large instrumental and vocal group in an outstanding show of Western music and stories plus a thread of story and comedy that makes this Western musical different.  
Availability: E. T.  
Time Units: 15 minutes, 3, 5, or 6 weekly  
Audience Appeal: Entire family  
Suggested for: Morning, afternoon or evening  
Client Suitability: All  
Number of Artists: Approximately 20  
Cost: ET—based on population  
Audition Facilities: Transcriptions  
Submitted by: Frederic W. Ziv Co., Cincinnati 2, Ohio  
(See Page 58)

### Old-New-Borrowed-Blue

A musical interpretation of the bridal tradition of wearing something old, something new, something borrowed, something blue. The four records or E. T.'s used on each program include a "new" popular, and "old" familiar melody, a popular tune "borrowed" from the classics, and a blues song. Writer is Marjorie Houston.  
Availability: Live talent & E. T.  
Time Units: 15 minutes, 6 times weekly  
Audience Appeal: Female  
Suggested for: Morning or afternoon  
Client Suitability: Products for women  
Number of Artists: 1  
Audition Facilities: Transcriptions  
Submitted by: KCKN, Kansas City 6, Mo.

WGN—proud of its past—  
confident of the future—  
*celebrates its 20th anniversary*



*A Clear Channel Station*

CHICAGO 11 ILLINOIS  
50,000 WATTS 720 KILOCYCLES

WGN



MUTUAL BROADCASTING SYSTEM

## One Man Band (Ray Miller)

Notly unit with punch of hill billy  
and. ay Miller lectures versatile home-  
resentation and appealing style.  
square and round dance, western  
and novelty reels. Big demand  
and novelty reels. Big demand  
personal appearances makes good  
discing angle for right sponsor.

Availability: Live talent  
Time Units: 15-20-30 minutes, 3, 5, 6 times  
Audience Appeal: Entire family

Suggested for: Early morning  
Client Suitability: Milling companies, feed  
companies, clothing houses (family  
), etc.

Number of Artists: 1 (plus announcer op-  
tional  
Facilities: Transcriptions  
Submitted by: WSYR, Syracuse 2, N. Y.

## Opera House of the Air

Features entire operas, from recordings,  
with notation by Val Martin. Each act  
presented without interruption, and is  
preceded by the commentary explaining  
the action which is to follow. The pro-  
gram 2 hours in length, and is pre-  
sented Sunday afternoons from 2:00 until  
4:00. Once each four weeks, Mr. Martin  
presents a "Opera Concert" consisting of  
selected arias and excerpts, with explana-  
tory notes about the music, composers, and  
artists who recorded them.

Availability: Live talent  
Time Units: 2 hours, once weekly  
Audience Appeal: Entire family.  
Suggested for: Afternoon  
Client Suitability: Any product of dignified  
nature wishing adult appeal  
Number of Artists: 1  
Submitted by: WFAS, White Plains, N. Y.

## Organ Melodies

Program of organ music—popular, semi-  
classical, closing with a hymn. Has been  
popular for several years. Audience  
has proven time and again by offer-  
ing premiums for identification of num-  
bers played on program.

Availability: Live talent  
Time Units: 15 minutes, 1 to 6 times  
Audience Appeal: Female

Suggested for: Morning  
Client Suitability: Any sponsor seeking a  
qualified, high-class musical program  
Number of Artists: 1  
Cost: 2.00 per program  
Facilities: Transcriptions  
Submitted by: WSAN, Allentown, Pa.

## Latin American Cavalcade

"Latin American Cavalcade" is a pro-  
gram of Latin American music with a  
announcer speaking English with  
Latin accent, chatting about Latin  
American curiosities, anecdotes, customs,  
songs, etc., in a very snappy manner.  
Carefully selected transcriptions containing a  
variety of openings and closings are re-  
corded. The name of the stations individu-  
ally, and that the listener has the impres-  
sion that the announcer is present in the  
studio. These special recordings may  
include the name and publicity for  
the sponsor.

Availability: E. T.  
Time Units: 30 minutes, 2, 3, 5 times  
Audience Appeal: Entire family

Suggested for: Afternoon or evening  
Client Suitability: Any product  
Facilities: Transcriptions  
Submitted by: Broadcasting Program Ser-  
vice, New York 19, N. Y.

## Piano Playhouse

Three pianists, a gay, versatile and  
amusing trio—tell a story in music, ably  
abetted by the voice of Judy Talbot. The  
first new program treatment of the ever  
popular piano to come along in years  
Script, production, artists and price make  
this show an inexpensive good bet for  
a loyal audience.

Availability: Live talent  
Time Units: 15 minutes, once weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon or evening  
Client Suitability: General  
Number of Artists: 3  
Audition Facilities: Will pipe live talent  
Submitted by: Blue Network Co., New  
York 20, N. Y.

(See Pages 33-36, 60, 62)

## Pinto Pete

Melodies of the Western Range. Enter-  
tainment of homely philosophy and stir-  
ring song. The deep, rich voice of "Pinto  
Pete," his hearty laughter and blended  
harmonies of talented vocalists and in-  
strumental groups all combine to make  
this series instantly popular. Series typi-  
fies the care-free happiness of the old  
west. One hundred eighty-two episodes  
of fifteen minutes each with allowance  
for commercial credits.

Availability: E. T.  
Time Units: 15 minutes, once or more  
weekly  
Audience Appeal: Entire family  
Suggested for: Anytime  
Client Suitability: General  
Audition Facilities: Transcriptions  
Submitted by: Spot Sales, Inc., New York,  
N. Y.

## Promenade Concert

This is a two-hour program of Quality  
Music, offered Monday through Saturday  
from 2:00 till 4:00, with a 5-minute in-  
termission at 2:55 for News. Music is from  
the two high-fidelity vertical-cut library  
services to which WFAS subscribes. Se-  
lections are carefully chosen and bal-  
anced, from the fields of salon and concert  
music, opera and operetta. Detailed list-  
ings of selections and composers appear  
daily in 8 Westchester newspapers, in  
column "Music for Tomorrow" which con-  
tains all WFAS Quality Music programs.  
Program is among a limited number in  
all stations recommended in catalog is-  
sued to children attending Yonkers public  
schools.

Availability: E. T.  
Time Units: 15 minutes, 30 minutes—as  
desired, weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon  
Client Suitability: Any quality product or  
service  
Number of Artists: 1  
Audition Facilities: Transcriptions  
Submitted by: WFAS, White Plains, N. Y.

## Radio's Singing Cowboy

Russ Pike—Radio's Singing Cowboy  
is a western musical act, starring Russ Pike,  
singing solos with string band accom-  
paniment and MCing variety musical  
show. The show consists of male and  
female voices, solos, duets, and trios.  
Songs range from oldest folk songs to  
latest modern swing, comedy, Sacred, and  
Western. Interwoven plot with music.  
Thirteen years publicity on radio, stage,  
and recordings.

Availability: Live talent & E. T.  
Time Units: 15 or 30 minutes, 3 to 6 times  
weekly  
Audience Appeal: Entire family  
Client Suitability: Any type  
Number of Artists: 8  
Audition Facilities: Transcription; will pipe  
live talent  
Submitted by: KTFI, Twin Falls, Idaho

# MUSICAL

## The Radio Troubadour

Known as the Radio Troubadour, Dick  
Gilbert, the one and only vocalist to sing  
with all the bands, has one of the top  
daytime audiences in the Metropolitan  
area. His mastery of the art of singing  
with recorded orchestras has brought him  
more than three-quarters of a million  
letters during 1943. His program also  
includes an occasional interview with  
celebrities of music world. Because of  
his background in music... he was editor  
of Metronome and formerly of Variety, his  
selection of music has also helped him  
climb to fame.

Availability: Live talent & E. T.  
Time Units: 15 minutes, 6 times weekly  
Audience Appeal: General  
Suggested for: Afternoon 1:00 to 2:45 p.m.  
and 5:45 to 6:15 p.m.  
Client Suitability: General  
Number of Artists: 1, Dick Gilbert  
Audition Facilities: E. T. or live  
Submitted by: WHN, New York 19, N. Y.  
(See Page 14)

## Rhythm and Rhyme Time

Listeners send in 4-line verse including  
song title. That is, song title must be part  
of 4-line jingle. Then, if jingle is used on  
air, listener receives free ticket to local  
theatre. Best jingle each month is award-  
ed \$25.00 war bond. No proof of purchase  
is required.

Availability: Live talent & E. T.  
Time Units: 30 minutes, one time weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon  
Client Suitability: Any client serving fam-  
ily audience—department store, cafe,  
etc.  
Number of Artists: One announcer  
Cost: \$30.00 per week, plus war bond  
cost  
Audition Facilities: Transcriptions  
Submitted by: WLAG, LaGrange, Ga.

## Rhythm Rampage

Sixty minutes of music featuring jive  
and presenting a guest artist musician  
from a local high school each week.  
Other talent consists of two girl singers  
and a master of ceremonies who doubles  
as a singer. The band consists of 14  
pieces. The featured guest is a member  
of the band during the program and is  
also featured in solos. The program has  
proven popular with the "Bobby Sox" set  
and carries a large audience. The show  
is presented in Radio City's Auditorium.

Availability: Live talent  
Time Units: 60 minutes, once weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon  
Client Suitability: General  
Number of Artists: 18  
Audition Facilities: Transcriptions  
Submitted by: WTMJ, Milwaukee 4, Wisc.

## Carson Robison and His Buckaroos

Carson Robison is the acknowledged  
leader in his field and is often termed  
the "Cole Porter" of hillbilly and Western  
music. These quarter-hours skillfully com-  
bine authentic Western ballads and stand-  
ard favorites with the picturesque banter  
and yarns of the range in unusually well-  
balanced, smoothly-running programs.  
Carson Robison and his Buckaroos, all  
native Westerners, are outstanding voc-  
alists and instrumentalists. They sing  
and play with authentic hinterland flavor  
and with a swing and zest rarely equalled  
in this type of music. 117 recorded pro-  
grams, maximum time for commercials.

Availability: E. T.  
Time Units: 15 minutes, 1 or 2 times week-  
ly  
Audience Appeal: Entire family  
Suggested for: Afternoon or evening  
Client Suitability: Food, beverages, to-  
bacco, utilities, etc.  
Number of Artists: 4  
Audition Facilities: Transcriptions  
Submitted by: NBC Radio-Recording Divi-  
sion, New York 20, N. Y.  
(See Page 20)

## The Roving Troubadours

Accordion stylings by Oakley Yale and  
the songs of baritone Ed Tucholka. Pro-  
gram flows along in an easy informal  
manner as the Troubadours wander thru  
their musical pages. Singer announces  
program, smoothly tying one number into  
next as accordion improvises in back-  
ground  
Availability: Live talent and E. T.  
Time Units: 15 minutes, 1 to 6 times weekly  
Audience Appeal: Entire family  
Suggested for: Morning, afternoon or eve-  
ning  
Client Suitability: General  
Number of Artists: 2  
Audition Facilities: Transcriptions  
Submitted by: WEBR, Buffalo 2, N. Y.

## Rx-Prescription for Popular Music

The program presents records and  
E. T.'s especially selected as a "musical  
prescription" for Red Heads, for Blondes,  
for Brunettes, for Big People, for Little  
People, etc. The program arouses audi-  
ence reaction in that the groups identified  
either approve or disapprove of our pre-  
scription. Writer is Marjorie Houston.  
Availability: Live talent & E. T.  
Time Units: 15 minutes, 6 times weekly  
Audience Appeal: Entire family  
Suggested for: Morning or afternoon  
Client Suitability: Clothing, furniture  
Number of Artists: 1  
Audition Facilities: Transcriptions  
Submitted by: KCKN, Kansas City 6, Mo.

## Saludos Amigos

Presented in cooperation with the Co-  
ordinator of Inter-American Affairs, "Salu-  
dos Amigos" is a timely presentation of  
music of all the Americas. It features  
the love'y Victoria, Cordova, sensational  
young American-born Latin singer; Ar-  
nold Moss as narrator and emcee. The  
Andrini Brothers and the orchestra of the  
Americas under the direction of Paul  
Lavallo. Tunes include American pops,  
Sambas, Rhumbas and unusual Latin folk  
tunes especially arranged for modern  
band treatment.  
Availability: Live talent  
Time Units: 30 minutes, once weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: Client with interests on  
both sides of the border  
Number of Artists: 5, plus orchestra  
Audition Facilities: Will pipe live talent  
Submitted by: Blue Network Co., New  
York 20, N. Y.  
(See Pages 33-36, 60, 62)

## Serenade to America

This program features music of a large  
concert orchestra under the baton of  
famous conductors, an outstanding chorus  
and well-known vocalists and instru-  
mentalists. "Serenade to America" has  
won popular acceptance in presenting  
the music America finds most enjoyable,  
music old and new, popular and classic,  
styled by the finest arrangers. Featured



## When It's Round-Up Time In "The Texas Rangers"

They came from near and far—from war plants, the armed services and the entertainment fields—KMBC's nationally famed "The Texas Rangers!" It's been round-up time for the boys with the white hats, for all America has demanded more of the tunes that keep 'em singing on the home front. Yes—"The Texas Rangers", better than ever, have added many new numbers to what already has been radio's finest transcribed library of favorite western tunes. Let us tell you how you can qualify for the exclusive right to air "The Texas Rangers" in your territory. Here's the answer to talent shortage problems!

*The Texas  
Rangers*  
**LIBRARY**

An Arthur B. Church Production—Write George E. Halley, Pickwick Hotel, Kansas City 6, Missouri

celebrated program series are  
 iman, popular mezzo-soprano;  
 brill, sensational young bari-  
 t, such instrumentalists as Misha  
 distinguished violin soloist.  
 program and spotlighted in a  
 gracious, commentary spot is  
 Sting, radio writer and actress.  
 Sting is delightful as Mistress of  
 and the usual style of her  
 commentary spots have struck  
 fancy. This program is an  
 to reach the American family.  
 times a week, early evening  
 offers the advertiser frequency of  
 messages with a "top" show.

**Availability:** Live talent  
**Time Units:** 25 minutes, 5 weekly  
**Appeal:** Entire family  
**Suggested for:** Early evening  
**Client Suitability:** General, or inst.  
**Number of Artists:** Commentator, soloist,  
 orchestra  
**Audition Facilities:** Transcriptions  
**Submitted by:** The National Broadcasting  
 Company, New York, N. Y.

### The Serenaders

Serenaders" comprise a group of  
 men and women inspired by the  
 singing together, organized and  
 led by Bob Zimmerman. Head of the  
 department in a Spokane High  
 school, they have just completed the  
 recording of weekly broadcasts on KFPY  
 sponsored for 45 of the 52

**Availability:** Live talent  
**Time Units:** 15 minutes, once weekly  
**Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Department store, bank,  
 household supplies or equipment,  
 jewelry store  
**Number of Artists:** 35  
**Audition Facilities:** Transcriptions  
**Submitted by:** KFPY, Spokane 8, Wash.

### Firemen's Jamboree

A request program directed to  
 the audience of service men in the  
 Florida section. Fan mail and  
 requests during program prove popu-  
 lar. Direct appeal  
 made by woman announcer who has  
 been retained at all surrounding  
 stations. Maximum commercial time is

**Availability:** E. T.  
**Time Units:** 60 minutes, 6 times weekly  
**Appeal:** Male  
**Suggested for:** Morning  
**Client Suitability:** Products sold to service-

**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** WRUF, Gainesville, Fla.

### 17 to 44

Orchestra . . . a girls' trio . . . one  
 or two female vocalists . . . in a  
 program of instrumental and  
 vocal conditions of the songs that have  
 gained popularity over the space of  
 ten years from 1917 to 1944. This program  
 originated in July, 1943 . . . under  
 the title "17 to 43" . . . and has run  
 continuously ever since, changing  
 names at the start of the year. A  
 Summer audience study gave it a

**Availability:** Live talent  
**Time Units:** 30 minutes, one time weekly  
**Appeal:** Entire family  
**Suggested for:** Afternoon  
**Client Suitability:** Any client  
**Audition Facilities:** Transcriptions  
**Submitted by:** WLW, Cincinnati 2, Ohio  
 (See Page 110)

### Sady Valley Folks

Program is made up of a really  
 hill-billy group including the origi-  
 nal "Bekeye Four," plus singers Naomi  
 Jackie Hill, Texie Halle, and

famous banjoist, Homer Davenport. Ex-  
 cellent local sales record over originating  
 Station KWK, St. Louis.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 to 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning, afternoon or eve-  
 ning

**Client Suitability:** General  
**Unit Cost:** \$1,250 for 5 broadcasts, in-  
 cluding announcer  
**Submitted by:** Mutual Broadcasting Sys-  
 tem, New York, N. Y.  
 (See Page 26, 27)

### Roy Shield & Company

For delightful, musical entertainment  
 Roy Shield and Company, in a complete,  
 one-hour show, offers the finest variety  
 program of this kind. The orchestra,  
 under the direction of Dr. Roy Shield,  
 presents the popular and familiar tunes  
 of today and yesterday in delightfully  
 different arrangements. Featured artists  
 with Roy Shield and Company are Gene  
 Baker, "MC," Carolyn Gilbert, vocalist-  
 pianist; Richard Paige, tenor; Jeanne  
 MacKenna, and the living Savants, a  
 novel, instrumental group. This popular  
 program is appealing to young and old  
 and is suitable for most any type pro-  
 duct; particularly for the late night audi-  
 ence. (Chicago origination.)

**Availability:** Live talent  
**Time Units:** 60 minutes, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** See synopsis  
**Number of Artists:** Varied  
**Audition Facilities:** Transcriptions  
**Submitted by:** The National Broadcasting  
 Company, New York, N. Y.

### Singing Keyboards

A variety musical program of one-half  
 hour—featuring Organ and Piano . . . with  
 well-balanced selection of old and new  
 tunes—solo work from both instruments,  
 as well as duet work on special arrange-  
 ments. Organist also doubles at Ham-  
 mond Organ as well as Pipe Organ. De-  
 signed as really good musical program to  
 compete with serial stories in early after-  
 noon.

**Availability:** Live talent  
**Time Units:** 30 minutes, 5 times weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon  
**Client Suitability:** Ladies' apparel, depart-  
 ment store, haberdashery  
**Number of Artists:** 2  
**Audition Facilities:** Transcriptions & will  
 pipe live talent  
**Submitted by:** WIOD, Miami 30, Fla.

### The Smoothies

The Smoothies, have been on the net-  
 works since 1932 appearing with Fred  
 Waring, Burns and Allen, Kate Smith and  
 many other top ranking shows. They are  
 recognized for their unique arrangements  
 of popular songs—but in their own style  
 they have presented everything from  
 hillbilly to light opera. When you hear  
 their familiar "You're an Old Smoothie"  
 or "Breezing Along with the Breeze" you  
 are listening to one of the greatest har-  
 mony trios in radio.

**Availability:** Live talent  
**Time Units:** 15 minutes, 3 or 5 times  
 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon or evening  
**Client Suitability:** All products  
**Number of Artists:** 7 artists  
**Audition Facilities:** Transcriptions  
**Submitted by:** KWK, St. Louis 8, Mo.

### Songs of the West

Cactus Mac & The Saddle Tramps; 78  
 15-minute programs of the finest Western  
 music, the winners of the Texas Centennial  
 Exposition. Boys that know how to put  
 on a show completely set up as though  
 enacted from your own studio

# MUSICAL

**Availability:** E.T.  
**Time Units:** 78 15-minutes, 1, 2, 3 or 5  
 times weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning, afternoon or eve-  
 ning  
**Client Suitability:** All types  
**Number of Artists:** 7  
**Audition Facilities:** Transcriptions  
**Submitted by:** Radio Producers of Holly-  
 wood, Hollywood 27, Cal.

### Richard Maxwell's Songs of Cheer and Comfort

Richard Maxwell in gospel songs and  
 hymns, plus down-to-earth philosophy  
 which has made Dick Maxwell one of  
 the best loved personalities in radio.  
 Maxwell was rated 13th most popular  
 artist in the entire country, in a 40-city  
 poll conducted by the New York Daily  
 News. 176 Richard Maxwell Clubs have  
 been formed in 21 states. This recorded  
 series now being used by bakers, drug  
 stores, insurance company, jeweler, me-  
 morial parks, morticians, retail stores, and  
 others. Adaptable for use by any spon-  
 sor. Each show allows for opening, mid-  
 dle and closing commercials. 52 episodes.  
**Availability:** E. T.

**Time Units:** 15 minutes, 1 or 2 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning; afternoon or eve-  
 ning  
**Client Suitability:** Any kind of sponsor  
 wanting successful, high class pro-  
 gram

**Number of Artists:** 2  
**Unit Cost:** Based on population of market,  
 power and rate of station used  
**Audition Facilities:** Transcriptions  
**Submitted by:** Kasper-Gordon, Incorporated,  
 Boston 16, Mass.  
 (See Page 86)

### Songs by Louise

Featuring Louise Mackay, soprano with  
 Hugh Waddill at the organ this features  
 "heart songs," popular and operatic, with  
 poetry read by Bob Stanford formerly of  
 the movies. This is a sentimental program  
 that has appeal for men and women.

**Availability:** Live talent  
**Time Units:** 15 minutes, two weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Any product except  
 medicine  
**Number of Artists:** 3  
**Audition Facilities:** Transcriptions  
**Submitted by:** WFAA, Dallas 2, Texas

### Songs of Good Cheer

A superb chorus of outstanding voices  
 featuring Willard Young, Kay Lorraine,  
 Florence Calder and Phil Duesy, Henry  
 Shope, Crane Calder and others in care-  
 fully selected tunes from famous operettas  
 and from the pens of Victor Herbert, Friml,  
 Sigmund Romberg, Cole Porter, George  
 Gershwin, arranged by that brilliant young  
 composer-arranger, Gerald Allaire Sears  
 and conducted by Vladimir Silensky.

**Availability:** E. T.  
**Time Units:** 15 minutes, 3 or 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning, afternoon or eve-  
 ning  
**Client Suitability:** All  
**Number of Artists:** 15  
**Cost:** ET—based on population  
**Audition Facilities:** E. T.

**Submitted by:** Frederic W. Ziv Co., Cin-  
 cinnati 2, Ohio  
 (See Page 58)

### Songs of Yesterday

Program of old time songs with  
 Alaine Powell, playing her own nova-

chord accompaniment. Pet canary sings  
 during show. Built up a Hooper rating  
 of 4.6. On air at 11:15 a.m. daily. Fre-  
 quent programs dedicated to service men  
 in nearby hospitals. Alaine Powell does  
 own announcing and has excellent com-  
 mercial delivery.

**Availability:** Live talent  
**Time Units:** 15 minutes, 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning  
**Client Suitability:** Any product  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** WQAM, Miami 31, Fla.

### Songs of Romance

Fifteen minutes of sweet sentimental  
 songs, ballads and old favorites sung by  
 a well known network artist, with ap-  
 propriate dialogue and accompanied by  
 an organ and guitar. This program, de-  
 signed for late evening provides relaxa-  
 tion from the day's tension. The artist's  
 wide repertory makes it possible to com-  
 ply with all listener requests. Program  
 is equally suited to local or network use.

**Availability:** Live talent  
**Time Units:** 15 minutes, 3 or more times  
 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Late evening  
**Client Suitability:** General  
**Number of Artists:** 3  
**Audition Facilities:** Transcriptions  
**Submitted by:** Ann Barbinel, New York  
 24, N. Y.

### Sound's Funny

Radio wit-game that shows the effect  
 that Sound has exerted on the writing of  
 popular music. Sound-effect is aired (loco-  
 motive); audience is invited to name as  
 many hit-songs as possible that were in-  
 spired by the sound-effect ("Chattanooga  
 Choo-Choo," "Shuffle Off to Buffalo").  
 Orchestration of any one of the songs  
 follows. An excellent give-away vehicle  
 that combines good, interesting entertain-  
 ment.

**Availability:** Live talent & E. T.  
**Time Units:** 15 minutes, 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** All types  
**Number of Artists:** 2  
**Audition Facilities:** Transcriptions  
**Submitted by:** WGH, Norfolk 10, Va.

### Ken Sparnon's String Orchestra

Danceable—but differently so. That's  
 the combination of harp, 6 violins, 3 cellos,  
 viola, guitar, string bass, piano, clarinet  
 and vocalist. Repertoire highlights spe-  
 cially arranged classics, novelties, bal-  
 lads, enduring pops, current dance, mu-  
 sical comedy, Stephen Foster . . . all in  
 rhythm. Rhythm that preserves the charm  
 of the melody yet presents it in a differ-  
 ently welcome manner. Swing harpist  
 adds standout performance to every ses-  
 sion. A program with a mass audience  
 for both listening and dancing.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Family appeal, drugs  
**Number of Artists:** 17  
**Submitted by:** WHEC, Rochester 4, N. Y.

### Stumpus Boys

Planist, vocalist and girl announcer.  
 Audience is invited to send in song titles  
 and try to stump the boys. Girl handles  
 all continuity and prize is offered if the  
 boys cannot play or sing the selection.



Your advertising  
\$\$ can capture  
*Philadelphia*  
through

\*  
*The Station  
that Sells*  
WITH A 10 YEAR RECORD  
OF REAL RESULTS . . .  
*Let us give you the facts!*

**WUPEN**

PHILADELPHIA • PA •  
950 ON THE DIAL • 5000 WATTS

# MUSICAL

Live talent  
Unit: 15 minutes, 5 times weekly  
Appeal: Entire family  
Suggested for: Morning  
Client Suitability: General  
Number of Artists: 3  
Facilities: Transcriptions  
Submitted by: WHK, Cleveland 13, Ohio

## Sunday Symphony

Program presents the best loved and interesting notes on musical projects the principle that the musical forms symphonic and music can be enjoyed and understood the lack of an academic background. It features a mid-century commentary which is analytical and designed to create a bridge between the listening audience and world of music.

Live talent and E. T.  
Unit: 30 minutes, once weekly  
Appeal: Entire family  
Suggested for: Sunday morning  
Client Suitability: Music shops, jewelry stores, etc.  
Facilities: Transcriptions  
Submitted by: Keystone Broadcasting System, Inc., New York 19, N. Y.

## Sweet Valley Girls

Sister harmony team using guitar and singing western—15 minutes of music with yodelling—voice harmonies and instrumental. Carries a strong appeal.

Live talent & E. T.  
Unit: 15 minutes, 6 times weekly  
Appeal: Entire family  
Suggested for: Late afternoon  
Client Suitability: Farm audiences  
Number of Artists: 2  
Facilities: Transcriptions  
Submitted by: WFIN, Findlay, Ohio

## Sunshine Girl

Features a famous network singer the "Sunshine Girl," singing of cheer, popular ballads and sentimental songs, accompanied by piano. The program is designed to bring you a note of cheer. Appearances are included. Listeners are invited to submit suitable songs and

Live talent  
Unit: 15 minutes, 3 or more times weekly  
Appeal: Female  
Suggested for: Morning  
Client Suitability: Breakfast foods, fruits, products, toilet articles  
Number of Artists: 2  
Facilities: Transcriptions  
Submitted by: Ann Barbinel, New York 4, N. Y.

## The Sweetanhots

Fendelsohn's versatile orchestra like "the man on the flying carpet" lift from Sweet to Hot popular music again, with "the greatest" here is a small orchestra with talent all through its rank. Freddie, for example, is not only a soloist, but also is in great demand as arranger for some of the top music air.

Live talent  
Unit: 1 min., 15 min. or 30 min., 5 times weekly  
Appeal: Entire family  
Suggested for: 5:30—6:30 p.m.  
Client Suitability: General  
Number of Artists: 8  
Facilities: On the air  
Submitted by: WBNX, New York 51, N. Y.  
(See Page 68)

## Swing Club

Saturday afternoon record show for "Swing Fans." Membership in or-

ganization is free. Listeners invited to appear on broadcast together with favorite records from own collection. Members interviewed and then introduce their two favorite recordings. Guest stars each week include recording artists such as the Merry Macs, Hal McIntyre, Ella Mae McCreese, Louis Jordan, and many others. Large weekly mail count.

Availability: Live talent  
Time Units: 60 minutes, once weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon or evening  
Client Suitability: Department stores, apparel shops, jewelry stores, automobile dealers, etc.  
Number of Artists: 1 plus guest artists  
Submitted by: KGFJ, Los Angeles 15, Calif.

## Swoon or Croon

This is a battle of ballots show, featuring Frank Sinatra and Bing Crosby on records. Daily count of mail is read on the program and also some of the more acid comments by listeners for or against the contestants. This is one of the heaviest mail producing shows on the unit.  
Availability: Live talent; E. T.; both  
Time Units: 15 minutes, 5 weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon  
Client Suitability: General  
Number of Artists: 1  
Audition Facilities: Transcriptions  
Submitted by: WDRC, Inc., Hartford 4, Conn.

## Symphony Hall

A one-hour program of the finest symphonic music on record, broadcast seven nights a week. On the air since 1939, "Symphony Hall" has a high rating with listeners. Sponsors over a period of years have included a coffee account, an advertising agency, wall paper account and food products. Last year it was sponsored across the board.  
Availability: E. T.  
Time Units: 60 minutes, 7 times weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: Product of quality  
Audition Facilities: Transcriptions  
Submitted by: WQXR, New York 19, N. Y.

## Tea Time Tunes

This show features a topic a day, diversified and interesting, with much informative chatter. Of the variety of items introduced the theatre, food, fashions, child care, gardening, hobbies, spots and human interest tales are but a few. Anecdotes are liberally sprinkled through this material, which is presented with a warm, personal touch.  
Availability: Live talent and E. T.  
Audience Appeal: Entire family  
Suggested for: Morning, afternoon or evening  
Client Suitability: Retail, department and drug stores, etc.  
Audition Facilities: Transcriptions  
Submitted by: Keystone Broadcasting System, Inc., New York 19, N. Y.

## Tel-A-Tune

Musical quiz. Listeners call and write program asking for requests. If they cannot be played, listener wins. Merchandising available by way of prizes, along with "thank-you" letters from sponsoring firm, pictures with talent and personal appearances.  
Availability: Live talent  
Time Units: 15 minutes, 5 weekly  
Audience Appeal: Juvenile & female  
Suggested for: Morning or afternoon  
Client Suitability: Especially for ladies' stores, foods  
Number of Artists: 2 pianists and MC  
Audition Facilities: Transcriptions  
Submitted by: WMPS, Memphis 3, Tenn.

## Terrific at Ten

A clever script writer who knows name bands and popular music from A to Z, selects records and E. T.'s that are "terrific" and tells why as she presents them on "Terrific at Ten" on KCKN. Writer is Betty Ditsch.

Availability: Live talent & E. T.  
Time Units: 30 minutes, 6 times weekly  
Audience Appeal: Entire family  
Suggested for: Morning or evening  
Client Suitability: General  
Number of Artists: 1  
Audition Facilities: Transcriptions  
Submitted by: KCKN, Kansas City 6, Mo.

## The Texas Rangers

You've heard them on the networks; you've seen them in the movies! America's favorite cowboy singers, "The Texas Rangers." Theirs is the music with mass appeal, running the full gamut of Western entertainment, including ballads, classical favorites, topical and sweet arrangements, long-loved hymns. Over 300 selections, enough material for 97,650 different programs, using four selections in each program. It's the music that never grows old.

Availability: E. T.  
Time Units: Any desired; total of 3 hours per week permitted  
Audience Appeal: Entire family  
Suggested for: Morning, afternoon or evening  
Client Suitability: Any product  
Number of Artists: 8  
Cost: Varies, \$15 to \$75 weekly  
Audition Facilities: Transcriptions  
Submitted by: Arthur B. Church Productions, Kansas City 6, Mo.  
(See Page 76)

## The Tune Shop

"The Tune Shop" is a daily 4¼-hour program, 1:00-5:15 p.m. It features music, news and the latest accurate race results which has mass appeal for horse-race-conscious Baltimore. The news is broadcast on the hour in 5 and 15-minute periods. These are delivered by Top Mutual Commentators and WFBR's newscasters.

Availability: Live talent  
Time Units: 4¼ hours, 1 to 6 times weekly  
Audience Appeal: Entire family  
Client Suitability: Any product  
Number of Artists: Announcer  
Submitted by: WFBR, Baltimore 2, Md.  
(See Page 109)

## These Three

Splendid piano team and female singer. Incorporates all types of double piano numbers and varied pop vocals.  
Availability: Live talent  
Time Units: 15 minutes, 5 times weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon or evening  
Client Suitability: General  
Number of Artists: 3  
Audition Facilities: Transcriptions  
Submitted by: WHK, Cleveland 13, Ohio

## This Is It

A huge cast of famous names including Jimmy Wallington, M.C., Bob Kennedy (vocal star of "Oklahoma"), Kay Lorraine (diva of Basin Street and The Hit Parade), the Glenn Miller Modernairs, Irving Miller and his orchestra (15), in an up to the minute musical that is strictly big time.

Availability: E. T.  
Time Units: 15 minutes, 3 or 5 weekly

Audience Appeal: Entire family  
Suggested for: Morning, afternoon and evening

Client Suitability: Any product  
Number of Artists: 29  
Cost: ET—based on population  
Audition Facilities: Transcription  
Submitted by: Frederic W. Ziv Co., Cincinnati 2, Ohio  
(See Page 58)

## Three Play-Girls

Mary McClanahan, the dynamic drummer, who left the famous Phil Spitalny orchestra two years ago to appear as "guest" drummer in the orchestras of Bob Crosby and others, has formed a three-cornered combo with a Hammond organ and a piano. The three girls play selections from Bach to Boogie Woogie, with novelty numbers and comedy songs added. Not only unique and sock musically, but exploitation possibilities unlimited.

Availability: Live talent & E. T.  
Time Units: 15 to 30 minutes, 3 to 5 times weekly  
Audience Appeal: Entire family  
Suggested for: Morning, afternoon or evening  
Client Suitability: Any type  
Number of Artists: 3  
Audition Facilities: Transcriptions or will pipe live talent  
Submitted by: E. K. Nadel, 1600 Broadway, New York 19, N. Y.

## Tiny and the Boys

A twenty-five minute show featuring old popular songs and better quality Westerns. A four man show, led by Tiny and his accordion, with a daily "Mystery Tune" as a feature. Mail response is heavy. An ideal show for any account desiring mail or wishing to reach the maximum rural and semi-rural audience—particularly the feminine portion of it.

Availability: Live talent  
Time Units: 25 minutes, 6 times weekly  
Audience Appeal: Female  
Suggested for: Morning or afternoon  
Client Suitability: General  
Number of Artists: 4  
Audition Facilities: Transcriptions  
Submitted by: KFNF, Shenandoah, Iowa

## Tune Factory

An all-afternoon—12:30 p.m. to 5:30 p.m.—program of music (transcribed) and news interspersed with spot announcements, 1-minute electrical transcriptions, war service announcements. This program today is receiving the bulk of WCAE audience promotion via newspaper ads, car cards, air promotion. A good antidote to heavy afternoon serial drama  
Availability: Live talent and E. T.  
Time Units: See synopsis  
Audience Appeal: Entire family  
Suggested for: Afternoon  
Client Suitability: Drug and grocer products  
Submitted by: WCAE, Pittsburgh, Pa.

## Tune Tabloid

This is the morning edition of a mythical, musical journal which presents a special feature each day. It carries concert reviews, Pan-American, advice to the lovelorn, hints to housewives and a musical rotogravure with tune snapshots from all over the country. The patter is gay and witty.

Availability: Live talent and E. T.  
Time Units: 15 minutes, 6 times weekly  
Audience Appeal: Entire family  
Suggested for: Morning



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*General Manager*

**FREE & PETERS, INC.**

*Exclusive Nat'l Representatives*

# MUSICAL

ability: Retail and department  
drugs, cosmetics, etc.  
ilities: Transcriptions  
y: Keystone Broadcasting Sys-  
New York 19, N. Y.

## Fingers and Two Voices

rogram features a two-piano  
n as Twenty Fingers, and a  
ra Evans, and a baritone,  
rosch. The music heard on  
embraces all types. The  
ams make their own arrange-  
modern manner. Ballads, pop-  
uets are the types of music  
singers. Light opera is also

Live talent  
Time Units: 15 minutes, 1, 2 or 3 times

Appeal: Entire family  
or: Afternoon or evening  
bility: Institutional  
Artists: 4  
ilities: Transcriptions  
y: WDBJ, Roanoke 2, Va.

## Join Keyboards

music specially arranged for  
Ken Spamon & Matt Pierce.  
includes popular, novelty, light  
as well as cleverly arranged  
ballads and Latin-American  
music. Merchandising possibility is  
great. "Listening" feature of program  
with 8 names selected at random  
from telephone directory are mentioned.  
Host calls during the half hour  
program he is mailed two tickets  
to theatre. Checks over a long  
period indicate an average of 5 of the  
program.

Live talent  
Time Units: 15 minutes, 1, 2, 3, 4, 5 week-

Appeal: Entire family  
or: Morning, afternoon or eve-  
ning  
Stability: Any product  
Artists: 2  
ilities: Transcriptions  
y: WHEC, Rochester 4, N. Y.

## Conditions by Van Cleave

Van Cleave, arranger for Paul White-  
head and Kostelanetz and many other

top name orchestras is now arranging,  
composing and conducting his own show  
on the Blue. Variations is smart, mod-  
ern and melodic, featuring Kay Armen,  
one of radio's great new, young singers.  
Script by Bernard Dougall is warm and  
nostalgic. This is a musical that's not  
too fancy, not too "smart," but just right  
for all the family in the 1944 idiom.

Availability: Live talent  
Time Units: 30 minutes, once weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: General  
Number of Artists: Approximately 30  
Audition Facilities: Will pipe live talent  
Submitted by: Blue Network Co., New  
York, 20, N. Y.  
(See Pages 33-36, 60, 62)

## Via V-Mail

This is a musical series with continuity.  
A soldier overseas has a date . . . via  
V-Mail . . . with his best girl. His moods  
vary—sometimes gay, sometimes patri-  
otic, of Latin, or hill-billy, etc.—and are  
all conveyed by music  
Unlimited exploitation possibilities.

Availability: Live talent  
Time Units: 15 or 30 minutes, 1, 3 or 5  
times weekly  
Audience Appeal: Entire family  
Suggested for: Morning, afternoon or eve-  
ning  
Client Suitability: All types  
Number of Artists: 2 and orch.  
Audition Facilities: Script  
Submitted by: Brandt Production Service,  
Brooklyn 29, N. Y.

## Victory Nursery Rhymes Starring Irene Wicker, the Singing Lady

Miss Irene Wicker needs no introduc-  
tion to radio. As the "Singing Lady,"  
sponsored by Kellogg's and Heinz for so  
many years, she built up an audience of  
25,000,000 listeners. "Victory Nursery  
Rhymes" brings all the favorite nursery  
rhymes up to date, to help our war effort;  
to promote the sale of war bonds and  
stamps; conservation; rationing; defense;  
morale; among juvenile and adults.  
"Humpty Dumpty," "Jack Horner," "Little  
Bo-Peep," "Old King Cole," "Sing a Song  
of Sixpence" and others get their first

change in a century or more. Each rhyme  
runs about 30 seconds and may be used  
as station fill-ins, or as part of sponsored  
announcements. Spots may be repeated  
over station as many times as desired.  
Exclusive to one station in a city. Stations  
signing daily for this series. 30 spots  
completed, 30 more in production.

Availability: E. T.  
Time Units: 30 seconds; any number  
weekly  
Audience Appeal: Entire family  
Suggested for: Morning; afternoon or eve-  
ning  
Client Suitability: Any sponsor, even war  
plants with nothing to sell to general  
public  
Number of Artists: 2  
Unit Cost: Based on population of city  
Audition Facilities: Transcriptions  
Submitted by: Kasper-Gordon, Incorpo-  
rated, Boston 16, Mass.  
(See Page 86)

## Wally and Martha

A 15-minute across the board program  
of songs and organ improvisations, fea-  
turing Wally McManus at the console and  
vocalist Martha DuPlante. Program fea-  
tures bright, cheery music designed to  
help the housewife start the day right.  
Availability: Live talent and E.T.  
Time Units: 15 minutes, 1 to 6 times weekly  
Audience Appeal: Entire family  
Suggested for: Morning, afternoon or eve-  
ning  
Client Suitability: Household articles,  
foods, furniture, clothing, etc.  
Number of Artists: 2 and announcer  
Audition Facilities: Transcriptions  
Submitted by: WEBR, Buffalo 2, N. Y.

## Words and Music

For the daily noontime listener "Words  
and Music" offers a delightful half hour  
of organ melodies by Mary Sinclair, vo-  
cals by that well-known basso, Reinhold  
Schmidt, and readings by Harvey Hays.  
This program presents the finest music  
and excerpts from the works of great  
writers, beautifully woven into a highly  
listenable half hour of words and music.  
(Chicago origination.)  
Availability: Live talent  
Time Units: 30 minutes, 5 weekly

Audience Appeal: Entire family  
Suggested for: Noontime  
Client Suitability: General  
Number of Artists: 3  
Audition Facilities: Transcriptions  
Submitted by: The National Broadcasting  
Company, New York, N. Y.

## The WNEW Swingbillies

Here is a program that is sandwiched-in  
between News Around the Clock and  
the Make-Believe Ballroom. While it is  
not the ham you usually find in a sand-  
wich, we will admit it's a little corny.  
But New Yorkers love it. Denver Darling,  
whose voice is heard on thousands of  
Decca records brings his "gang" to the  
WNEW studios each morning and puts  
on a sophisticated hill-billy show built  
around a studio orchestra, group singers,  
soloists, and good old spontaneous fun.  
Availability: Live talent  
Time Units: 30 minutes, 6 times weekly  
Audience Appeal: Entire family  
Suggested for: Morning, afternoon or eve-  
ning  
Client Suitability: Various  
Number of Artists: 10  
Unit Cost: \$60 per participation  
Audition Facilities: Transcriptions  
Submitted by: WNEW, New York 22,  
New York  
(See Page 16)

## Yours in Yesteryears

Music on record with top tunes of each  
year from 1925 combined with highlight  
news events of the year. Each broadcast  
covers one year. Interesting flashback to  
yesterday's music and news that will  
bring back happy days and memories.  
Listeners may submit own interesting in-  
cidents associated with old tunes for  
prizes of a recording of the tune. A  
perfect blend of good music and interest-  
ing chatter for young and old.  
Availability: Live talent  
Time Units: 30 minutes, once weekly  
Audience Appeal: Entire family  
Suggested for: Late evening  
Client Suitability: Any product  
Number of Artists: 1 announcer  
Audition Facilities: Will pipe live talent  
Submitted by: Guy Ward Radio Features,  
New York 19, N. Y.

# 44 ★ NEWS ★ 1945

## America Looks Abroad

rogram features "Your Foreign  
pendent," Robert Arden. Mr. Arden  
ablished audience after 4 years  
ponsorship plus 5 nights week-  
eeks) NBC. Vienna born, Mr.  
s received many awards from  
roups for his fine air-work. The  
Academy of Public Affairs gave  
the 1940 award for "outstanding  
rvice as news analyst." The  
Legion cited him for "patriotic  
rendered in combating enemy  
vities."

Live talent & E. T.  
Time Units: 15 minutes, 5 days weekly  
Audience Appeal: Adult family  
Suggested for: Evening  
Client Suitability: General  
Number of Artists: 1  
Audition Facilities: Transcriptions  
Submitted by: KMTR, Hollywood 38, Calif.

## Battle Fronts

Presented by Hugo Speck, News Editor  
of WFAA, who was a foreign correspond-  
er and interned in Germany, this pro-  
gram goes into detail on the battlefronts  
most prominent in the news. Mr. Speck  
was with the German Army when it  
entered Russia and has traveled exten-  
sively over Europe. This program goes  
behind the news headline and gives de-  
tails as to terrain, people and an analysis  
of the battle fronts.

Availability: Live talent  
Time Units: 15 minutes, 5 weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: General  
Number of Artists: 1  
Audition Facilities: Transcriptions  
Submitted by: WFAA, Dallas, Tex.

## Morgan Beatty

An afternoon news commentator with  
wide listener acceptance is Morgan Beatty  
—NBC's well-known Washington cor-  
respondent—former military expert whose  
specially prepared maps at the beginning  
of the war reached a circulation of 50  
million. Beatty joined NBC in 1941 as  
military analyst and two years later was  
sent to London to report the war. This  
popular commentator returned to the  
United States in September, 1943, and is  
currently reporting to radio listeners from  
the Capital. In addition to Beatty's expert  
reporting of the war, he is also a com-  
petent observer of Washington happenings  
and presents a well-rounded commentary  
that is highly popular with listeners.  
(Washington origination)

Audience Appeal: Live talent  
Time Units: 15 minutes, 5 times weekly  
Audience Appeal: Female

Suggested for: Afternoon  
Client Suitability: General  
Number of Artists: 1  
Audition Facilities: Transcriptions  
Submitted by: The National Broadcasting  
Company, New York, N. Y.

## Between the Lines

Between the Lines climbs on the merry-  
go-round of world events and grabs each  
brass ring of fact to weld into a chain  
of clarity and greater understanding. It  
presents the import and the meaning be-  
hind the news of the world. It analyzes,  
interprets and explains new trends, new  
developments that affect the over-all, day-  
to-day picture of the most significant pe-  
riod in world history. (Complete selling  
presentations are to affiliates available,  
for use with sponsor prospects.)

Availability: Script  
Time Units: 12 min., 30 sec., 6 times  
weekly



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Appeal: Entire family  
 Morning, afternoon or eve-

Stability: Manufacturers, retail  
 bank organizations  
 aired without cost on the spe-  
 radio wire  
 facilities: Scripts available  
 by: Press Association, Inc.,  
 rk 20, N. Y.

## Birmingham Bylines

ical coverage of the Birming-  
 Jefferson County area prepared  
 operation of leading news-  
 al hospitals, fire and police  
 and civic clubs.

Live talent  
 15 minutes, 6 weekly  
 Appeal: Female; male  
 or: Evening, after 6:00 p.m.  
 bility: General. However low  
 ide item preferable since mer-  
 ing through sampling a pro-  
 possibility.  
 Artists: Newscaster and com-  
 announcer.  
 quest  
 facilities: Transcriptions.  
 by: Radio Station WSGN,  
 Birmingham 1, Ala.

## News Correspondents

series employing the talents of  
 members of the Blue Network's  
 and overseas news staff. This  
 show immediately following  
 the News provides the after-  
 stor with an opportunity to hear  
 overseas correspondents in human  
 it series of the war. Pickups from  
 New York, London and other points are  
 features of this afternoon program.

Live talent  
 15 minutes, 5 times weekly  
 Appeal: Entire family  
 or: Morning or afternoon  
 Stability: General  
 Artists: 5-8  
 facilities: Will pipe live talent  
 by: Blue Network Co., New  
 York, N. Y.  
 (See Pages 33-36, 60, 62)

## Boake Carter

the highest rated daytime news  
 shows on the air. Carter is noted  
 for his hitting analysis and accurate  
 reporting. Excellent sales results for  
 national advertisers and a score of  
 sponsors. Cooperative.

Live talent  
 15 minutes, 5 weekly  
 or: Afternoon or evening  
 Stability: General  
 by: Mutual Broadcasting Sys-  
 tem, New York 18, N. Y.  
 (See Pages 26, 27)

## Walter Compton—

### Background for News

Mutual's younger commentators,  
 Compton is also one of the network's most  
 popular newsmen. His background  
 covers over 11,000 newscasts in the  
 past years for WOL where he has  
 many local sponsors.

Live talent  
 15 minutes, 5 weekly  
 Appeal: Entire family  
 or: Afternoon or evening  
 Stability: General  
 Available on co-operative sale  
 by: Mutual Broadcasting Sys-  
 tem, New York 18, N. Y.  
 (See Pages 26, 27)

## Corcoran Speaking

traveler, author, lecturer, John  
 Corcoran, gives his views of the news  
 from Philadelphia's most news-  
 station. Eye witness to corrup-  
 tion in the French Republic, inside

Germany when the cancerous growth of  
 Nazism began. On the spot when Musso-  
 lini and his henchmen took over the  
 Italian government. Corcoran had  
 preached of a second world war. And  
 now that events have proved him right,  
 he is again making local broadcasting  
 history with his searching analyses and  
 show-stopping commentary.

Availability: Live talent  
 Time Units: 15 minutes, 5 times weekly  
 Audience Appeal: Adult family  
 Suggested for: Evening  
 Client Suitability: Any  
 Number of Artists: 1  
 Auction Facilities: Transcriptions  
 Submitted by: WFIL, Phila. 7, Pa.  
 (See Page 12)

## Copydesk Newspaper of the Air

Taking the same old ingredients of  
 any news presentation, this series has the  
 unique wrinkle of dramatizing the pre-  
 sentation rather than the news itself.  
 Various members of the staff report to  
 the editor with their stories and when  
 he asks them what they have they give  
 him a summary, thereby putting over  
 that phase of the news. Prop back-  
 ground noises contribute atmosphere of  
 a busy newspaper office. Cable, do-  
 mestic, sports, women's, financial and  
 entertainment news is covered. The  
 program is ideal for live or ET short-  
 wave broadcasting.

Availability: Live talent  
 Time Units: 15 or 30 minutes, 3, 5 or 7  
 times weekly  
 Audience Appeal: Entire family  
 Suggested for: Afternoon or evening  
 Client Suitability: General  
 Number of Artists: 5 to 8  
 Cost: Based on prevailing talent rates  
 Auction Facilities: Transcriptions  
 Submitted by: Bernard Estes, 15 Central  
 Park West, N. Y. C.

## Exclusive Story

"Exclusive Story" is a "news" series of  
 dramatizations based on the fact that  
 from the news correspondents and report-  
 ers in the four corners of the globe un-  
 cover tomorrows' news scoops, both from  
 at home and abroad. Series takes the  
 listener direct to the scene of action and  
 tells the story with plenty of human  
 interest, pathos, comedy, tragedy and  
 excitement. Each program is complete.

Availability: E.T.  
 Time Units: 15 minutes, 1, 2 or 3 times  
 weekly  
 Audience Appeal: Entire family  
 Suggested for: Afternoon or evening  
 Client Suitability: Those "news" inclined  
 Number of Artists: 5 to 7  
 Auction Facilities: Transcriptions  
 Submitted by: G. C. Bird & Associates,  
 Hollywood 28, Calif.

## Faces and Places

Unusual and general facts are given  
 about a person prominent in world af-  
 fairs at the moment. The same is done  
 regarding a place featured in the news,  
 i.e. city, country, etc. The program starts  
 with current news items and the two  
 features are separated by news.

Availability: Live talent  
 Time Units: 15 minutes, 5 weekly  
 Audience Appeal: Entire family  
 Suggested for: Afternoon or evening  
 Client Suitability: General  
 Number of Artists: 2  
 Auction Facilities: Will pipe live talent  
 Submitted by: KFRC, San Francisco 15,

## K. Louis Flatau Analyzes the News

K. Louis Flatau is something new in  
 news commentators. He fought with  
 French Army until France fell. He has  
 lived in France, Germany, Italy and Spain  
 and has a deep understanding of the

European political set-up. He carries a 4  
 star rating with the program exchange as  
 a speaker. Holds a Ph.D. degree. Speaks  
 four languages and understands three  
 others. His voice has that pleasing radio  
 quality that makes him outstanding in the  
 field of commentators.

Availability: Live talent  
 Time Units: 14 minutes, 5 weekly  
 Audience Appeal: Adult family  
 Suggested for: Early evening  
 Client Suitability: General  
 Number of Artists: 1  
 Auction Facilities: Transcriptions  
 Submitted by: KMTR, Hollywood 38, Calif.  
 (See Page 103)

## Griffin Reporting—

Assistant Managing Editor of a Phila-  
 delphia morning newspaper, Griffin de-  
 livers a straight news digest prepared in  
 collaboration with his own reportorial and  
 editorial staff. An accredited war cor-  
 respondent and author of "A Ship to Re-  
 member: Saga of the Hornet," and other  
 best sellers.

Availability: Live talent  
 Time Units: 15 minutes, 5 weekly  
 Audience Appeal: Entire family  
 Suggested for: Evening  
 Client Suitability: General  
 Unit Cost: Variable on co-operative sale  
 basis  
 Submitted by: Mutual Broadcasting Sys-  
 tem, New York 18, N. Y.  
 (See Pages 26, 27)

## Royal Arch Gunnison

Mutual's foreign commentator in Au-  
 stralia and Manila since 1941. Gunnison  
 recently returned to the U. S. after in-  
 ternational in the Orient. Broadcasts reflect  
 his first-hand reporting in every country  
 in the Far East. Publicity through news-  
 reels, books, lecture, press.

Availability: Live talent  
 Time Units: 15 minutes, 2 to 5 weekly  
 Audience Appeal: Entire family  
 Suggested for: Evening  
 Client Suitability: General  
 Number of Artists: 1  
 Unit Cost: Twice weekly, first 36 weeks,  
 including announcer, \$1.00  
 Submitted by: Mutual Broadcasting Sys-  
 tem, New York 18, N. Y.  
 (See Pages 26, 27)

## Richard Harkness

The behind the scene coverage of the  
 Washington picture is given each evening  
 as well as up-to-the-minute news coverage  
 as Richard Harkness reports from Wash-  
 ington. A youthful news veteran, Hark-  
 ness, after several years in the southwest  
 with UP, was transferred to Washington  
 where he broke several news scoops. In  
 1942 he left the Philadelphia Inquirer  
 Washington Bureau to join the NBC News  
 Staff and has established an outstanding  
 reputation for his magnificent radio re-  
 porting from Washington. Richard Hark-  
 ness from Washington would be well  
 suited to any advertiser desiring to reach  
 a late evening audience, particularly with  
 men's merchandise (Washington origina-  
 tion).

Availability: Live talent  
 Time Units: 15 minutes, 5 times weekly  
 Audience Appeal: Adult family  
 Suggested for: Late evening  
 Client suitability: See synopsis  
 Number of Artists: 1  
 Auction Facilities: Transcriptions  
 Submitted by: The National Broadcasting  
 Company, New York, N. Y.

## George Hicks

George Hicks is one of radio's top  
 fight war reporters. As a result of his  
 sensational success in reporting on D-Day,  
 Hicks is the No. 1 war radio reporter!  
 Spotted at 10:15 p.m. on Tuesdays and  
 Thursdays, George Hicks, with his friend-  
 ly, human, casual down-to-earth report-  
 ing, is the kind of man who will build  
 a tremendous audience for himself and a  
 client; particularly one who wishes to  
 appeal to the whole family.

Availability: Live talent  
 Time Units: 15 minutes, twice weekly  
 Audience Appeal: Entire family  
 Suggested for: Morning, afternoon or eve-  
 ning  
 Client Suitability: General  
 Number of Artists: 1  
 Auction Facilities: Will pipe live talent  
 Submitted by: Blue Network, New York  
 20, N. Y.  
 (See Pages 33-36, 60, 62)

## Hilites of the Headlines

Brief biography of outstanding name in  
 the news, sketch of outstanding city or  
 country in the news, commentary on de-  
 velopments on the war fronts

Availability: Live talent and E.T.  
 Time Units: 15 minutes, 5 times weekly  
 Audience Appeal: Entire family  
 Suggested for: Afternoon or evening  
 Client Suitability: All types  
 Number of Artists: 2  
 Auction Facilities: Transcriptions  
 Submitted by: KFYM, San Bernardino, Cal.

## Dr. Bertram L. Hughes, News Analyst

An analysis of the news written and  
 broadcast by Dr. Bertram L. Hughes, who  
 possesses a rich and varied background  
 of education and experience. He holds  
 a B.A. degree from the University of  
 Michigan, and M.A. and Ph.D. degrees  
 from Cornell. He has been a successful  
 farmer, salesman, educator, newspaper,  
 and public relations director. Began his  
 radio career in 1929 with Cornell Uni-  
 versity station WEAL, now WHCU.

Availability: Live talent and E. T.  
 Time Units: 15 minutes, 5 or 6 weekly  
 Audience Appeal: Entire family  
 Suggested for: Evening  
 Client Suitability: General  
 Number of Artists: 1  
 Auction Facilities: Transcriptions  
 Submitted by: KXOK, St. Louis 1, Mo.

## Rupert Hughes

"Jack of all trades and master of  
 many" might well characterize Rupert  
 Hughes, who, in addition to his colorful  
 roles as novelist, musician, soldier and  
 playwright, is heard in his self-styled  
 quarter-hour weekly radio show com-  
 mentating on the news of the moment. Hughes'  
 homey, soft-spoken delivery provides the  
 ideal setting for his delightfully different  
 analysis of the day's happenings. Hughes  
 is a must for better radio listening and his  
 loyal audience is on the increase.

Availability: Live talent  
 Time Units: 15 minutes, once weekly  
 Audience Appeal: Adult family  
 Suggested for: Afternoon  
 Client Suitability: General  
 Number of Artists: 1  
 Auction Facilities: Transcriptions  
 Submitted by: The National Broadcasting  
 Company, New York, N. Y.

ncac

OFFERS FOR SPONSORSHIP—

6

IDEAS THAT ARE ORIGINAL  
SHOWS THAT ARE DIFFERENT

### *"Left Is Right"*



One of the most unusual half-hour variety programs ever offered, Earl Sparling's "left-handed" radio show is a field day for the lefties from "Stand by!" till the "Off the air" flash . . . director, announcer, emcee, soloists, comics, and even the leader and members of the orchestra, and the **music**, are southpaws. "Left Is Right" is made to order for the client in search of something really new and different.

### *"The Bonus Parade"*



Utilizing the greatest talent on earth, NCAC has built a swift-moving variety show around the men and women being discharged from Uncle Sam's services. Radio's unique opportunity for the returning G.I. Joes and Joans . . . the show which doubles the discharge bonus . . . and can provide employment! This program idea offers rare potentialities for publicity and exploitation.

### *"Do You Like Music?"*



A half-hour musical extravaganza featuring Hollywood's most talented musician, Felix Mills, his orchestra and his striking musical arrangements. Here is music with new personality, surprising tone color . . . music as it has never been heard before. The program enhances the musical format with originality and refreshing presentation. It embodies your ideas in answer to the question, "Do you like music?"

### *"Three Sides of the World"*



Three fifteen-minute programs . . . dynamic radio presentations based on material gleaned from the Fawcett Publications, "Motion Picture," "Life Story," and "True." Each unit is presented in newsreel style . . . each a separate production linked with the other to form a single pattern. Never before has such a novel digest program been prepared for one sponsor!

### *"Melody U.S.A."*



An original drama-musical half-hour series covering various cities, eras, and characteristics of American life . . . Chicago, Palm Beach, the Gay Nineties, Hollywood, New York, the Roaring Forties, etc. With original music by Irving Landau and script by Arthur Henley, each half-hour is a complete episode, packed with drama and outstanding music.

### *"On Stage, Everybody!"*



The "Open Door" for talented newcomers in radio . . . affording them the opportunity to be heard coast-to-coast over the Blue Network . . . giving the listening public a preview of the "stars of tomorrow." The special merchandising set-up points to radio, theatre, and motion picture success for "On Stage, Everybody!" artists.

THE KEYNOTES OF EVERY NCAC PRODUCTION ARE ORIGINALITY, SHOWMANSHIP AND MARKETABILITY  
. . . SPECIFICALLY DIRECTED TO THE REQUIREMENTS AND PROBLEMS OF THE INDIVIDUAL CLIENT

TRANSCRIPTIONS OF EACH OF THESE AHEAD-OF-THE-MINUTE PROGRAMS HAVE BEEN PREPARED AND ARE AVAILABLE ON REQUEST.

## NATIONAL CONCERT AND ARTISTS CORPORATION

ALFRED H. MORTON, *President*

Address inquiries to: DANIEL S. TUTHILL, Vice-President and Director of Popular Division  
711 FIFTH AVENUE, NEW YORK CITY 22, N. Y. • Plaza 3-0820  
HOLLYWOOD • CHICAGO • SAN FRANCISCO

## Our Neighborhood

"Our Neighborhood" tells of the tears, the little incidents which remember when much war news. The script covers the humanisms in the news-time out from time in for a story of life with "Maximum commercial time

5 minutes, 7 times weekly  
Appeal: Entire family  
Suggested for: Evening  
Stability: Manufacturers, stores,

Artists: 1  
Included in wire service of United Press Radio  
Facilities: Teletype  
Suggested by: United Press Radio, New York 7, N. Y.

## Man's News Corner

Man's News Corner analyzes the news. It is as lots of human interest, has a style that appeals to all. Kierkegaard background as correspondent. Day column in many newspapers. Program for local sponsorship.

Live talent  
Time Units: 15 minutes, 5 times weekly  
Appeal: Entire family  
Suggested for: 1:30 p.m. Mon. thru Friday  
Stability: Any type

Artists: 1  
SACD weekly plus time  
Facilities: Transcriptions  
Suggested by: KUTA

## Weather Broadcast

Concrete weather roundup over a hundred mile long line by Vic Spaulding, official of one of the most highly informed weather bureaus in the United States, direct from the air-weather headquarters at Wichita, Kansas. This program has an exceptionally large listening audience all over the country in town as well as among the outlying areas.

Live talent  
Time Units: 15 minutes, 7 weekly  
Appeal: Female or male  
Suggested for: Morning  
Artists: 1

Facilities: Transcriptions  
Suggested by: Radio Station KSAL

## Hilton Lewis, Jr.

Fifteen minute report on National Administration in the Nation's Capital available for cooperative sponsorship through the Mutual Network. Broadcast Monday through Friday at 7:00 to 7:15 p.m. EWT, Lewis' reports often take a surprising nature and more than once have caused Congress into action on the subjects. Promotion and publicity are furnished.

Live talent  
Time Units: 15 minutes, Mon. thru Friday  
Appeal: Entire family  
Suggested for: Evening  
Stability: General

Artists: 1  
Rate: One quarter hour rate per week  
Suggested by: WOL, Washington, D. C.

## Maine Radio News

"Maine Radio News" originating from WRDO in Augusta, Maine's state capital, covers news events in the state of Maine efficiently and conclusively. "Maine Radio News" is particularly saleable due to the nature of the program, the fact that it originates in the state capital, and the time it fits in the day's schedule, which is

Live talent  
Time Units: 10 minutes, Monday thru Saturday  
Appeal: Entire family  
Suggested for: Early evening  
Stability: General

Number of Artists: One announcer  
Submitted by: WRDO, Inc.

## Major Robinson and the News

News analysis and commentary by Major George Robinson, veteran of World War I... twice wounded and twice decorated by the British government for work in the Intelligence Department. Program has been on the air continuously for four years.

Availability: Live talent  
Time Units: 15 minutes, 5 times weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: Retail stores, nationally known products

Number of Artists: 1  
Audition Facilities: Transcriptions  
Submitted by: WSUN, St. Petersburg 1, Fla.

## Men Who Make the News

A searching character and biographical analysis of the men who are tops in the current news scene. A superb combination of writing and narration with information culled from all news sources by a specially trained staff. A newsy, human interest document that tells all about the big names and little ones that are today having a profound effect on the lives of everyone the world over.

Availability: Live talent  
Time Units: 15 minutes, 3 times weekly  
Audience Appeal: Adult family  
Suggested for: Evening  
Client Suitability: Any

Number of Artists: 1  
Audition Facilities: Transcriptions  
Submitted by: WFIL, Phila. 7, Pa.  
(See Page 12)

## Montana At a Glance

"Montana at a Glance" is a show designed to glue rural listeners to their radios. News material for the show is gathered from rural weekly papers published on Friday and presented on Sunday afternoon. Using plenty of names provides an excellent opportunity of merchandising products for use in rural territories.

Availability: Live talent  
Time Units: 30 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon  
Client Suitability: Products for rural use  
Number of Artists: 2 announcers  
Cost: \$23.75

Audition Facilities: Transcriptions  
Submitted by: Radio Station KRJF

## The Name You Will Remember

In this unique series of 260 five-minute "Personality" sketches. William Lang paints vivid word pictures, outlining with bold strokes the personalities and careers of important, fascinating people of all types and nationalities whose names are synonymous with newsworthy accomplishments. Lang has a hard-hitting, punchy style of delivery which lends force and zest, packing volumes of interest into each graphic sketch. Show title has an extra "commercial" tie-in value with the sponsor's name and business. Complete publicity plan and material furnished. Maximum time for commercials.

Availability: E. T.  
Time Units: 5 minutes, 3 to 6 times weekly  
Audience Appeal: Entire family  
Suggested for: Morning, afternoon or evening

Client Suitability: Banks, utilities, beverages, tobacco, department and men's stores, sports goods, etc.  
Number of Artists: 1  
Audition Facilities: Transcriptions  
Submitted by: NBC Radio-Recording Division, New York 20, New York  
(See Page 20)

## News Digest of the Air

This is an early evening news roundup show with Jack Stevens, which includes bulletins, background and sports sections, and a feature called, "One I'll Never Forget." Show has a definite format, with each section following the same one each night.

Availability: Live talent  
Time Units: 15 minutes, 5 times weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: General  
Number of Artists: 1  
Audition Facilities: Transcriptions  
Submitted by: WDRC, Inc.

## Newsroom Roundtable

Entire KRNT news staff meets in studio for half-hour each week, to discuss significance of late news happenings. KRNT Program Director acts as moderator, with seven commentators and reporters taking part. Frequent guests, authorities on subjects under discussion, appear. Sponsor cashes in on popularity of individual newsmen, and all merchandising done for the group.

Availability: Live talent and E. T.  
Time Units: 30 minutes, once weekly  
Audience Appeal: Adult family  
Suggested for: Evening  
Client Suitability: General  
Number of Artists: Usually eight  
Audition Facilities: Transcriptions and will pipe live talent  
Submitted by: KRNT, Des Moines 4, Iowa

## One O'Clock Edition

Vigorous, dramatic, low cost news presentation with fast paced format and top personalities. Using sound effects of teleprinters—show rolls from two voiced succinct reading of up to the minute headlines into human interest stories of people and places that make the news. Don Lyon, Eastern Time Zone winner of H. P. Davis announcers award collaborates with Rolly Furman, top news stylist, in colorful report of facts with enough background and commentary to add listener appeal over run of the mill news cast. Program has an enviable rating.

Availability: Live talent  
Time Units: 15 minutes, 5 times weekly  
Audience Appeal: Adult family  
Suggested for: Afternoon  
Client Suitability: General  
Number of Artists: 2  
Audition Facilities: Transcriptions  
Submitted by: WSYR, Syracuse 2, N. Y.

## Philadelphia Parade of Events

A half-hour program designed as either a current news dramatization of the events of the week or a chronological parade of events in current world history, tied in with Griffin as narrator. Interesting background stories about news and people who make news. These stories are a secondary part of the broadcast, principal theme being dramatization of the news. Program time suggested is near the end of the week preferably Saturday and Sunday, so that a summary of the week's news can be presented. Can be presented with orchestra or organ.

Availability: Live talent  
Time Units: See synopsis  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: General  
Number of Artists: 8-10  
Submitted by: WIP, Philadelphia 7, Pa.  
(See Page 90)

## Preview of Tomorrow

"Preview of Tomorrow" brings a dramatic story of scientific marvels, post-war wonders, to the listener. It's a factual, fascinating look into the brilliant modernness of tomorrow... and exciting curtain-riser for the things to come. (Selling presentations are available for station use with prospective sponsors.)

Availability: Script  
Time Units: 12 min, 30 sec., once weekly  
Audience Appeal: Entire family  
Suggested for: Morning, afternoon or evening  
Client Suitability: Popular with banks and other public service organizations  
Cost: Delivered without cost, to affiliates, on the special AP radio wire  
Audition Facilities: Script available  
Submitted by: Press Association, Inc., New York 20, N. Y.

## The Pulse of the Nation

A half-hour radio program utilizing one of the greatest polling services for public opinion. Pickups all over the nation will be used to give program dramatic power. Availability: Live talent  
Audience Appeal: Female, male  
Suggested for: Evening  
Number of Artists: 5  
Cost: \$3,000  
Audition Facilities: Will pipe live talent  
Submitted by: Norman Winter, New York 22, N. Y.  
(See Pages 44, 100, 105)

## Ridin' the Range

This is a daily early morning feature, directed especially at KDYL's Rural audience and features transcribed Western music, agricultural news, household hints, etc. It offers an excellent vehicle for merchandising articles of especial interest to our Rural audience. Mail count and program rating place this program in the leadership of listeners at this time of day.

Availability: Live talent  
Time Units: 30 minutes—6 days weekly  
Audience Appeal: Entire family  
Suggested for: Morning  
Client Suitability: Merchandising to a rural audience  
Number of Artists: Music is transcribed—unlimited talent  
Audition Facilities: Transcriptions  
Submitted by: Radio Station KDYL

## Sidelines on Headlines with Al Spokes

A feature news program. Al Spokes, WJTN Program Director, takes the unusual stories which come out of the war and weaves them into a fast-paced five-minute presentation. This show has a general appeal, since in the course of a week a wide variety of feature stories will be aired—drama, humor, general information, etc. The program is timely, for the stories told are directly connected with the news of the day.

Availability: Live talent  
Time Units: 5 minutes, 3 to 6 times weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: General  
Number of Artists: 1  
Audition Facilities: Transcriptions  
Submitted by: WJTN, Jamestown, N. Y.



# The Sign of Transcribed Programs That **SELL**

You are cordially invited to write, wire or phone

KASPER-GORDON, Incorporated  
140 Boylston Street Boston

for suggestions and program ideas for your next radio campaign—whether it be for ½-hour, ¼-hour, 5-minute, 1-minute, 100-word, or 30-word spots. As the OLDEST syndicated transcribed program producer in the United States, and the originator of the transcribed musical announcement and other successful ideas, we are prepared to cooperate with you as we do with agencies, stations and advertisers from coast to coast. Our programs are running on about 500 stations, and PRODUCE RESULTS!

## SYNDICATED SHOWS NOW AVAILABLE

"SONGS OF CHEER AND COMFORT" .....	52	¼-hour shows
<i>Starring Richard Maxwell (Gospel Songs and Philosophy)</i> See Page 77		
"STAND BY, AMERICA" .....	225	5-min. shows
<i>How America met similar problems of today, in bygone years</i> See Page 105		
"JERRY & SKY," The Melody Men .....	208	5-min. shows
<i>Real Tennessee Hillbillies</i> See Page 69		
"IMPERIAL LEADER" .....	52	¼-hour shows
<i>Dramatized Life Story of Winston Churchill</i> See Page 39		
"HISTORY IN THE MAKING" .....	26	¼-hour shows
<i>Outstanding Events of World War II</i> See Page 104		
"FUN WITH MUSIC" .....	26	¼-hour shows
<i>Starring Sigmund Spaeth, Tune Detective</i> See Page 69		
"FAMOUS MOTHERS" .....	78	5-min. shows
<i>Starring Jane Dillon. All parts enacted by Miss Dillon</i> See Page 49		
"ONE I'LL NEVER FORGET" .....	156	5-min. shows
<i>Starring Jack Stevens, Unusual Sports Stories</i> See Page 96		
"TWILIGHT TALES" .....	52	¼-hour shows
<i>Starring Elinor Gene, Fairy Stories for Kiddies</i> See Page 65		
"UNCLE JIMMY" .....	156	¼-hour shows
<i>Starring William Farnum, Daytime Serial</i> See Page 53		
"VICTORY NURSERY RHYMES" .....	30	½-minute spots
<i>Starring Irene Wicker, "The Singing Lady"</i> See Page 81		
"FURS ON PARADE" .....	26	15-minute shows
<i>The Most Comprehensive Fur Program Ever Produced</i> See Page 49		
"DAN DUNN, SECRET OPERATIVE No. 48" .....	78	¼-hour shows
<i>Based on famous newspaper strip, Juvenile Series</i> See Page 59		
"SANTA'S MAGIC CHRISTMAS TREE" .....	15	¼-hour shows
<i>Successfully sponsored by more than 100 firms</i> See Page 63		
"ADVENTURES IN CHRISTMASTREE GROVE" .....	15	¼-hour shows
<i>Sponsored by more than 200 department stores</i> See Page 59		

Exclusive to One Sponsor in A City — Write or Wire for Audition Samples and Data

**KASPER-GORDON, Incorporated**  
**140 Boylston Street, Boston 16, Massachusetts**  
*One of The Country's Largest Program Producers*

# NEWS

## The Story Behind the Headlines

Ces Saerchinger, noted foreign correspondent, editor and radio commentator, presented in a weekly series discussing dominant news events of the week in America and abroad and sketches the historical background and facts that lead to these events. This program series ranks among radio commentaries in America. Saerchinger discusses only one event on each program. This noted author speaks under the auspices of the American Historical Association. His weekly commentaries provide an exceptional fine news broadcast suitable for educational advertising or for products for home and family.

Availability: Live talent  
Length: 15 minutes, once weekly  
Audience Appeal: Adult family  
Broadcast Time: Evening  
Suitability: See synopsis  
Number of Artists: 1  
Production Facilities: Transcriptions  
Submitted by: The National Broadcasting Company, New York, N. Y.

## Philadelphia Week In Philadelphia

A dramatized-news treatment of all important events transpiring for the week in Philadelphia, supplemented by generous use of transcriptions made on the spot of the important speaker and speeches. WFIL Special Events Division sketches all top events and writing department prepares a special script dealing incidents leading up to the event occurrence; highlights of all events broadcast. A fast-moving, fact-led week-in-review technique exclusive to WFIL in Philadelphia.

Availability: Live talent; E. T.  
Length: 30 minutes, once weekly  
Audience Appeal: Entire family  
Broadcast Time: Sunday afternoon  
Suitability: Any  
Number of Artists: 6-8  
Production Facilities: Transcriptions  
Submitted by: WFIL, Phila. 7, Pa.  
(See Page 12)

## Wide Sides of the World

The 15-minute programs weekly covering material published in "Motion Picture Life Story" and "True" magazines. A widely diversified coverage of current material presented in newsreel style by competent personalities in each of the three fields. Each program, although highly specialized along its own line, quickly identified with the others by reason of its highly unique format. The programs can be made extremely interesting, can be put together at a reasonable figure and are definitely commercial. The commentators are identified as assistant editors of the publications, giving authority to their radio association with these magazines.

Availability: Live talent  
Length: 15 minutes, 3 times weekly  
Audience Appeal: Entire family  
Broadcast Time: Afternoon or evening  
Suitability: All types  
Number of Artists: 3 and guests  
Production Facilities: Transcriptions  
Submitted by: National Concert and Artists Corporation, N. Y. 22, N. Y.  
(See Page 84)

## Todd Grant

"Todd Grant" is a dramatized news program highlighting business and industry part in the war and its plans for peace. Todd Grant, roving correspondent, goes behind doors marked private" to

## INKSPOTS

"Still Breaking Records"

## LULU BATES

For 26 Weeks the Vocal Star  
"All-Time Hit Parade" NBC

## BOB JOHNSTON

Featured Vocalist on the  
Philco "Hall of Fame" Hour—Sundays, 6:00 p.m., BLUE NETWORK  
(with Paul Whiteman's Orchestra)

## THE THREE SISTERS

Singing Stars of Universal Pictures  
Featured with Abbott-Costello  
Featured on CBS  
Columbia Recording Artists

## ROBERT MERRILL

Baritone Star of  
"NBC Concert Hour"  
"Serenade to America"—NBC  
"Frank Black Presents"—NBC

## JOSEPHINE HOUSTON

The Blue Network's  
Lovely Singing Star—Sundays 12:30 p.m.

## ILENE WOODS

Featured Vocalist on the  
Philco "Hall of Fame" Hour—Sundays, 6:00 p.m., BLUE NETWORK  
(with Paul Whiteman's Orchestra)

## ELLA FITZGERALD

"Still Making Records"

## COL. JAMES STEVENSON

Outstanding Commentator and Military Analyst—U. S. Army, Retired

## 4 BLONDES AND A GUY

The new modern Quintette with Chuck Goldstein

Joe Rines—Vice-President in charge of Radio

★ ★

# GALE, Inc.

48 WEST 48th STREET

NEW YORK CITY

# Bob Kerr—RKO Bldg.—New York 20

presents the Stars of "Vocal Headquarters"



CBS Star and Musicraft Record Artist  
"The Girl with The Voice You Won't Forget"

## JOAN BROOKS

With a "Heart full of Songs"

RECENTLY VOTED BY THE NATION'S RADIO EDITORS  
ONE OF THE TOP 4 FEMALE VOCALISTS OF AMERICA

On the air — Sundays 7:30 P. M. — Thursdays 11:30 P. M.

JERRY BITTICK — Conductor Arranger  
AVAILABLE IN THE EAST

Radio's Outstanding All-Girl Quartette

## THE 4 BELLES

Also Heard Titled "THE IRRESISTIBLES"  
"4 GALS and a GUY" and

## "4 BELLES AND THE BEAUX"

BERNIE WEISSMAN—Vocal Arranger—Pianist Conductor  
AVAILABLE IN THE EAST



The Quartette from Hampton Institute

## DEEP RIVER BOYS

SENSATIONAL SEPIAN SINGERS

Now on Coast to Coast—Vaudeville and Concert Tour

Personal Direction—ED. KIRKEBY

AVAILABLE ON THE WEST COAST



SINGING STARS of the PAUL WHITEMAN  
PHILCO SHOW and STAGE DOOR CANTEN

## HI, LO, JACK AND THE DAME

Featured on the Fred Allen Program 1942-43-44

PETE KING—Conductor Arranger  
AVAILABLE IN NEW YORK



Radio's Youngest Veterans

## VI AND VILMA

14th Year on The Air — 19th Year in This World

For 3 Years These "Soldiers in Grease Paint"  
have entertained our Armed Forces in America  
and also both Pacific and European Theatres

AVAILABLE FOR CIVILIAN ENGAGEMENTS SOON

# NEWS

interpret trends in terms of what they mean to a community. Public service. Only one station in a city may be provided with the program. Programs filed with Office of Censorship and cleared. NAB Music... public domain... Availability: E. T. Time Units: 15 minutes, once weekly Audience Appeal: Entire family Suggested for: Evening Client Suitability: Ideal for banks, associations, insurance companies Number of Artists: Variable Cost: Free of charge. Station may seek local sponsorship Audition Facilities: Transcriptions Submitted by: Carl Byoir and Associates, New York 16, N. Y.

### Tomorrow

Cross section of public opinion on major events in the news as seen in newspaper editorials of all types throughout the entire North American continent in an unbiased fashion. This program gives the listener an authoritative method of understanding "Tomorrow" through complete understanding of the news of today. Availability: Live talent Time Units: 15 minutes, 3 to 5 weeks Audience Appeal: Entire family Suggested for: Evening Client Suitability: General Number of Artists: Five Cost: \$1,000.00 Audition Facilities: Transcriptions Submitted by: Ad-Plan Co.

### Tomorrow's Headlines

Hal Marshall with Tomorrow's Headlines is a fast hitting news program (bulletins) with intelligent interpretation of the news from the standpoint of a man of fame inside, a writer of ability, and international radio commentator (now over 400 stations) with another program. Maximum commercial time is allowed. Publicity aids if desired. Availability: Live talent Time Units: 15 minutes, twice weekly Audience Appeal: Adult family Suggested for: Evening Client Suitability: Department stores, drug stores, retail shops, or for manufacturers of nationally sold products Number of Artists: 1 Audition Facilities: Transcriptions Submitted by: Jack Parker and Associates, Hollywood 28, Calif.

### This Week In Review

An expert commentary and a review of the week's news, prepared by RDT news editor. As its title indicates, reviews the week's happenings throughout the world. Being a Sunday show it offers not only an excellent audience but an excellent means of carrying an institutional message. Availability: E. T. Time Units: 15 minutes, one day weekly Audience Appeal: Female or male Suggested for: Afternoon or evening Client Suitability: Unlimited Number of Artists: Commentator Audition Facilities: Transcriptions Submitted by: Radio Station KDYL

### John W. Vandercook

NBC's veteran commentator, John W. Vandercook, the first American reporter to return to this country from the Normandy Invasion front, in a weekly series of late night broadcasts. Regularly heard on NBC's nightly "News of the World," Vandercook, in this new quarter-hour program will report on his tour of the Italian and Normandy battlefronts, giving his obser-

# NEWS

of the present European campaign so giving his interesting comment on the news of the moment. John W. Vandercock retired from newspaper work at 38 he had been in and through three countries and had written books, and now, since joining the News Staff in 1940, he ranks as one of the most popular network commentators. Slight in stature, wearing a dignified Van Dyke beard and speaking with a warm, cultured voice, Vandercock has a personal appearance as impressive as his background. This veteran correspondent, with his first-hand knowledge of the countries and peoples of the world, has won a wide listening audience with his clear, interpretations of the news of the day.

**Availability:** Live talent  
**Runtime:** 15 minutes, once weekly  
**Audience Appeal:** Adult family  
**Recommended for:** Late evening  
**Classification:** Product for home or family  
**Number of Artists:** 1  
**Audion Facilities:** Transcriptions  
**Submitted by:** The National Broadcasting Company, New York, N. Y.

**Washington Inside Out**  
 Washington Inside Out goes beyond the news to grasp the throbbing racing pulse of the National Capitol. It jumps into the whirlpool of information and mis-information, of claims and counter-claims, and emerges with a clear, concise radio drama... a rare down-to-earth program... reveal Washington turned inside out or listeners to know and understand.  
 Weekly presentations available.

**Availability:** Script  
**Runtime:** 12 min., 30 sec., once weekly  
**Audience Appeal:** Entire family  
**Recommended for:** Afternoon or evening  
**Classification:** General  
 Available without cost, to affiliated, the special AP radio wire  
**Audion Facilities:** Script available  
**Submitted by:** Press Association, Inc., New York 20, N. Y.

**Weekly War Journal**  
 The most elaborate news roundup of the week presented by the news staff of the Blue Network. This feature has built up a strong listening habit at 12:00 noon and is available to bring a miniature "Sunday supplement" to the listener. Correspondents from all major battle fronts as well as summaries of Washington and South America news are included.

**Availability:** Live talent  
**Runtime:** 30 minutes, once weekly  
**Audience Appeal:** Entire family  
**Recommended for:** Morning, afternoon or evening  
**Classification:** General  
**Number of Artists:** 6-10  
**Audion Facilities:** Will pipe live talent  
**Submitted by:** Blue Network Co., New York 20, N. Y.

(See Pages 33-36, 60, 62)

**World Front Guest Observers**  
 A weekly fifteen-minute program in which some well known personality appears as a guest observer in a discussion of world events and issues. More than one hundred prominent journalists, statesmen, industrialists, educators, military men, etc., have already appeared on this weekly feature. The program takes the form of an interview by one of WLW's commentators—and a discussion between them of timely issues and current world events.

You, too, can learn to throw your voice...



We're not advertising a course in ventriloquism. We mean that by having an announcer on your radio program step to WENR you can throw the voice of your company and your product from Upper Wisconsin to deep in Illinois—from the farms of Indiana to the manufacturing centers of rich Michigan. More advertisers all the time

are doing that very thing over WENR. They've learned that WENR is not merely a "Chicago Station" but a station reaching over 13,000,000 Americans—roughly, One-Tenth of the Nation—and reaching them at the lowest cost per 1000. That's economical voice-throwing—don't you think?



Chicago's Basic Blue Network Station  
 890 kc.—50,000 watts—clear channel

Owned and Operated by The Blue Network Company - Represented Nationally by Blue Spot Sales  
 NEW YORK • CHICAGO • HOLLYWOOD • DETROIT • PITTSBURGH

# Here's Our Story!



MUTUAL BROADCASTING SYSTEM

Represented Nationally by **GEORGE P. HOLLINGBERY CO.**

**JUNE 1944**

**6 New  
ACCOUNTS**

**MAY 1944**

**12 New  
ACCOUNTS**

**APRIL 1944**

**17 New  
ACCOUNTS**

**MARCH 1944**

**10 New  
ACCOUNTS**

**FEBRUARY 1944**

**13 New  
ACCOUNTS**

**JANUARY 1944**

**10 New  
ACCOUNTS**

**JANUARY 1944**

**100% RENEWALS**

## NEWS

**Availability:** Live talent  
**Time Units:** 15 minutes, 1 time weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Any client  
**Number of Artists:** 1 or 2  
**Audition Facilities:** Transcriptions  
**Submitted by:** WLW, Cincinnati 2, Ohio  
(See Page 110)

### World News Roundup

Presents NBC commentator, Elmer Peterson from New York, and "calls in" NBC correspondents around the globe and from Washington, D.C. This news features presents up-to-the-minute news and commentary from world wide news sources, the news from the NBC News Room in New York and presents the latest developments from Washington. Various outstanding personalities of NBC's globe circling staff of correspondents and reporters are heard on this program in a complete, concise coverage of the latest news.

**Availability:** Live talent  
**Time Units:** 15 minutes, 5 times weekly  
**Audience Appeal:** Adult family  
**Suggested for:** Morning  
**Client Suitability:** General  
**Number of Artists:** 4 or more correspondents or commentators  
**Audition Facilities:** Transcriptions  
**Submitted by:** The National Broadcasting Company, New York, N. Y.

### World of Tomorrow

The "World of Tomorrow" is the WWL dramatization of the U.P. feature of that name. Whereas the original script is purely narrative, "World of Tomorrow" as produced by WWL is complete with dramatized action, sound effects and music. The program tells of events to come, following the end of the war. It relates facts about scientific and industrial developments which have been perfected for peace-time use. Complete merchandising plans are assured.

**Availability:** Live talent  
**Time Units:** 15 minutes, once weekly

**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** General  
**Number of Artists:** 5 and music mood music  
**Audition Facilities:** Transcriptions  
**Submitted by:** WWL, New Orleans

### World Wide News Review

"World Wide News Review" is Mondays through Fridays, 9 to 9:15. It is a short, up-to-the-minute news program. For the listener it covers the highlights in the day's news in short items. For him, at the same time, feature stories, human interest items, plus first hand reports from the more than 200 foreign correspondents of Time and Life staff at the news centers of this global world. It has been on the air since September, 1943.

**Availability:** Live talent  
**Time Units:** 15 minutes, 5 times weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Any advertisers  
**Number of Artists:** 2  
**Audition Facilities:** Transcriptions  
**Submitted by:** WQXR, New York 19, N. Y.

### The World's Front Page

A distinguished news-roundup program produced in conjunction with the Chicago Science Monitor. There are at least 100 foreign pickups on each broadcast, coordinated by Volney Hurd, Service Editor of the Monitor's entire editorial and reporting staffs behind the show.

**Availability:** Live talent  
**Time Units:** 15 minutes, 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** No religious or political restrictions on acceptable subjects

**Unit Cost:** Available on co-operative basis  
**Submitted by:** Mutual Broadcasting System, New York 18, N. Y.

(See Pages 26, 27)

## QUIZ PROGRAMS 1944 ★ ★ 1945

### Back to School

School room atmosphere; four parents asked questions taken from school books, progressively by grade levels and asked in groups from first to eighth grades; test on whether parents know things which own kids learn every day in school; extra comedy from lowest scorer, dunce. Commercials worked into school format; each student receives prize, and dunce called back to appear on next week's show with three new class members and remains until defeating one of three new members.

**Availability:** Live talent  
**Time Units:** 30 minutes, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** General  
**Number of Artists:** 8  
**Audition Facilities:** Transcriptions  
**Submitted by:** Louis G. Cowan Company (Quiz Kids), Chicago 3, Ill.

### Calling All Zones

A fast moving 15 minute telephone quiz. Questions asked and record started at the same time. Listener given until end of record to call in correct answer. First two correct answers win one dollar Victory Store gift each. Two questions per day. Listener Audience constant since they cannot answer questions unless their zone or community called. If they miss a day they may miss their opportunity to answer. Questions are always informative giving the show educational value. Excellent housewife audience.

**Availability:** Live talent  
**Time Units:** 15 minutes, 3 times weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning, afternoon or evening  
**Client Suitability:** Department stores, apparel shops, jewelry stores, automobile dealers, etc.  
**Number of Artists:** 1  
**Submitted by:** KGFJ, Los Angeles 15, Cal.

# QUIZ PROGRAMS

## Eight Bits

"Eight Bits" two teams of four contestants each (one team service people, the other civilians) are pitted against each other. Each contestant must answer his question correctly for his team to score. Usually, the emcee can allow two wrong quizzes of the same team to choose.

**Availability:** Live talent  
**Time Units:** 30 minutes, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon or evening  
**Stability:** All types  
**Number of Artists:** 1, and organist or orchestra

**Facilities:** Script  
**Written by:** Brandt Production Service, Brooklyn 29, N. Y.

## The Fishpond

Hosted by Wyn Elliott as the "skipper," two microphones are cast in the "fishpond" for "singing fish," "announcer fish," "joke-telling fish," and a hundred other fun ideas that make "The Fishpond" new, novel and different. Created by Lee Segall, originator of Dr. Throat, "The Fishpond" is a new kind of audience participation show—full of jokes, riddles and gimmicks—a natural for radio and merchandising.

**Availability:** Live talent  
**Time Units:** 30 minutes, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Stability:** General  
**Number of Artists:** 4  
**Facilities:** Will pipe live talent  
**Written by:** Blue Network Co., New York 20, N. Y.

(See Pages 33-36, 60, 62)

## Fun with Stamps

"Fun with Stamps" is especially popular for the 5,000,000 youngsters who collect postage-stamp collectors throughout the United States. The program is arranged in such a style that it can be presented either on the largest or smallest of stations. Postage stamps of various values will be offered as prizes, and they will be furnished to the stations on a weekly stamp-review panel for publicity.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 to 3 times weekly  
**Audience Appeal:** Juvenile and entire family  
**Suggested for:** Morning or afternoon  
**Stability:** Products consumed by youngsters (food, toys, etc.)  
**Number of Artists:** 1 (emcee)  
**Cost:** \$5 to \$50 per program  
**Facilities:** Sample script  
**Written by:** Broadcasting Program Service, New York 19, N. Y.

## Hollywood Quiz

Hollywood names are strictly "the hot" when they appear as guests on the rightest of radio's quiz shows. Hollywood names guest at each show and questions dealing strictly with Hollywood are asked them by the M.C. All ad-lib.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Stability:** All types  
**Number of Artists:** 5 and announcer  
**Facilities:** Will pipe live talent  
**Written by:** Frederic W. Ziv Co., Cincinnati 2, Ohio

(See Page 58)

**Availability:** Live talent  
**Time Units:** 30 minutes, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning, afternoon or evening  
**Client Suitability:** Package products  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** WSUN, St. Petersburg 1, Fla.

## Keeping Up With the Joneses

"Keeping Up with the Joneses" is a half-hour audience participating program from the stage of a local theatre or WFBF's large studio. Couples are selected from audience and introduced by M.C. On one side of stage is large dart board with circles determining values of questions to be answered by Mr. or Mrs. Prizes are awarded and the winning couple returns following week as Mr. and Mrs. Jones.

**Availability:** Live talent  
**Time Units:** 30 minutes, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evenings  
**Client Suitability:** Any product  
**Number of Artists:** 4  
**Cost:** \$160 (prizes extra)  
**Audition Facilities:** Transcriptions  
**Submitted by:** WFBF, Baltimore 2, Maryland

(See Page 109)

## Ladies Be Seated

One of radio's biggest fun-fests featuring Ed East and Polly in a half-hour show which mixes up the quiz game and turns it into a hilarious 30-minute show, five times weekly. Questions, stunts are strung together by one of radio's most famous personalities, with the help of an audience that lets its hair down at the least provocation. An unusual show that has had a substantial run in its present spot, 2:30-3:00 p.m. EWT, over the Blue, and is ideal for a sponsor with products for the family.

(See Page 58)

DO DAILY

## If It Had Been You, (What Would You Have Done?)

A listener participation show which presents a series of dramatized quiz playlets. The principal characters are confronted with a grave problem or crisis in which the difference between life and death can only be solved by quick thinking and almost instant action. Several courses are presented but only one is correct. It is for the listener to discover which is right from the dramatization and the answer is given in the following broadcast.

**Availability:** E. T.  
**Time Units:** 15 minutes, 1, 2 or 3 times weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon or evening  
**Client Suitability:** Products for adults and men  
**Number of Artists:** 5 to 7  
**Audition Facilities:** Transcriptions  
**Submitted by:** G. C. Bird & Associates, Hollywood 28, Calif.

**Availability:** Live talent  
**Time Units:** 15 minutes, twice weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning, afternoon or evening  
**Client Suitability:** Package products  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** WSUN, St. Petersburg 1, Fla.

**Availability:** Live talent  
**Time Units:** 30 minutes, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning or afternoon  
**Client Suitability:** Any product  
**Number of Artists:** 4  
**Cost:** \$160 (prizes extra)  
**Audition Facilities:** Transcriptions  
**Submitted by:** WFBF, Baltimore 2, Maryland

## Ladies Be Seated

One of radio's biggest fun-fests featuring Ed East and Polly in a half-hour show which mixes up the quiz game and turns it into a hilarious 30-minute show, five times weekly. Questions, stunts are strung together by one of radio's most famous personalities, with the help of an audience that lets its hair down at the least provocation. An unusual show that has had a substantial run in its present spot, 2:30-3:00 p.m. EWT, over the Blue, and is ideal for a sponsor with products for the family.

**Availability:** Live talent  
**Time Units:** 30 minutes, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning or afternoon  
**Client Suitability:** Any product  
**Number of Artists:** 4  
**Cost:** \$160 (prizes extra)  
**Audition Facilities:** Transcriptions  
**Submitted by:** WFBF, Baltimore 2, Maryland

## Ladies Be Seated

One of radio's biggest fun-fests featuring Ed East and Polly in a half-hour show which mixes up the quiz game and turns it into a hilarious 30-minute show, five times weekly. Questions, stunts are strung together by one of radio's most famous personalities, with the help of an audience that lets its hair down at the least provocation. An unusual show that has had a substantial run in its present spot, 2:30-3:00 p.m. EWT, over the Blue, and is ideal for a sponsor with products for the family.

**Availability:** Live talent  
**Time Units:** 30 minutes, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning or afternoon  
**Client Suitability:** Any product  
**Number of Artists:** 4  
**Cost:** \$160 (prizes extra)  
**Audition Facilities:** Transcriptions  
**Submitted by:** WFBF, Baltimore 2, Maryland

(See Page 109)

## Ladies Be Seated

One of radio's biggest fun-fests featuring Ed East and Polly in a half-hour show which mixes up the quiz game and turns it into a hilarious 30-minute show, five times weekly. Questions, stunts are strung together by one of radio's most famous personalities, with the help of an audience that lets its hair down at the least provocation. An unusual show that has had a substantial run in its present spot, 2:30-3:00 p.m. EWT, over the Blue, and is ideal for a sponsor with products for the family.

# WPAT features

## ★ Bob Bright the Jingle King

in a new program

### BOB BRIGHT'S BANDSTAND

A fast moving hour and a half of music to thrill to . . . and dance to . . .

3 to 4:30 P. M. Mon. thru Sat.

## ★ Luncheon with Helen

. . . a delightful half-hour with Helen Leighton, presenting timely hints and handy helps for the women in the home.

12:05 to 1 P. M. Mon. thru Sat.

## ★ Tunerville Inn

Fred Young emcees a fast moving program of American Folk Songs.

2:05 to 3 P. M. Mon. thru Sat.

## ★ 3 MORE REASONS FOR SELLING YOUR CLIENTS WPAT . . .

The Fastest Growing Station in the Metropolitan Area.



RADIO WPAT } PATERSON, NEW JERSEY • PARAMOUNT BLDG. NEW YORK

The New

# WDSU

offers

✓ 5000 WATTS, DELIVERING 20,000 WATTS IN THE POPULATED AREAS OF SOUTH LOUISIANA

✓ HAS MORE SPORTS THAN ANY OTHER NEW ORLEANS STATION — 24 HOURS

✓ OCCUPIES A CENTRAL DIALING POSITION

✓ IS AFFILIATED WITH THE BLUE NETWORK

✓ EMPHASIZES LOCAL PROGRAMMING

## WDSU Blue Network

NEW ORLEANS 12, LA.

## QUIZ PROGRAMS

**Availability:** Live talent  
**Time Units:** 30 minutes, 5 times weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning, afternoon or evening  
**Client Suitability:** See synopsis  
**Number of Artists:** 5  
**Audition Facilities:** Will pipe live talent  
**Submitted by:** Blue Network Company, New York 20, N. Y.  
(See Pages 33,36, 60, 62)

### Lawyer Q

This different audience participation show previously sponsored by Friends Tobacco, G. Washington Coffee, and Gunthers Beer, has an enviable record of local successes, and is now available for network sponsorship. The participants are quizzed on the operation of odd points in the law. No knowledge is required; it's a matter of the participants' opinion of justice. Nothing serious, very amusing. The show ends up with a trial, participants acting as jurors.

**Availability:** Live talent  
**Time Units:** 30 minutes, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** General  
**Number of Artists:** M.C. and 4 or 5 actors  
**Audition Facilities:**—Transcriptions  
**Submitted by:** Basch Radio Productions, New York, N. Y.  
(See Page 101)

### Let's Play Reporter

An audience participation show with a newspaper background. Frances Scott, "the city editor," gives participants "assignments" in the form of amusing incidents. Participants, or cub reporters, must report what they can remember of assignments for prizes. A "name" guest reporter on each program. Fast-moving and amusing. Now playing Army hospitals.

**Availability:** Live talent  
**Time Units:** 30 minutes, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** General  
**Number of Artists:** Frances Scott, guest star; 4 actors, orchestra or novochord  
**Audition Facilities:** Transcriptions  
**Submitted by:** Basch Radio Productions, New York, N. Y.  
(See Page 101)

### Meet Mr. Quizzer

Program originates from stage of Rivoli (leading theater) in Hastings. "MC" works mike from stage, and three "assistants" with portable mikes work from audience. "MC" asks questions to be answered by members of theater audience picked by men in audience. Prizes given for correct answers. Included in deal is newspaper tie-up, trailer on screen, display cards in theater, plugging sponsor, and before day of show, theater runs newspaper ad on show.

**Availability:** Live talent  
**Time Units:** 30 minutes, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon  
**Client Suitability:** General  
**Number of Artists:** Four  
**Submitted by:** KHAS, Hastings

### Meet the Staff

This unique show is especially adapted for small stations. It helps the audience to Meet the Staff. Staff members heard on the air act as quiz experts, with one of

their number as the quiz moderator is unrehearsed and highly informed "experts" answer questions as the listeners who are awarded their questions, when used. Suggested for: Evening  
**Client Suitability:** Institutional  
**Number of Artists:** 5 or less  
**Audition Facilities:** Transcriptions  
**Submitted by:** WEIM, Fitchburg, Massachusetts

**Availability:** Live talent  
**Time Units:** 30 minutes, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Institutional  
**Number of Artists:** 5 or less  
**Audition Facilities:** Transcriptions  
**Submitted by:** WEIM, Fitchburg, Massachusetts

### Musical Lingo

"Musical Lingo" is a legal copy version of "bingo," with listeners participating in their own homes. Game the name of the sponsor or product played with that name constantly the listeners. "Musical Lingo" humor for interest; music for element, and prizes for appeal. Objective game is to identify song titles cleverly introduced in continuity of the game by playing the musical score. Sample script is available on request.  
**Availability:** Live talent  
**Time Units:** 30 minutes; 1, 2 or 3 weekly.

**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Number of Artists:** 2 (announcers)  
**Unit Cost:** Based on population  
**Audition Facilities:** Transcriptions, script  
**Submitted by:** H. S. G. Advertising Inc., New York 22, N. Y.  
(See Page 102)

### Musical Mysteries

A group of five-minute stories sized with a musical clue placed and after each sketch which the sharp listener off to "who done it." Entirely geared as a studio audience participation quiz, it can be adapted to play. One test on 30 stations broadcast over 10,000 solutions. The sketches extremely well written and the audience response to "Musical Masterpieces" signifies serious client consideration show which offers both entertainment participation.

**Availability:** Live talent  
**Time Units:** 30 minutes, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon or evening  
**Client Suitability:** General  
**Number of Artists:** 6-8 plus orchestra  
**Audition Facilities:** Will pipe live talent  
**Submitted by:** Blue Network, New York 20, N. Y.  
(See Pages 33-36, 60, 62)

### Platter Puzzlers

This is a record program with audience participation. Two teams are chosen the audience by the master of ceremonies. The recordings are played and the participants give the names of the selections played. The team giving the most correct answers is presented with war stamp.  
**Availability:** Live talent  
**Time Units:** 30 minutes, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** General  
**Number of Artists:** 3  
**Audition Facilities:** Transcriptions  
**Submitted by:** WTMJ, Milwaukee 4, Wisconsin

# QUIZ PROGRAMS

## Professor Quiz

...e and only, the original quiz  
 ...Live talent  
 ...Us: 30 minutes, once weekly  
 ...Appeal: Entire family  
 ...for: Evening  
 ...Stability: General  
 ...Artists: 2  
 ...Facilities: Transcriptions  
 ...by: William Gernannt, New York 17, N. Y.

## Race Against Time

...writing quiz show in which the  
 ...radio audience takes part, racing  
 ...the clock to answer a specified  
 ...questions within the allotted  
 ...time. Money is paid to  
 ...participants. If race is lost payment  
 ...in booby prizes. A real thrill  
 ...with excitement to the last  
 ...minute.

...Live talent  
 ...Us: 30 minutes, once weekly  
 ...Appeal: Entire family  
 ...for: Evening  
 ...Stability: General  
 ...Artists: 2  
 ...Facilities: Transcriptions  
 ...by: William Gernannt, New York 17, N. Y.

## Sense and Nonsense

...radio game that tests your senses  
 ...unfolded. Participants are se-  
 ...lected from the audience and through  
 ...use of touch, taste or hearing  
 ...to identify various foods, objects,  
 ...etc. Distinguishing an apple from  
 ...orange may be simple by taste, but a  
 ...little by touch.

...Live talent  
 ...Us: 30 minutes, once weekly  
 ...Appeal: Entire family  
 ...for: Evening  
 ...Stability: Any client or product  
 ...Artists: 1  
 ...Facilities: Transcriptions  
 ...by: Mary D. Chase, New York 21, N. Y.

## Sez You

...Originating in Chicago, "Sez You" fea-  
 ...s a board of newspaper experts who  
 ...test their knowledge of American slang  
 ...through questions of workers in various fields,  
 ...from taxi drivers to vaudeville  
 ...actors; airplane mechanics to street  
 ...venders. Informal, easy-going, "Sez  
 ...You" is fun out of the American  
 ...language. Easy to understand, easy to  
 ...remember, makes an entertaining half-hour  
 ...program, ideal for the client who wants  
 ...to reach the family.

...Live talent  
 ...Us: 30 minutes, once weekly  
 ...Appeal: Entire family  
 ...for: Afternoon or evening  
 ...Stability: General  
 ...Artists: 4-6  
 ...Facilities: Will pipe live talent  
 ...by: Blue Network Co., New York 20, N. Y.

(See Pages 33-36, 60, 62)

## Shoot the Works

...Problem bones! "Shoot the Works,"  
 ...a novelty quiz show, stars a pair of  
 ...contestants. Money contestant can  
 ...win determined by his point made with  
 ...dice. "Naturals" permit free rolls  
 ...and additional prize money. This work-  
 ...able, successful format makes "Shoot the  
 ...Works" funny to watch, funnier to hear.  
 ...A lot of suspense, smart patter, unusual

questions and good music. Complete  
 package available on WMCA 9:03 to 9:30  
 p. m. Saturdays (or network by arrange-  
 ment).  
 Availability: Live talent  
 Time Units: 30 minutes, once weekly  
 Audience Appeal: Entire family  
 Suggested for: Evening  
 Client Suitability: Department stores or  
 national product  
 Number of Artists: 1  
 Audition Facilities: Transcriptions or will  
 pipe live talent  
 Submitted by: WMCA, New York 19, N. Y.  
 (See Page 24)

## The Sky Riders

Originating at the Service Men's Center  
 in Chicago's Lincoln Park, this is prob-  
 ably the most spectacular quiz on the air  
 with its colorful presentation, and one of  
 the most novel with its dramatic air flight  
 theme. A Flight Control Score Board posts  
 altitude and award value of each ques-  
 tion. Jack Brickhouse emcee.

Availability: Live talent  
 Time Units: 30 minutes, 1 weekly  
 Audience Appeal: Entire family  
 Suggested for: Afternoon or evening  
 Client Suitability: General  
 Unit Cost: \$1,150 net per one half hour  
 broadcast  
 Submitted by: Mutual Broadcasting Sys-  
 tem, New York 18, N. Y.  
 (See Pages 26, 27)

## Top and Bottom

The contestants of "Top and Bottom"  
 are mountain climbers. They select the  
 particular peak they'd like to ascend (each  
 mountain represents a specific subject)  
 and are given their choice of whether  
 they want to reach the summit in one fell  
 swoop or easy stages. (Naturally, the easy  
 stages are just that—not too complex.)

However, even if a contestant starts a  
 landslide, he is awarded a prize for his  
 good sportsmanship

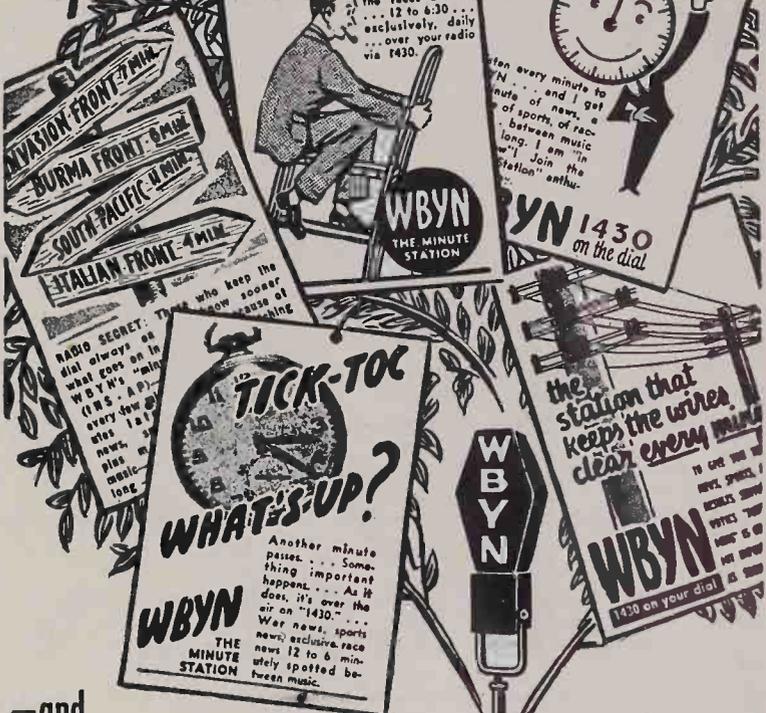
Availability: Live talent  
 Time Units: 30 minutes, once weekly  
 Audience Appeal: Entire family  
 Suggested for: Afternoon or evening  
 Client Suitability: All types  
 Number of Artists: 1, and organist or or-  
 chestra  
 Audition Facilities: Script  
 Submitted by: Brandt Production Service,  
 Brooklyn 29, N. Y.

## Noah Webster Says

An educational quiz packed with  
 laughs! "Noah Webster Says" is the  
 brainchild of Haven MacQuarrie who gave  
 to radio "Do You Want to Be an Actor?"  
 and "The Marriage Club"—"Noah Webster  
 Says"—has an audience in every  
 state in the union and Canada—the listen-  
 ing audience participates by submitting  
 lists of 5 words to be defined. Every list  
 used pays \$5.00, the studio audience par-  
 ticipates by stage volunteers who define  
 5 words. Each contestant has the oppor-  
 tunity to risk all on the "quintuple or  
 nothing" word for a \$50 dollar bill. The  
 double authorities are Webster's Un-  
 abridged Dictionary, and Dr. Chas. Fred-  
 rick Lindsley of Occidental College. Mail  
 —30,000 weekly.

Availability: Live talent  
 Time Units: 30 minutes, once weekly  
 Audience Appeal: Entire family  
 Suggested for: Evening  
 Client Suitability: Bread, milk, tobacco,

# A Tree Grows in Brooklyn!



—and  
 spreads rapidly all over  
**NEW YORK!**

Millions see these ads daily in the New York Times, Mirror, Tribune, News, Sun and Post.

## SPREADING THE STORY OF "MINUTE PROGRAMMING"

HOW BIG IS BROOKLYN'S TREE?  
 Brooklyn's three million population—greater than Philadelphia, much greater than Boston or Detroit or Los Angeles—gets a more intensive coverage of its buying public through WBYN, Brooklyn's only full-time radio station.

A PRE-SOLD AUDIENCE AWAITS YOU ON

THE MINUTE STATION **WBYN** 1430 on your dial  
 Brooklyn's Only Full Time Radio Station

For Availabilities: WILLIAM NORINS, Gen. Mgr

All New York sees these arresting Minute ads... they tell the story of "up-to-the-minute" WBYN service... every few minutes, news, sports, racing results... spotted between pleasant music all day long.



wine, soap, wax, tooth paste, medicines, etc.

Number of Artists: 2

Unit Cost: Package \$2500

Audition Facilities: Transcriptions, will pipe live talent

Submitted by: NBC & Haven MacQuarrie, Hollywood, Calif.

### What Burns You Up?

"What Burns You Up" was sponsored by Norwich Pharmacal Co. over the Yankee Network, attaining a 10-CAB rating. Participants air their "burnups" in hilarious fashion. Guest star and dramatization are a part of this show which has an excellent record of sales for previous sponsor

Availability: Live talent

Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: General

Number of Artists: 2 to 3

Audition Facilities: Transcriptions or will pipe live talent

Submitted by: Basch Radio Productions, New York, N. Y.

(See Page 101)

### What's the Answer, Kids?

Community program introduced by KPRO Community Program Policy Committee designed to stimulate scholastic interest and combat juvenile delinquency. Contestants are from 3 Riverside Junior

High Schools who compete in Inter-school final at end of school terms. Annual 9 month show with silver trophy award for winning school and war bond to individual student. Will gain community support for any sponsor.

Availability: Live talent

Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: All types

Number of Artists: 3

Audition Facilities: Transcriptions

Submitted by: KPRO

### What Is It?

This is a variation of the oldie: 'Animal, Vegetable, or Mineral?' Cast of four people plus an MC. Cast can be any people, need not be experienced. MC must be good ad lib man, and in our case is excellent. Show has been on the air 150 times, daily Monday through Friday.

Availability: Live talent

Time Units: 15 minutes, 5 weekly

Audience Appeal: Entire family

Suggested for: Afternoon

Client Suitability: General

Number of Artists: Four in cast (non-professional), one MC

Audition Facilities: Transcriptions

Submitted by: WDRC, Inc.

### What's the Name of That Song

This KHJ-Don Lee origination involves six studio guests, each of whom tries to identify one of a group of three songs submitted by radio listeners. If contestant can name the song, he pockets \$5; if he can recite the first line, he wins another \$5; and if he can sing the first two lines of the chorus, he goes home \$15 richer. Dud Williamson is emcee. Rating and sponsorship history on Don Lee.

Availability: Live talent

Time Units: 30 minutes, 1 weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: General

Unit Cost: \$1,000 per broadcast for first 26 weeks plus prize money

Submitted by: Mutual Broadcasting System, New York 18, N. Y.

(See Pages 26, 27)

### Your Lucky Numbers

For the first time here is a prize game that not only the studio audience, but the whole listening audience can participate in while it is on the air. They can match wits with the studio, audience, the comedy board of experts, and their immediate family. Questions are framed, by the Quizmaster, for humorous answers by the experts. Comedy predominates. A

name band supplies the hit today during intermissions in question

Availability: Live talent

Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Afternoon or evening

Client Suitability: Any client

Number of Artists: About 6—can be

with or without band

Audition Facilities: Transcriptions

Submitted by: Alton Alexander Radio

ductions, New York 20, N. Y.

### Your Opinion Please

The questions asked on this quiz are for opinions rather than for facts. Answers, and might cover a wide range from the serious to the ludicrous. You had only a day to live, how would you spend that day? Is an angry man more dangerous than an angry woman? The questions could be designed to put the participants in mind, thus end the interest of the answers. A semi-boogie-woogie; a bobby-sox on parade

Availability: Live talent

Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: General

Number of Artists: M.C.

Audition Facilities: Transcriptions

Submitted by: William Manners, New

York 18, N. Y.

# NORMAN WINTER

WRITER

PRODUCER

DIRECTOR



TUGBOAT ANNIE  
PULSE OF THE NATION  
JOURNEYS INTO FEAR  
THE KOCHENLOCHERS

(Miracle of Morgan's Creek)

Available Immediately



Contact:

Chick Vincent Company  
509 Madison Avenue

New York 22, N. Y.  
EL. 5-0734

**American Sports-O-Rama**

Covers the entire field of sports in recasts, dramatizations, personalities, etc. Features nationally eminent sportsmen as host-commentators; celebrated special events sports programs on a rotating basis; individual sports headlines as guests; informative and entertaining.

**Availability:** Live talent and E. T.  
**Time Units:** 30 minutes, once weekly  
**Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** General  
**Number of Artists:** 3 stars; 6 to 8 actors, 10-15  
**Audition Facilities:** Will pipe live talent  
**Submitted by:** Radio Features of America, New York City 19, N. Y.

**Basketball Broadcasts**

WIBG broadcasts the collegiate double-header from Convention Hall, Philadelphia. Philadelphia college fives face the toughest quintets in the country, usually Saturday nights. Play-by-play broadcast is aired with Franny Murray and Gene. Color and commercial announcements also provided. Note: Murray is former University of Pennsylvania I-American football player, also a nightly sponsored sportscast on WIBG, which is very popular locally.

**Availability:** Live talent  
**Time Units:** Approximately 90 minutes, once weekly  
**Appeal:** Male  
**Suggested for:** Evening  
**Client Suitability:** Cigars, cigarettes, razor blades  
**Number of Artists:** Two  
**Audition Facilities:** Transcriptions  
**Submitted by:** WIBG, Philadelphia 2, Pa.

**Great Moments in Sports**

"Great Moments in Sports" recaptures the sports thrills of a lifetime. An instantaneous hit with the old-timers and the Janie-come-lately sports fans. A pull money-maker. Maximum commercial time allowed.

**Time Units:** 5 minutes, 6 times weekly  
**Appeal:** Male  
**Suggested for:** Evening  
**Client Suitability:** Sporting Goods stores, etc.  
**Number of Artists:** 1  
**Submitted by:** United Press Radio Service, N. Y. C. 17, N. Y.

**Heartbeats in Sports — Headlines**

The most popular and most unusual 5-minute sports feature in America. The only show of its kind... dramatic sport stories, strange, curious and timely for the radio. A new different feature packed with five minutes of "entertainment dynamite." Amazing stories of all sports in tune with the headline of the week. Incredible stories of athletes in the never-told-before sports tales each pulsing with the heartbeat of the sportsworld. Each and every week new stories. Written by Mac Davis, one of America's outstanding radio sports writers and creator of sport program heard by more than fifteen million people each week from coast to coast.

**Availability:** Live talent; script for one voice  
**Time Units:** 5 minutes, from 3 to 7 stories weekly as desired.  
**Audience Appeal:** Male and female; young and old  
**Suggested for:** Late afternoon or evening  
**Client Suitability:** Masculine appeal  
**Audition Facilities:** Sample script  
**Submitted by:** Mac Davis, Brooklyn, N. Y.

**Hoosier Sports Parade**

Covers sports of all angles, in season and out, using also human interest stories of sports celebrities. Interviews sports figures visiting city and nearby George Advanced Flying Field. Handled by Vic Lund, ex-General Mills play-by-play announcer, who also covered Indiana University basketball; Indiana and Purdue football, also play-by-play. Stresses baseball and high school basketball, known as "Hoosier Madness," including tournaments, football, bowling, boxing, golf.

**Availability:** Live talent  
**Time Units:** 5 or 15 minutes, 6 weekly  
**Audience Appeal:** Juvenile; male  
**Suggested for:** Late afternoon and early evening  
**Client Suitability:** Beer or soft beverage, men's and boys' clothing, etc.  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** WAOV, Vincennes, Ind.

**James J. Johnston—Wise Guy**

"James J. Johnston, Wise Guy" is the life story of Jimmy Johnston in dramatized form. On each program, Johnston has a guest sit with them, and they reminisce. As they start unfolding a story, the program fades into an actual re-enactment of the true events. Guest star will consist of people prominent in sport and public life, such as Jimmy Walker, Jack Miley, Bob Pastor, James Farley and others.

**Availability:** Live talent; E. T.  
**Time Units:** 15 or 30 minutes, once or twice weekly  
**Audience Appeal:** Juvenile; male  
**Suggested for:** Evening  
**Number of Artists:** 6 (minimum) to 15  
**Audition Facilities:** Transcriptions; will pipe live talent  
**Submitted by:** Kermit-Raymond Radio Productions, New York 22, N. Y.  
 (See Page 82)

**France Laux Sports Stories**

France Laux knows sports as do few other men. He has been player, coach, play-by-play announcer and sports analyst. He has long been the favorite baseball play-by-play announcer of the Middle West by reason of his many years on CBS and KMOX as sports oracle. Long sponsored locally and on regional networks, Laux is now available, for the first time on a unique set of 5-minute transcriptions. These are designed to be fitted into live local quarter-hour news and sports round-ups.

**Availability:** E. T.  
**Time Units:** 5 minutes, 3, 5 or 6 weekly  
**Audience Appeal:** Male  
**Suggested for:** Evening  
**Client Suitability:** Ideal for tobacco, shoes, beer or men's wearing apparel  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** Disco Recording Co., St. Louis 1, Mo.

# TIP ON SELLING

in the  
**DETROIT  
AREA**

**AT CKLW** as in countless other good radio stations coast-to-coast, business is booming. *BUT* today, as in years past, the big percentage of our advertisers are *RENEWAL* users of time, many of whom have expanded their efforts. Proving that we've *done a job*, based upon results—to keep 'em coming back for more.

Also, we're still finding ways to serve new advertisers in spite of the record breaking demand for our 22-hours-daily of broadcast time. Our success-story of coverage in this, America's Third Market, may throw new light on your post-war sales picture. Facts and figures can be yours.

Union Guardian Bldg., Detroit

J. H. McGillvra, Inc.  
Representative



5,000 WATTS  
DAY and NIGHT  
800 Kc.

MUTUAL BROADCASTING SYSTEM



## AUDITION THESE 3 SHOWS NOW

### They have Proved their Audience-Pulling Power!

All People of All Time have been Fascinated by Stories and the Great Human Appeal of these Three Programs is Based on that Universal Truth.

#### The Highest Audience Rating in Chicago!

**1. SO THE STORY GOES** presents JOHNNIE NEBLETT, telling, in his vital, alert style, the odd, little-known quirks of fate, culled from a background of science, history, art, literature and sports, that have changed the destiny of mankind and shaped the events of the world. A pre-tested transcribed series based on the current live show (WBBM) commands the highest audience rating of any locally produced quarter-hour program presented on all Chicago stations . . . and tops many network shows. Still available for a few markets.

#### A New Show with Tremendous "Woman Appeal"

**2. THIS I BELIEVE** Behind every man who has scaled the heights of fame, glory and fortune stands a woman—and ANGELINE ORR, whose appealing delivery personalizes and lends charm to the authentic facts, and assisted by an excellent cast, tells their stories. Each fifteen-minute program dramatically presents two complete episodes timed to allow for middle as well as opening and closing commercials. Now ready for live network broadcast, or we will record with custom-tailored commercials for sponsor who desires transcriptions.

#### At Last! A Brand-New "Guest-Star" Twist

**3. CURTAIN CALL** A unique half-hour program of proved audience appeal made up of: 1. Orchestral; 2. A true life story-behind-the-story of the guest star dramatically and suspensefully told by JOHNNIE NEBLETT, with the identity undisclosed until the end when 3. the star, in person, steps from the wings to take a Curtain Call. The music complements the story—the story complements the music—and both complement the guest star. With a Plus of audience participation. Now available for live network sponsorship.

## LET US SEND YOU FULL PARTICULARS TODAY

WE HAVE PROGRAM IDEAS FOR YOU. For further details on these shows see Pages 37 and 43. And don't overlook Tales of Treasure on Page 43. For complete information write.

## NEBLETT RADIO PRODUCTIONS

360 N. MICHIGAN AVE., CHICAGO 1, ILL.

### Clem McCarthy Sports

Clem McCarthy, that noted turf expert, whose winged words outrace the fleetest three year olds, is heard in a nightly 5-minute Sportscast. The rapid, staccato delivery of this popular sports reporter is equally expert in summarizing daily activities in baseball, wrestling, polo, boxing and other sports. Clem McCarthy covered most of Joe Louis' championship fights because of his ability to keep up with the champion's punches. Now Clem McCarthy is available in a daily 5-minute, early evening, network sports summary. An ideal program for that large audience of sports followers.

Availability: Live talent  
Time Units: 5 minutes, 5 weekly  
Audience Appeal: Male  
Suggested for: Evening  
Client Suitability: General  
Number of Artists: 1  
Audition Facilities: Transcriptions  
Submitted by: The National Broadcasting Company, New York, N. Y.

### One for the Book— With Sam Balter

Featured on Sam Balter's famous coast-to-coast 15 minute daily network program "The Inside of Sports" was his unique 5 minute column "It Happens Once in a Lifetime." Closely paralleling that appeal, "One for the Book," by Sam Balter, delivers a series of exciting, dramatic, human-interest stories behind the scenes in the realm of sports. A network voice, a network name, a network show—available via transcriptions for local sponsorship. A unique sports program with a proved rating and a remarkable record of sales success. 192 programs recorded . . . can be used as 5 minute program or a feature part of a variety program . . . or 3 stories can be grouped as a fifteen minute program.

Availability: E. T.  
Time Units: 5 minutes—3, 5, or 6 times weekly

Audience Appeal: Male  
Suggested for: Evening  
Client Suitability: Masculine appeal  
Number of Artists: 1  
Cost: ET—based on population  
Audition Facilities: Transcriptions  
Submitted by: Frederic W. Ziv Co., Cincinnati 2, Ohio

(See Page 58)

### One I'll Never Forget

Jack Stevens, formerly sponsored by Phillies Bayuk Cigars over a 74-station network in "The Inside of Sports," is starred in this new transcribed series of 5-minute shows. 156 episodes now ready. Stevens tells unusual and little-known stories about sports headlines, each show sparking with humor and drama. Stories were told to Stevens personally by sports headlines in every field of sports. Sponsored successfully by men's clothing companies, beer and ale, men's furnishings, jewelers, gasoline and tire distributors and others. Available for local or regional sponsorship, or for national spotting in available markets. One sponsor in a city.

Availability: E. T.  
Time Units: 5 minutes, 3 or 5 times weekly  
Audience Appeal: Male  
Suggested for: Evening  
Client Suitability: Any product with masculine appeal  
Number of Artists: 1

Unit Cost: Based on population of power and rates of station use  
Audition Facilities: Transcriptions  
Submitted by: Kasper-Gordon, Inc., Boston, Mass.

(See Page 86)

### Outdoors With Carl K.

All year round program with complete information on fishing and hunting conditions and all phases of wild life preservation stressed. Keller is County Warden and well known to sportsmen in the Dayton area. Tie-up could be made with sporting goods retailers. All sporting goods stores where hunting and fishing licenses are sold could be persuaded to put up a poster plugging broadcast.  
Availability: Live talent  
Time Units: 15 minutes, once weekly  
Audience Appeal: Male  
Suggested for: Afternoon  
Client Suitability: Catering to men  
Number of Artists: Varies  
Audition Facilities: Transcriptions  
Submitted by: WHIO, Dayton 1, Ohio

### Parade of Sports

Announced by Frank Stevens, who possesses a wide background of experience, particularly in the sports angle. Program is well worth moving along at a fast pace, like an avid sports fan. Specializes in sports in season, although attention paid to personalities and developments in those which are not in season.  
Availability: Live talent  
Time Units: 10 minutes, 6 weekly  
Audience Appeal: Male  
Suggested for: Evening  
Client Suitability: Sporting goods, cars, automobile products, wear  
Number of Artists: 1  
Audition Facilities: Transcriptions  
Submitted by: WHYN, Holyoke, Mass.

### Frank Pericola

Frank Pericola, Editor of the Panama City News Herald in a news program stressing local news and sports is Frank Pericola, in addition to having splendid newspaper background, has considerable experience as a commentator over WCOA Pensacola and WHYY of the News Herald is at his disposal, is an ardent sportsman, having organized most of Panama City's sport activities, such as baseball leagues, etc. Many sports hungry Army personnel at Tyng Field appreciate this popular feature. Program listing in three daily papers.  
Availability: Live talent  
Time Units: 15 minutes, Mon. thru Fri.  
Audience Appeal: Female and male  
Suggested for: Evening  
Client Suitability: General  
Number of Artists: 1  
Cost: Talent fee, \$15.00 weekly  
Submitted by: WDLF, Florida

### Roll Call of Sports

"Roll Call of Sports" features one of America's outstanding sports commentators and consists of eye-opening sports questions and answers on boxing, golf, baseball, hockey, tennis, football, racing, polo, etc.  
Availability: E. T.  
Time Units: 5 minutes, 3 times weekly  
Audience Appeal: Male

# SPORTS

Time Units: 15 minutes, 5 times weekly  
 Audience Appeal: Entire family  
 Suggested for: Afternoon  
 Client Suitability: General  
 Number of Artists: Charlie Vackner  
 Submitted by: WBYN, Brooklyn, N. Y.  
 (See Page 93)

## The Sports Parade

The subject of Sports in Southern Florida must be covered to a great degree as strictly a local picture. "The Sports Parade" confines itself largely to sporting events for this immediate vicinity—racing (both Horse and Dog), Fishing Tournaments—Water Sports—Boating and the like.

Availability: Live talent  
 Time Units: 10 minutes, 6 times weekly  
 Audience Appeal: Male  
 Suggested for: Evening  
 Client Suitability: Men's wear; beer  
 Number of Artists: 1  
 Audition Facilities: Transcriptions  
 Submitted by: WIOD, Miami 30, Florida

## Jack Case and His Sports Review

Jack Case, Sports Editor of the Watertown Daily Times, and WWNY sportscaster since the station opened in April, 1941, broadcasts twice daily to a vast audience. A North Country native, he is well known in the area and his interviews with nationally-known sports figures are legion. In addition, Pine Camp, eight miles from Watertown, largest Army camp in New York State, is noted for the tremendous interest shown by soldiers in his "Sports Review."

Availability: Live talent and E. T.  
 Time Units: 5, 10 or 15 minutes, 2, 3, 5 or 6 weekly.  
 Audience Appeal: Male  
 Suggested for: Morning or evening  
 Client Suitability: Tobacco, gasoline, bakery products, sporting equipment  
 Number of Artists: 1  
 Audition Facilities: Transcriptions  
 Submitted by: WWNY, Watertown, N. Y.

## Spotlighting Sports

WIS spotlights national and local sports each day at 6:35 in the evening, immediately following a popular 5-minute newscast. "Spotlighting Sports" is departmentalized under national, regional, and local sports. But the three are blended into the single effect of a complete and vivid sports picture of the day and time. Moreover, it's a sport program with a purpose: to report and promote sports . . . particularly the amateur sports of the Carolina scene.

Availability: Live talent  
 Time Units: 10 minutes, 6 times weekly  
 Audience Appeal: Male  
 Suggested for: Evening  
 Client Suitability: Beer, men's clothing, razor blades, cigars, cigarettes, etc.  
 Number of Artists: 1  
 Cost: \$8.00 per program talent fee  
 Audition Facilities: Transcriptions  
 Submitted by: WIS, Columbia (H), S. C.

## 'Tenshun

Starring Waite Hoyt, former Yankee pitching star and now ace sports commentator, and carrying three features! 1—Day's good news story. Look at a newspaper. 90 per cent of news is morbid, disheartening. We point up the day's leading good news story. 2—dramatized story of former athletic great, now serving Uncle Sam. Incident from athletic past. Incident from fighting present. 3—Question and answer period

## Shot Casts and Wing Shots

is a program for the hunter and made up of bulletins on hunting and fishing conditions of Oklahoma interest stories about hunting and fishing experiences. Program is very pretty extensively publicized in the Isaac Walton League. In the promotional tie-up: The "Short Shot and Wing Shots" Chapter of the Isaac Walton League, already has more than 300 listener members.  
 Availability: Live talent and E. T.  
 Time Units: 15 minutes, once weekly  
 Audience Appeal: Male  
 Suggested for: Evening  
 Client Suitability: Sporting goods manufacturers or dealers  
 Number of Artists: 1  
 Audition Facilities: Transcriptions  
 Submitted by: KVOO, Tulsa 3, Oklahoma

## Sport-Spotter

quarter-hour show highlighting the sports of the day but highlighted by re-creation, in each broadcast, the day's most stirring sports event. Alar, KROW baseball announcer, is noted at re-creations when the home is on the road, applies this same to other sports in spotting a daily broadcast of from 3 to 5 minutes in each with accompanying sound

Availability: Live talent  
 Time Units: 15 minutes, 3 to 6 weekly  
 Audience Appeal: Entire family  
 Suggested for: Evening  
 Client Suitability: Family appeal but basically masculine  
 Number of Artists: 1  
 Audition Facilities: Transcriptions  
 Submitted by: KROW, Oakland 12, Calif.

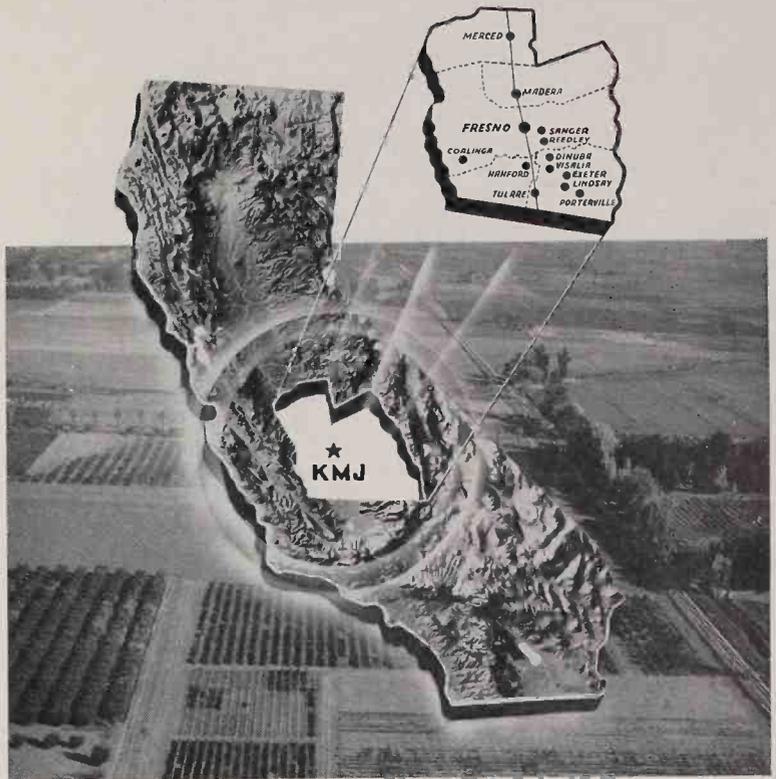
## Sports Extra

is written and broadcast by Caray, and features colorful and famous sports personalities, as well as up-to-the-minute scores and the latest sports information. Caray, an excellent broadcaster, has the knack of eliciting plenty of human interest into his broadcasts, and has a thorough technical knowledge of his sports subjects.  
 Availability: Live talent and E. T.  
 Time Units: 15 minutes, 6 weekly  
 Audience Appeal: Entire family  
 Suggested for: Evening  
 Client Suitability: General  
 Number of Artists: 1  
 Audition Facilities: Transcriptions  
 Submitted by: KXOK, St. Louis 1, Mo.

## Sportsfax

Sportsfax features Charlie Vackner—sports writer—who covers all sports events, including current baseball news, outstanding oddities in racing, and C. Hype Igoe, of the N. Y. Journal-American tabbed Vackner as "one of the most informed boxing men in the world." In addition to boxing Vackner is well acquainted in the fields of thoroughbred racing, baseball, football and

Availability: Live talent



# That Old Feeling

Here in Fresno we have always had the leading station. Repeated city surveys have been telling us that for years. And, with our 5,000 watts on 580, we have always *felt* KMJ was doing a good job in the Fresno Five County Trading Area . . . *felt* we were giving the farmers what they wanted. In fact, after 22 years it just seemed second nature to us to feel "at home" with the whole San Joaquin Valley. That old feeling is still in our hearts, but now it's also on paper. The first Hooper Trading Zone Index on the Pacific Coast has just been completed for us. ☆ We learn that in 12 cities scattered over 125 miles, from Merced to Porterville . . .

**KMJ HAS AT ALL TIMES 6 TO 20 TIMES**

**THE AUDIENCE  
OF ITS NEAREST  
FRESNO COMPETITOR**



So, if you need to know more about California, if you want the *first inside story* on what stations are heard throughout Central California, send for our City Zone-Trading Zone Comparison on the Fresno market . . . *we have a feeling you'll use it!*

**McClatchy  
Broadcasting Company**  
 SACRAMENTO, CALIFORNIA



PAUL H. RAYMER CO., National Representative

OUTSTANDING  
TRANSCRIPTION  
SERVICE  
to  
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**W J L B**

Presents

**VICTORY VARIETIES**

A Full Hour of Music, Sports, Comedy and  
News, Designed for Pleasant Listening — All  
Live Talent, and We Do Mean **LIVE**.

12:00 NOON TO 1:00 P.M.  
MONDAY THRU FRIDAY



**JOHN L. BOOTH BROADCASTING, Inc.**

3100 EATON TOWER  
DETROIT 26, MICHIGAN

W J L B  
1400 KC.

W L O U  
F. M.  
44.9 M.C.

**SPORTS**

in which Hoyt answers listeners' questions on any sport. Not a stumper session. Purely to provide information!

Availability: E. T.  
Time Units: 15 minutes, 1 or 5 weekly.  
Audience Appeal: Male  
Suggested for: Evening  
Client Suitability: Anything for a man  
Number of Artists: Announcer plus 2 actors  
Audition Facilities: Transcriptions  
Submitted by: WKRC, Cincinnati 6, Ohio

**Through the Sport Glass  
With Sam Hayes**

Presenting thrilling moments of sports dramatically re-enacted. All-American sportscaster, Sam Hayes, brings to light a wealth of highly interesting material and little known facts about the great figures and personalities that helped to make sport history. Exciting sports fare so varied, so nostalgically enjoyable and enlightening, it is bound to have wide appeal and to kindle renewed interest in all sports. Hayes' rapid-fire, breezy delivery makes him a favorite sportscaster wherever he is heard. 52 quarter-hour shows with maximum time for commercials. Publicity and promotion kit supplied.

Availability: E. T.  
Time Units: 15 minutes, once or twice weekly  
Audience Appeal: Male  
Suggested for: Morning, afternoon or evening  
Client Suitability: Utilities, auto services, sports goods, beverages, tobacco, men's clothing, etc.  
Number of Artists: 1  
Audition Facilities: Transcriptions  
Submitted by: NBC Radio-Recording Division, New York 20, New York  
(See Page 20)

**Yesterday, Today  
Tomorrow in Sport**

Show offers as much as any program on the air, and more covers the latest up-to-the-minute happenings in the sports world as close to what happened exactly 16 years to the day. Complete with background scene, little-known stories and bit and interesting dramatizations. I to please sports fans of every age discusses the Good Old Days.

Availability: Live talent  
Time Units: 15 minutes, six times  
Audience Appeal: Juvenile, male  
Suggested for: Early evening  
Client Suitability: Cigars, cigarette soap, clothing, etc.  
Number of Artists: Commentator, occasional guest  
Audition Facilities: Transcription pipe live talent, script available  
Submitted by: Guy Ward Radio New York 19, N. Y.

**Harry Wismer**

Harry Wismer is the Blue Network sports ace and sports director—a spot broadcaster in all sports fields, particularly football. Now available own 15-minute weekly summary of Harry Wismer is a name that bull-ences.

Availability: Live talent  
Time Units: 15 minutes, once weekly  
Suggested for: Afternoon or evening  
Client Suitability: General  
Number of Artists: 1  
Audition Facilities: Will pipe live  
Submitted by: Blue Network Co. New York 20, N. Y.  
(See Pages 33-36, 60, 62)

**VARIETY**

**1944**



**1945**

**Afternoon Variety  
Racing Results—News—  
Recordings**

Minute programming is the keynote of "Afternoon Variety." News every few minutes—AP & INS—racing results from all leading tracks via special wires as they are running—music throughout afternoon.

Availability: Live talent  
Time Units: 1 minute spots only, 6 times weekly  
Audience Appeal: Adult family  
Suggested for: Afternoon  
Client Suitability: General  
Number of Artists: Louis Fehr—Charlie Vackner  
Submitted by: WBYN, Brooklyn, N. Y.  
(See Page 93)

**Atlantic Spotlight**

An international exchange program of British-American origination. The program is designed to bring together widely known theatrical, motion picture and radio stars of both England and America, spotlighting the characteristic type of entertainment of each country. This program presents a variety of entertainment, popular and classical soloists, instrumental soloists, comedy, personalities and dramatic skits. The program in a novel and enter-

taining manner compares for the first time in America and in England the best entertainment in each country. Hear a program that is ideally suited to a sponsor who is interested in an international market.

Availability: Live talent  
Time Units: 30 minutes, once weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon or evening  
Client Suitability: See synopsis  
Number of Artists: Varied  
Submitted by: The National Broadcasting Company, New York, N. Y.

**Believe It or Not—  
With Bob Ripley**

A half-hour program featuring dramatization of Bob Ripley's "Believe It or Not" experiences. A program which can include drama, comedy, and human interest experience which will appeal to a universal audience, authenticated by Ripley. A record-highly rated program is the greatest thing point we can give as to what Bob Ripley and his "Believe It or Not" show can do for you.

Availability: Live talent  
Time Units: 30 minutes, once weekly  
Audience Appeal: Entire family

# VARIETY

for: Evening  
 Stability: General  
 Facilities: Transcriptions  
 Submitted by: General Amusement Corp.,  
 York 20, N. Y.

## Bonus Parade

A half-hour variety radio show, novel "pay-off" idea, presenting best talent show on earth—from radio, from posts and camps throughout the world, war veterans by the thousands returning to civilian life. In this show are to be found men and women with a wealth of entertainment talent on display. Around them NCAC has a swiftly-moving variety show. Every returning veteran will be considered for an audition. Those who participate will receive as compensation from the sponsor, an amount equal to the Bonus Paid by the U. S. Gov-

ernment. Opportunity for a sponsor to do good for the returning veterans with features of good merchandising program exploitation.

Availability: Live talent and E. T.  
 Time Units: 30 minutes, once weekly  
 Appeal: Universal  
 Suggested for: Evening  
 Stability: General  
 Number of Artists: M.C., band and six other participants  
 Facilities: Transcriptions  
 Submitted by: National Concert and Artistic Corporation, New York 22, N. Y.  
 (See Page 84)

## Connee Boswell Show

A half-hour Variety program featuring Connee Boswell as Mistress of Ceremony with songs by Connee Boswell; as comedienne, comedy, guests, music, heard on the Blue Network, Wednesday 7 to 8 P. M. A program with all the ingredients to make it one of the top variety shows on the air.

Availability: Live talent  
 Time Units: 30 minutes, once weekly  
 Appeal: Entire family  
 Suggested for: Evening  
 Stability: General  
 Facilities: Transcriptions  
 Submitted by: General Amusement Corporation, New York 20, N. Y.

## Cafe Society

A half-hour Night Time Variety show set in the famous cafe of the same name. Music is different from most night club variety shows. Stars: Hazel Scott, Jimmy Rowland, Georgia Gibbs, John Sebastian and other Cafe Society headliners. Also featured are celebrities and Cafe Society Orchestra.

Availability: Live talent  
 Time Units: 30 minutes, once weekly  
 Appeal: Entire family  
 Suggested for: Evening  
 Stability: Food, cosmetics, beverage, cigar, cigarette  
 Number of Artists: 8 vocalists and orch.  
 Facilities: Transcriptions or will accept live talent  
 Submitted by: Fritz Blocki Productions, New York 17, N. Y.

## Harrie Mae & Andy

Hand and boy act. Harmony Team singing and guitar accompaniment. Both solo and instrumental. Plug commercials and announces numbers. Large library.

Availability: Live talent & E. T.  
 Time Units: 15 minutes, 3 to 5 weekly  
 Appeal: Entire family

Suggested for: Morning  
 Number of Artists: 2  
 Submitted by: Wm. Ellsworth, Chicago 1

## Clary's Gazette

"Clary's Gazette" is a hearty, robust and purely masculine program, presided over by the benign "Old Observer"—sports commentator Clary Settell. Features melodies dear to the heart of every stag-party enthusiast, interwoven with reminiscences of bygone days, and plenty of sport stories. Songs and music have barber-shop tendencies. Publicity tie-ins supplied.

Availability: Live talent  
 Time Units: 30 minutes, once weekly  
 Audience Appeal: Male  
 Suggested for: Evening  
 Client Suitability: Shaving cream, shirts, ties, clothes, tobacco  
 Number of Artists: 19  
 Submitted by: CJBC, Toronto 4, Ont., Canada

## Cleveland Clambake

A half-hour of musical madness, written and emceed by Todd Branson and produced by Arden Gifford. The show includes a game of darts with war stamp prizes for listeners. Format consists of script for skits and routines plus ad-libbing with studio audience. Cast: Don Kayler's orchestra; vocalists, Louise and Hayder; character roles by Roberta O'Leary, Dick Hatton and Jim Doney. Show also features guest appearances by stars stopping in Cleveland.

Availability: Live talent  
 Time Units: 30 minutes, 5 times weekly  
 Audience Appeal: Entire family  
 Suggested for: Afternoon  
 Client Suitability: Retail food, drug candy  
 Number of Artists: 9  
 Audition Facilities: Transcriptions or will accept pipe live talent  
 Submitted by: WJW, Cleveland 15, Ohio  
 (See Page 72)

## Esmerelda

"Esmerelda," the hillbilly comedienne, formerly guest-starred on "National Barn Dance," and with Tommy Riggs and the "Hook 'n Ladder Follies," conducts a recorded quarter-hour, early morning show in her own inimitable style. Delightfully different with Esmerelda's hillbilly humor brightening up the introductions to musical selections and her cheerful style making even the factual time and weather announcements entertaining.

Availability: Live talent  
 Time Units: 15 minutes, 3 times weekly  
 Audience Appeal: Entire family  
 Suggested for: Morning  
 Client Suitability: Products for home  
 Number of Artists: 1  
 Submitted by: WEAF, New York, N. Y.  
 (See Page 38)

## Fair Exchange

This program affords an opportunity to children of all ages to exchange personal belongings and services of any and every kind. Comedy or pathos lies in the story behind the items offered. All Exchanges are made in studio. Its entertainment value is enhanced by the natural spontaneity of the participants and is particularly enjoyed by grown-ups as well as children.

Availability: Live talent  
 Time Units: 30 minutes, once weekly  
 Audience Appeal: Entire family  
 Suggested for: Late afternoon or early evening  
 Client Suitability: Foods, drugs, candy  
 Audition Facilities: Transcriptions  
 Submitted by: Mary D. Chase, New York 21, N. Y.

# The LONE RANGER

★ Winner for 1941

Winner for 1942

Winner for 1943

(Tie for First Place with "Let's Pretend")

★ RADIO DAILY's Annual Radio Writers and Editors Poll  
 for Children's Programs.

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Originating in the studios of WXYZ,

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## THE KOCHENLOCHERS

Based on the characters in  
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"The Miracle of Morgan's Creek"

### NOW AVAILABLE FOR RADIO

Either half hour or fifteen minutes across the board.

A great Radio-Comedy script program for your client.

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## VARIETY

### Finders Keepers

This novel NBC show features Bob Sherry, a delightful new "MC" star, the "Finders Keepers" players, talented actors in cleverly written "find it" skits, the lovely NBC songstress, Julie Conway, and the music of Irving Miller's Orchestra. The audience participants are asked to find mistakes in the "find it" skit and in words of one of Julie Conway's songs. Each mistake "found" pays off in cash and the remaining prize money from each skit, plus a bonus, goes into a jackpot at the end of the program, in which each participant is again eligible as a winner. As a daily morning show "Finders Keepers" is suited to any sponsor selling household products or any products for the housewife, and as a nighttime program "Finders Keepers" would be ideal for selling any product with a general appeal.

Availability: Live talent  
Time Units: 30 minutes, 5 times weekly  
Audience Appeal: Entire family  
Suggested for: Morning or evening  
Client Suitability: See synopsis  
Number of Artists: 5 to 8 and orch.  
Audition Facilities: Transcriptions  
Submitted by: The National Broadcasting Company, New York, N. Y.

### 1440 Club

Hot platters—gay patter—prizes—and two zanies with a mike all add up to a hilarious half-hour of "1440 Club." Membership swells daily as quiz questions are directed to members only. Impromptu presentation, rollicking fun with "the wheel of fortune" which spins daily. Perfect for wide listener appeal. Available for participation spots only.

Availability: Live talent  
Time Units: 30 minutes, 5 times weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon  
Client Suitability: All types  
Number of Artists: 2  
Audition Facilities: Transcriptions  
Submitted by: KPRO, Riverside, Calif.

### Jackie Gleason Program

Half-hour comedy variety show built around "Jackie Gleason," currently starring in Broadway's successful "Follow the Girls," and headlined his own radio show, "Keep Ahead," every Friday night over WOR, 7:30 to 8 p.m. for 39 weeks. Jackie has a natural spontaneity which marks him for definite big time among the new crop of comics. In addition to his easy approach to comedy, his deft manner in handling people and working with other talent, all lend to a smooth flowing half-hour of sock entertainment.

Availability: Live talent  
Time Units: 30 minutes, once weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: General  
Audition Facilities: Transcriptions  
Submitted by: General Amusement Corp., New York 20, N. Y.

### Gloom Dodgers

The biggest variety bill in radio, four solid hours of songs and fun, Monday through Saturday, brings listeners big name stars from 9:00 a.m. to 1:00 p.m. "Gloom Dodgers" is that live-talent, gay and tuneful show that provides the currently-sought "escape" entertainment of music and comedy in the morning together with regularly-spaced 15 minute news reports. Informal, strictly off-the-ebow... casual... this sparkling program is close to its audience.

Availability: Live talent  
Time Units: 15 minutes, 6 times weekly  
Audience Appeal: Entire family  
Suggested for: Morning  
Client Suitability: General  
Number of Artists: 35  
Audition Facilities: Transcriptions  
pipe live talent  
Submitted by: WHN, New York  
(See Page 14)

### Good Morning, Lady

A light, highly informal show makes for pleasant mid-morning listening. Jim Higgins, WWNY Program Director and Harriette Dunbar, Women's Club member, present commercials in a manner designed to make them received by a wide audience. Transcribed music is furnished Serenaders.

Availability: Live talent & E. T.  
Time Units: 15 minutes, 2, 3, or 4 weekly  
Audience Appeal: Entire family  
Suggested for: Morning  
Client Suitability: Clothing, food products, soap  
Number of Artists: 2  
Audition Facilities: Transcriptions  
Submitted by: WWNY, Watertown, N. Y.

### Guest Appearance

Audience participation... with guest stars... and a reason for appearance and performance. Both the studio audience participation doings, rewards and penalties through ingenious device. This show is a visual and listening entertainment, an unusual idea for a big time show.

Availability: Live talent  
Time Units: 30 minutes, once weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: General  
Number of Artists: M.C., orch., stars.  
Audition Facilities: Will pipe live talent  
Submitted by: Basch Radio Productions, New York, N. Y.  
(See Page 101)

### Heart of America Barn Dance

A DeLuxe Barn Dance Production consisting of a large group of different Barn Dance performers using famous hill and Western acts as Guest Stars. Complete show including bands, choir, dancers, Producers, MC, serving 60 people in cast.

Availability: Live talent & E. T.  
Time Units: 1 hour, once weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: General  
Number of Artists: 60  
Submitted by: Wm. Ellsworth, Chicago, Illinois

### Hillbilly Hotel

Comedy-Variety Program featuring plenty of music (hillbilly... cowboy novelty in nature) interwoven with humor of several characters in caricatured routines... and a special attraction burlesque of the soap-operas of "Life Can Be... Gruesome!" Program has something for everybody, young, old, hillbilly or sophisticate... Written and emceed by Bruce Rector, who has five to seven characters... Readily adaptable to individual sponsorship participation.

Availability: E. T.  
Time Units: One-minute spots or 15 minutes, 6 weekly

# VARIETY PROGRAMS

**Audience Appeal:** Entire family  
**Suggested for:** Afternoon  
**Client Suitability:** Every type  
**Number of Artists:** 2  
**Audition Facilities:** Transcriptions  
**Submitted by:** WAGE, Syracuse 2, N. Y.  
(See Page 104)

## Hi Mom!

A breezy, informal program, "Hi Mom" offers 15 minutes of solid variety entertainment. Presiding as master of ceremonies is Bob Dixon, genial laugh-maker, who adds a mad and merry touch with humorous and human interest stories. Music is provided by a six-piece orchestra, the members of which participate in the cheery chatter on the program. Vocals are by Ann D'Elia, station's songstress. Public service messages are given by "Judy Worcester" and monologues depicting incidents in the average home by "Mrs. Homer Harrison."

**Availability:** Live talent  
**Time Units:** 15 minutes, twice weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon  
**Client Suitability:** Department stores, groceries, apparel shops  
**Number of Artists:** 11  
**Audition Facilities:** Transcriptions  
**Submitted by:** WTAG, Worcester 1, Mass.

## Mike Hunnicutt's Morning Clambake

Mike Hunnicutt fills three hours of live song and story, recorded music, spot and transcribed commercials. Comedy routine mixed with serious civic and charity guest speakers (Bond Drives, etc.). Reaches every type of audience. Popularity program with large Washington listening audience.

**Availability:** Live talent and E. T.  
**Time Units:** 180 minutes, 6 days weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Entire morning  
**Client Suitability:** Household, nationally adv. products; all types of merchandising  
**Number of Artists:** One live artist, recorded artists; guest speakers  
**Audition Facilities:** Transcriptions  
**Submitted by:** WWDC, Washington 6, D. C.

## International Cafe

Scene is in London, wartime. Cafe owner is the International (Sherman Billingsley type) host: all United Nations pass thru there—officers, diplomats, civilians, etc. There is music, intrigue, comedy, etc. It is a Duffy's Tavern on a good-will, international scale.

**Availability:** Live talent  
**Time Units:** 30 minutes, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Mass appeal—food, drug, etc.  
**Number of Artists:** About 10  
**Cost:** \$4,000 weekly  
**Submitted by:** Richard and Maurice Roffman

## Left Is Right

A "left-handed" radio show, with all participants, writer, director, announcer, emcee, conductor, guest stars, and even the orchestra, boasting of being south-paws. The show that is diametrically opposed to everything that is conventional in radio. A field day for those who avoid the beaten paths. The only truly different show in radio. Made to order for the "unusual" client

**Availability:** Live talent

**Time Units:** 30 minutes, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Any client, particularly those who want something unique  
**Number of Artists:** 6 to 8 and orch.  
**Audition Facilities:** Transcriptions  
**Submitted by:** National Concert and Artists Corporation, New York 22, N. Y.  
(See Page 84)

## Melody Madhouse

Take a crew of zany, talented musicians who can also put punch into their lines. Add a sweet singing feminine vocalist, name of Lucia Thorne, top it off with singer-writer-MC Jack Kerrigan and you've got "Melody Madhouse." They poke fun at everybody and everything including the product, insult each other, take liberties with the music and the result is hilarious bedlam.

**Availability:** Live talent  
**Time Units:** 15 minutes, 3, 5 or 6 times weekly  
**Audience appeal:** Entire family  
**Client Suitability:** All types  
**Number of Artists:** 10  
**Audition Facilities:** Transcriptions  
**Submitted by:** WHO, Des Moines 7, Iowa

## Minstrel Melodies

The great minstrel songs of yesterday live again via the air waves in the ever-increasing popularity of "Minstrel Melodies." With music under the direction of Tony Freeman, script and production by Sam Dickson. Interlocutor, G. Archibald Presby and that famous quartet of Roland Drayer, Alex Davis, Charles Goodwin and Clancey Hayes, plus those mirth-provoking end men and popular instrumental and vocal soloists, "Minstrel Melodies" is fast becoming a popular favorite for Saturday afternoon listening. (San Francisco origination.) This show is attracting an ever increasing audience for this popular American music.

**Availability:** Live talent  
**Time Units:** 30 minutes, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Saturday afternoon or Saturday evening  
**Client Suitability:** General  
**Number of Artists:** Varied  
**Audition Facilities:** Transcriptions  
**Submitted by:** The National Broadcasting Company, New York, N. Y.

## Vic Oakley

One man program—vocal—chatter—piano—straight and novelty songs. Injects commercials. Can write entire show.  
**Availability:** Live talent & E. T.  
**Time Units:** 15 minutes, 3 to 6 weekly  
**Audience Appeal:** Female  
**Suggested for:** Morning or afternoon  
**Client Suitability:** Buyers in the home  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** Wm. Ellsworth, Chicago 1, Chicago 1, Ill.

## Of All Things

"Of All Things" is a fast moving half-hour built around Wendy's star female MC, Sally Edwards. Formula includes snappy opening, ad lib exchange between Sally and two announcers, then to business with spot news, women's news, local society notes, and U.P. wire features. Four transcriptions divide the departments. Average timing gives 15 minutes to music and ad lib, 15 to feature departments.

radio production

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ALSO DAILY

101

# TOM HARGIS

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**TIME TO THINK**  
(Half hour Suspense)

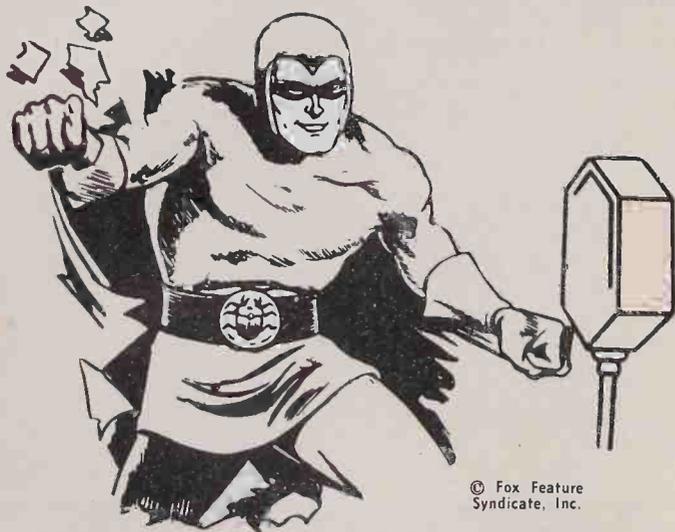
**STORY OF  
"POSTMISTRESS"**  
(15 Minute day-time Serial)

**THE "C" NOTE**  
(Episodial Drama)

**ANYBODY HERE  
SEEN KELLY?**  
(NBC Package Show)  
Half hour situation comedy  
Starring Charles Irwin and  
Richard Martin (RKO)

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## IT'S SENSATIONAL!! THE BLUE BEETLE



© Fox Feature  
Syndicate, Inc.

54 fifteen minute transcribed programs of exciting adventures  
available for immediate delivery.

*Harry S. Goodman*

19 EAST 53rd STREET at Madison Avenue... NEW YORK CITY

# VARIETY

**Availability:** Live talent & E. T.  
**Time Units:** 30 minutes, 6 weekly  
**Audience Appeal:** Female  
**Suggested for:** Afternoon  
**Client Suitability:** General merchandising  
from woman's or family angle  
**Number of Artists:** Girl MC and two an-  
nouncers  
**Audition Facilities:** Transcriptions  
**Submitted by:** WENY, Elmira, N. Y.

### On Stage Everybody

This is a variety show designed to give opportunity to professional performers who have not had much coast to coast radio experience. Singers, actors, performers of all kinds, are invited to audition at the Blue for a chance to appear on this program. Plans are now under way to organize an elaborate contest with Hollywood contracts as a reward for the winners. A show with great merchandising-promotional angles. It is a natural for a client who wishes to appeal to the family. It is broadcast 11:00-11:30 a.m. on Saturdays.

**Availability:** Live talent  
**Time Units:** 30 minutes, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning or afternoon  
**Client Suitability:** General  
**Number of Artists:** 8-12, plus orchestra  
**Audition Facilities:** Will pipe live talent  
**Submitted by:** Blue Network Company,  
New York 20, N. Y.

(See Pages 33-36, 60, 62)

### Parlor Playhouse

A quickie, cross section of a downtown stage and screen show right at home. Here, in miniature is a theater for the stay-at-home. Show opens with legit. A.P. news (One Minute Spot Summary). Then laffs in the news, dramatized from A.P. releases. Show also includes five minute Mark Hellinger type fictional play with "freak twist" ending—and five minute KFJH "Personalities" reel in which station stars are interviewed. House band rounds out musical side of show.

**Availability:** Live talent  
**Time Units:** 30 minutes, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** General  
**Number of Artists:** 18  
**Cost:** \$90  
**Audition Facilities:** Transcriptions  
**Submitted by:** KFJH, Wichita

### Recess at 'Ruf

Program comes on the air with the ringing of old time recess bell and concludes with same. Features piano melodies, studio participation in singing and interviews, and guest stars. Novelty stunts and publicity create wide audience appeal.

**Availability:** Live talent  
**Time Units:** 15 minutes, 2 or 3 times weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon  
**Client Suitability:** Wearing apparel, drug stores, department stores, retail shops, etc.  
**Number of Artists:** 1 to 5  
**Audition Facilities:** Transcriptions  
**Submitted by:** WRUF, Gainesville, Fla.

### Revisical

Program combines present news-events with past news-events. Production music is interspersed with "what happened today in (YEAR)." Then, at conclusion of

program, using a spot news style, listeners are told "what happened in 1944, around the globe." A mix to news broadcasts which combi- torical events with current events  
**Availability:** Live talent; E. T.  
**Time Units:** 15 minutes, 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** All types  
**Number of Artists:** 2  
**Audition Facilities:** Transcriptions  
**Submitted by:** WGH, Norfolk 10,

### Showtime at Sunri

This is a different type of earl- ing program. One hour and 15 minutes of music and news. Divid- three half-hour sections and one minute period. Five minutes of every half-hour (total four). Great in music, from opera to hillbilly. pating now with many national counts. Mail response excellent.

**Availability:** Live talent  
**Time Units:** 5, 10, 15 or longer, weekly  
**Audience Appeal:** General  
**Suggested for:** Morning  
**Client Suitability:** Drugs, clothing, retail products, etc.

**Number of Artists:** One Emcee  
**Submitted by:** WTMA, Charleston C

### Sparky and Dud

"The scamps of the camps"... "th- lawags of the squad"... "Private and Strictly Private Dud" in fifteen- utes of songs and fun, and featuring splendid voices of stage and net- Happy Jim Parsons and Fred Hall- cial guest "Lazy Dan" famous for 7- under one sponsorship on coast- Columbia network. A timely musical with a remarkable success story. C- mostly about Army life, songs, ol- new. Special tie-ins include song- etc. 66 quarter-hours available.

**Availability:** Transcriptions (ET)  
**Time Units:** 15 minutes—3, 5, or 6 weekly

**Audience Appeal:** Entire family  
**Suggested for:** Morning, afternoon or ning

**Client Suitability:** Popular priced p  
**Number of Artists:** 2

**Cost:** ET—based on population  
**Audition Facilities:** Transcriptions  
**Submitted by:** Frederic W. Ziv Co., cinnati 2, Ohio

See Page 58)

### Sunday Evening in Shady Valley

Shady Valley Folks have been on- since September 1941. Shady Valle- millions of listeners all over the U- States, is a peaceful little town in Ozarks of Missouri and the show, day Night in Shady Valley" is a nat- sequence to their weekly activities on air. Listeners will naturally accept an- tertainng show with just one or hymns to give it that Sunday flavor.

**Availability:** Live talent  
**Time Units:** 30 minutes, once weekl  
**Audience Appeal:** Entire family  
**Suggested for:** Sunday evening  
**Client Suitability:** All products  
**Number of Artists:** 15  
**Audition Facilities:** Transcriptions  
**Submitted by:** KWK, St. Louis 8, Mo.

# VARIETY

## Sing Shift Frolics

Original war workers show, "Sing Shift Frolics" which features talent from all parts of America, now in its heyday, has become a major radio attraction. Hundreds of America's industrial workers, headed by Lucy Monroe, the "Swing Shift" Spangled Banner girl, "Sing Shift" already being geared to fit into a picture as an important show on labor-employee relations. Cash prizes for the winners and eligibility for a work contract, make this show especially attractive to participants. Lucy Monroe, Joe Rines and his orchestra, professional quartet surround the contestants with skill and entertainment!

**Availability:** Live talent  
**Time Units:** 30 minutes, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon or evening  
**Client Suitability:** General, institutional  
**Number of Artists:** 10, plus orchestra  
**Audition Facilities:** Will pipe live talent  
**Submitted by:** Blue Network Co., New York 20, N. Y.  
(See Pages 33-36, 60, 62)

## This Is Hollywood

Ambitious and spectacular program developed for use by spot local through means of transcriptions. Matches in all respects live Hollywood shows. Presents guest stars chosen from the cream of Hollywood, including: Heinrich, Betty Grable, Lana Turner, Grant, Walter Pidgeon, etc. John Reed King and stars Enrico Caruso and his orchestra with radio's most singing stars—Harry Cool and Ed Gilmore. Complete merchandise accompanies show, also a tremendous publicity and promotional campaign, including a complete Press Book and a large variety of printed materials.

**Availability:** E. T.  
**Time Units:** 30 minutes, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon or evening  
**Client Suitability:** General  
**Number of Artists:** 30  
**Audition Facilities:** Transcriptions  
**Submitted by:** Kermit-Raymond Corporation, New York 22, N. Y.  
(See Page 82)

## The Out for Fun and Music

Series of 26 quarter-hour gay and variety shows: Series No. 1 combines a lively encephalic and nonsensical mixture of Allen Prescott, favorite comedienne, sung by the glorious voice of Betty Hight, and sprightly instrumental music by Ted Steele's Novatones; Series No. 2 features Ted Steele and Grace Allen. "Nellie the Novachord" in popular songs and patter. Both series have good commercial lead-ins by the stars, ideal for household products, fuel, food, and many others. Publicity is furnished and maximum allowance made for commercials.

**Availability:** E. T.  
**Time Units:** 15 minutes, 2 times weekly  
**Audience Appeal:** Female; entire family  
**Suggested for:** Morning, afternoon or evening  
**Client Suitability:** See synopsis  
**Number of Artists:** 5 combined series  
**Audition Facilities:** Transcriptions  
**Submitted by:** NBC Radio-Recording Division, New York 20, N. Y.  
(See Page 20)

## The WOWO Famous Hoosier Hop

Known throughout the Midwest for its successful appearances at fairs, bond rallies, civic affairs, etc., and thirty weeks running at Fort Wayne, Indiana's largest theater, the Shrine Auditorium. American rural and folk music is easy to listen to, and commands a large following on any radio station. Name stars in the "rural rhythm" sector.

**Availability:** Live talent  
**Time Units:** 55 minutes, Saturdays  
**Audience Appeal:** Entire family  
**Client Suitability:** Agricultural, general  
**Audition Facilities:** Transcriptions  
**Submitted by:** WOWO, Ft. Wayne 2, Ind.

## Victory Matinee

Program consists of 7-piece novelty orchestra with singers. . . . Comedy patter with emcee. Short dramatic skits are also used.

**Availability:** Live talent and E. T.  
**Time Units:** Half-hour, Mon. thru Friday  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon  
**Number of Artists:** 10  
**Client Suitability:** General  
**Audition Facilities:** Transcriptions  
**Submitted by:** KOIL, Omaha, Nebraska

## Victory Varieties

Victory Varieties combines music, sweet and swing, with clever varieties features. Music by Herb Mertz and his orchestra, a lively script by Doug Wright, announcer, news of the show world, interviews with celebrities, "Women at War," five minute feature by Rita Powers, women's commentator, all add up to great listener appeal for varied audiences. Condensed news casts and sports cast provide more variety. Available participating or fifteen-minute periods.

**Availability:** Live talent  
**Time Units:** 60 minutes, 5 times weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon  
**Client Suitability:** General  
**Number of Artists:** 14  
**Audition Facilities:** Transcriptions  
**Submitted by:** WJLB, Detroit 26, Mich.  
(See Page 98)

## Wake Up New York

An early morning hour-and-a-half show that has something for everyone. Peggy Lloyd, femme M.C., presents recorded wake-up tunes, news, tips on best food buys, weather and temperature reports, movie reviews and several amusing "Duffy-esque" (purely imaginary) characters—i.e., Roberta, the time-robot who gives correct time; MacDougal and his Bugle, introducing the daily sports news; Herman, the "talking" alarm clock, and others. In recognition of program's steady growth and success, it was recently boosted from one hour to 90 minutes on the air.

**Availability:** Live talent & E. T.  
**Time Units:** 90 minutes, 6 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning  
**Client Suitability:** General  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** WOV, New York, N. Y.  
(See Page 106)

# KMTR

## News

ESPECIALLY  
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EVERY HOUR  
ON THE HOUR  
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24 HOURS  
DAILY!

### THE NEWS HOUR

- 5:30 PM- "Hollywood Merry-Go Round"  
Columnist Irwin Allen
- 5:45 PM- News Analysis featuring  
K. Louis Fleteau, Commentator
- 6:00 PM- Especially Edited KMTR  
HOURLY NEWS
- 6:05 PM- SPORTS NEWS
- 6:15 PM- "America Looks Abroad"  
Robt. Arden, Foreign Correspondent

**KMTR** HOLLYWOOD - TOP OF THE DIAL

**570**

"The West's Greatest News Station"

# RICHMAN-SANDFORD

## PRODUCTIONS

### Radio And Television

### Now Presenting

"THIS IS RADIO'S BEST"

"YOU NAME IT YANK"

"WRITTEN IN BLOOD"

"IT'S A GREAT LIFE"

10 East 43rd Street

New York 17, N. Y.

MU. 2-2044

## Americans All

A dramatization of valorous deeds performed by service men from the Philadelphia area. Slanted to demonstrate that no matter what race, creed or color we may be "valor knows no creed." Script based on material gleaned by researchers and put into fast-paced action-packed script. Can be used for 3-15-minute programs per week or 2 half-hour shows per week. Theme and bridge music is supplied by an organist.  
**Availability:** Live talent  
**Time Units:** See synopsis  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Goodwill  
**Number of Artists:** 7-10  
**Submitted by:** WIP, Philadelphia 7, Pa.  
 (See Page 90)

## Army-Navy Picks the Tunes

A 15-minute program, in which Army and Navy heroes of the Chicago area are saluted by a narration of the story behind their citations and then, playing their favorite songs. Army and Navy Public Relations Officers supply the names and information for these broadcasts.  
**Availability:** Live talent and E. T.  
**Time Units:** 15 minutes, 6 time weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon  
**Client Suitability:** War Plants  
**Audition Facilities:** Transcriptions  
**Submitted by:** WJJD, Chicago 1, Illinois

## Design for Wartime Living

"Design for Wartime Living" is timely and informative. It presents in simple language the changes which affect the

American home front during this time of war. Every change is reviewed and explained. Since the day it started it has been a hit with home front commentators. Maximum commercial time is allowed.  
**Time Units:** 5 minutes, 7 times weekly  
**Audience Appeal:** Female  
**Suggested for:** Morning  
**Client Suitability:** Grocery stores, department stores  
**Number of Artists:** 1  
**Cost:** Included in wire service of United Press Radio  
**Audition Facilities:** Teletype  
**Submitted by:** United Press Radio, New York 17, N. Y.

## The Enemy Within

"The Enemy Within" is a smashing expose of the Nazi Fifth Column, how it functioned, and how the Australian Secret Service broke up this ring in their country. Series based on fact, and was produced with the cooperation of the Aussie Secret Service, passed by Australian Board of Censors. 111 1/4-hour transcribed episodes available. Sponsored successfully by many outstanding firms. A program which will open up eyes of Americans as story unfolds, make them more alert, more conscious of the need for winning the war.

**Time Units:** Fifteen minutes, 3, 5, 6 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Any type of sponsor  
**Number of Artists:** 7 to 20  
**Unit Cost:** Based on population of city, power and rates of stations used  
**Audition Facilities:** Transcriptions  
**Submitted by:** Kasper-Gordon, Incorporated, Boston 16, Mass.  
 (See Page 86)

## Eye Witness News

The Eye Witness Stories of our men in the front lines, based on exclusive dispatches of the Associated Press. Dramatized by cast of outstanding network actors. Each week one quarter-hour dramatization is recorded of the outstanding war news event—rushed to sponsors and stations for prompt release. A great record of sponsor success.  
**Availability:** E. T.  
**Time Units:** 15 minutes  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** All products  
**Number of Artists:** Approximately 10  
**Cost:** E. T. — based on population  
**Audition Facilities:** E. T.  
**Submitted by:** Frederic W. Ziv Co., Cincinnati 2, Ohio  
 (See Page 58)

## Heroes on Parade

Presented as a salute to New Mexico men and women in service. Done in new-cast, straight and dramatic style, "Heroes on Parade" gives news of heroic accomplishment, deaths, women in uniform, dramatization of letters and events... plus a finale of salutes to servicemen awarded outstanding medals and citations. Parents and friends are encouraged to send in news of their service people, insuring a steady and usable mail draw.  
**Availability:** Live talent & E. T.  
**Time Units:** 15 minutes, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** General  
**Number of Artists:** 4 to 10  
**Audition Facilities:** Transcriptions  
**Submitted by:** KOE, Albuquerque, N. M.

## History in the Making

Thirteen 1/4-hour episodes (more to follow) dramatizing outstanding events of World War II. This series covers such events as the attack on Pearl Harbor, conversion of American factories to war, the invasion of North Africa, Rommel's defeat at El Alamein, the battle for Tunisia, the landings at Salerno, the defense of Bataan, Guadalcanal, the bombing of Tokyo, Wake Island, the Normandy invasion, etc. Twenty-six programs planned, with more to follow.

**Availability:** E. T.  
**Time Units:** 13 1/4-hour episodes; 1 or 2 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Banks, department stores, food products, etc.  
**Number of Artists:** 7 to 12  
**Audition Facilities:** Transcriptions  
**Submitted by:** Kasper-Gordon, Incorporated, Boston 16, Mass.  
 (See Page 86)

## Navy Send-Off Breakfast

The "Navy Send-Off Breakfast" is a fast moving variety program, using live talent auditioned by the local Navy Recruiting Office but subject to station approval. All enlistees or draftees in the naval services are guests at a hotel breakfast. The master of ceremonies is our Program Director and he establishes the atmosphere of a pleasant farewell through interviews of outstanding boys entering the Navy, developing human in-

terest appeal, the president of sponsoring firm may speak briefly, may sing or make music, live talent is heard. Station's staff a standby to insure adequate comment, etc.  
**Availability:** Live talent  
**Time Units:** 30 minutes, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning  
**Client Suitability:** General  
**Number of Artists:** Varies: 12 to 20  
**Audition Facilities:** Transcription  
**Submitted by:** WTOL, Community Casting Co., Toledo 2, Ohio  
 (See Page 64)

## Proudly We Salute

"Proudly We Salute" the returnees at Crile General Hospital by recordings and transcribed pieces requested by them. The show is hosted by Earl Harper. Incorporated are interesting stories about 10 different every week. Material about the received directly from interview with them by a reporter from the Hospital Public Relations Office.  
**Availability:** Live talent and E. T.  
**Time Units:** 30 minutes, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Any type  
**Number of Artists:** 1  
**Submitted by:** WJW, Cleveland 1, Ohio  
 (See Page 72)

## Service Families' Information Man

Practically each family has someone in the service. Thus, parents and are perplexed about allotments, allowance, insurance, medical aid, or various benefits and rights. Questions like these are answered by Service Families' Information Man Gold, well-known attorney, former newspaper correspondent, now featured columnist and veteran vice editor. He personally answers questions on typical service men's lies' problems.

**Availability:** E. T.  
**Time Units:** 15 minutes, 1, 2, 3 weekly  
**Audience Appeal:** Adult family  
**Suggested for:** Morning or afternoon  
**Client Suitability:** Home products or tutorial  
**Number of Artists:** 2  
**Audition Facilities:** Transcriptions  
**Submitted by:** Broadcasting Program, New York City 19, N. Y.

## Soldiers of the Press

"Soldiers of the Press" is a best seller in radio—transcribed with a sure strong audience appeal. It dramatically recreates the thrilling episodes in which United Press war correspondents have been involved. Some of the great scenes which they have witnessed, which they have taken part. United Press prepares the script, gets the cast, makes the record, delivers them to the station. A made-to-order, proved favor with stations and sponsors. Maximum commercial time allowed.  
**Time Units:** 15 minutes, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening

# WHY FISH FOR FACTS

... WHEN ALL YOU NEED DO— IS WRITE OR WIRE WAGE, OR EDWARD PETRY & CO., OUR REPRESENTATIVE, FOR FULL FACTS ABOUT OUR GOOD AIR-LANE IN CENTRAL NEW YORK.

LOW RATES—COMPLETE COVERAGE—RECEPTIVE AUDIENCE

# WAGE

620 KC. 1,000 W. SYRACUSE, N. Y.

# WAR SHOWS

## TUGBOAT ANNIE

Get short stories—a great moon picture and now even greater as a Radio Production. Tugboat Annie is available immediately as either a half-hour, once a week feature or across the board "soap opera."



Get Aboard!

## TUGBOAT ANNIE

is going places!



## NORMAN WINTER

c/o Chick Vincent Co.

509 Madison Avenue  
New York 22, N. Y.

EL. 5-0734

**Client Suitability:** High sponsor value for manufacturers and merchants  
**Number of Artists:** 6  
**Cost:** Free if unsponsored. Fifteen per cent of sales if sponsored  
**Audition Facilities:** Transcriptions  
**Submitted by:** United Press Radio, New York 17, N. Y.

### Stand By, America

"Stand By, America" is history "come to life." It's Commodore Matt Perry slugging it out with the Japs on the after-deck of his ship . . . it's a breathtaking flood in the Johnstown Valley . . . it's Eddie Rickenbacker pumping bullets into the bellies of six German Fokker planes. "Stand By, America" has smashed sales records for one sponsor in 18 markets, is now available for use in other cities. This series shows how America met similar problems of today in other years . . . how people of all races, creeds and colors helped to build a mighty nation. It's the program every American wants to hear!  
**Availability:** E. T.  
**Time Units:** 225 5-minute episodes, 3, 5 or 6 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Any type, including war plants  
**Number of Artists:** 3 to 10  
**Audition Facilities:** Transcriptions  
**Submitted by:** Kasper-Gordon, Incorporated, Boston 16, Mass.  
(See Page 86)

### Swap for Victory

Listeners write in listing articles they have that they would like to swap for something else. Mail response has been very good. This program will swap anything. It is handled by Diana Dale, well known in the Southwest as Director of Women's programs for KGKO.  
**Availability:** Live talent  
**Time Units:** 15 minutes, 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon  
**Client Suitability:** Product appealing to women  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** KGKO, Dallas 2, Texas

### This Is Fort Dix

This highly regarded series, in its third year on Mutual, alternates with three excellent orchestras and features solo numbers and interviews with service men. Popular Tom Slater is emcee.  
**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon  
**Client Suitability:** Institutional  
**Unit Cost:** \$400 per broadcast plus stand-by band  
**Submitted by:** Mutual Broadcasting System, New York 18, N. Y.  
(See Pages 26, 27)

### Victory Mailbag

Letters to families and friends from local service men and women stationed at home or overseas are read by Pat Neighbors and Bill Fariss, co-postmasters, on the weekly "Victory Mailbag." The messages, from all corners of the globe, keep the folks back home acquainted with the activities of local members of the armed forces who appear as guests on the program when home on furlough. Excerpts from service newspapers are also read to give first-hand information on what the overseas forces are reading.

**Availability:** Live talent and E. T.  
**Time Units:** 15 minutes, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** General  
**Number of Artists:** 2  
**Audition Facilities:** Transcriptions  
**Submitted by:** WTAG, Worcester 1, Mass.

### Your Town—At War

This is a program designed to do a war-time institutional selling job by entertaining—using the popularly accepted forms of entertainment, music, song and comedy—plus the thrilling, dramatic stories of war workers, war heroes, foreign correspondents and authors of war books. A guest name band each week, the entertainment world's best girl and boy vocalists as weekly stars, and, for masters of ceremonies—some of our top newscasters and commentators.  
**Availability:** Live talent  
**Time Units:** 30 minutes, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning, afternoon or evening  
**Client Suitability:** For war plant only  
**Number of Artists:** Band—plus about six principals

**Audition Facilities:** Transcriptions  
**Submitted by:** Alton Alexander Radio Productions, Radio City 20, N. Y.

### War's Pattern

Featuring a General and an Admiral . . . men who know War's Pattern from personal experience. General John I. Bradley, an exceptionally virile personality, was Pershing's Aide de Camp in World War I and knows the German enemy well. Admiral Yates Stirling, Jr., as former Chief of Staff of the U. S. Fleet, understands the Jap thoroughly. Both men have a wealth of information and personal anecdotes. This is an outstanding analysis program that will sell goodwill as well as real information.  
**Availability:** Live talent  
**Time Units:** 30 minutes, once weekly; or 15 minutes 3 or 5 times weekly.  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon or evening  
**Client Suitability:** General  
**Number of Artists:** 2 principals and announcer  
**Audition Facilities:** Will pipe live talent  
**Submitted by:** Basch Radio Productions, New York, N. Y.  
(See Page 101)

NOW  
Exclusive on  
KFEL!



"My Views  
of the  
News"

Sheelah Carter



SHEELAH CARTER started her news commentator career as a stand-by for her brother Boake, and then made good with her own commentary, five-days-a-week, over the nationwide Mutual network. Her background of education and travel in England, the European and African continents and elsewhere, qualifies her for making a keen and intelligent analysis of the news . . . now broadcast exclusively from KFEL. ★ For a complete presentation on the availability and sponsorship of Miss Carter's broadcasts, consult KFEL Manager, Gene O'Fallon, or ASK A JOHN BLAIR MAN.

“Among Italian language homes in New York, when listening to all stations was surveyed for April, May, June 1944 . . . of 38 measured quarter-hour periods, WOV captured 37 “firsts” and tied one!”

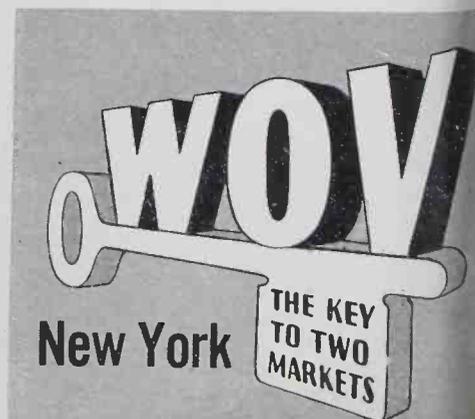
Source: The Pulse

## *WOV dominates the New York Italian market*

**T**HERE are more than 1,780,000 people in the New York Italian market where WOV is the undisputed leader. But more than that, as an English speaking station . . . in the evening hours from 8:00 — 10:00 P. M. when sets-in-use are highest . . . when network program competition is keenest . . . WOV has the largest independent station audience in New York!

Source: C. E. Hooper

RALPH N. WEIL, GENERAL MANAGER  
JOSEPH HERSHEY MCGILLVRA, NAT'L REP.



# 'LANGUAGE' STATIONS IN THE WAR — —

— a story of 100% cooperation

CONTINUING the work which was instituted with the formation of the Foreign Language Radio Wartime Control at the NAB Cleveland Convention in May, 1942, this committee has achieved 100 per cent cooperation in the foreign language broadcasting industry in the matter of voluntary censorship. All of these stations are now operating within the recommendations contained in the Code of Wartime Practices for American Broadcasters.

Arthur Simon, chairman of the Foreign Language Radio Wartime Control, working in cooperation with the Office of Censorship, volunteered the committee's services to see that all foreign language broadcasting stations installed censors and monitors.

Harold Ryan, at the time assistant director of the Office of Censorship, wrote to Simon:

"I am delighted to tell you now through the efforts of these men and the virtue of the patriotic reaction with which those efforts were met, the foreign language broadcasting stations of the country, all of these broadcasting stations are now operating within the recommendations contained in the Code of Wartime Practices for American Broadcasters.

"The Office is indebted to you and to all fellow broadcasters who rendered us in this undertaking. It is noted, as well, to all foreign language broadcasters who have met this difficult situation and solved it with their own thought of their own problems, but with consideration only for the security of their nation at war."

## Official Commendation

Further commendation for the successful activities of the FLRWC came from Byron Price, Director of the Office of Censorship:

"I wish to add to Mr. Ryan's commendation. I have never felt that the broadcasting industry or any part of it, would fail the Government when called upon to help in the prosecution of war. Censorship is a wartime measure and a wartime weapon. Properly administered, it can deal direct blows to the enemy which cost him nothing. It can and does, at the same time, save the lives and conserve the resources of our own armed services. That the broadcasting industry has recognized this fact and has acted upon that recognition is a testimonial to its public spirit and patriotism."

## Industry Representatives

The 20 men in the foreign language broadcasting industry who were nominated by Simon to represent the Office of Censorship in meeting broadcasters in their respective areas were: T. F. Allen, WFCL, Pawtucket, Rhode Island; Howard W. Davis, KMAC, San Antonio, Texas; Charles Lanphier, WEMP, Milwaukee, Wisconsin; Milton Meyers, WEIM, Fitchburg, Massachusetts; William T. Welch, WSAR, Fall River, Massachusetts; J. Fred Hopkins, WJBK, Detroit, Michigan; N. Pagliara, WEW, St. Louis, Missouri; Walter C. Bridges, WEBC, Duluth, Minnesota; Lumir Urban, KORN, Fremont, Nebraska; Harry Burdick, KGGM, Albuquerque, New Mexico; Joseph Lang, WHOM, Jersey City, New Jersey; O. E. Richardson, WJOB, Hammond, Indiana; Dr. O. J. H. Preus, KWLC, Decorah, Iowa; John C. Libby, WCOU, Lewiston, Maine; Lee Little, KTUC, Tucson, Arizona; S. H. Patterson, KSAN, San Francisco, California; W. L. Gleeson KPRO, Riverside, California; C. Glover Delaney, WHTT, Hartford, Connecticut; Gene T. Dyer, WGES, Chicago, Illinois.

## Millions In Free Time

According to OWI records about 170 stations broadcasting foreign language programs have contributed several million dollars in free time for Government programs and special features. This does not include the sale of millions of dollars in War Bonds to the vast audiences which listen to foreign language broadcasts regularly.

The market for foreign language radio in the United States is conservatively estimated at 14,000,000 foreign-born and first-generation Americans, of whom 3,000,000 neither speak nor understand English.

Foreign language radio shows for the Government have been transcribed and released by a number of major outlets in the language industry. This work has been carried on in conjunction with OWI and the

costs of production, with the exception of recording and pressing have been absorbed by the stations mainly.

Managers of language stations have willingly given OWI the benefit of their experience and facilities. The OWI Foreign Language Division has noted that many of these stations have instituted public service programs . . . not for monetary compensation, but because station managers felt that the need was urgent.

Continuing with Arthur Simon, general manager of WPEN, Philadelphia, at the helm, the Foreign Language Radio Wartime Control has kept in office James F. Hopkins, WJBK, Detroit, vice-chairman; Gene T. Dyer, WSBC and WGES, Chicago, secretary; and Joseph Lang, WHOM, New York, treasurer.

Located in all sections of the country, directors of the Control group include Howard W. Davis, KMAC, San Antonio, Texas; S. H. Patterson, KSAN, San Francisco, Calif.; William Welch, WSAR, Fall River, Mass.; Marie Clifford, WHFC, Cicero, Ill., and Lee Little, KTUC, Tucson, Arizona.

## Field Deputies

A committee of Control members, acting with limited authority from J. Harold Ryan, formerly Assistant Director of Censorship in charge of radio (now president of the NAB), have acted as field deputies of Censorship.

They have devoted their energies to clarifying certain problems of censorship with regard to foreign language broadcasting and have aided fellow-broadcasters in operating within the limitations of the Code of Wartime Practices for American Broadcasters.

The foreign language wartime code in addition to incorporating the provisions on news broadcasts, commentaries, and programs of the Code of Wartime Practices for American Broadcasters, also includes drastic security regulations in the handling of programs in nearly 30 different languages, including the tongues of the enemy, except Japanese.

## Code Requirements

The Code requires advance approval of all scripts, monitoring and censoring of programs while being broadcast, and fingerprinting of per-

sonnel. Stations cannot employ persons whose records indicate that they may not faithfully cooperate with the war effort. Employees discharged for reasons involving security, cannot obtain employment on any other station airing foreign language programs. Any deviation in a script, previously approved and censored, results in the program being cut by the monitor and appropriate action being taken.

Transcribed programs supplied by the Office of War Information and individual program structures of the stations handling foreign languages have provided a fund of accurate, authentic information on Allied war aims for the millions who tune in foreign language stations daily. Because they are hearing music and entertainment features in their native tongue, the chance of their tuning to enemy shortwave propaganda has been lessened if not actually precluded.

Besides cooperating with the Office of Censorship on the installation of censors and monitors, the Foreign Language Radio Wartime Control has been identified with inspirational programs aiding the war effort. Control officers' suggestions have been heard in Washington, and they have served as liaison between the Foreign Language Division of the Office of War Information and program producers of foreign language shows.

## Red Cross Benefits

Their work completed, members of the FLRWC unanimously agreed to turn the balance of their funds over to the American Red Cross rather than divide the money among individual member stations. Arthur Simon, chairman of the Control, on July 7 presented a \$500 check to the Philadelphia chairman of the Red Cross, Dr. George Rea, who accepted it on behalf of the national organization.

Although the committee's work is temporarily finished, its officers have been elected to hold office for the duration and six months, its directors and Office of Censorship deputies are strategically located throughout the country, thus making it possible for the Foreign Language Radio Wartime Control to go into action for further regulatory work in cooperation with the Office of Censorship or other government agencies if the necessity arises.

## The Cipuduzzas

Man and woman comedy team—comparable to "Breakfast Club" in Italian. Funny, lighthearted program; commercials are woven into script context. Music by records. Participating program.

Availability: Live talent  
Time Units: 1 hour, 6 times weekly  
Audience Appeal: Entire family  
Suggested for: Morning  
Client Suitability: General  
Number of Artists: 2  
Audition Facilities: Transcriptions  
Submitted by: WOV, New York 19, N. Y.  
(See Page 106)

## Don Quijote Vive Otra Vez (Don Quijote Lives Again)

Don Quijote Vive Otra Vez (Don Quijote Lives Again) is a Spanish language fifteen minute recorded program of thirty-nine episodes that has everything to make it a most outstanding hit—humor, action and comical situations galore. It describes the adventure of Don Quijote and Sancho Panza in this modern world of ours.

Availability: E. T.  
Time Units: 15 minutes, once weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: All types  
Number of Artists: Twelve  
Unit Cost: \$7.50 per station  
Audition Facilities: Transcriptions  
Submitted by: Pan American Broadcasting Company, N. Y. C.

## Echoes of Poland

Program of Polish records. Polish introduction, with commercials in English. Caters to large Polish audience in listening area known as, "The Black Dirt." Program arranged to appeal to non-Polish as well as Polish audience.

Availability: Live talent; E. T.  
Time Units: Fifteen minutes, 3 or 6 weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: All products  
Number of Artists: Announcer  
Submitted by: WALL

## El Despertador The Alarm Clock

All Spanish language program. Live talent, orchestra, singers, drama, established 1933. Oldest on the coast. Two and one-half hour duration 7 days per week. Translation service included. Open to participating sponsors, announcements or special programs.

Availability: Live talent  
Time Units: 2½ hrs. daily, 7 times weekly  
Audience Appeal: Entire family  
Suggested for: Morning  
Client Suitability: All; extensive market; 440,000 Spanish-speaking population  
Submitted by: Hispano Broadcasting Co.

## International Music Hall

WHOM specializes in Foreign Language programs and conducts a program known as "International Music Hall" which features the recorded music of all Allied countries with interesting commentary on the various folk tunes—the classics and the music from their operettas, etc.: Program has a "Continental" flavor.

Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: General  
Number of Artists: Announcer  
Audition Facilities: Transcriptions  
Submitted by: WHOM, New York 19, N. Y.

## In the World of Women

Diana Baldi, commentator on women's affairs, conducts program. Subjects: Fashions, children, domestic problems, beauty, human interest. Miss Baldi is the outstanding Italian-American woman radio personality in the country.

Availability: Live talent  
Time Units: 15 minutes, 6 times weekly  
Audience Appeal: Female  
Suggested for: Morning  
Client Suitability: General—for women  
Number of Artists: 1  
Audition Facilities: Transcriptions  
Submitted by: WOV, New York 19, N. Y.  
(See Page 106)

## The Jewish Women's Hour

A WBNX feature for fourteen years, produced and directed by Abe Lyman, author of brochure "The Jewish Radio Market," an explanatory booklet of Jewish customs and holidays. Features a variety program, orchestra, guest stars of Jewish theater, dramatic and comedy skits. Fifteen minutes of program designed for participation, three quarter hour designed for fifteen minutes of one half hour sponsorship.

Availability: Live talent and recorded  
Time Units: 1, 5, 15, 30 minutes  
Audience Appeal: Entire family  
Suggested for: Afternoon, 4:30 to 5:30 p.m.  
Client Suitability: General  
Audition Facilities: On the air  
Submitted by: WBNX, New York 51, N. Y.  
(See Page 68)

## Las Aventuras Dexter Randolph

"Las Aventuras de Dexter Randolph" is a serial of adaptations in the Spanish and Portuguese languages. The English version is well-known to all, for it carries a great universal appeal. It is a one-man show, and, thus, suitable for presentation on the smallest of stations.

Availability: Live talent or ET  
Time Units: 15 minutes, 1 to 6 times weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon or evening  
Number of Artists: 1  
Audition Facilities: Sample scripts  
Submitted by: Broadcasting Program Service, New York 19, N. Y.

## Le Magazine de L'Air (Magazine of the Air) (French)

Just what its name implies. Comments on flash news of the week, outstanding personalities from different spheres to cover the educational side, whilst the dramatic angle, in the way of short plays, is confided to topnotch artists. Humor has its column too—generally under guise of a dialogue. Then naturally there is the day's thought." All this intermingled by a fine 12-piece orchestra, topped off by an invited musical or singing guest artist each week.

Availability: Live talent  
Time Units: 30 minutes, once weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: Any oil, wood, coal or metal enterprise and also government sponsored pams.  
Number of Artists: 12-piece band—4 artists—1 announcer—1 producer  
Unit Cost: \$270.00 per occasion  
Audition Facilities: Transcriptions  
Submitted by: CKAC, Montreal, Que., Canada

## Meatpie Junction (French-Canadian)

Happenings in a typical railway junction town. Strictly French-Canadian. Typical basic characters are: Station agent, mail carrier, with his old nag, called "Brin de Feu" (Sparks)—the post-office mistress, the boarding house keeper, a widower, the church sexton, the general merchant, the barber, funeral director combined with his hotel, typical restaurant. General ordinary and everyday life in an ordinary small French-Canadian town. Qualified by French Radio Reviews as the season's-comedy-est-show of French-Canada.

Availability: Live talent  
Time Units: Presently 30 minutes, once weekly—if in ¼-hour units, 3 or more per week  
Audience Appeal: Entire family  
Suggested for: Afternoon or evening  
Client Suitability: Any staple everyday product  
Number of Artists: Average, 7  
Unit Cost: \$30, plus station time  
Audition Facilities: Transcription  
Submitted by: CHRC, Quebec City, Can.

## The Morning Parade

An Italian variety show designed to appeal to young and old alike; consisting of comedy, drama, light and classical music live and recorded, and Associated Press news. Program presented daily except Sunday from 9:15 a.m. to 12 noon. Now on the air 11 years.

Availability: Live talent; recorded  
Time Units: 1, 5, 15, 30 minutes, 6 weekly  
Audience Appeal: Entire family  
Suggested for: 9:15 a.m. — 12 noon  
Client Suitability: General  
Audition Facilities: On the air  
Submitted by: WBNX, New York 51, N. Y.  
(See Page 68)

## Pasquale C.O.D.

"Pasquale C.O.D." is a humorous grocery store sketch. The grocery store is the "neighborhood women's club" and many human and humorous situations arise

in the neighborhood. Over 200 people and every different dialect has been used on the programs. 5 to 8 people are on each 15-minute. Has played to capacity audiences aters in Greater New York and Philadelphia.

Availability: Live talent  
Time Units: 15 minutes, 6 night  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: Food  
Number of Artists: 5 to 8  
Submitted by: WHOM, New York

## Polish Early Bird

Chicago's oldest and most participating Polish Radio program on the air over WGES for fifteen years, reaching to nearly a million Polish speaking people in Chicago. Program broadcast Monday through Saturday, 7:00 A. M. 15-minute newscast, time slot weather reports, public service announcements and imported recordings.

Availability: Live talent; E. T.  
Time Units: 1, 5, or 15 minutes, daily Sunday  
Audience Appeal: Entire family  
Suggested for: Morning  
Client Suitability: Foods, cigarettes, tea, cosmetics, tooth paste, medicine  
Number of Artists: Six  
Submitted by: Radio results, Chicago, Ill.

## Polish Varieties Program

Conducting a Polish Program on from 2:30 to 3:30 P. M.; Program consists of: Comedy, Drama, Newscasts, and Polish Dance and Classical Music (ET); Commercials.

Availability: Live talent; E. T.  
Time Units: Sixty minutes, 5 times weekly  
Audience Appeal: Juvenile; female  
Suggested for: Afternoon  
Client Suitability: Bread, cereals, drugs, ladies' apparel, etc.  
Number of Artists: Seven  
Submitted by: Polish Broadcasting Bureau

## Radioteatro WPRP

The best stories and novels adapted radio-drama. Dramatization of news great events in history. Language Spanish

Availability: Live talent  
Time Units: 30 minutes 2 times weekly  
Audience Appeal: Entire family  
Suggested for: Evenings  
Client Suitability: General  
Number of Artists: About 12  
Submitted by: WPRP, Ponce, Puerto Rico

## Vaudeville Ponceno

Variety show with new talent; song sketches, etc., originating in a local theatre. Sponsor may distribute samples his product to the audience and to artists . . . and to the listeners, too. Language—in Spanish

Availability: Live talent  
Time Units: 60 minutes, once weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: Any product  
Number of Artists: 15 to 20  
Submitted by: WPRP, Ponce, Puerto Rico

YOU CAN BE  
"TOP KICK"  
IN A MARKET  
OF A MILLION!\*



There is an easy way to get the kind of rating you like with the kind of audience you want. Use WFBR . . . with confidence!

Our solid standing with the Baltimore radio audience wasn't handed to us on a silver platter. 22 years of sincere public service did it . . . and the kind of programming that makes Baltimoreans feel that WFBR is their own station.

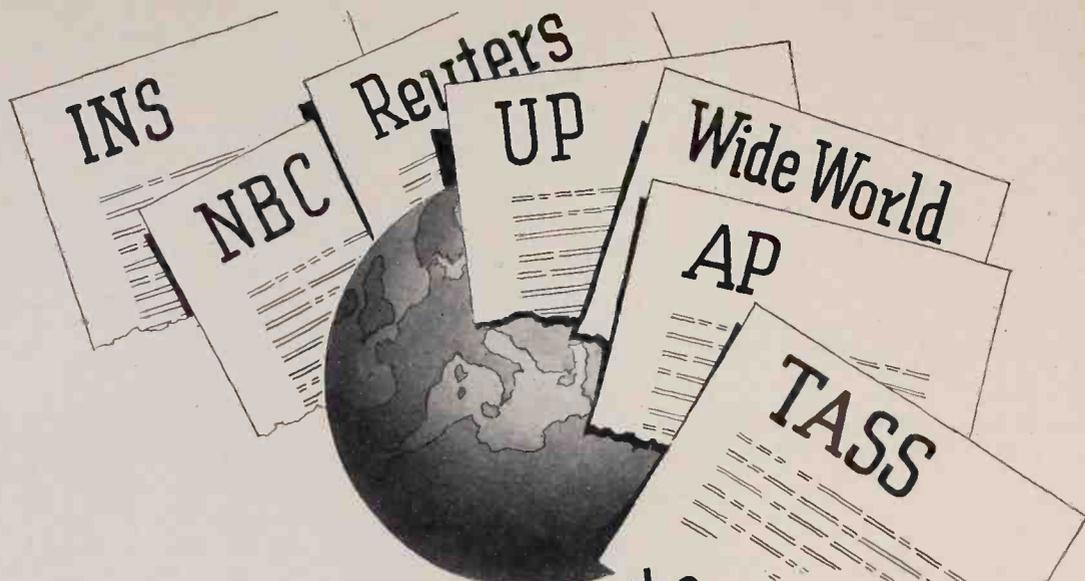
But that isn't all . . . our audience has also come to know the station *personally*. Over 75,000 visit our

big, comfortable, modern studios every year. *No other Baltimore station can make this statement!*

Our public relations job is tops, too. So good that Baltimore Radio Editors and "Billboard" magazine recently rated us *first* in Baltimore! Yes, our audience believes in us. That is why you can be "top kick" in this market of a million . . . when you use WFBR.

RADIO CENTRE, BALTIMORE-2, MARYLAND  
NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.

\* ANOTHER GOOD REASON WHY **WFBR** IS YOUR BEST BALTIMORE BUY!



Now WLW gives the  
**GREATEST NEWS COVERAGE**  
in RADIO HISTORY!

**Every Major News Service Now  
Brought to You by WLW**

*The addition of TASS, the official Telegraph Agency of the Soviet Soyuz (Union), forges a new and important link in the finest chain of news gathering facilities serving any radio station in the nation. Now exclusive news dispatches are brought direct from Moscow to WLW as a result of special arrangements recently completed with the Soviet Embassy.*

**SEVEN MAJOR NEWS SERVICES**

TASS brings to seven the number of news agencies serving the WLW News Room. These seven great agencies include every major news service. TASS is the official Russian news service; Reuters is the famous British news service. Associated Press, Wide World, United Press, International News Service and N.B.C. are the five major agencies in the United States.

**TASS EXCLUSIVE WITH WLW**

Until WLW secured the service of TASS, news

from Russia, for the most part, filtered through other countries. Now, the daily dispatches of TASS correspondents in Russian and Chinese war zones, as well as in other world news capitals, are speeded direct from Moscow to New York for teletype transmission to WLW. No other radio station in the nation has this exclusive service.

**ONE MORE MAJOR STEP FORWARD**

With TASS added to its already outstanding news facilities, WLW takes one more step toward the keeping of a promise that its listeners will always be the best-informed radio audience in the world.

**WLW**

**700 ON YOUR DIAL**

DIVISION OF THE CROSLLEY CORPORATION

# 1944 ADDITIONAL LISTINGS 1945

## America's Fighting Men

From time to time we hear of some group of men, who have done an outstanding job on the battlefield. These men are heroes. From reports gathered from news wires and mail sources, this show is scripted. It is the story of the outstanding events. Music, sound effects, and other voices are used. Show can be employed to sell War Bonds, or back me front chore.

**Availability:** Live talent; E. T.  
**Time Units:** 5 minutes, 3 or 5 times weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning or afternoon  
**Client Suitability:** See synopsis  
**Number of Artists:** 1 or 2  
**Audition Facilities:** Transcriptions  
**Submitted by:** WEIM, Fitchburg, Mass.

## The Answer Man

"The Answer Man" answers any and all questions of fact asked by listening clients. Questions of general interest answered over air. All listeners receive personal answer by mail. Program record of 7 years success and top rating. WOR-New York; 4 years WGN-Chicago. Available as a live local program—in a limited number of cities. Offices to handle program and distribution to be established.

**Availability:** Live talent  
**Time Units:** 15 minutes, 5 or 6 times weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** General  
**Number of Artists:** Two  
**Audition Facilities:** Transcriptions  
**Submitted by:** Albert Mitchell, Chicago, Ill., or Bruce Chapman Company, New York 18, N. Y.

## Bagatelles

Quarter-hour of poetry and homespun philosophy, read to ET organ background. Appeal to both men and women. Material, appropriate to particular day of week—holiday, or other historical event. Suitable for client who needs no music plugs—confidential type of selling program material. Conducted by E. T. Flan, station's p.m. dir., with stage and television background.

**Availability:** Live talent  
**Time Units:** 15 minutes, 6 times weekly  
**Audience Appeal:** Adult family  
**Suggested for:** Afternoon  
**Client Suitability:** Home products—beauty  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** WSNY, Schenectady 7, N. Y.

## Beauty Clinic

Lillian Wilson discusses and demonstrates beauty and health culture, and their relationship to each other. Beauty problems of general interest will be discussed on the air, others will be answered by mail. Miss Wilson does not intend to use the program to "push" any particular product, but rather to give advice to women on problems of cosmetics, hair styling, etc. Ideal for health and beauty sponsorship with tie-in, "beauty products with health."

**Availability:** E. T.  
**Time Units:** 30 minutes, 3 or 5 weekly  
**Audience Appeal:** Female  
**Suggested for:** Afternoon or evening

**Client Suitability:** Health foods, vitamins, dentifrice  
**Number of Artists:** 2 or 3  
**Audition Facilities:** Transcriptions  
**Submitted by:** Ad-Plan Co.

## The Breakfast Club

The "Breakfast Club" has been a standard feature of Station WIL for the past 15 years. It's popularity has been proven with St. Louisans who like the best in popular music, the correct time, latest news, and a constant moving line of patter that goes to make a successful early morning show. It's time has recently been extended from 60 minutes to an hour-and-a-half.

**Availability:** Live talent & E. T.  
**Time Units:** Complete show—7 to 8:30 a.m.—or in 15-minute segments. Six days weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning  
**Client Suitability:** General  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** WIL, St. Louis 8, Mo.

## Business Builders

Business Builders—5 minute tailor-made programs produced for specialized businesses. Dramatized human-interest stories to help create sales for Men's stores, Federal Savings & Loan, Ladies' Ready to Wear, General Insurance, Beer, Optical, Jewelry, Laundry, Laundry-Dry-Cleaning, Furniture, Small Loans, Savings & Loan Associations. From 25 to 65 programs of each one of these series are available—also commercial tie-ins of proven value for each series.

**Availability:** E. T.  
**Time Units:** 5 minutes, 3 times weekly  
**Audience Appeal:** Adult family  
**Suggested for:** Afternoon or evening  
**Client Suitability:** The specialized businesses for which the programs were produced

**Number of Artists:** Several  
**Audition Facilities:** Transcriptions  
**Submitted by:** Transcribed Radio Shows, New York 19, New York

## The Call to Colors

A daily thirty-minute salute to service men and women, giving all available news concerning local boys and girls in uniform. Included in the regular features, Pat Stambach, mistress of ceremonies, interviews representatives of the various military branches, reads letters from service men and women and relates human interest stories received from camps and fighting fronts. Transcribed music rounds out the show.

**Availability:** Live talent & E. T.  
**Time Units:** 30 minutes, 5 days weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon  
**Client Suitability:** Institutional  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** WHBC, Canton 2, Ohio

## C. O. D.

"C. O. D.," a radio program wherein there will be a dramatization and reading of letters, Funny letters, fan letters, dramatic letters, surprise letters, letters from our boys in the Armed Services, letters of proposal, confession letters, letters to parents, letters of adventure, historical letters—life and letters. Letters submitted by the listening audience will be dramatized and then read over the

air. Those letters that are accepted and used will receive a prize called "C. O. D."  
**Availability:** Live talent  
**Time Units:** 30 minutes, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning, afternoon or evening

**Client Suitability:** General  
**Audition Facilities:** Script  
**Submitted by:** George Kramer, Brooklyn, N. Y.

## Coffee Club

Show originates around breakfast table of Liberty Room of Hotel Sheraton with guests from civic organizations, women's clubs, groups helping in the war effort and others with interesting stories to tell. Guests are served breakfast before show and talk with emcee. Gus Steck and orchestra play. Show has been on for over a year and has high rating. War heroes appear when subject deals with war effort. Show has large following.

**Availability:** Live talent  
**Time Units:** 30 minutes, 6 times weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning  
**Client Suitability:** Coffee, breakfast food, any product dealing with food or food preparation, bread, department store  
**Number of Artists:** 7  
**Audition Facilities:** Transcriptions  
**Submitted by:** WAAT, Newark 1, N. J.  
 (See Page 3)

## Connecticut Men and Women in the War

Conducted by Jane Dillon and features interviews with outstanding men and women from all walks of life including famous writers . . . sculptors and men of science . . . men and women back from service overseas . . . civic organizations, representatives from war plants, etc. Wherever there is a human or public interest story, Jane Dillon finds it and brings it to her WTIC microphone.

**Availability:** Live talent  
**Time Units:** 15 minutes, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon  
**Client Suitability:** General, institutional  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** WTIC, Hartford, Conn.  
 (See Page 70)

## Danger, Death at Work

America's street and highway system is a vast stage on which is being presented the longest and most lavish production in history. A huge hippodrome, with more than three million miles of traffic, it is the scene of the world's biggest Big Parade—an incessant caravan of no beginning and no end. In a pageant of such magnitude there had to be a radio program patrolling the air lanes. In the great spectacle that is the Big Parade came a program of power for performance on the air. From smash hits of tragedy on the highways grew a smash hit for a radio vehicle—bearing the title, "Danger, Death at Work."

**Availability:** E. T.  
**Time Units:** 15 minutes, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Public Service; Inst.  
**Audition Facilities:** Transcriptions  
**Submitted by:** Webber Radio Programs, Des Moines, Iowa

## Mr. Debunker

"Mr. Debunker" is a series of spots in which "Mr. Debunker" debunks popular fallacies. This program is entertaining, educational, and interesting and ties in with the commercial to give a sponsor identification on the air. We plan to produce several hundred of these spots so they can be used the year round by the same sponsor.

**Availability:** E. T.  
**Time Units:** One-half minute, 3 times weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** General  
**Number of Artists:** 2  
**Audition Facilities:** Transcriptions  
**Submitted by:** Transcribed Radio Shows, New York 19, N. Y.

## Design for Wartime Living

A daily quarter-hour of up-to-the-minute news on rationing and other timely subjects designed to be helpful in making the best of things under war-time conditions. Will be adapted after the war to a similar treatment of post-war conditions. Albert Gill directs the program, and twice each week has as guests local OPA representatives and business men and women who can present authoritative facts relating to war-time living.

**Availability:** Live talent  
**Time Units:** 15 minutes, 5 days weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning  
**Client Suitability:** Food or fuel  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** WHBC, Canton 2, Ohio

## Donuteers in Action

Thirteen 15 minute disks describing in dramatic fashion activities of the courageous girls who go directly to the front lines serving coffee and donuts to our soldiers.

**Availability:** E. T.  
**Time Units:** 15 minutes, 13 times  
**Audience Appeal:** Female; entire family  
**Suggested for:** Anytime  
**Client Suitability:** Fund raising drives or any product  
**Audition Facilities:** Transcriptions  
**Submitted by:** Feature Bureau, New York 18, N. Y.

## Fifteen Minutes With You

Poetry and philosophy by Gene Arnold, former network entertainer, with organ music by Lillian Smithline, Oklahoma's most popular organist.

**Availability:** Live talent  
**Time Units:** 15 minutes, 5 times weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning  
**Client Suitability:** General  
**Number of Artists:** 2  
**Audition Facilities:** Transcriptions  
**Submitted by:** KVOO, Tulsa 3, Okla.

## Friendly Philosopher

15 minutes friendly discussion of human interest stories, happenings and philosophizing backed by live or canned organ music. Going six months now on Tobacco Network originating in WGBR. Well received by both rural and city listeners, as attested by mail and submissions of poems, stories, etc. Good merchandising possibilities.

**Availability:** Live talent  
**Time Units:** 15 minutes, 5 or 6 times weekly  
**Audience Appeal:** Entire family

## ★ ADDITIONAL LISTINGS ★

Suggested for: Morning or evening  
**Client Suitability:** Banks, insurance, funeral directors, house furnishings  
**Number of Artists:** 1 (2 if live organ used)  
**Audition Facilities:** Transcriptions  
**Submitted by:** WGBR, Goldsboro, N. C.

### Gail Clark's "Garden Guide" and "Shopping Around"

A morning and afternoon program closely related to one another that is edited and presented by one of the Northwest's leading Home and Garden authorities. The program, available on participating basis only, with a maximum of three sponsors to each quarter hour. Both programs are now in their second year on continuous broadcasts and both shows, being closely woven together, have become listening "musts" to families of this area.

**Availability:** Live talent  
**Time Units:** 15 minutes, 5 times weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning or afternoon  
**Client Suitability:** Garden supplies, household accessories, food  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** KMO, Tacoma 1, Wash.

### Get Acquainted Neighbor

On location recorded interviews of people in their homes or at public gatherings. Homey, down-to-earth, easy-going personality show with basic participation format. People are interesting. Show captures human interest. There are prizes.

**Availability:** E. T.  
**Time Units:** 15 or 30 minutes, one or more times weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning or afternoon  
**Client Suitability:** Household appliances, foods, soaps, clothing  
**Number of Artists:** M. C., announcer (2)  
**Unit Cost:** \$365, plus prizes  
**Submitted by:** WGN, Chicago, Ill.  
 (See Page 74)

### Bill Hay Reads the Bible

"260" quarter-hours of Radio's most famous and friendly voice, "Bill Hay" of Amos and Andy fame, reading the actual scriptures from the Bible, straight Bible reading with a closing thought for the day; a show that speaks for itself as the thousands of testimonial letters prove; a program that will relieve all stations of the burden of religious programs; just signed the third yearly contract for the same sponsor in Los Angeles

**Availability:** E.T.  
**Time Units:** 15 minutes, 3 or 5 times weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning, afternoon or evening  
**Client Suitability:** Morticians, memorial parks, flour mills, foods  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** Radio Producers of Hollywood, Hollywood 27, Calif.

### Hits and Headlines

Newsorthy headlines are interspersed with transcribed "hit" tunes. The announcer reads first the "big" international headline to serve as a teaser to the full story and stimulate the newspaper sale. This is followed by headlines of national, state and local interest, with appropriate comment and hit music throughout. This program has proved pop-

ular for its stimulating capsule form of presenting a general picture of the daily news.

**Availability:** Live talent & E. T.  
**Time Units:** 15 minutes, 4 times weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon or evening  
**Client Suitability:** General  
**Submitted by:** KOB, Albuquerque, N. M.

### In Memory's Garden

Program consists of philosophy, verse and melody combined into a pleasing program of informal characteristics particularly fitting to a war time program. Patriotic motif is skillfully blended with war effort material such as bond drives, etc., together with material of semi-devotional nature appropriately backed by organ music to blend with subject material.

**Availability:** Live talent  
**Time Units:** 15 minutes, 5 times weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning  
**Client Suitability:** Institutional  
**Number of Artists:** 2  
**Audition Facilities:** Transcriptions  
**Submitted by:** KFXJ, Colorado

### Journey to United Nations

Outstanding patriot of each nation is picked and his or her life covered with running narration. With organ background. Mixed quartette sings folk songs and national anthem of nation being covered and outstanding personality of said nation in the community offers short message preceding their national anthem.

**Availability:** Live talent  
**Time Units:** 30 minutes, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Any catering to foreign clientele  
**Number of Artists:** 6  
**Audition Facilities:** Transcriptions  
**Submitted by:** WHK, Cleveland 13, Ohio

### The Kochenlochers

A radio series based upon the characters that swept the nation in Paramount's "The Miracle of Morgan's Creek." Comedy-script, the program is a natural for a huge radio listening audience.

**Available for:** Live talent  
**Time Units:** Half-hour or across the board  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Number of Artists:** 10  
**Cost:** \$3,000  
**Audition Facilities:** Will pipe live talent  
**Submitted by:** Norman Winter, New York 22, N. Y.  
 (See Pages 44, 100, 105)

### Let's Learn Spanish

Produced by Radio Dept. of Time and Life, Inc., 39 15-minute programs teaching Spanish, with dramatization in every-day commonplace conversation. Program awarded first prize as best cultural program at Columbus, O.

**Availability:** E.T.  
**Time Units:** 15 minutes, 3 times weekly, 13 weeks  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Banks, department stores, bakeries, food products, etc.  
**Number of Artists:** 2  
**Unit Cost:** Based on population  
**Audition Facilities:** Transcriptions  
**Submitted by:** Harry S. Goodman, New York 22, N. Y.  
 (See Page 102)

### Miracles of Faith

156—5 minute transcribed episodes, each narrated by Robert Swan, recognized as one of Hollywood's outstanding narrators. Each episode relates a true story of a miraculous event performed due to faith in God and the power of prayer. Soft organ background music throughout each 5 minute program, commercial time allowance, 17 seconds opening, 60 seconds center, 25 to 35 seconds closing.

**Availability:** E. T.  
**Time Units:** 5 minutes, 3 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Late afternoon  
**Client Suitability:** Mortuaries, memorial parks, cemeteries  
**Number of Artists:** 1  
**Cost:** Based on population  
**Audition Facilities:** Transcriptions  
**Submitted by:** Fred C. Mertens and Associates, Los Angeles 14, Calif.

### Notes & Nuggets

Show is built around amusing incidents in the news, gathered from the worldwide services of news services. Some of the funnier news items are dramatized—with appropriate sound-effects and musical support from orchestra. Don Naylor is the producer-emcee. A bit of philosophy now and then—or a short poem, add variety to the show.

**Availability:** Live talent  
**Time Units:** 15 minutes, 5-6 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning, afternoon or night  
**Number of Artists:** 8  
**Audition Facilities:** Transcriptions  
**Submitted by:** WGST, Atlanta, Georgia

### Rhyme and Reason

Conducted by Sam Gifford, "Rhyme and Reason" consists of favorite poems, thoughts and bright sayings submitted largely by listeners, presented over a musical background (organ and harp).

**Availability:** Live talent & E. T.  
**Time Units:** Quarter-hour, twice weekly  
**Audience Appeal:** Female  
**Suggested for:** Afternoon  
**Client Suitability:** Household articles  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** WWNC, Asheville, N. C.

### Rural Melody Hour

A mailing list secured by listener participation, followed up by cards giving date and time musical selections will be played, assures a nucleus for the audience for this program. Each program is built around a definite theme—all music, poetry or prose used develops the main idea, with commercials cleverly included in script.

**Availability:** Live talent  
**Time Units:** 30 minutes, 5 times weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon  
**Client Suitability:** General  
**Number of Artists:** 1  
**Submitted by:** KWYO, Sheridan, Wyo.

### Social Calendar

Incorporates announcements of local meetings (social, farm, political) with time and type of meeting reports from Court House and City Building-council meetings, etc. National and international news events are also used.

**Availability:** Live talent  
**Time Units:** 15 minutes, 6 times weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning or evening  
**Client Suitability:** Local business house, furniture store, bottling works, clothing store  
**Number of Artists:** One  
**Audition Facilities:** Transcriptions  
**Submitted by:** WMAN, Mansfield, Ohio

### Song for Sale

Musical show designed to stimulate bond sales. Popular song-hit is on turntable. Bond-pledges are received by telephone; each twenty-five bonds is worth one-minute of When one-minute's worth has played, recording is stopped until a bond pledge is received. When twenty-five dollar pledges have been received, record is concluded.

**Availability:** Live talent & E. T.  
**Time Units:** 15 minutes, 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning or evening  
**Client Suitability:** All types  
**Number of Artists:** 2  
**Audition Facilities:** Transcriptions  
**Submitted by:** WGH, Norfolk 10, Va.

### This IS the Truth

Two voice discussion of the facts...exploding fallacies on one Robert Ripley...good opportunity bringing in little known or well facts of product...also for giving and write-ins...people submit little facts and receive awards, etc.

**Availability:** Live talent  
**Time Units:** 15 minutes 5 or 6 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Insurance, food products, farm implements, paint  
**Number of Artists:** 2  
**Audition Facilities:** Transcriptions  
**Submitted by:** WGBR, Goldsboro, N. C.

### Three Minute Sermons

"Three Minute Sermons," are des to furnish inspirational help in doses, delivered by an ordained minister who is a writer of note, a bible student of many years standing and a broad of much experience (now on 400 steps with another program).

**Availability:** Live talent & E. T.  
**Time Units:** 3 minutes, 7 to 21 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning, afternoon or evening  
**Client Suitability:** Retail grocery, stores, department stores, book stores, bible stores  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** Jack Parker and Associates, Hollywood 28, Calif.

### War Effort—and You

Musical—interspersed with announcements concerning the War Effort. It is comprised of marches and old selections. Post-war material of interest to the boys and their families can be after the war.

**Availability:** Live talent and E. T.  
**Time Units:** 15 minutes, thrice weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning, afternoon or evening  
**Client Suitability:** Any product—War effort announcements embrace all material issued and approved by OWI and various war agencies  
**Cost:** \$48.00 per program  
**Submitted by:** WSAR, Fall River 1, Mass.

### Wilma in Washington

The hilarious problems of four young white-collar girls who wash their uniforms in the same bowl, run out of Kleenex the same time, and try to "make" same fellows.

**Availability:** Live talent  
**Time Units:** Half-hour, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Late afternoon or evening  
**Client Suitability:** Appeal to women  
**Number of Artists:** Minimum six characters weekly  
**Audition Facilities:** Will pipe live talent  
**Submitted by:** WCFL, Chicago 26, Ill.

# AGRICULTURAL

## Sales and Want Ads

...ation show which is exactly name indicates. Ads for help equipment and furniture wanted, farms or businesses for sale, sales barns, farm equipment, seed accounts, etc. Established years this show last year carried of individual announcements.  
 Availability: Live talent & E. T.  
 Time Units: 30 minutes, 5 times weekly  
 Audience Appeal: Entire family  
 Suggested for: Evening  
 Client Suitability: Farm and general  
 Number of Artists: 1  
 Audition Facilities: Transcriptions  
 Submitted by: KFNF, Shenandoah, Iowa

## on Youth Program

...ogram is directed toward rural people affiliated with the 4-H and 4-F clubs. Included are interviews with young people and agricultural workers on wartime agricultural products, markets, weather and transportation. Program is handled by KVOO Farm Editor.  
 Availability: Live talent  
 Time Units: 45 minutes, once weekly  
 Audience Appeal: Juvenile  
 Suggested for: Morning  
 Number of Artists: 1  
 Audition Facilities: Transcriptions  
 Submitted by: KVOO, Tulsa 3, Okla.

## farmers' Almanac of the Air

...ly morning program of farm news, checker-barrel philosophy, and human answers the problems of New England rural population and supplies general marketing and household needs. The first 15 minutes is presented on a continuing basis. The program is handled by Jesse Buffum, who is a New Englander fully conversant with the language and interests of his listeners. Listeners range from "way down south" with battery receivers to successful business men.  
 Availability: Live talent  
 Time Units: 15 minutes, 6 days a week  
 Audience Appeal: Entire family  
 Suggested for: Morning  
 Client Suitability: Farm products, tobacco, supplies and implements, etc.  
 Number of Artists: 1—Jesse Buffum  
 Audition Facilities: Transcriptions  
 Submitted by: WEEL, Boston 12, Mass.  
 (See Page 52)

## Farmer's Digest

...acted by WTIC's farm specialist "Uncle Jim" Platt, the Farmer's Digest, comprehensive coverage of spot news... weather... market reports... outstanding features and interesting... affecting the regional farm picture. "Uncle Jim" works closely with the regional experimental stations, farm bureaus... and agricultural extension... keeping his information... and instructive—as well as humorous and entertaining.  
 Availability: Live talent  
 Time Units: 20 minutes, 6 times weekly  
 Audience Appeal: Adult family  
 Suggested for: Morning  
 Client Suitability: Farm supplies  
 Number of Artists: 1  
 Audition Facilities: Transcriptions  
 Submitted by: WTIC, Hartford, Conn.  
 (See Page 70)

## Farmanac

The "Farmanac" (Farmer's Almanac) is a quarter hour agricultural feature containing stock market reports, pertinent information from the Alabama Extension Service, interviews with leading Alabama farmers, a daily prayer by a leading minister for the success of Alabama farmers and appropriate live or transcribed recorded music. Excellent merchandising possibilities for farmers' publications, feed, fertilizer, machinery and the like. Cast includes announcer, woman commentator, musicians, guests.  
 Availability: Live talent; E. T.  
 Time Units: Fifteen minutes, six weekly  
 Audience Appeal: Entire family  
 Suggested for: Morning  
 Client Suitability: See synopsis  
 Number of Artists: 2 plus musicians and guests  
 Audition Facilities: Transcriptions  
 Submitted by: WSGN, Birmingham 1, Alabama

## Farmers Exchange

Program made up of farm bulletins, recorded Hillbilly music and local guests from the Farm Agencies. Program also offers to broadcast classified announcements for non-commercial agencies free of charge during the show. Program on Monday through Saturday, 12:30 to 1:00 P. M. Handled by Martin Karig, Jr.  
 Availability: Live talent; E. T.  
 Time Units: Fifteen minutes, 6 weekly  
 Audience Appeal: Entire family  
 Suggested for: Early afternoon  
 Client Suitability: Catering to rural families  
 Number of Artists: One  
 Audition Facilities: Transcriptions  
 Submitted by: WALL, Middletown, N. Y.

## Intermountain Roundup

Current market and crop reports, farm news, commentary on farm news aimed specially at this region's livestock, truck crop, and fruit growers. Tries to see the farm story as part of national and world scene. Transcribed music of wide variety, chatter. Presents local farm leaders live or specially transcribed often. Similar tie-ins available for sponsor.  
 Availability: Live talent; E. T.  
 Time Units: Thirty minutes, 6 weekly  
 Audience Appeal: Entire family  
 Suggested for: Early morning  
 Client Suitability: Product for farmers  
 Number of Artists: Two  
 Audition Facilities: Transcriptions  
 Submitted by: KFXJ, Grand Junction, Colo.

## Modern Farmer

Mert Emmert, Farm Editor of Station WEAJ, discusses farming in the light of present-day conditions, gives advice and discusses agricultural problems with guests important in the agricultural world. Emmert also includes in his programs many interviews with farmers of the WEAJ area, transcribed at their farms or at agricultural meetings. This is a participation program ideal for advertisers of farm products.  
 Availability: Live talent, E. T.  
 Time Units: 60 minutes, 6 times weekly  
 Audience Appeal: Entire family  
 Suggested for: Morning  
 Client Suitability: Products for the farm  
 Number of Artists: Varied  
 Audition Facilities: Transcriptions  
 Submitted by: WEAJ, New York, N. Y.

## The Modern Farmer

The 1,161,100 Farmers of WTAM's Total Area like "The Modern Farmer" because it gives them just what they want to hear: authoritative, stimulating talks on their every day and seasonal problems by Ed Faulkner, graduate agriculturist and author of the sensational best seller, "Plowman's Folly"; opening live stock reports direct from the Cleveland stockyards; informative, timely interviews with County, State and Government specialists. Tied together with good music, here is a program that farmers just won't think of missing.  
 Availability: Live talent; E. T.  
 Time Units: Thirty minutes, 6 times weekly  
 Audience Appeal: Entire family  
 Suggested for: Morning  
 Client Suitability: Farm machinery, food, Automotive, etc.  
 Number of Artists: One  
 Audition Facilities: Transcriptions  
 Submitted by: WTAM, Cleveland 14, Ohio  
 (See Page 38)

## On The Farm Front

Includes agricultural material from United Press, Purdue University, various County Agents, plus early morning market trends in livestock and grain at Chicago, Indianapolis, Louisville, East St. Louis and Vincennes. Is geared primarily to meet the needs of farmers of this immediate area. Has been a public service feature at 6:15-6:30 A. M. since inception of station in October, 1940.  
 Availability: Live talent  
 Time Units: Fifteen minutes, 6 weekly  
 Audience Appeal: Entire family  
 Suggested for: Early morning  
 Client Suitability: Livestock dealers, grain and feed distributors, etc.  
 Number of Artists: One  
 Audition Facilities: Transcriptions  
 Submitted by: WAOV, Vincennes, Indiana

## This Business of Farming

As the name implies, this is a program directed primarily at farm audience. Mr. Jorgenson, who conducts the program, has had practical farm experience and is well known throughout KFPY's coverage area as an authority on local farm problems. The mail response to "This Business of Farming" indicates a substantial urban, as well as rural, interest in the program. On the air three and a half years.  
 Availability: Live talent  
 Time Units: 15 minutes, 6 times weekly  
 Audience Appeal: Entire family  
 Suggested for: Noon hour  
 Client Suitability: Farm implements or equipment  
 Number of Artists: 1  
 Audition Facilities: Transcriptions  
 Submitted by: KFPY, Spokane 8, Wash.

## Western N. C. Farm Hour

Conducted by "Farmer Charlie," and featuring Don Walker's Blue Ridge Boys, agricultural information from U. S. and State agencies, wire service reports and a "lost and found" department, the "W. N. C. Farm Hour" is one of the most attractive programs to the Western Carolina rural audience. Now entering its seventh consecutive year, the "W. N. C. Farm Hour" is broadcast by WWNC 1:05-2:00 p.m. Mondays through Fridays.  
 Availability: Live talent  
 Time Units: 1, 5, 10, 15 min. participations daily or weekly  
 Audience Appeal: Entire family  
 Suggested for: Afternoon  
 Client Suitability: Any desiring to reach rural Western Carolina audience.  
 Number of Artists: Six regulars and guests  
 Audition Facilities: Transcriptions  
 Submitted by: WWNC, Asheville, N. C.

# CULTURAL

## The American Forum of the Air

An outstanding cultural feature of the Mutual Network, this is one of the most timely programs on the air. Leaders in government, business, and the press appear on this lively show with mediator Theodore Granik.  
 Availability: Live talent  
 Time Units: 45 or 50 minutes, 1 weekly  
 Audience Appeal: Entire family  
 Suggested for: Evening  
 Client Suitability: Institutional, restricted list of suitable sponsors  
 Unit Cost: \$2,500 per broadcast  
 Submitted by: Mutual Broadcasting System, New York, N. Y.  
 (See Pages 26, 27)

## Author Meets the Critics

Each week the writer of a best seller and three critics or other persons qualified to review the contents of the book get together for a half-hour on this program and have it out among themselves. During the first half of the program, the author remains silent while the critics analyze the book—either pro or con. The author is then unbound and given a chance to get even. It's fast moving and growing steadily in popularity. Norman Corwin, Col. Stoopnagle, Vicki Baum, Ellery Queen, Dorothy Thompson, Clifton Fadiman, Lillian Hellman, Lewis Gannett, Max Lerner, Martin Flavin, Joseph Freeman, Quentin Reynolds, Rex Stout,

Elizabeth Hawes, and Donald Ogden Stewart are some of the people who appeared on the program. John McCaffrey is moderator.  
 Availability: Live talent  
 Time Units: 30 minutes, once weekly  
 Audience Appeal: Entire family  
 Suggested for: Evening  
 Client Suitability: Books, Automotive, Institutional, etc.  
 Number of Artists: 5  
 Audition Facilities: Transcriptions  
 Submitted by: WHN, New York 19, N. Y.  
 (See Page 14)

## Education at Work

Education at work is a modified form of leading forum programs with emphasis placed on Alabama and Southern problems. Four prominent speakers and moderator utilized. Program is fed alive to State network of six stations; transcriptions mailed to five others for delayed broadcasts. If sponsored, only high type institutional acceptable with format of the show determined by the station management exclusively.  
 Availability: Live talent  
 Time Units: Thirty minutes, once weekly  
 Audience Appeal: Entire family  
 Suggested for: Evening  
 Client Suitability: Institutional  
 Number of Artists: Moderator, speakers, announcer.  
 Audition Facilities: Transcriptions  
 Submitted by: WSGN, Birmingham 1, Alabama

## Cultural

### The High School Forum

This was the only prize-winning educational forum recognized in the awards of the Institute for Education by Radio, May, 1944, and thus is the outstanding forum on secondary school level. Conducted on general pattern of America's "Town Meeting of the Air" with Mr. H. D. Lamb, supervisor of radio education in the Toledo public schools, as moderator, with students from all schools.

Availability: Live talent  
Time Units: Thirty minutes, once weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: One desiring institutional goodwill

Number of Artists: Eight  
Audition Facilities: Transcriptions  
Submitted by: WTOL, Toledo 2, Ohio  
(See Page 64)

### Names in the News

"Names in the News" gives you the personality, the background, the anecdotes, the what-makes-them-like-that information on the people who make the news. More and more of this kind of background is creeping into the regular radio newscasts.

Time Units: Five minutes, six weekly.  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: General  
Number of Artists: One  
Cost: Included in wire service of United Press Radio

Audition Facilities: Teletype  
Submitted by: United Press Radio,  
N. Y. C. 17, N. Y.

### Public Forum

Popular topics are chosen and all listeners are invited to attend and take part in discussions. A topic to be discussed such as "Can France Be a Second Rate Power" is not rehearsed. Personal attendance is invited. Program starts ten minutes before going on air—its on air thirty minutes—then the discussion continues off the air for thirty minutes for studio audience only. Is proving popular with adult and student audience.

Availability: Live talent.  
Time Units: 30 minutes  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: General  
Audition Facilities: Transcriptions  
Submitted by: KSAL, Salina, Kansas

### Washington Meeting

This is a series of forum programs on which timely and controversial topics are discussed by two or three experts and a panel of three students chosen by Deans of local universities. The contrast between ideas of men and women in influential positions in Government, Education and Industry and the young thinkers of the country makes for lively and interesting discussions.

Availability: Live talent  
Time Units: 25 minutes, once weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: Institutional, book stores,  
Number of Artists: 6 or 7  
Audition Facilities: Transcriptions  
Submitted by: WINX, Washington, D. C.

## Spot Volume Shows Strength In June And Portion Of July

(Continued from Page 1)

added stations throughout the country, although there are no new accounts as compared to last season. Baking products are on an even keel, while the soft drink situation shows at least two new accounts with sizeable campaigns. Condiments are showing up strong as was the case last spring; Morton Salt, appearing one month and leaving for an equal length of time, was in in May, out in June and back heavy in July. In May it used 142 stations and currently is on 150 outlets. Client handled radio about the same in 1942.

### Kellogg Heads Cereals

Breakfast foods appear to be doing nicely with Kellogg buying much of the time, whereas last season it was Post. Kellogg spots are being handled through Kenyon & Eckhardt. No boost in dairy products, due to some rationing, and ice-cream is selling what it has without considerable advertising.

### Candy Clients Coming

Definite increase in candy advertising, probably due to more sugar being available. The 1943 output on candy hit an all-time high, according to Washington statistics from the Department of Commerce. The industry produced 2,561,000,000 pounds last year. Imports exceeded 35,000,000 pounds mostly from Cuba, Mexico and some from Argentina.

New household deodorants while spending much money in newspapers have also given spot radio the nod; household supplies such as paints, shows at least four good clients; laundry soaps and cleansers are on a par with the peak month of May, while many products such as new soups and miscellaneous groceries are showing up for the first time. Cigarettes are

doing about the same amount of spot advertising and tobaccos somewhat less than heretofore. Dentifrices are showing a definite increase.

### Amusements Hold Up

Publications are about the same after being off a little. New campaign by Macfadden for "True Story" magazine will help to maintain this particular volume of biz. As has been the trend the past two seasons, amusements continue to grow, particularly motion picture buying and in some cities, legitimate theaters continue to show up fairly good. 20th-Fox for "Wilson" is going strong for spot announcements. Medical category is also holding up, with one baby powder account on 37 stations or more. Two leading medical accounts known to spot are doing okay, but some of the seasonal proprietary medicines are off as usual.

### Cosmetic Biz Up

Perfumes and cosmetics are surprisingly higher in their station lists. Transportation has been in and out, according to the availability or non-availability of space on trains. Decided upward trend is found in agricultural products and while not exactly an avalanche, stock feed, seeds, etc., are turning more and more to radio.

Slight upswing is noted in the smaller insurance companies buying spot, but this is not representative of the larger companies, some of whom are on network. As was the case the past season, any dropping out of staples found a ready offset in new and kindred products. New products of the vitamin category continue to be placed on the market, some getting the benefit of the client's web shows first.

### CJCA Chief's Suggestion Keeps Canada Youth Busy

(Continued from Page 1)

longed summer vacation, several youthful citizens organized last summer the Junior Service Bureau under the supervision of the Junior Chamber of Commerce.

Their objectives were three-fold: 1. To help relieve the labor shortage situation by serving as an organization through which their members could find jobs they like; 2. To encourage war savings by arranging with them to have them set aside at least half their earnings for war savings; and 3. To keep juvenile delinquency at a minimum by keeping the youth of Edmonton profitably employed.

So successful was the plan last summer, that the Bureau was organized this summer. Since July 15, the last day of school, registration has indicated an enthusiastic response. Also there exist enough jobs to take care of the large registration. The move is considered valuable in furthering the war effort of Canada.

### Herman Replaces Carle On CBS Wed. Night Spot

In replacing Frankie Carle and band as of tonight, Woodie Herman and orchestra will have the billing of "Allan Jones with Woody Herman's Orchestra," on the CBS commercial which also has Red Barber interviewing servicemen. Carle and his orchestra are opening a theater tour.

### Gets OWI Post

Naomi Melnick, formerly associated with WJJD and WIND in Chicago, has been named administrative aide to Harry Levin, regional radio director of the domestic Office of War Information in New York. Miss Melnick took up her OWI duties this week.

### Kobak To Address RKO

Edgar Kobak, executive vice-president of the Blue Network, will speak today at the annual sales meeting of RKO Radio Pictures, which is being held at the Waldorf-Astoria Hotel.

## Mutual Will Ban 'Hitch-Hikers,' J

(Continued from Page 1)

the established commercial grams."

McClintock further pointed out that the action on the part does not contemplate any change in the standard time limits for commercials on advertising programs which have heretofore applied. He said, it does not mean that the number of products advertised will be limited to one, but all must be within the program proper.

### Similar Move At CBS

Some months ago CBS' Board made a move toward elimination of the follow-up spot announcement dovetailed network program and other networks have made similar moves since. Some cases clients were paid for a reasonable time, but all contracts were to be without the privilege of the hitch-hiker or cow-plugs for other of the client's acts.

## New NBC 'For The Record' Corral Finest In M

(Continued from Page 1)

as a "command performance" for the public listeners to musical sections of each broadcast will be selected on the request of GI's overseas and will be released on "V-Discs" during the broadcast.

Monday's initial program will feature Benny Goodman and his band with Roy Eldridge, trumpeter; Ben Webster, sax; the Benny Goodman Quartet, including pianist Teddy Wilson; Mildred Bailey, celebrated "blues" vocalist; Perry Como, popular singer, and Carmen McRae, Deems Taylor, composer and conductor, will emcee the show.

## Tele Construction To Be Seminar To

(Continued from Page 1)

are M. A. Trainer, RCA Engineering department, and Leonard F. Crane, executive vice-president of DuPont. Last week speakers covered the subject of television studio design.



July 26

Gracie Allen Charles Butterworth  
Buddy Clark Stacy Harris  
John I. Karol Tom McGowan  
Ruby Mercer Don Voorhees  
Carl O. Wyman

# SHOWS OF TOMORROW'S PRODUCERS

Ave., New York 22, N. Y.;  
2-8608; Contact: Richard C.

**Under Radio Productions**  
y 20, New York; COlumbus  
Contact: Leo Corday

...  
... Dr., New York 24, N. Y.;  
... 2-4351

**... Productions**  
... St., New York, N. Y.; MURray  
... 77; Contact: Charles J. Basch

**... Assoc.**  
... Gramercy Pl., Hollywood 28,  
... Hollywood 3981

**... Productions**  
... ion Ave., New York 17, N. Y.;  
... -6180

**... Co., Inc.**  
... teller Plaza, New York 20,  
... Circle 7-5700

**... Radio Productions**  
... , Hollywood 28, Calif.; Gr.  
... Contact: Ray Bond

**... Productions, Inc.**  
... 3rd St., Brooklyn 29, N. Y.;  
... ead 3-3075; Contact: Ruth &  
... andt

**... Program Service**  
... th St., New York 19, N. Y.;  
... 9-4324; Contact: Herbert

**... Assoc.**  
... St., New York 16, N. Y.;  
... 4-3466; Contact: Helen Jor-

**... an Co.**  
... 1st St., New York 18, N. Y.;  
... 7-9244

**... zze**  
... Ave., New York 21, N. Y.;  
... 7-1120

**... an Co.**  
... higan Ave., Chicago 3, Ill.;  
... ph 2022; Contact: John Lewel-

**... urch Productions**  
... kwick Hotel, Kansas City 6,  
... arrison 2650; Contact: E. P. J.

**... o Productions**  
... on Way, Hollywood 28, Calif.;  
... 84; Contact: Paul Cruger

**Mac Davis**  
1 Montgomery Pl., Brooklyn, N. Y.  
NEvins 8-4374

**Disco Recording Service**  
334 Arcade Bldg., St. Louis 1, Mo.;  
Chestnut 5937; Contact: Bob Reichen-  
back

**Wm. M. Ellsworth**  
2016-75 E. Wacker Drive, Chicago, Ill.;  
CEntal 0942

**Bernard Estes**  
15 Central Park W., New York, N. Y.;  
COlumbus 5-0060

**Exclusive Radio Features Co., Ltd.**  
14 McCane St., Toronto, Ont., Canada;  
Adelaide 5112

**Feature Bureau**  
152 W. 42nd St., New York 18, N. Y.;  
WIsconsin 7-9715; Contact: Bert  
Nevins

**General Amusement Corp.**  
1270 6th Ave., New York 20, N. Y.;  
Circle 7-7550; Contact: Douglas F.  
Storer

**William Gernannt**  
521 Fifth Ave., New York 17, N. Y.;  
VAnderson 6-1750

**Harry S. Goodman Radio Productions**  
19 E. 53rd St., New York 20, N. Y.;  
Wickersham 2-3338

**Gordon Radio Productions**  
1258 S. Michigan Ave., Chicago 5, Ill.;  
Calumet 1370-6700; Contact: Lilla  
Gordon

**Tom Hargis**  
1737 N. Whitley Ave., Hollywood 28,  
Calif.; Gladstone 2124

**Harry Jacobs Productions**  
745 Fifth Ave., New York 22, N. Y.;  
PLaza 3-2024; Contact: Harry Jacobs

**Kasper-Gordon, Inc.**  
140 Boylston St., Boston 16, Mass.;  
Devonshire 7357; Contact: Aaron S.  
Bloom

**Kermit-Raymond Productions**  
745 Fifth Ave., New York 22, N. Y.;  
ELdorado 5-5511

**Keystone Broadcasting System**  
580 Fifth Ave., New York 19, N. Y.;  
LONgacre 3-2221

**George Kramer**  
463 Pennsylvania Ave., Brooklyn, N. Y.

**C. P. MacGregor**  
729 So. Western Ave., Hollywood 5,  
Calif.; FItzroy 4191; Contact: Doug.  
K. Newell

**Haven MacQuarrie**  
3017 Vista Crest Drive, Hollywood,  
Calif.; Gr. 1423

**Wm. Manners**  
1476 Broadway, New York 18, N. Y.;  
BRyant 9-4700

**Virginia McMullin**  
410 E. 57th St., New York 22, N. Y.;  
PLaza 5-6979

**Fred C. Mertens & Assoc.**  
1002 Pacific Finance Bldg., Los Angeles  
14, Calif.; VANDike 0138; Contact:  
Fred C. Mertens

**Charles Michelson**  
67 W. 44th St., New York, N. Y.; Mur-  
ray Hill 2-3376

**Albert Mitchell**  
424 Oakdale Ave., Chicago 14, Ill.;  
Wellington 7746

**Mutual Broadcasting System**  
1440 Broadway, New York 18, N. Y.;  
PENnsylvania 6-9600

**E. K. Nadel**  
1600 Broadway, New York 19, N. Y.;  
Circle 6-8861; Contact: Stan. Zucker  
(Jay Mills)

**N. B. C. Radio Recording Div.**  
30 Rockefeller Plaza, New York 20,  
N. Y.; Circle 7-8300

**National Broadcasting System**  
30 Rockefeller Plaza, New York 20,  
N. Y.; Circle 7-8300

**National Concert & Artists Corp.**  
711 Fifth Ave., New York 22, N. Y.;  
PLaza 3-0820; Contact: Daniel S.  
Tuthill

**National Radio Adv. Agency**  
4005 Mary Ellen Ave., North Hollywood,  
Calif.; State 44813; Contact: D. D.  
Crawford

**National Recording Corp.**  
20 N. Wacker Drive, Chicago 6, Ill.;  
Randolph 3550; Contact: Richard  
Bradley

**Neblett Radio Productions**  
360 N. Michigan Ave., Chicago 1, Ill.

**Jack Parker & Associates**  
6513 Hollywood Blvd., Hollywood 28,  
Calif.; Gr. 9102-7584; Contact: Jack  
Parker

**Press Association, Inc.**  
50 Rockefeller Plaza, New York 20,  
N. Y.; Circle 7-7363

**Radio Features of America**  
37 W. 46th St., New York 19, N. Y.;  
BRyant 9-9622; Contact: Helen Mor-  
rison

**Radio Producers of Hollywood**  
908 N. Western Ave., Hollywood 27,  
Calif.; Ho. 6506; Contact: Lou Win-  
ston

**Radio Results**  
8641 Escanaba Ave., Chicago 17, Ill.;  
South Chicago 5374; Contact: Geo.  
Jaworowski

**Rem Productions**  
6362 Hollywood Blvd., Hollywood,  
Calif.; Contact: R. E. Messer

**Richard & Maurice Roffman**  
Hillman Periodicals Bldg., New York  
18, N. Y.; BRyant 9-4700

**Edward Sloman Productions**  
6636 Hollywood Blvd., Hollywood 28,  
Calif.; Santa Monica 5-6558; Contact:  
Edw. Sloman

**Spot Sales, Inc.**  
400 Madison Ave., New York, N. Y.;  
ELdorado 5-5040, Contact Peggy Stone

**Richard Stark & Co.**  
30 Rockefeller Plaza, New York 20,  
N. Y.; Circle 6-7337

**Irving Strouse**  
151 W. 74th St., New York 23, N. Y.;  
TRafalger 7-4695; Contact: Olga Lee

**Transcribed Radio Shows**  
2 W. 47th St., New York 19, N. Y.;  
LONgacre 5-3440; Contact: E. Mack

**United Press Radio**  
220 E. 42nd St., New York 17, N. Y.;  
MURray Hill 2-0400

**Thomas Valentino, Inc.**  
1600 Broadway, New York 19, N. Y.  
1600 Broadway, New York 19, N. Y.;  
Circle 6-4675

**Videor Productions**  
P. O. Box 517, Omaha 2, Nebraska;  
Contact: F. O. Pease

**Guy Ward Radio Features**  
1600 Broadway (Rm. 1008), New York  
19, N. Y.; Circle 6-4675

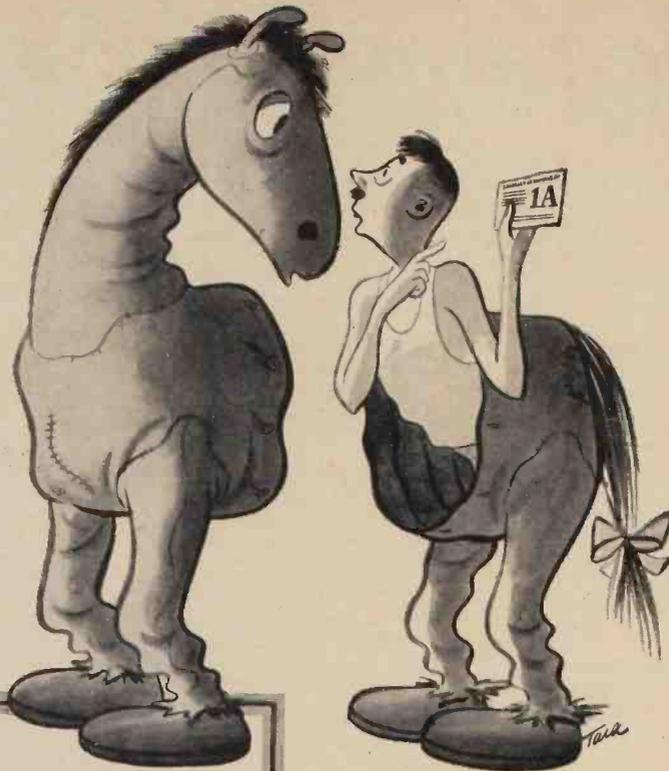
**Webber Radio Programs**  
401 Shops Bldg., Des Moines, Iowa;  
Phone 2-1465; Contact: Geo. W.  
Webber

**Norman Winter**  
509 Madison Ave., New York 22, N. Y.;  
ELdorado 5-0734, Contact: Chick Vin-  
cent

**Witte Radio Productions**  
1064 S. Genesee St., Los Angeles 35,  
Calif.; Webster 8716; Contact: I.  
Oscar Witte

**Wolf Associates**  
420 Madison Ave., New York 17, N. Y.;  
PLaza 5-7620; Contact: Jack Rubin

**Frederick W. Ziv Co.**  
2436 Reading Rd., Cincinnati 2, Ohio;  
University 6124—PLaza 3-9612



**BOTH HALVES  
ARE IMPORTANT**  
*on the Pacific Coast, too!*

THE PACIFIC COAST is divided into two halves...saleswise. 50% of the retail sales in this \$16,000,000,000 market are made *outside* the counties in which Los Angeles, San Francisco, Oakland, Portland and Seattle are located.

Time buyers naturally want to cover the whole of this lush tri-state market. There's only one way—*do it with Don Lee*. For the Don Lee Network—and *only Don Lee*—gives complete coverage to both the *inside* and *outside* halves.

Here is an *inside* story: Jack Benny got a higher rating (April, Hooper) on his Don Lee release than on network A, and you've probably already noticed that Union Oil's Point Sublime has a much higher Hooper since switching to Don Lee from network B.

Now look at the *outside* half: The largest coincidental telephone survey made on the Pacific Coast (C.E. HOOPER, 276,019 calls) showed that in many of these outside markets the listeners are 60 to 100% tuned to Don Lee.

In other words, Hooper proves...inside and out...what we've been saying all along: Any show on Don Lee will reach more listeners on the Pacific Coast than the same show on *any other* network.

*The Nation's Greatest Regional Network*

*Mutual*  
**DON LEE**

THOMAS S. LEE, *President*  
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*  
5515 MELROSE AVE., HOLLYWOOD 38, CAL.  
Represented Nationally by John Blair & Co.

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

18, NO. 18

NEW YORK, N. Y., THURSDAY, JULY 27, 1944

TEN CENTS

## Week Share WAC Budget

### Petrillo KSTP Strike Brings Arrest Order

St. Paul—Judge Bardwell, of Hennepin County District Court, yesterday issued a bench warrant for the arrest of James C. Petrillo, president of the American Federation of Musicians, following Petrillo's wires sent to individual musician at KSTP demanding an immediate cessation of the station, also for the labor action in ordering Edward J. Conroy, secretary of the St. Paul chapter of the AFM, to serve strike duty. E. Hubbard, president and manager of KSTP, yesterday (Continued on Page 5)

### Oboler's "Alter Ego" Sold To M-G-M Studios

Hollywood "Alter Ego," originally conceived and produced as a radio play by Oboler, will be produced as a feature by M-G-M, which has signed Oboler to script and direct. Jerry Wald, present head of the studio's script subjects department, will be marking his initial effort in the feature field. As on the air, "Alter Ego" will be given an entirely new treatment. (Continued on Page 2)

### Radio System Used by Canadian Airways

Montreal—Commercial aviation has taken a step toward the future with the inauguration here, by Trans-Canada Air Lines of the first ultra-high frequency modulated radio system to be installed in either Canada or the United States. "This is a development of the future." (Continued on Page 5)

### Real Sky Pilot

Edward R. Murrow, the Columbia Broadcasting System's London chief, will pilot a "flying padre" during a special broadcast aired from Britain and heard on the network tonight from 6:30-6:45 p.m., EWT. The chaplain who will be Murrow's guest has had to bail out three times. He is expected to relate some of the more harrowing wartime experiences. (Continued on Page 5)

### Rudy Vallee Back

Rudy Vallee will return to NBC with a new variety program. Saturday, Sept. 9. His new series will be aired weekly thereafter from 8:00-8:30 p.m., EWT, on full network as replacement for "Abie's Irish Rose." The present sponsor of this time period, Procter & Gamble, will remain the same, with H. W. Kastor and Sons Advertising Company as the agency. The product is Drene Shampoo.

### Durr Sees "Inflation" in Station-Sale Prices

Washington Bureau, RADIO DAILY Washington—Pointing out that sale prices for WJLD, WINX and WQXR were 21, 24 and 33 times the 1943 net incomes of these stations and seven, 10, and four-and-one-half times their net worth, Commissioner Clifford J. Durr of the FCC, yesterday released a statement explaining his dissent in the Commission vote of last week to approve sale of the three outlets. Durr (Continued on Page 6)

### 'Plug' Kendrick Dies; Pres., WINN, Louisville

Louisville—D. E. Kendrick, 46, president of the Kentucky Broadcasting Corporation, owners of WINN, Louisville, died at 8:00 p.m., Tuesday, in his apartment in the Tyler Hotel in this city. A native of Nashville, (Continued on Page 5)

### South Pacific Correspondent Tells Of Exploits 'Down Under'

### Mexican Radio Head Here To Study Radio And Tele

Dr. Luis de la Rosa, chairman of the National Chamber of the Radio Broadcasting Industry (La Camara Nacional de la Industria de la Radio-difusion) and member of the Commission. (Continued on Page 3)

### Over Ninety Per Cent Of Broadcasters Indicate To NAB Their Willingness To Take Part In Recruiting Drive

Washington Bureau, RADIO DAILY Washington—Over 90 per cent of the nation's broadcasters would welcome paid WAC recruitment announcements, an initial survey of replies to the NAB questionnaire sent out last week reveals. Of 150 replies received by yesterday noon—only five days after receipt of the questionnaire by stations close to Washington—137 made no bones about their willingness to participate in the Five Million dollar campaign from which radio has thus far been barred by either the army, Young and Rubicam or both. Eleven broadcasters reported that they would not participate, with two undecided. Thus 91.4 per cent have made it plain that radio is anxious to take part in the campaign and can find desirable time to schedule spots or short programs; (Continued on Page 6)

### N. Y. Outlets Taboo Dewey Ballot Disk

Mixed surprise and some resentment appears to have been the reaction of the great majority of the stations in New York City to the letter sent out to all stations in the state by Gov. E. Dewey relative to broadcast. (Continued on Page 7)

### Shortwave Feature Set On WNEW News Show

"News From the Pacific" will bring to WNEW listeners, a New York independent station, shortwave pick-ups from Australia and interviews in New York with government officials of New Zealand, China and the Philippines. (Continued on Page 5)

### Coast Film Committee To Co-Op With Radio

West Coast Bureau, RADIO DAILY Hollywood—Closer cooperation between radio and the film industry was promised at a meeting attended by studio publicity directors and radio contact men who are members of the committee. (Continued on Page 3)

### Ryan Will Address Safety Meeting Tonite

J. Harold Ryan, president of NAB, will be the principal speaker at the dinner tonight of the New York State Conference on Radio in Safety. (Continued on Page 5)

### Heralds Events

Although he claims he's no Dunninger, Ed Ludlum, a program director of WEVD, produced "Dear Adolph," by Stephen V. Benet, two days before D-Day. He produced Gerald Holland's play "The People vs. Tojo" three days before Tojo's resignation. Four days before the bomb went off in Hitler's presence, Ludlum produced Moss Hart's "The People vs. Hitler."

11.97% of Massachusetts' retail sales are made in WLAW's primary daytime coverage area! Adv.

53.44% of New Hampshire's retail sales are made in WLAW's primary daytime coverage area! Adv.



Vol. 28, No. 18 Thurs., July 27, 1944 Price 10 Cts.

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

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FINANCIAL

(Wednesday, July 26)

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., General Electric, Philco, RCA Common, RCA First Pfd, Stewart-Warner, Westinghouse, Zenith Radio.

20 YEARS AGO TODAY

(July 27, 1924)

Highlighting the week's program over WEAF, New York, was the performance of the Gauvreau orchestra under the direction of Gladys Gauvreau. It was composed of 30 violinists between the ages of 10 and 16... Especially lively was the jazz concert by the Messner Brothers jazz orchestra.



"Worcester, Eng., calling Worcester, U. S. A." "London calling." These are established features received direct on WTAG's own short wave equipment. More evidence that WTAG's a big station.

WTAG WORCESTER

Coming and Going

EDWIN BUCKALEW, field manager of station relations for the Columbia Pacific Network left yesterday on an extended tour of West Coast affiliates of the Columbia web. He'll return to Hollywood in about three weeks.

MRS. DORIS CORWITH, assistant to the public service counselor of NBC, leaves today for Philadelphia, where she will address the Radio Work Shop of KYW, NBC affiliate in that city.

JAMES D. SHOUSE, vice-president of The Crosley Corp. in charge of broadcasting, is away from his Cincinnati headquarters this week on a short vacation.

JOHN ALLEN, acting radio director of Marschalk & Pratt, and PAUL WALSH, assistant radio director, are back from a business trip which took them to Philadelphia, Baltimore, Washington, Roanoke, Norfolk, Richmond, Charleston, Pittsburgh, Buffalo and Rochester.

GEORGE W. SLADE, publicity director for WBZ-WBZA, Boston and Springfield, is in town for public relations contacts.

LEE STOIANOFF, of the KGVO, Missoula, Mont., commercial department, is vacationing this week.

MATHILDE ERNESTINE, until recently publicity director of WJJD-WIND, Chicago is spending three weeks in New York on business.

NORMAN CORWIN, CBS producer-writer-director, has returned to New York City from Hollywood.

BILL AGEE, night production manager of KUTA, Salt Lake City, is back at the station after having spent two weeks in Los Angeles.

JOHN ELMER, president and commercial manager of WCBM, Blue Network affiliate in Baltimore, has joined the executive contingent currently in New York on business.

MILTON ROBERTSON, copy chief at WNEW, Denver, leaves tomorrow on a two-week holiday in the Cape Cod area of Massachusetts.

G. W. "JOHNNY" JOHNSTONE, Blue Network's director of news and special features; ARTHUR FELDMAN, web analyst just back from England, and CLETE ROBERTS, network correspondent who returned recently from the South Pacific, are in Washington, D. C., for conferences with Army and Navy officials.

HARVEY WEHRMAN, chief engineer at KLZ, Denver, is in Oklahoma City to discuss television and FM with Dixie McKey, of the Oklahoma Publishing Co.

F. C. SOWELL, general-commercial manager of WLAC, CBS outlet in Nashville, has arrived from Tennessee for a short visit on station and network business.

AUSTIN FENGER, news editor of KSFO, San Francisco, off on a vacation of three weeks. Wally King, recent addition to the station's staff, is subbing for him.

OLLIE E. CARPENTER, sales manager of WFTF, Raleigh, N. C., is back at the station following a short business trip which took him to Norfolk and Elizabeth City.

MIKE GOODWIN, having finished an outstanding production job on Radio Daily's "Shows of Tomorrow," has hied himself off to the shore, where the soothing song of the sounding sea will lull him into forgetfulness of deadlines, type sizes, etc.

Rumr On CBS Saturday Treats Post-War Taxes

Beardsley Rumr, taxation authority and treasurer of R. H. Macy & Company, New York, will talk on "Taxes for Post-War Prosperity," over the Columbia network, Saturday night, July 29, from 10:45-11:00 p.m. Rumr and H. Christian Sonne have proposed a post-war tax plan which would abolish all corporation taxes, with the exception of a franchise levy of five per cent, and rely on individuals for the bulk of the Federal income. This is the plan Rumr will discuss.

Wedding Bells

Edith Sager, executive secretary of Consolidated Radio Artists, Inc., surprised her friends by getting married during her two week vacation. The former Miss Sager is now the wife of Lieut. Phil Plachinsky.

Oboler's "Alter Ego" Sold To M-G-M Studios

(Continued from Page 1) treatment, it is said. Story is a psychological study of a woman whose dual personality incites her to murder. Oboler will start tests next week for the principal roles.

One-Man Station

Kansas City, Mo. — Lieutenant Myron Curry, former KMBC announcer, runs a one-man station as technical supervisor at Lowry Field Hospital, Colorado. Curry is studio director, maintenance man, announcer and program supervisor, and described as "everything is coming along fine" with "his baby" the new six by 12 foot broadcasting studio. The combined studio and control room has two amplifiers, a portable turn-table, a record rack for each day's show, and a portable control-panel.

Things Are Different Today In Baltimore Radio

It used to be pretty simple stuff to pick out a radio station and feel you couldn't be wrong. The old standby power and coverage were enough. But shrewd buyers time want two more factors today. They want to know "How many people living in the coverage actually listen to the station?"

Then a smart time buyer says, "Now what does each listener cost me?"

When you get the answer that in Baltimore it's an odd choice that you'll pick W-I-T... the station that produces more listeners for the dollar you spend. The facts are available. Glad to let you look them over... any time.

WDAS AUDIENCES HAVE BEEN Loyal

FOR OVER TWENTY YEARS

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



W-I-T-I IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY

**AGENCY NEWSCAST** ★

**MUR KUDNER, INC.**, announces that it has resigned as consulting counsel for the national promotion committee, promotional staff of the National Association of Manufacturers.

**CHARLES KING**, formerly associated with Trans-American Broadcasting & Television Corporation, has joined the Paris & Peart agency as manager of new business. He is the creator of the new Elgin program "Keeping Up With the Joneses," on the Blue.

**JUVILER**, president of Hamilton Radio Corp., makers of "Olympic" program, announces the appointment of **W. J. Advertising**, New York, as consulting counsel. During pre-war years the Hamilton Company operated in 11 foreign countries, as well as in the domestic market. Its war-time assignments cover a broad range, including radar and other secret equipment and recreational receivers for military personnel.

**MARSCHALK & PRATT's** new personnel additions are: **Herbert Ges-regan**, former time buyer for BBD&O, as media director and time buyer in current capacity; two copywriters: **Frank Peterson** and **Richard Rick**.

**LIEUT. COL. BOYD BULLOCK**, recently released from Army service, is assuming his pre-war position as advertising manager of the appliance and merchandise department of **General Electric**.

**HERBERT A. MORSE** has joined **Federal Advertising Agency** as an associate account executive and merchandising specialist. He formerly was associated with **Schenley Distillers Corp.**

**LESTER G. BARROW**, formerly advertising director for the **Brooklyn Edison Company** and **Consolidated Edison Company**, has joined the **Fuller & Smith & Ross** agency as an account executive.

**Mexican Radio Head Here To Study Radio And Tele**

(Continued from Page 1)  
The Commission on Radio of the Department of Communications and Public Works of Mexico, is visiting this country to conduct a survey on radio and television developments. At the present time Mexico has 172 broadcasting stations, having started the first one in 1923. **Dr. de la Rosa** pointed out that there are more than 1,800,000 radio receiving sets in the republic, of which 200,000 are in the Federal District, which includes Mexico City and its surroundings.

**Coast Film Committee To Co-Op With Radio**

(Continued from Page 1)  
studio publicity departments. Now organized as **Radio Sub-Committee of the Public Information Committee**, the studios' radio group will function on motion picture industry matters related to broadcasting and, through a committee of publicity directors, will set up standard practices and policies aimed at clearer understanding and more frequent cooperation between two entertainment mediums.  
**Will H. Hays**, has commended the concept of the organizational move, pointing out that screen and radio still have much to accomplish for their mutual and individual benefit.

**WLW Shifts Personnel**

**Cincinnati**—Recent changes at **WLW** as announced by **Robert E. Dunville**, vice-president of the **Crosley Corp.** and general manager of **WLW**, place **William Robinson** as manager of the **WLW Chicago** sales office; transfer **George Clark** from the managership of the **Windy City** office to **New York** to fill vacancy left by **Eldon Park**, new assistant manager of **WLW**; and send to **Chicago** to replace **Clark**, **Herbert Flaig**, commercial traffic manager of **WLW**. These transfers will be completed by **August 1**, according to **Dunville**.

**Joins "Basin Street"**

**Johnny Johnston**, has been signed for nine weeks on "**Lower Basin Street Chamber Music Society**," as singer and entertainer. **Paul LaValle** continues as conductor, with **Milton Cross** as emcee, on the show heard over the **Blue Network** Sunday nights. 9:15-9:45 p.m.

**WBYN LISTENER**

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

**EYES** delight when he gets fast sports and racing reports minutely spotted

**WHAT HE SAYS** sense he knows anything it sooner

**NEWS** ... by instantaneous ... 130

**WOWO**

**FORT WAYNE, INDIANA  
A Westinghouse Station**

To this grateful acknowledgment, expressed by the entire staff of **WOWO**, we add our sincerest thanks to all those who, because of their deep interest in advertising and broadcasting, served as judges and granted **WOWO** the series of Awards and Recognitions presented here...

**POPULARITY**

**Billboard 1944 Radio Publicity Survey**. In this **Radio Editors' Poll**, **WOWO** was first in its area.

**PROMOTION**

**WOWO** won second place among all **Clear-Channel Stations**, **Billboard Promotion Survey**.

**PROGRAMS**

**WOWO** won **First Award 1943-1944 Ohio Institute for family-type programs**. *Abe Andrews\**.

**SERVICE**

**Ohio Institute 1943-1944 Award** — *Tom Wheeler*.

**WAR-EFFORT**

"**Proudly We Hail**" 1944 **Honorable Mention**, **Ohio Institute**.

**MERCHANDISING**

**Quaker Oats**, **Honorable Mention**, **All-Station Coverage**.

\*From **WOWO Cradle Of Stars Audition Transcription Library**.

Again, the staff of **WOWO** appreciates this opportunity to call the foregoing to the attention of all advertisers... and incidentally, if you'd like to get in tune with some of the enthusiasm and spirit that feature the day-to-day operation of **WOWO**, listen to "**Hoosier Hop**." It's on the **Blue**, every **Saturday night** at **11:00 P.M.**, **E.W.T.**



**WESTINGHOUSE RADIO STATIONS Inc**

**WOWO • WGL • WBZ • WBZA • KYW • KDKA**

**REPRESENTED NATIONALLY BY NBC SPOT SALES**

LOS ANGELES

By RALPH WILK

**C**OTTONSEED CLARK, ringmaster for the Columbia Pacific Network's "Hollywood Barn Dance," will soon record his original "Brushwood Poems" in an album collection.

Edwin Buckalew, field manager of station relations, Columbia Pacific network, left this week on an extended tour of West Coast affiliated CBS stations. Scheduled as one of his regular round-robin visits to Coast stations, Buckalew will return to his Hollywood headquarters in three weeks.

The Blue's "Lum and Abner" initiated the Fifth War Loan Drive in Arkansas by sending an autographed picture album to be auctioned to the buyer of the largest bond!

George Burns, Gracie Allen and Margaret Ettinger continued on to New York on business trip, after Democratic National Convention at Chicago which Miss Allen covered for North American Newspaper Alliance.

Bill Goodwin, who announces and participates in the Gracie Fields Sunday night show heard over KFI-NBC, will lend his services to a government sponsored short on the farmers of Hollywood. Goodwin owns a 300-acre ranch at Dos Palos where he raises barley and alfalfa.

Last week when Mark Breneman offered a set of measuring spoons to early-morning KNX listeners, he received more than 3,000 letters in three days.

The International Sweethearts Rhythm, which is an-all girl orchestra, will be heard for the first time on the air, when they begin broadcasting nightly over station KPA from the Club Alabam, where they are appearing.

Ella Mae Morse does a transcontinental show before she launches her second personal appearance trip July 27th, on the night before leaving she will introduce her latest recording of "Patty Cake Man" at the Santa Ana Army Air Base.

Those monologues Garry Moore delivers with a music background on each Moore-Durante airshow may soon be available on the open market via recordings. One of the major platter companies is dickering for an album of his stories-with-music.

**KLZ**

DENVER

LOCAL PRODUCTION

Two recent kudos: Ohio Institute award for agricultural broadcasts; Denver Ad Club award for broadcast "ad of the year."

5000 WATTS ON 560 Kc



Michigan Ave. Memorandum!

• • • With the last of the political conventions out of the way and with most of the visiting politicians—not to mention the sizable contingent of network boys and gals—having packed up their badges and departed, the town can settle back to normal.....

Chicago

Radiotes hereabouts are still chuckling over the departure of the NBC New York press boys on Friday—convention or no convention—to participate in a baseball game scheduled for Saturday between the NBC press agents and the New York trade paper fraternity..... Gracie Allen, who covered both conventions for a newspaper syndicate, couldn't seem to get her weather straight. Gracie didn't come prepared for the terrific heat which baked the Republicans. For the Dems, however, she brought naught but Summer duds, only to find the weather about 30 degrees cooler. Gracie left for Gotham with her spouse, George Burns, hoping she would encounter a minor heat wave there so that she could find some degree of comfort in her finery..... And to top it all off, Joel Kupperman, eight-year-old math marvel of the Quiz Kids, has aligned himself with the Republicans, explaining: "I'm a Republican because, in this country, you can be anything you want to be even if your father is a Democrat—and mine is."



• • • Florence Warner, WBBM-CBS education director, and Elinor Inman of the CBS education dept. in New York, are attending sessions of the midwest leadership training conference at Sawyer, Michigan, this week. • Marian Reuter, assistant traffic manager for WBBM, leaves the station August 1 to become assistant to the radio director of the Chicago office of Young & Rubicam. • Raymond Jeffers, Russel M. Seeds agency exec., reports that Hildegard's broadcast will originate from the Presidential Ballroom of the Statler Hotel in Washington, D. C., on Aug. 8, 15, 22, 29 and Sept. 5 and from Detroit on Sept. 12 and 19. • Pvt. Alan Surgal, originator of WBBM's "This Is the Underground" series, is now a field correspondent for "Yank," the Army newspaper, stationed Somewhere in England. He authored "Staging Area" in the June 9th issue, a description of the thoughts and feelings of soldiers about to go overseas. • Marian and Jim Jordan, radio's Fibber McGee and Molly, attended the funeral in Peoria, Ill., Saturday of Jim's older brother, Leo, 55, who died suddenly last week of a heart attack.



• • • The gagsters who answer their telephones with such cracks as "Japanese Embassy," "It's your nickel—go ahead," and so on, have a new addition to their ranks in the person of the WGN engineer who has originated a telephone opener appropriate to these times of the high cost of living: "Check's in the mail. Who is it?" • A couple of mentions by Paul Gibson on his WBBM programs relieved the electric fan shortage at Army's Gardiner General Hospital on Chicago's South Side. Gibson's listeners have rallied to the occasion with more than 25 fans to date. • Alex Dreier, NBC commentator, has been ringing the bell with his predictions on events in Europe. His most notable accomplishment so far was his prophecy a few days ago that an attempt would be made on Hitler's life within a "very short time." The attempt came a week after Alex did his prophesying.



— Remember Pearl Harbor —

SOUTHWEST

**D**AVE McENERY, well known the air, records and screen "Red River Dave" is now once being featured over WOAI, in a quarter-hour program of cowboy songs, Mondays through Fridays. Prior to his induction in the McENERY was a featured artist on WOAI.

The makers of Gladiola Flour presenting the "Saturday Night dig" for a half-hour each Saturday evening from the studios of WOAI. Program is carried by member stations of the Texas Quality Network. The Texas Company is airing "Texaco Farm Front" over the Star Chain daily, Monday through Friday. Quarter-hour program originate from the studios of KFI in Fort Worth and feature "Country Goodman."

Texas Motors of Fort Worth sponsoring Martin Agronsky's "War Journal" via the Blue Network and aired by KGKO, Monday through Saturdays at 7 a.m. Machinery and Supply Company signed for a one-minute transaction announcement schedule to run over KGKO through the Evans & May Advertising Agency.

Naval Heads To Participate In WAVES 2d Anniversary

In connection with the WAVES second anniversary celebration, Secretary of Navy James V. Forrestal, Chief of Naval Operations Admiral Ernest J. King, Admiral Chester Nimitz and Captain Mildred McLean (head of the WAVES) will speak "Report to the Nation" over Columbia network Sunday, July 30, 8 p.m., EWT. Admiral Nimitz will depart from Pearl Harbor while the other naval officials will be heard in Washington, D. C. The Washington portion of the broadcast will originate from the grounds adjacent to Washington Monument, scene of WAVES' celebration, with Don Lee, CBS' Washington reporter, describing the joyous scene.

Don Lee Additions

Hollywood—The Don Lee Broadcasting System has added three employees to the staff, it was announced by Tony LaFrano, program director. They include Alma S. Scarberry, radio writer, as staff writer; Ed Chandler, ex-KQW'er of San Francisco, and Burley Smith, formerly with Los Angeles station, as announcers.

**LAWSON ZERBE**

Just taking a partial summer vacation

Available Full Time in September

"If You're Interested?"

# Petrillo KSTP Strike Brings Arrest Order

(Continued from Page 1)  
statement strongly criticizing  
for having "taken the law  
own hands and issued orders  
en to defy the courts." Hub-  
clared:  
also defying his own organ-  
the American Federation of  
The American Federation of  
which the American Fed-  
of Musicians is a part, has  
pledged its membership to  
strikes during the war period  
to is not only paying no at-  
to the War Labor Board and  
ts, but also no attention to  
labor organization.  
Petrillo's latest move is to  
musicians employed by  
to make a decision whether  
to go to jail by carrying  
orders or be expelled by him  
union.  
Friendly With All Unions  
ST has friendly relations with  
the unions, and the difficulty  
musician's union is not over  
working conditions, or hours.  
or a matter of an un-American  
that we contract to employ  
do not need. KSTP has at-  
abided by the orders and  
of the War Labor Board  
continue to do so. If that  
true, the War Labor Board

ny  
OWN is a  
JOHN  
OWN  
night  
BLAIR  
& COMPANY  
ESTING LEADING RADIO STATIONS

# 'Plug' Kendrick Dies; Pres., WINN, Louisville

(Continued from Page 1)  
Tennessee, where he maintained a  
home.  
"Plug," as he was affectionately  
known by his associates and friends,  
was a figure of national prominence  
in the radio industry for the 16 years  
prior to his death. He formerly man-  
aged radio stations at Indianapolis,  
Indiana and Hopkinsville, Kentucky.  
He was a graduate of the University  
of Tennessee, a veteran of World War  
I, and a member of the Legion 40  
and 8. Survivors are his wife, Mrs.  
Neill McTigue Kendrick; a daughter,  
Mrs. T. C. Mahr, Nashville, and a  
sister, Mrs. R. A. Lassefer, Nashville.  
Funeral services for Mr. Kendrick  
will be held in Nashville.

# Shortwave Feature Set On WNEW News Program

(Continued from Page 1)  
pines, each Monday, 9:45-10 p.m.,  
EWT, beginning July 31. John Royle,  
noted commentator of the Australian  
Broadcasting Commission, will be  
heard on weekly programs. This pro-  
gram replaces "News From the Under-  
ground."  
Another regular feature of "News  
From the Pacific" will be T. C. Hsu,  
news editor of the Chinese News Ser-  
vice, who will speak from New York.

would not now be taking its pre-  
sent action against James C. Petrillo.  
"It is very well for Petrillo to  
defy the courts of Minnesota from a  
safe distance, but if he really wants  
to prove that he is bigger than the  
courts of Minnesota, we suggest that  
he venture within their jurisdiction."

**Petrillo Ordered Walkout**  
Situation between KSTP and the  
AFM came to a head on Tuesday  
when James C. Petrillo from his  
Chicago office ordered the station's  
musicians in Minneapolis to quit  
working. The 16 men involved were  
previously scheduled to strike, but  
a court order restrained them until  
the hearing which comes up tomor-  
row. Petrillo stated in Chicago that  
he was willing to abide by the pend-  
ing WLB decision but that Stanley  
Hubbard, head of the outlet had sud-  
denly taken it out of the WLB hands  
and gone to court.

KSTP, an NBC affiliate has been in  
dispute with the AFM for some  
months and each time a settlement  
appeared imminent, another angle  
cropped up to draw the two factions  
farther apart.

Spokesman for AFM in New York  
said that all negotiations are being  
handled out of Chicago as far as  
president Petrillo was concerned, and  
also that the AFM had no objection to  
hillbillies, since majority of them  
were members of the union. Those  
playing at KSTP, however, were said  
to be non-union.

It was reiterated by the AFM  
spokesman that they planned to wait  
on the WLB decision and pending  
this, the Minneapolis studios could  
not be used by KSTP, but the same  
members could work out of the sta-  
tion's St. Paul studios.

# FM Radio System Used By Canadian Airways

(Continued from Page 1)  
opment that can be applied to all  
commercial air lines after the war,"  
says S. S. Stevens, superintendent of  
communications and electronic devel-  
opment for TCA.  
The new system links city opera-  
tions and traffic offices in Vancouver  
and Victoria with the airports at Sea  
Island and Patricia Bay. The object is  
instantaneous communication to  
speed up messages relating to reser-  
vations, flight plans, loads, flight  
clearance and dispatch. There is no  
contact with planes in flight. They  
have their own separate radio sys-  
tems. The system is "point-to-point"  
only and no other radios can pick  
up its messages. Telephone handsets  
are used.  
One of the most valuable charac-  
teristics of ultra-high frequency  
modulations, Mr. Stevens say, is that  
it eliminates static and fading, no  
matter what the weather may be.  
Fifty-watt transmitters are in-  
stalled in the Hotel Vancouver and  
on Mount Vernon, Vancouver Island,  
more than 40 miles away and a mile  
and a half from Patricia Bay airport.

**Joins NBC Aug. 1st**  
Station WTTM, Trenton, N. J., be-  
comes an affiliate of the National  
Broadcasting Company as a Basic  
Supplementary outlet on Aug. 1st.

# Ryan To Address Safety Meeting

(Continued from Page 1)  
Education at the Hotel Roosevelt in  
New York. Dinner will climax an all  
day conference which brings together  
many radio personalities and safety  
officials.  
Speakers during the day's session  
will include Dr. Sterling Fisher, as-  
sistant public service counselor, NBC,  
Dr. Forrest Long, director, National  
Safety Council, Chicago; Major Glenn  
S. Reeves, Security and Intelligence  
division Second Service Command,  
Army Service Forces; G. Emerson  
Markham, WGY, Schenectady.  
Also scheduled to appear on the  
program are: Dan Thompson, chief  
of the radio section, public informa-  
tion division, National Safety Coun-  
cil; William A. Fay, Stromberg-Carl-  
son vice-president; John McNeil,  
manager of WJZ, New York; Walt  
Dennis, public relations director  
WHN, New York; Harold E. Smith,  
general manager, WOKO and WABY,  
Albany; George Slade, WBZ-WBZA,  
Boston and Springfield, Mass.; Eli-  
zabeth Odames, WIBX, Utica; M. S.  
Novik, director, WNYC, New York;  
Ralph N. Weil, general manager,  
WOV, New York; Dorothy Lewis,  
NAB director of listening activities  
and J. E. Mason, president, WJTN,  
Jamestown.

# "THE Dayton Station"

Although 10th in the nation in war production,  
Dayton has had practically no wartime industrial  
plant expansion. For peacetime operations, ex-  
pansion plans for plant facilities of Dayton man-  
ufacturers already exceed \$50,000,000. Indicative  
of the tremendous market offered by Dayton  
today—and tomorrow.

**BASIC BLUE  
NETWORK  
5000 WATTS**

**WING**

**RONALD B. WOODYARD, Executive Vice-President  
WEED & COMPANY, National Representatives**

# Durr Warns Of "Inflationary" Trend In Prices Paid For Radio Stations

(Continued from Page 1)

added that he is not a lone questioner regarding these prices, referring to Chairman James Lawrence Fly's letter of Tuesday to Congressional leaders. This letter asked for direction from Congress to aid the FCC in determining whether it should approve sales at prices which appear to be out of line.

Durr feels that the Commission now has authority to deal with the problem, while the Commission majority, aware of the problem, does not apparently believe the FCC has authority.

## Urged Hearings

In his memo, Durr pointed out that he urged hearings in these three cases—and also in the case of WHOM, Jersey City, of which sale for \$403,000 to the Iowa Broadcasting Company was approved Tuesday, was based on two "serious questions of law and public interest."

"(A)" Whether or not any part of the purchase price represents payment for a radio channel in violation of Sections 301 and 309 (B) of the Communications Act of 1934, as amended and,

## Cites Value of WJLD

"(B)" Whether the amount being invested in the station by transferee will affect the operations of the station in the public interest."

Durr wrote that "WJLD, Bessemer, Alabama, is a 250-watt station operating on a local channel. The replacement cost of all its physical properties, real and personal is only \$12,269, and the original cost \$12,019. The net worth of all of its assets tangible and intangible, according to its books, is \$14,236. For the year 1943, its net income before Federal taxes and without deduction of any salary for the proprietor was \$4,966. The purchase price being paid is \$106,000, which is more than seven times the net worth of the station and more than 21 times its net profits before Federal taxes.

## WINX a 250-Watter

"WINX, Washington, D. C., is likewise a 250-watt station operating on a local channel, but operates with a booster which serves to extend its coverage. The replacement cost of all its physical properties, real and personal is only \$58,492, and the original cost \$56,966. The net worth of all its assets, tangible and intangible according to its books, is \$48,254. For the year of 1943 its net income before Federal taxes was \$20,186. The purchase price being paid is \$500,000, which is more than 10 times the net worth of the station and more than 24 times its net profits before taxes.

"WJLD was first licensed only a little more than two years ago and WINX less than four and one-half years ago. The purchase price being paid for WJLD represents a profit of

nearly 800 per cent on the cost of its physical properties and over 650 per cent on its net worth. The purchase price being paid for WINX represents a profit of nearly 800 per cent on the cost of its physical properties and over 950 per cent on its net worth.

## Questions WQXR Sale

"WQXR, New York, is a 10-kw station and WQXQ is a frequency modulation (F.M.) station. No figures were before the Commission as to the replacement cost or the original cost of the physical properties involved in the transfer. However, the net worth of all of the assets of the present licensee corporation, both tangible and intangible, is \$227,037. For the year 1943, its net income before Federal taxes was \$30,320. The purchase price being paid is approximately \$1,000,000, which is approximately four and one-half times the net worth of the licensee corporation and nearly 33 times its net profits before taxes."

## Business Judgment Paramount

Broadcasting is competitive, Durr said, "And it is not the function of the Commission to protect either the buyers or the sellers of radio stations from the consequences of the exercise of their own business judgment. However, the Commission does have the responsibility of seeing to it that licensees observe the provisions of the Communications Act and that licensees for the operation of broadcasting stations are neither granted nor transferred unless the public interest will be served. Its responsibility in approving transfers is no less than its responsibility in making original grants of licenses. Section 310 (B) of the Act provides:

"The station license required here by the frequencies authorized to be used by the licensee, and the rights therein granted shall not be transferred, assigned or in any manner either voluntarily or involuntarily disposed of, or indirectly by transfer of control of any corporation holding such license, to any person, unless the Commission shall, after securing full information, decide that said transfer is in the public interest, and shall give its consent in writing."

## Quotes Communications Act

"Sections 301 and 309 (B) of the Communications Act provide clearly that radio channels are public property and incapable of private ownership. It follows that neither the channels nor any right to use them is for sale, either by private individuals or by the Government. The Communications Act provides that they are to be licensed by the Commission, only for limited periods of time, and only to those whom the Commission finds best qualified, by ability and intention, to use them in the public interest. Ability to outbid others in the price offered for a station has no relation to qualifications of this kind."

In the cases named above, Durr

said, "The price paid appears on its face, to be greatly in excess of any demonstrated value of the properties and business being sold. For what is this excess being paid? Are there elements of value in the transferees' property and businesses which are not apparent from the information contained in their applications or are they selling something they do not own and have no right to sell, namely, the use of a radio channel? Moreover, the new licensees are taking on financial loads many times greater than those of the old licensees.

## All Commercial Stations

"All of these stations are commercial stations, and it is reasonable to assume that the purchaser of a commercial station buys with the expectation of earning at least a reasonable return on his investment. In the present cases, do the transferees regard their purchase as business ventures, or do they intend to operate the stations without regard to profit?"

## Wants Motives Clarified

"If the former, how do they expect to operate the stations so that they will be self-sustaining and at the same time yield a fair business return on investments ranging from four and one-half to 10 times the investments of the former licensees? Is it anticipated that profits will be increased through more economical and efficient operations or by increasing the price per unit of time sold, or is it contemplated that a substantial amount, if not all, of the increased profits will have to come from selling more time? If more time is to be sold, will a reasonable amount of the time still be left for local civic programs, educational programs, the discussion of controversial public issues, and other types of sustaining programs?"

"It seems to me that the applications, on their face, point to the need of 'securing full information' before the Commission can decide that the transfers are made in the public interest.

## Operating Cost a Factor

"Far from the least important feature of our American broadcasting system is that the cost of establishing and operating radio stations has been within the reach of qualified individuals and groups having only moderate financial means. In many communities, all presently available standard radio channels are occupied and the only way for a newcomer to get into the field is by the purchase of an existing station. The present inflationary trend in the price of radio stations, if continued, will tend not only to increase still further the already tremendous pressure on sustaining programs but also to push radio broadcasting more and more beyond the reach of any but the well-to-do. Certainly the inflationary trend should not be encouraged by permitting the capitalization of licenses."

# Broadcasters Favor Sharing WAC Bu

(Continued from Page 1)

additional replies are coming numbers.

This report buttresses the position of the OWI radio bureau in WAC announcements from its office of station announcements free by broadcasters. It also affirms the position of NAB advisor director Lewis H. Avery, who has been in the forefront of the fight to gain radio its rightful share of the WAC program.

## Dunville Issues Statement

Cincinnati—Taking the position that the War Department in its Young & Rubicam has handled the \$5,000,000 WAC recruitment act wisely, R. E. Dunville, president of WLW, yesterday issued a statement on the WAC budget controversy. Dunville's statement follows:

"We feel that the War Department has been doing a very good job of prosecution of the war, and that Young & Rubicam has always looked upon as a good advertising agency and have offered sound advice to their clients, not to mention a good portion of that advice in the recommendation of several of our country's top radio programs with a considerable billing in the broadcasting industry. Therefore, the War Department and Young & Rubicam feel that the expenditure of \$5,000,000 in newspapers is the proper way to spend this money for the best interest of the war effort. We will concur in this decision as far as WLW is concerned, and we continue to serve our listeners as well as the Government, in the interests of both without remission.

"We further feel that while there is a shortage of time on most stations that shortage is created by the cause of the sale of commercial time for which broadcasters are paid. The paper shortage in the newspaper and publication field is a result of their raw material, and are not even able to take the full complement, in many cases, of advertising schedules because of this shortage. We further believe that the broadcasting industry, as a whole, has turned in a very creditable job during the war effort and has received, in time to time, at least casual recognition of this job, and we feel that the industry should continue to maintain their high standards of service to the Government and the people, and that the bickering and questioning judgment of people and organizations whose past performances indicate such malicious criticism is unwarranted.

## Joins Memphis Station

Nan MacKenzie, former secretary to Wynn Wright, NBC National Production Manager, has joined the staff of WMPG, Memphis, as assistant to Robert Neal Hobgood.

# Roberts Tells Hosts of Work In Pacific

(Continued from Page 1)  
in broadcasting from Down

ts explained that perhaps no  
than three minutes of news  
on the air from Australia or  
inea, might mean a round-trip  
than 4,000 miles to get the  
st hand, but that requests for  
ilities are constantly being  
This has resulted in consider-  
rovement since he first went  
ralia about two years ago.

**Telephone Service Poor**  
difficulty, Roberts, said, lies  
comparatively poor grade of  
e wires used for connecting  
ocations, the ground wires in  
a losing out too much as they  
ong, due to little or no com-  
ng or boosting of the wires  
r pickup, and transmission.

r, the Australian Broadcast-  
p, tied up and operated along  
s of the BBC, lent every pos-  
i in the direction of the Amer-  
respondents. They had a cer-  
ount of money to spend and  
uch as was needed to facili-  
tters for the newsmen.

cts, who took part in many  
operations told of several of  
ome on and off the record and  
versations with General  
hur, whom he highly regards  
a man and a general. The  
ondent's experiences were il-  
ng on conditions in the South  
both from the correspondents  
viewpoint.

casting in Australia, Roberts  
was in two divisions. The  
which ran considerable BBC  
nd releases as well as pickups,  
alks and disks, and the com-  
or Class B outlets which  
dd most of the listeners. The  
also preferred to run records  
ften, the usual proceeding for  
man there to record his speech  
afternoon for instance, and let  
nscription be heard at the  
e talk is scheduled.

**AFRS Disks Popular**

merican way of broadcasting hit  
ustralian commercial network  
ame while most of the U. S. ser-  
ann were stationed there. "Com-  
performance" and the disks put  
the American Forces Radio  
y, the latter being particularly  
at were among the shows heard  
along with the first-line com-  
l pickups from the U. S.  
s said he believed that this  
assert a strong influence on  
ian radio after the war, since  
Australians liked it also.

ng demand for programs of  
ort is much in evidence, ac-  
to Roberts who saw a good  
there for many types of  
or transcribed shows.

orts who was introduced by G.  
ohnny) Johnstone, will go to  
ast shortly with Johnstone and  
Feldman, newly back from  
na, where they will confer on  
t coverage for the Blue in vari-  
rts of the South Pacific, where

# Washington Front

By ANDREW H. OLDER

**CLIFF DURR** has brought up a question that Washington has been  
wondering about for several months. Nobody has quite been  
able to dope out the reason for the terrific prices brought by a num-  
ber of radio stations this year. Certainly a station is a valuable  
property—worth a good deal more than its physical value if it has  
been properly run and has achieved substantial goodwill among  
timebuyers and listeners. But the prices that have been paid  
are really eye-openers. . . . Of course, the best buy of all was the  
deal on WHAT, Philadelphia. It's only a 100-watter, on the 1340  
band, but worth \$20,000 of anybody's money. David Stern of the  
Philadelphia Record was so anxious to get rid of the station that  
he let it go for only a portion of its value. For Philly is of course  
a market that makes even 100 watts valuable power. . . . On the  
other hand, look at what Eugene Meyer paid for WINX, Wash-  
ington. Half a million is considerable of a price for a 250-watt  
outlet in a city less than half the size of Philly.

★ ★ ★

Reconversion—or at least the limited reconversion announced  
this month by WPB—isn't going to mean very much to radio set  
manufacturers. The joker is that return to production for civilian  
use will be permitted only where military needs are fully met.  
And there are very few items the military needs more than the  
wartime output of the radio manufacturers. In addition, there is  
a serious shortage of electronic components and other critical  
parts for military production, so speedy resumption of production  
for civilians is still not.

★ ★ ★

One of the best of the Fly stories took place recently when  
Pete Shuebruk of the commission law department was presenting  
a case before the commissioners. Pete is a Harvard grad and a Bay  
Stater born and bred. Fly, of course, is a Texan, and there is  
a good deal of difference in diction between the two states. . . .  
Pete was going along in great style until he made references to  
the station ownership as a "pahntrship." The Chairman, who likes  
to pick up small points and is quite witty about them often—  
sometimes a bit forced, interrupted to ask Pete whether a "pahn-  
trship" might be a "partnership." Instead of trying to reply,  
Pete turned to Governor Case, who came to Washington after serv-  
ing as governor of the broad-A state of Rhode Island. "You know  
what I mean, Governor, don't you?" "Why certainly," said Case.  
"A pahntrship is a pahntrship."

★ ★ ★

Down in Houston, Texas, Roy Hofheinz has been on the air  
18 hours a day testing programs over his new station, KTHT. In-  
cidentally, he still does not have his license, but that is expected  
almost any day now. Apparently a lot of people have been tuning  
in his 250-watter already, and he reports that business has been  
excellent. Furthermore, he reports receipt of a letter which ought  
to set a new trend in radio. A listener wrote in enclosing a  
fifty-dollar bill, and saying "Keep up the good work. We need a  
station like yours here" . . . . H. C. Cockburn, who applied only  
last Saturday for a license to operate the old KXYZ facilities with  
1000 watts, has been quoted twice in the Houston papers as saying  
that he would have a license from the FCC by July 22. It doesn't  
look very promising, though, even today. The question of who gets  
the MBS affiliation contract in Houston is very interesting. MBS  
is naturally going to take 1000 watts sooner than 250, but it is be-  
lieved that Cockburn promised to be on the air by Wednesday,  
July 26. If he is not, the affiliation should go to Hofheinz.

★ ★ ★

# N. Y. Outlets Taboo Dewey Ballot Disk

(Continued from Page 1)

casting information on the soldiers'  
ballot. Dewey letter suggested that  
stations use a transcription in which  
he was to explain, "how simple it is"  
for soldiers and sailors to vote in  
New York. The ET was to be pre-  
faced with, "Now a special message  
from Governor Dewey."

Reason for the surprise on the part  
of the stations is that every one of  
them has consistently been broad-  
casting information spots on the bal-  
lot by absentee servicemen and wo-  
men, including the key stations of the  
networks.

CBS' key outlet WABC which has  
been broadcasting the information on  
the ballots and procedure, will con-  
tinue to do as it has in the past and  
will not use the Dewey disks, ac-  
cording to unofficial sources. NBC's  
key station WEFB will also continue  
to treat the ballot as it has in the  
past, plus using it via commentators  
and news reports. Last night the  
commentators used the item on mer-  
chant seamen not be allowed the ab-  
sentee ballot because they are not in  
the armed forces. At any rate neither  
WEFB or WABC have as yet sched-  
uled the disks. WNEW active inde-  
pendent station in New York points  
out that the outlet has been broad-  
casting such ballot information as  
received of League of Women Voters  
and disseminated to the listeners and  
will probably continue to do so im-  
partially, without reference to any  
political party.

Blue Network's key outlet WJZ  
said through a spokesman that the  
station officials had not yet heard the  
recording and therefor could not be  
sure whether it would be scheduled.

Dave Driscoll, WOR's director of  
war services, stated: "We cannot use  
the transcription. However, we will  
use live announcements wherever  
and whenever we can fit them into  
the schedule."

## Real Opportunity for Career Girl

Secretary To Young New York  
Radio Advertising Executive

Growing business with large  
postwar expansion plans. Pleas-  
ant working conditions. Must  
be able to assume responsibility  
on confidential and highly im-  
portant duties. Write—stating  
experience, education, reference  
and salary expected.

Write Box 851, RADIO DAILY,  
1501 Broadway  
New York 18, N. Y.

# ★ ★ ★ COAST - T O - COAST ★ ★ ★

### — CANADA —

**TORONTO**—Wedding bells will ring in August for Olga H. Bell, supervisor of central registry at CJBC and CBL, and F/O Donald H. Cruikshank, RCAF, of St. John and Westfield, New Britain. Olga is the youngest department head in the entire CBC as she is 20 sweet years old. The marriage will take place in Vancouver.

### — MISSOURI —

**KANSAS CITY**—A record of 11 years of retail radio promotion, with the same title, the same program format and the same Monday-through-Saturday mid-morning time, was chalked up when "Joanne Taylor," a dramatized presentation of store news for John Taylor Dry Goods Co., of this city, began recently its 12th year of consecutive broadcasting on KMBC.

### — IOWA —

**DAVENPORT**—Harriet Olson, formerly of WOC continuity department, and husband, Palmer, are parents of a daughter born July 4. . . . While a confirmed bachelor at WOC, Gary Allen, bequeathed title to Bill Johnson and married Miss Margaret Balkenhol late last month. Marriage took place in church in Clinton, where his parents were tied in wedding.

### — UTAH —

**SALT LAKE CITY**—Charles W. Brauer, long time technician at KDYL's transmitter, resigned to devote full time to his own business, the Brauer Co., cabinet makers. . . . Another absentee at KDYL is Freddy Horwitz, station account executive, who is vacationing in Denver.

### — SOUTH CAROLINA —

**COLUMBIA**—WCOS listeners were delighted when Allen Whitehead, a native Columbian, competed on the Blue Network show "Blind Date"; and further were thrilled when he won the date. . . . The station's listeners are also happy over the announcement that Lillian Bollin, who has worked at WCOS for the last five months, will be married this week end to Robert Allison, who is attached to the Public Relations office at Fort Jackson. . . . **SPARTANBURG**—One woman listener, "bargain hunting," phoned Cliff Gray, farm service director of WSPA, during a recent bond selling rally to ask: "Is WSPA selling bonds any cheaper than the bank or the post office?"

### — TEXAS —

**SAN ANTONIO**—Rex Pries, K TSA account executive, off for a much needed vacation. . . . John W. Scott, KABC news analyst, spoke on the subject "Pearce or Merely an Armistice" at regular weekly luncheon of the local Lions Club yesterday at noon at the Gunter Hotel. . . . **FORT WORTH**—Texo Feeds has renewed their contract for another year to cover five times weekly announcement schedule over KGKO.

### — NEW YORK —

**BUFFALO**—WGR Wed., July 26, aired first of a series of Blue Network broadcasts, "Pages of Melody," featuring a 25-piece WGR orchestra directed by David Cheskin and soloists Elvera Ruppel and John Sturgess. Show originated from local well known Music Hall with public invited to attend. . . . **UTICA**—During an auction sale recently at the local McConnell Baseball Field, WIBX contributed the International News Service Bulletin announcing the Normandy Invasion to local War Bond Committees who sold it for \$1,000 in bonds. Other interesting souvenirs were baseballs bearing signatures of "Commando Kelly," Vice-President nominee Senator Harry S. Truman, and Babe Ruth.

### — WEST VIRGINIA —

**CHARLESTON**—Melva Graham, who handles the popular "580 Club" afternoon program for women over WCHS, is kept very busy these days. Her contest for "Hot Weather Recipes" has resulted in a flood of mail from ambitious club members. Prizes total \$100 in war bonds and stamps.

### — IDAHO —

**BOISE**—KIDO launched its own Fifth War Loan Drive; scheduling 10 remote programs which featured interviews with the employees at 10 different industries, regarding purchase of bonds and the value of utilizing the war bond payroll savings system of savings. Highlight of series was a two-way broadcast between employees of local department store and its branch in Caldwell, Idaho, distance of 30 miles. Two groups challenged each other to bond sales contest with prizes for the winners. The 15-minute programs were written by KIDO's Cass Stevens and aired by him along with Ralph Herbert and Art Roberts.

### — CALIFORNIA —

**SAN FRANCISCO**—KSFO's sales force was recently enlarged with the addition of Donald Hall and John Allen, both new to radio. . . . **OAKLAND**—KROW is broadcasting a special series of programs produced by the OWI to acquaint listeners with needs of local war agencies; and KROW's "Voice letters home" is the special feature of the "Bell of Freedom" show heard on KROW, under sponsorship of Central Bank. Scott Weakley, of KROW special events staff, emcees show in which "letter" is recorded for delivery, with all expense paid, to any address desired. Mailings go to all points in the country and overseas.

### — NEW YORK —

**NEW YORK**—Retailers using WQXR facilities during the first half of 1944 numbered a 116 per cent increase over the 1943 figure, according to H. K. Boice, vice president in charge of sales. Figure represents 13 retailers on the station during the January to June, 1944 period, compared with six using WQXR during the same period last year. . . . Last night over WMCA at 11 Louis Russell and his band beat it out on the station's "Amateur Night in Harlem," which originates from the stage of Apollo Theater weekly. William Jeungst, radio editor of the Brooklyn "Eagle," was the guest expert on the "Crime Quiz" program over WNEW this p.m. at 7:45. Guester covered New York courts and City Hall before going to Brooklyn.

### — COLORADO —

**DENVER**—Sheelah Carter, former Mutual commentator, has begun broadcasting over KFEL. . . . Over KLZ, Lucille Hastings, ex-editor of the Brighton, Colorado "Blade," a bi-weekly publication, has joined the station's news staff. . . . KOA held picnic of 1944 in early July, atop Genessee Mountain, 20 miles from here and part of the world-famed Denver Mountain Parks system. Staff members and families turned out en masse for an all day outing.

### — MASSACHUSETTS —

**BOSTON**—Frank Petty, vocal star of the Bell Shops weekly quarter-hour and the Serenade for Strings series over WBZ and WBZA, was signed as featured vocalist with Guy Lombardo's orchestra. . . . Cedric Foster received a two-day vacation, the first respite in three years of analyzing the news for the Yankee and Mutual weeks, last week when his 2 p.m. broadcasts were cancelled Thursday and Friday at the Democratic Convention in Chicago.

### — OHIO —

**CINCINNATI**—WCKY's new series, which was aired for the first time last Sunday evening at 7:30, is titled "The Fifth Freedom," and is patterned after WCKY's "Let Freedom Ring" broadcasts, which were given credit for boosting blood donations here from 900 pints a week to an all-time high of 2801 pints. . . . July 23 to August 9 one-a-month promotion of the WLW Grocery Trade Relations will feature iced tea and coffee. . . . **MARION**—WMRN celebrated its first year on the BLUE last month; while Joe Peters, engineer, rejoins WMRN after leaving for WBNS, Columbus, O., for more than a year.

### — PENNSYLVANIA —

**PITTSBURGH**—Earl Sneathen, new to radio, has joined the KDKA engineering staff. . . . Over WCAE, wedding bells rang out recently for Kitty Conti of WCAE program department and Sergt. Bill Thieman, formerly of the WCAE continuity department; while Polly Malone, whose program "Polly Entertains" recently had a 10th birthday, observed one herself last Tuesday, July 18.

### — NORTH CAROLINA —

**CHARLOTTE**—WBT program ment came up with a find in Doris Guinn, 20-year-old local girl whose sounds very promising. . . . And "Curly" Campbell, of the Ten Ramblers on WBT, is passing out time-blend cigars this week in honor of the birth of a baby daughter Sunday 16. . . . **RALEIGH**—Fay E. Biggs, publicity director, has accepted a on the committee for publicity of recruiting in this State. . . . GREENSBORO—Phyllis Strickland, flutist with the WBIG Concert Ensemble, played almost train time and then left for Florida this week for her marriage to Englander Paul Benedict, of U. S.

## "Ma Perkins" Leading Current Daytime Ratings

Daytime shows are currently led by "Ma Perkins," as it is over CBS (another edition on NBC) according to ratings for second week in July as reported Hooper. "Right to Happiness" is with "Young Widder Brown," second place.

Others in consecutive order "Pepper Young's Family," "Big Sister," "When a Girl Marries," "Fast at Sardi's" (Kellogg); "Stage Wife," Kate Smith Speaks "Our Gal, Sunday."

Daytime shows have varied the leader in recent reports. Before the above had "When a Girl Marries," in first place and "Ma Perkins" second and Kate Smith Speaks third.

## 'Visual Quiz' Will Feature Panel Of N. Y. Editors

"Visual Quiz," one of television's oldest "live" shows, with a record of 86 performances at Columbia Video station WCBW, N. Y., will sent tonight four editors and a cartoonist as the five previous winners to compete for the grand championship. The participants include Morris Weeks, Jr., editor of Time, Inc.; Jane Healy, assistant feature editor of Cue Magazine; John Worth, cartoon animator for Famous Studios; David Crawford, editor Simon & Schuster, publishers; Bernard Geis, New York editor-director of Esquire and Coronet Magazines.

Ben Feiner produces, and Frank Buss directs the program, part of CBS' two-hour live television series from 8 to 10 p.m., EWT.

## Stork News

Los Angeles—A son, Danny Deane Cunning, was born Sunday, July 23, at the Hollywood Presbyterian Hospital to Mr. and Mrs. Patrick Michael Cunning. Father is television producer while mother is a producer and writer. Baby weighs six pounds and four ounces.

July 27

Mabel Albertson      Fox Case  
Fern Persons          Lillian Okun

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

28, NO. 19

NEW YORK, N. Y., FRIDAY, JULY 28, 1944

TEN CENTS

## Ryan Cites Public Service

### Petrillo Dispute May Go Federal Court

Minneapolis—A threat to take C. Petrillo, president of the American Federation of Musicians, to federal court as a result of the trial called by the labor leader at C.F.M. was voiced yesterday by Stanley Hubbard, president of the station. Hubbard stated that he will demand damages for loss of prestige and for cancellation of a thousand-dollar-a-week broadcast.

A temporary injunction against C.F.M.'s musicians, restraining them from striking, was dismissed yesterday in violation of the station attorneys' order to relieve the musicians.

(Continued on Page 3)

### Heads Research Dept., At Mutual Web

Appointment of Richard Puff as manager of Mutual Research, effective immediately, was announced recently by Robert A. Schmid, director of sales promotion and research of the network. The announcement stresses the increased importance of research at Mutual as its research personnel has expanded to more than four times its former number.

(Continued on Page 3)

### Soldier-Vote Advice Without Mention Of Dewey

WJZ, New York, key station of the Blue Network, which up until yesterday had reached no decision regarding the use of Governor Dewey's "soldiers' vote" transcription, last night decided to utilize its own analysis.

(Continued on Page 2)

### Hall's A Hall

Ross Filion, NBC producer sought rehearsal studio for Benny Goodman and all-star band for the network's "For The Record" show Monday night. Not a single vacant studio could be found in the building or nearby. Finally Goodman convinced Filion everything was possible. He had hired Columbia's recording studios on Seventh Avenue.

### Talk WAC Recruiting

St. Louis—High ranking Army officers in conference here past few days are reported to have discussed, among other things, the WAC recruitment plan. No statements were given out and the press was referred to Army public relations in Washington.

### Tele Costs Explored By Seminar Speaker

An insight into the costs as well as the construction problems of television stations were given by two speakers at the Television Seminar of the Radio Executives Club at the RCA building last night.

Using slides to illustrate the station equipment, Leonard F. Cramer, executive vice-president of DuMont Laboratories, disclosed that a television station on a pre-war cost basis would total an investment of \$258,500.

(Continued on Page 5)

### Survey On WAC Budget Shows Radio Interest

Washington Bureau, RADIO DAILY

Washington—Although the proportion of broadcasters who would welcome paid WAC recruitment advertising fell down somewhat yesterday from the 91 per cent registered through Wednesday, it still remains extremely high. Of 239 replies to the NAB questionnaire received through yesterday 214—or 85.3 per cent—of

(Continued on Page 2)

## Governors' Confab, Primaries Will Be Reported Over KSD

### New Television Co. Formed In Chicago

Springfield, Ill.—Television Associates, Inc., 190 North State Street, Chicago, Ill., has obtained a certificate of incorporation from the Secretary of State.

(Continued on Page 3)

10.79% of Massachusetts' retail sales are made in WLAW's primary *nite-time* coverage area. *Adv.*

## NAB Head, At Radio-In-Safety Confab, Gives Allocation Plan Major Credit; Other Industry Speakers Heard

### Canadian Radio Com. Reports To Commons

Montreal—The Parliamentary Radio Committee, reporting to the Commons yesterday recommended appointment of a full-time salaried chairman for the Canadian Broadcasting Corporation to have charge of policy and a general manager to have charge of administration. This recommendation had been forecast.

The committee report said: "This

(Continued on Page 5)

### Radio As Medium Praised By RKO Official

Barret McCormick, RKO director of advertising and publicity, outlined RKO's promotion plans for the coming season before delegates of the company's annual sales meeting at the Waldorf-Astoria, New York, re-

(Continued on Page 5)

### Radar-Radio Industries Hold Meeting In Chicago

Chicago The Radar-Radio Industries of Chicago, Inc., composed of 63 member firms which manufacture 50 per cent of the electronics equipment produced in the United States, is observ-

(Continued on Page 2)

Paying tribute to radio for its public service record, J. Harold Ryan, president of the National Association of Broadcasters, addressed the New York State Conference on Radio in Safety at the Hotel Roosevelt last night on "Radio's Public Service in Time of War."

Coincidentally the Ryan speech came at a time when NAB is attempting to get recognition for radio in the appropriations for the \$5,000,000 WAC advertising budget. While the speaker

(Continued on Page 6)

## Blue Net Executives To View Television

Group of Blue Network executives headed by Edward J. Noble, chairman of the board, will leave today for Schenectady en route to the Thousand Islands Club, near Alexandria Bay, N. Y. where a series of meetings will be held. At Schenectady, the officials will attend a tele-

(Continued on Page 3)

## WABC To Recruit WAVES Via Air Shows and Booth

One of the most intensive radio recruiting campaigns ever launched by a single station has been set by WABC for the WAVES beginning next Monday with Margaret Arlen, station commentator, spearheading

(Continued on Page 3)

### Message Zu Heim

Listeners to the "WOR Newsreel" program from 6:15-6:25 p.m., tonight will hear a transcription of a BBC program of this week in which German prisoners of war somewhere in England made appeals to their folks and Army comrades in the Reich to rise against the domination of the Nazis, overthrow Hitler, Goebbels, et al, and sue for peace with the Allies.

37.24% of New Hampshire's retail sales are made in WLAW's primary *nite-time* coverage area. *Adv.*



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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, July 27)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163 3/8	162 7/8	163 1/4	+ 1/2
CBS A	31 1/2	31	31	- 1/2
CBS B	30 3/4	30 3/4	30 3/4	+ 1/4
Farnsworth T. & R.	12 7/8	12 5/8	12 5/8	- 1/4
Gen. Electric	38	37 5/8	37 3/4	+ 1/8
Philco	34 1/2	33 3/4	34	- 1/2
RCA Common	10 3/4	10 1/2	10 5/8	- 1/8
RCA First Pfd	74 3/4	74 1/2	74 1/2	- 1/8
Stewart-Warner	15 7/8	15 3/4	15 5/8	- 1/8
Westinghouse	101	100 5/8	100 5/8	- 1/8
Zenith Radio	41 1/4	41 1/4	41 1/4	+ 1/4

## NEW YORK CURB EXCHANGE

	1/8	1/4	1/2
Nat. Union Radio	1/8	1/4	1/2

## OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	16	17 1/4
WCAO (Baltimore)	22	
WJR (Detroit)	37	

### Tuhy Leaving FCC

Washington—Stephen Tuhy, Jr., will leave FCC next week to join the law firm of Hayes & Hayes. He has been with FCC since January, 1935.

## 20 YEARS AGO TODAY

(July 28, 1924)

The Navy Band of the Virgin Islands, scheduled for a performance over WJZ, New York, on the 30th, is composed of native musicians of the Islands now on tour of the United States. . . Nils Thor Granlund, known to his WHN listeners as NTC, is noted for his exaggerated readings of poetry and good-natured ribbing of performers at the mike side.

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED!

Blue's KGO is THE Bay Area Buy!

# Coming and Going

WILLIAM M. DAWSON, JR., commercial manager of WARM, Scranton, who has been in town this week for confabs at the Blue Network and with the station reps., leaves today for the home offices.

J. DONALD WILSON, producer of the CBS program "The Whistler," sponsored by Signal Oil Company over the Columbia Pacific Network, has left on his vacation. His chores have been taken over by George W. Allen, new head of CPN's program development.

EMMA OTERO, Cuban soprano featured in opera and radio, leaves today for Havana, to be gone until late in August. This will be her first visit to her homeland in several years.

C. E. SIEWARTH is here from WJW, Cleveland, for conferences at the local offices of the station's national representatives.

ALBERT GREENFIELD, brand advertising manager of the Cresta Blanca Wine Company, leaves New York on Monday for Los Angeles, where he will assume his duties at the executive advertising office of the company.

JOHN COLBURN, Associated Press correspondent, has returned to the States from Stockholm by way of London. He will be guest observer Sunday on the "World Front" program over WLW, Cincinnati, and NBC.

TOM SLATER, director of special features and sports for the Mutual network, is vacationing for two weeks at Spray Beach, N. J., recuperating slowly from the effects of the two Presidential conventions in Chicago.

LOUISE WINSCHHELL, traffic manager of KUTA, Blue Network outlet in Salt Lake City, and VERN LOUDON, assistant production manager of the station, have left on their vacations, the former to Idaho, the latter to the Bay area.

D. G. McCRARY, control engineer at WPTF, NBC affiliate in Raleigh, N. C., is vacationing at Carolina Beach. Don Massey is pinch-hitting for him. BETTY LOU HAMILTON, transcribed continuity writer at the station, has just returned from a holiday spent at White Lake, N. C.

## Radar-Radio Industries Hold Meeting In Chicago

(Continued from Page 1)

ing its first anniversary at a board of directors meeting Thursday, July 27, in the Stevens Hotel. The group, of which Leslie F. Muter is president, was organized a year ago, but was not incorporated until last December.

Muter said the Army and Navy had recently called upon the group's member firms to step up their output nearly 30 per cent. He said the firms also had been asked to redouble their engineering efforts with a view to making increasingly better products.

### 70,000 Persons Employed

"Member Plants," Muter said, "employ about 70,000 persons, about 80 per cent of whom are women. About only 1,000 new employees will be needed, even with stepped up production schedules," he added.

Commendations have been received from Ralph A. Bard, Under-Secretary of Navy, Rear Admiral Claude A. Jones, chief of production and materials for the Navy, and Maj. Gen. William Henry Harrison, director of procurement and supply for the Signal Corps. The Army and Navy officials, he said, praised employees of member associations for not having lost a single hour due to strikes or other work stoppage.

No member-plant has had a strike since long before Pearl Harbor, Muter said, "which is to the credit of the leaders and members of AFL, the CIO, and the four independent unions."

## WJZ Soldier-Vote Advice Without Mention Of Dewey

(Continued from Page 1)

nouncers in broadcasting the message live, omitting the reference to the State Executive included in the transcription. "The message," said WJZ, "will be broadcast every day from now through August."

## Survey On WAC Budget Shows Radio Interest

(Continued from Page 1)

the stations replying reported their desire to participate in the War Department's five million dollar campaign which is as yet not open to radio. "No" replies were received from 23 stations, with two undecided.

### WHN's Ardent Listeners

Within less than half a square mile Up-State, New York, has concentrated 2,000 listeners. An inmate of the Attica prison at Attica, N. Y., wrote a letter to WHN director Herbert L. Pettey that he operates the prison's 2,000 radio receivers (earphones of a central set) and reports that favorite programs of the men are the Dodger ball games described by Red Barber and Connie Desmond besides the Monday night fight shows from the Queensboro arena announced by Sam Taub.



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

# How To Get More For Your Baltimore Radio Dollar

First, you toss out the old sleight-of-hand method of buying time. You stick to facts. And that's easy to do today.

Let's look at power. Power alone is no basis for buying time. What good are a lot of people if they don't listen.

Popularity alone is no basis. Suppose it costs you 5 times as much to get twice as many listeners?

Cost alone is no yardstick either. If nobody listens it's a waste of money.

Intelligent advertisers look at all three.

We've got the facts for Baltimore on all three of these vital factors. They prove that W-I-T-H delivers more listeners-per-dollar-spent!



# W-I-T-H IN BALTIMORE

TOM TINSLEY, President  
REPRESENTED BY HEADLEY-REED

## KP-Petrillo Dispute May Go Federal Court

(Continued from Page 1)

responsibility for the walkouts between station and musicians are said to be most amicable.

Washington Bureau, RADIO DAILY  
Washington—A majority opinion of the War Labor Board order directing recording companies and the radio to resolve their differences and turning out records again has been held up for two months now. The opinion actually is written, but likely that it will be altered in light of subsequent developments. The refusal of AFM President C. Petrillo to order his men to work is likely to result both in altering of the written opinions and in further directive action by the board. The board is now studying the current situation and it is expected that it will act within a week.

There was no official comment here on the board regarding the AFM strike in St. Paul, where musicians again walked out of KSTP because of contractual difficulties. This was assigned to the Chicago office after a hearing here in July. The Chicago panel was about to file its recommendations to the board concerned when the present dispute occurred. This report too is expected to be changed now.

## Philadelphia Philco Plants Awarded 4th Army-Navy 'E'

Philadelphia—This city's plants of the Philco Corp., were awarded their fourth Army-Navy "E" emblem, according to a statement from the War Relocation Authority. Under the direction of Robert P. Patterson, Under Secretary of War. The Company's production of war materials, at the highest level in its history, includes for the Army and Navy Radar equipment, electronic and radio communications equipment for planes, ships, and the ground forces, bazooka projectiles, shells and fuzes, and storage batteries.

## Patricia Brown Added To Cast Of Commercial Tele Show

Patricia Brown, baritone, has been added to the cast of the series of three commercial television fashion shows to be presented on WABD, by Alden's Radio Mail Order Company on August 2nd, 9th and 16th. The three shows are being produced by Buchholz & Company, agency for the show, and will be directed by Richard Hubbell. Patty Sears is writing the script, Miss A. B. Clark is styling the director and Edward Senz is in charge of makeup. Conover models will be featured wearing garments displayed in Alden's fall catalogue.

## Benny In New Guinea

Benny has arrived in New Guinea to begin his tour of Army radio in the southwest Pacific.

# ★ AGENCY NEWSCAST ★

**HENRY R. TURNBULL**, Duane Jones Company executive has taken leave of absence from this firm to assume his duties as director of radio for the Republican National Committee.

**HERBERT C. SANFORD**, television director in the radio department of N. W. Ayer & Son, Inc., has been named manager of the agency's Hollywood office. **EDWARD M. CHAFFEE**, representative, has been transferred from the organization's Philadelphia office to the Detroit branch. **NATHANIEL COOPER DOUGHTY** and **HOWARD ANTHONY McCALL** have joined Ayer's media department.

**ASSOCIATION OF NATIONAL ADVERTISERS, INC.**, announces the election to membership of the following companies, together with the individuals who will represent them in the ANA: Houdry Process Corp., Philadelphia, Frank P. Tighe, Dir. of Adv.; Oliver Farm Equipment Company, Chicago, Wm. E. Fulton, Adv. Mgr.; Eureka Vacuum Cleaner Co., Detroit, Geo. T. Stevens, Vice-Pres., and A. B. Dick Company, Chicago, R. J. Rountree, Adv. and Sales Prom. Mgr.

## WABC To Recruit WAVES Via Air Shows and Booth

(Continued from Page 1)

the drive with 50 appearances on the various WABC and CBS programs.

In addition to plans for an intensified radio recruiting drive, WABC will install a WAVE recruiting booth in the lobby of CBS studio building at 49 East 52nd Street, New York, with a recruiting officer on duty day and night. Miss Arlen plans to participate in the recruiting booth activities as well as broadcasting.

During the week all WABC programs will devote time to the drive. The Landt trio will air their regular CBS program Monday, July 31, from Hunter College, and Miss Arlen will appear with WAVES on two other network shows, "Fun With Dunn" and "The Colonel."

## WBZ Staff Employees Teachers In Spare Time

Boston—Four members of WBZ staff find time besides their official duties to instruct in the local university and commercial schools. Staff announcer Streeter Stuart teaches classes in French and Spanish at Boston University college of liberal arts, besides continuing studies for Doctor Philosophy degree from the same university. Two other staff announcers Carl Caruso and Nelson Bragg conduct classes at the Leland Powers School of Radio. The fourth member represents the WBZ engineering department namely Fred Moriarty who instructs a technical course in basic radio for the Massachusetts Department of Education.

**CARR LIGGETT AGENCY**, Cleveland, continues to handle the advertising of the American Bantam Car Company, Butler, Pa., with the publicity for the manufacturer being placed by M. H. Hackett Company.

**DOREMUS & CO.**, New York, has added to its copy staff Ray Schoonover, formerly with J. M. Mathes, Inc.

**EDWARD T. BATCHELDER**, a member of the staff of the Association of National Advertisers since 1936, has been elected Secretary of ANA. Recently assistant secretary of the Association, he is also president of the Harvard Business School Club of New York.

**PIONEER ICE CREAM DIVISION** of the Borden Company announces the appointment of Doherty, Clifford and Shenfield, Inc., to handle all the advertising for Reid's Ice Cream, effective August 25.

**ARTHUR McCLURE** and **PHILIP SCHUYLER** have been made partners in the firm of Baldwin and Mermey, public relations counsel, New York, it is announced by William H. Baldwin and Maurice Mermey.

## Puff Heads Research Dept., At Mutual Web

(Continued from Page 1)

ber since Puff's leave of absence in January, 1943.

Another appointment, that of John R. Newhouse, formerly night supervisor at WOR, as night program supervisor of Mutual, was made by program director Adolph Opfinger. Newhouse will share supervision responsibility with Floyd Mack and Mel Vickland.

## New Television Co. Formed In Chicago

(Continued from Page 1)

tary of State's office here. The company will have 2,000 shares of \$5 par value stock. Incorporators were: A. Drobena, E. C. Upton and C. V. Cook. The company is authorized to conduct television and radio shows. The firm is represented by the law firm of Sonnenschein, Berkson, Lautman, Levinson & Morse, 77 West Washington Street, Chicago.

## Mexican Theater Folk Visit NBC Headquarters

Seventeen Mexican actors and actresses visited NBC studios Wednesday night, the tour including an inspection of the network quarters, television exhibit and the RCA Building observation tower. Following the tour they attended, "El Radio-teatro de America," NBC shortwave program sent to Latin America in Spanish.

## Blue Net Executives To View Television

(Continued from Page 1)

vision demonstration at General Electric this evening and tomorrow morning as G. E. guests.

At the Thousand Islands where Noble has one or more estates, the series of meetings will hold discussions on management and operating policies of the network. These will be held Sunday and Monday, with the execs leaving for New York on Monday night.

### Executives to Attend

Attending the Schenectady meeting, from the Blue Network, will be: Edward J. Noble, chairman; Chester J. LaRoche, chairman of the executive committee; Mark Woods, president; Edgar Kobak, executive vice-president; Earle Anderson, member of the board of directors; F. S. Wood, member of the board of directors; Robert Swezey, secretary and legal counsel; Phillips Carlin, vice-president in charge of programs; Keith Kiggins, vice-president in charge of stations; Charles Rynd, treasurer and assistant secretary; C. P. Jaeger, national sales manager; Edward Borroff, vice-president in charge of the central division; Merritt Schoenfeld, assistant manager of the central division; John Norton, manager, stations department; George Milne, chief engineer; Frank Marx, technical engineering adviser; Benjamin Adler, facilities engineer, and Rene Brugnoli, facilities engineer.

### "Time" Officials Invited

Also: Roy E. Larsen, president of Time, Inc., and a member of the board of directors of the Blue Network; Charles Stillman, vice-president and treasurer of Time; James Pope, assistant to Stillman; Richard de Rochemont, producer of "March of Time" movies; and Frank Norris, head of the Radio Programs Department of Time.

Present at the meetings at the Thousand Islands Club will be Messrs. Noble, LaRoche, Woods, Kobak, Anderson, Larsen, Stillman, Swezey, Carlin, Kiggins, Rynd, Jaeger, Borroff, Schoenfeld, Norton and F. S. Wood.

## Yankee Web Promoting Beverwyck Beer Show

Yankee's Promotion Department has printed a flashy red and green folder promoting the sponsorship of the 11 a.m. edition of the network's News by Beverwyck Beer and Irish Cream Ale. It has mailed a copy to all package stores, taps and taverns, hotels, clubs, and restaurants in New England. Announcement of the news period over WNAC, Boston and other Yankee stations in the New England states is highlighted on the back cover on a large green arrow next to a picture of the Irish Cream Ale bottle on a map of this area. Inside spread spotlights letter to dealers on the left and a brief review of the network's news service on the right.

PROMOTION

Preventing Inflation

Desiring to prevent inflation by buying war bonds, the W. E. Long Co., of Chicago, Ill., has printed a one-page poster on which is written in black bold letters "BUY WAR BONDS" and in a slightly smaller size "GUARD AGAINST THIS" beneath which to the left is an arrow pointing to the value of a German inflation stamp of 1923 and to the right another arrow emphasizing the fact that it required 40,000 of these stamps to send a letter in that country.

Underneath the arrow at the left is the statement urging the American public to "imagine our two cent stamp overprinted to two million dollars" and at the right is the warning 'war bonds stop inflation—insure prosperity.' These posters have received warm comment from all over the nation.

Red Cross Blood Bank

WEEI, of Boston, as a result of its successful promotion of the work accomplished by the Red Cross Blood Bank in Boston through its program, "Life to the Front," is preparing a window display at the chapter's headquarters in the New England Mutual Building. In addition, a certificate of appreciation was presented WEEI general manager Harold E. Fellows during the July 18 broadcast of "Life to the Front."

New Business Trend

Boston—A study of daily program schedules of WBZ and WBZA has shown a definite trend towards use of radio as a medium for advertising by the leading department stores of this New England metropolitan city and others. List of local merchants buying air time on the New England Westinghouse stations are headed by Jordan Marsh Co., Smith Patterson Co., William Filene's Sons Co., Spencer Shoe Stores, Chandler and Co., Kennedy's Men's Stores, I. J. Fox Furriers, and the Bell Shops, Inc. The First National Stores, Inc. and the Stop and Shop chain are the leading grocery and provisions companies sponsoring.

KBS Adds Three

The Keystone Broadcasting System, Inc. has increased its list of affiliated stations with the additions of WJZM, Clarksville, Tennessee, operating on a frequency of 250 watts—1,400 kilocycles; KROS, Clinton, Iowa, operating on a frequency of 250 watts—1,340 kilocycles; and KWFC, Hot Springs, Arkansas, operating on a frequency of 250 watts—1,340 kilocycles.

Service Transfer

First Lt. Curt Peterson, former radio director of the Marschalk & Pratt, has been transferred from an Alaskan post to Washington, to be associated with the bureau of public relations department of the Army's radio branch. John Allen is the acting radio director with M & P agency.



Radio Vitamins for Friday !!

● ● ● Some of radio's earliest network favorites will stage a reunion this Sunday when Wee Willie Robyn, Gladys Rice and Douglas Stanbury, of the original Roxy Gang, get together on the "America and Music," program over WNEW. . . . Alex Richardson, now organist at the Radio City Music Hall and former Roxy Theater organist, will act as accompanist for the singing trio. . . ● Henry (Here's) Morgan, who used to rebuke his sponsors via WOR gets on Mutual now and then and most recently was himself "rebuked" as one of the characters in "Roosty of the AAF" . . . last Sunday night he played the part of "Black Cat Connors," the jinx of the squadron. . . . Henry is stationed at the Santa Ana Air Base. . . ● Emma Otero, Cuban soprano who has become a radio and opera favorite here, returns to Cuba today for her first visit home in several years. . . . she returns late in August. . . Thomas L. Thomas, star of "Manhattan Merry-Go-Round" on NBC, has been renewed for a second year. . . ● Ralph Edwards is raising corn on his farm during vacation and a neighboring comedian asked the "Truth or Consequences" emcee if he were raising it for the program. . . . "No," said Edwards, "but help yourself when you get back on the air."



● ● ● Dick Mooney relates that "Spotlight Band" programs, heard on the Blue six nights weekly, is nearing its 100th week, and the 600th program. . . and only two shows have been missed during the entire run so far. . . ● D. M. Grattan agency will be closed the first week in August, coming back cooled off on the 7th. . . ● Warren Gerz of Young & Rubicam press dept. leaves shortly for Hollywood to take over publicity on "Duffy's Tavern" and Dinah Shore programs. . . ● Al Bryant, CBS' magician of the multi-graph division is around looking for another political convention. . . . Bryant on short notice highjacked a special car which he attached to the Broadway Limited on short notice after the GOP Chicago meet. . . . and after the Democrats did their stuff, Al worked his charm on the Pennsy R. R. again and held the train up 10 minutes while the CBS boys got their baggage aboard. . . ● August issue of "Read" magazine has articles on Meyer Davis, ork leader de luxe, and also one on Phil Baker, the \$64 man. . . . both very interesting.



● ● ● Twentieth-Century Fox new film "Wilson," has had a coast-to coast plug nearly every day during the past two weeks and it looks like the sked will continue during August. . . . Jerry Lawrence, emcee of WMCA's "Air Theater," starts a new tele series over WABD, DuMont outlet early next month. . . ● Lt. Col. James Stevenson, USA retired, looks like a promising commentator bet, with front-line viewpoints. ● Illene Woods, returns to the Philco Radio "Hall of Fame" soon as a steady feature. . . ● Hank Sylvern lays claim to being radio's busy man. . . . with the addition of the Jane Cowl musical on MBS, this conductor-composer is connected with 42 different programs. . . ● NBC is lining up a terrific set of talent for its "For The Record" program series in co-operation with the Army Service Forces to record V-Disks for the men overseas. . . . it starts next Monday 11:30-midnight, EWT. ● Benay Venuta, celebrates her 10th year in radio during the coming week. ● They say Prescott Robinson, WOR newscaster and a Canadian by birth, sounds just like Gov. Dewey. . . . well, Dewey mebbe can hire a stand-in and not get a throat like Willkie did in 1940. . . ● Hildegarda went to Milwaukee to visit her folks, and hopped right back to New York to cool off—if it's any bargain, one way or the other, as to climates.



—Remember Pearl Harbor—

CHICAGO

By BILL IRVIN

THE National Federation of Women, holding their annual convention in Evanston, Ill., award a certificate of merit to Blue Network's program, "Me of Israel" on Saturday, July 29. White, director of public service the Blue's central division, will on hand to accept the award of half of the network.

WGN plans to pipe latest news letters to the Saturday night C Park concert audiences on Chicago Lake Front, beginning July 29, continuing through Sept. 1. An age of 15,000 to 25,000 persons at the WGN-Mutual Chicago Theater the Air broadcasts at the Bank each Saturday from 8 to 9 p.m., and remain for an additional half non-broadcast entertainment sent by the same.

The five-minutes news summa piped from WGN studios on N Michigan Avenue, will be relayed the concert audiences through public address system horns at Band Shell during the intermission between broadcast and non-broadcast programs.

Brisk business at WMAQ, Chicago the past week was topped by 52-week renewals for the two quarter-daytime serials sponsored by Kroger Grocery and Baking Company, it was announced by O. Morton, manager of the NBC central division, local and spot sales department. Both programs are five-a-week. The shows are "Mary Foster," "Editor's Daughter," aired from 11:14 a.m., CWT, for Kroger's dated coffee. Ralph H. Jones Company of Cincinnati is the agency. Lou Tilden is the NBC account executive. Renewals are effective July 31.

Other business reported by Morton included placement of 236 new time signal announcements and four spot announcements and orders the renewal of 884 time signals. The 326 new time signal announcements, 260 were placed by Wesson and Snowdrift Sales Company through Kenyon and Eckhardt (New York) run 10-a-week for weeks, starting July 31.

WJW Department Head On Cleveland Air Council

Cleveland—Earl Harper, sports special events director for WJW, chosen by the Radio Council Greater Cleveland as a member of the Advisory Board of the Council consisting of a chairman and of representative from every local station, it was announced recently by Mrs. Henry C. Christian, president. Possessing a membership of 85,000 and representing 100 organizations this group operates specifically to evaluate all radio programs of the area and establishes its own evaluation list for the listeners as to the best in all types of radio.

# Costs Explored Seminar Speaker

(Continued from Page 1)  
down the cost price as fol-  
Audio Equipment, \$153,000;  
kup Unit, \$40,500 and In-  
Sound, Lighting, etc.

ing that Du Mont designed  
constructed three of the na-  
television stations operat-  
WABD, New York; WBKB,  
and W6XYZ, Hollywood, Mr.  
eclared:

learned that you can't jump  
ision on a shoestring. We've  
ed that you don't need a  
ollars. Back in 1940, we felt  
ee of reducing telecasting to a  
made economic horsensense.  
d have enjoyed operating a  
studio but we knew that  
age owner's station would  
ill affair. "We've pioneered  
nd very successful station. I  
e have amazed the entire

**Trainer Gives Views**  
ret indications are that there  
veral distinct classes of tele-  
ions to be set up in the  
period, M. A. Trainer, RCA  
ng department, said. The  
origin stations will, of  
e located in the larger cities,  
ar in those cities regarded as  
eters, he added. They will be  
e to make heavy investments  
and facilities and will have  
pared to originate complex  
such as operas, musical  
n and elaborate plays, he  
out, in addition to the film  
ds being equipped to handle 35  
mm film and slides. The  
relations will probably require  
small mobile units complete-  
equipped to televise outdoor  
d permanent installation of  
equipment will be made at  
or near the city that are  
sources of programs.

**Program Variety Wide**  
ain also went on to say that  
ent stations will be required  
ana more moderate investment  
lar and facilities, adding that  
diversity of interesting pro-  
s in be presented from one  
ely sized live talent studio,  
sional programs fed to the  
ad  
edion that television broad-  
er will make extensive use of  
nor television purposes was  
ng by Trainer. The quality of  
k picture and the sound that  
e recorded on 16 mm film has  
eatly improved in recent  
small stations will be able  
to events of local interest dur-  
the daytime, quickly process the  
al telecast the pictures the  
eening, he concluded.

**Trio Contracted**  
Records, Inc., has signed the  
Luo Trio to make 12 commercial  
ective August 2, with Leonard  
in charge. The Air Lane Trio is  
the Blue Network.

# Canadians' Radio Committee Makes Report To Commons

(Continued from Page 1)

would not involve a dual authority,  
as each would have his own definite  
field of action, and their respective  
functions should not involve any con-  
flict and should any conflict arise, the  
authority of the chairman must be  
predominant or such matters might  
be referred to the board."

The present part-time chairman of  
the board of governors of the CBC is  
Howard B. Chase, a Montreal labor  
executive, and it has been indicated  
in radio circles that he is too busy  
with his labor activities to devote his  
full time as chairman. Most widely-  
reported choice for the post has been  
B. K. Sandwell, a recently appointed  
governor and editor of the Toronto  
Saturday Night. The post of general  
manager has been vacant since Dr.  
J. E. Thomson resigned last Novem-  
ber to resume his work with the Uni-  
versity of Saskatchewan. Dr. Augustin  
Frigon, assistant general man-  
ager, has been acting in the vacant  
post.

The report then explained that the  
general manager was expected to be  
responsible for an ever-expanding  
organization and policy. "At present  
the chief executive is responsible to  
the board of governors for the general  
policies of the corporation under the  
direction of the board, and must as-  
sume responsibility to the board of  
governors for the general policies of  
the corporation under the direction  
of the board, and must assume re-  
sponsibility for all broadcasting re-  
specting political, religious, economic,  
social, educational and other contro-  
versial matters," the report said. He  
is also in charge of public relations

as well as of the relations between  
the corporation and private stations,  
and will soon have to supervise  
operation of the government short-  
wave station now under construction  
at Sackville, N. B. "Further, the  
corporation owns and operates 10  
broadcasting stations throughout  
Canada, as well as two shortwave  
stations, and operates two networks  
connecting these stations with a large  
number of private stations. The com-  
mercial operations of the corporation  
have become quite expensive."

Relations, with a large staff, involve  
many delicate problems, and its an-  
nual budget now amounts to \$5,500,000  
involving a strict control of its fin-  
ances. "One function calls for imagi-  
nation, and a broad culture, a com-  
prehensive understanding of our na-  
tional problems, and an enthusiastic  
faith in the future of our country  
while the other, business experience,  
administrative ability, and a positive  
mind are required. The committee  
naturally, asked themselves whether  
such diverse functions can properly  
be filled by a single person and  
whether the set-up of the corpora-  
tion would not be improved and a  
better control experienced should two  
separate officials, a full-time chair-  
man, and under him the board and  
general manager, each possessing the  
best qualifications possible in the par-  
ticular field allotted to them, be  
charged with carrying out the Cana-  
dian Broadcasting Act." In recom-  
mending the two appointments, the  
report said such a step would neces-  
sitate an amendment to the broad-  
casting act.

## Some Equipment On Hand For Disposal, Says Jones

*Washington Bureau, RADIO DAILY*  
Washington—Jesse Jones, head of  
the RFC, announced recently that  
the agency has on hand for disposal  
surplus communications equipment  
and electrical devices worth \$1,159,-  
247. There was no breakdown of the  
type of equipment covered, with in-  
formation available only at field of-  
fices. The bulk of it is held by the  
Cleveland office, \$1,046,100 worth.

Other offices and the value of the  
surplus they hold are: Atlanta, \$12,-  
661; Portland, Ore., \$4,686; Richmond,  
\$31,250, and Salt Lake City, \$64,500.

## Chinese Official To Talk

Dr. H. H. Kung, minister of finance  
and vice-premier of China, spoke on  
"Chinese-American Post-War Co-  
operation" as the keynote speaker on  
a special broadcast over WMCA, New  
York, July 27 at 9:30 p.m., his  
speech coming directly from the din-  
ner tendered in honor of the states-  
man by the China-America Council  
of Commerce and Industry at the Wal-  
dorf-Astoria Hotel, New York City.  
Thomas J. Watson, president of the  
IBM introduced the speaker.

## Glenn, RCA Appointee, Ex-WPB Sounds Br. Chief

Appointment of Glenn C. Henry,  
former chief of the Audio and Indus-  
trial Section of the Radio and Radar  
Division of WPB, to the staff of the  
Sound Equipment Section of the RCA,  
in charge of sales of engineered sound  
systems and components, was an-  
nounced recently by Barton Kreuzer,  
manager of RCA's Sound Equipment  
Section. The University of Montana  
graduate has been active in radio and  
sound reproduction since early boy-  
hood. About 10 years ago, Henry en-  
tered federal government service in  
the Nation's capital, serving as en-  
gineer in his two main interests for  
the National Archives for seven years  
before he went with WPB.

## Goes Full Blue

An increase in the number of  
stations from 123 to complete day-  
time Blue network of 190 stations,  
will be effected by Gum Laboratories,  
Inc., sponsor for "Hello Sweetheart"  
beginning Sept. 16. The program is  
in behalf of Ivoryne Peroxide which  
is handled by the McJunkin Adver-  
tising Company in Chicago. Program  
is heard Saturdays, 5:45-6 p.m., EWT.

# NBC Political Shows To Originate At KSD

(Continued from Page 1)

the utilization of experienced political  
leaders to comment on an election  
here is a new angle. Democratic pri-  
mary returns will be discussed Tues-  
day night by Circuit Attorney  
Thomas C. Henings, and Republican  
balloting will be analyzed by City  
Counselor Joseph W. Hollands. The  
St. Louis "Post-Dispatch" station will  
broadcast city returns direct from  
election commissioners office.

Richard Harkness, chosen by NBC  
to cover the political campaign, will  
make his nightly network broadcast  
from KSD, discussing the Missouri  
election Monday and Tuesday, and  
on Wednesday and Thursday report-  
ing on the GOP governors meeting  
called by Gov. Thomas E. Dewey,  
Presidential candidate. Harkness and  
veteran political reporters of the  
"Post-Dispatch" will join in a series  
of local KSD broadcasts on the gov-  
ernors meeting.

## Radio As Medium Praised By RKO Official

(Continued from Page 1)

cently, stating that radio and other  
advertising media will back all of  
their pictures.

Regarding radio, McCormick said  
"the spearhead will be our present  
national program, 'Hollywood Star  
Time.' Repetition is the most im-  
portant thing in advertising, and  
those daily mention of titles—five  
times a week over 184 stations of the  
Blue Network, from coast to coast—  
will do just that."

## New MBS Members

KDRO, of Sedalia, Mo., operating  
on 250 watts, 1,490 kilocycles, will  
join Mutual as a full time outlet  
Sunday, Aug. 6; while WENT, of  
Gloversville, N. Y., became a MBS-  
CBS dual affiliate upon joining Mu-  
tual, July 22.

## Real Opportunity for Career Girl

*Secretary To Young New York  
Radio Advertising Executive*

Growing business with large  
postwar expansion plans. Pleas-  
ant working conditions. Must  
be able to assume responsibility  
on confidential and highly im-  
portant duties. Write—stating  
experience, education, reference  
and salary expected.

Write Box 851, RADIO DAILY,  
1501 Broadway  
New York 18, N. Y.

# Ryan And Other Industry Executives Address Radio-In-Safety Conference

(Continued from Page 1)

did not refer to the WAC budget situation he presented a comprehensive picture of the industry's attainments since Pearl Harbor.

"After flashing the dramatic news of the attack on Pearl Harbor, the broadcasting industry stood well up in line to receive its assignments from a government at war," Ryan declared. "Deluged at first with wartime demands, many of which were conflicting and confusing, the broadcasters soon realized the need for co-ordination and as a consequence



J. HAROLD RYAN

the Radio Branch of the Office of War Information, with the aid of stations, networks and advertisers, set up allocation plan."

"Under this plan the requirements of all government agencies, civil and military were presented to the stations in orderly fashion and received business-like treatment calculated to produce best results. The stations were free to contribute additional time, talent and facilities if they chose, and all of them have, quite generously, but the allocation plan furnished a guide and a systematic working arrangement. Recruiting for all branches of the armed forces, War Bond Drives, salvage, blood donor and conservation campaigns, the Office of Civilian Defense and many other vital war activities received powerful stimulation."

The speaker declared, the figure compiled by the Office of War Information representing the number of listener impressions delivered by radio since April, 1942, is almost too big to grasp. Through the OWI allocation plan alone, radio has delivered since April, 1942, listener impressions totaling 54,560,257,000.

"The OWI figure, 54,560,257,000 listener impressions, means that America's population, which listens to the radio practically 100 per cent, has been covered completely more than 400 times. Radio has sold this war and its responsibilities to one hundred and thirty million people more than four hundred times since April of 1942.

#### 1944 Record Impressive

"Rather than slacking up in 1944, the first 29 weeks show a figure of 18,662,713,000 listener impressions, which accounts for a third of the total of the entire period since 1942.

"What does all this demonstrate? It demonstrates radio's effectiveness as a medium of communication in time of war. Radio has the same effectiveness in a peacetime economy but

with less public significance—for it is not so readily apparent that radio's operation in the public interest constitutes two-fisted maintenance of the American way of life. . . .

"The Chief Signal Officer of the Army of the United States, in awarding the broadcasting industry a Certificate of Appreciation for loyal and patriotic services, wrote as follows:

"This acknowledgment of your distinguished contribution in furtherance of a future world at peace will be inscribed forever in the annals of the Signal Corps."

"It is our hope that the radio industry will find the same inscription in the hearts of the American people."

#### Radio in Safety Role

Radio can be the outstanding device for promoting the cause of safety provided it is not expected to give a solo performance in effort, Prof. Paul F. Lazarsfeld, director of radio research for the Columbia University, declared before the Radio Safety meeting earlier in the day. Prof. Lazarsfeld went on to explain that other media, such as newspapers, pamphlets, organizations, interview sessions, etcetera, should be coordinated in order to bring about the best results if the safety program is to be achieved on a national scale.

Dr. Forrest Long of the National Safety Council in Chicago pointed out in his talk entitled "The Need for Safety Education," that radio will be more than glad to cooperate in a proposed plan providing national popular interest is taken.

Walt Dennis of WHN, New York, declared that radio stations are an integral part of the civic city. If the radio station manager is not willing to cooperate with a safety program, that manager has no right to exist at his post. He also asserted that accident prevention is a federal matter.

"We should use established programs with established audiences for the purpose of getting across safety programs," Duell Richardson of WOKO-WABY, Albany, suggested.

Harold Mueller of the Institute of Public Relations in New York asserted that smaller stations will accept safety programs, whereas larger stations will not, because small stations will produce poor quality programs.

#### Thompson Gives Views

Dan Thompson, chief of radio section of the National Safety Council in Chicago, recommended the following to cooperators: Learn as much as you can about radio, especially how to write scripts and how to talk on the air; don't go to your station manager with empty hand without something definite to offer him; once you have succeeded in booking a program, follow through with 100 per cent cooperation and accept all details as your responsibilities; if you can't get a program on the air by going directly to the station, approach

some public-spirited sponsor of a commercial show.

#### Dr. Fisher Heard

"More time has been set aside for public service programs than ever before for which the war has been responsible," Dr. Sterling Fisher, assistant public service counselor of NBC, pointed out. Public service programs are not necessarily sustaining presentations, but in many cases are on commercial, he added. He recommended that the National Safety Council do its thinking in terms of network programming for safety stories, adding that public service programs for safety on small stations were inadequately handled and consequently not too successful.

G. Emerson Markham in charge of agricultural broadcasting at WGY, asked who will write the specifications of what the public should hear on safety programs—government?—educators? He quickly added that he'd take his guidance from the public direct, through preferences as shown by program listening. He also said he "would lean on advertisers to finance the whole structure. Some question may have crossed your mind as to whether 'Radio's Desire To Service the Local Community' has not been lost somewhere in the shuffle," he said, adding again that he thought not.

#### Fay Cites Great Opportunity

William Fay, vice-president of Stromberg-Carlson Company in charge of broadcasting, said:

"Radio offers you an opportunity to contact the citizen in the home where most accidents happen; on the farm and in industry. Your contact with him is personal indeed and he is worthy of your very best efforts. I am not cognizant of your organizational structure as it relates to broadcasting, but it would be ideal if provisions were made for personnel to handle radio exclusively, including supervision and script writers. Accidents in the home and on the farm can be vividly dramatized. It is my impression that industry will use radio more and more to maintain the morale of workers."

Presiding at the morning session was Thomas C. Stowell, assistant director of the department of Public Health Education at the State Department of Health at Albany. Mrs. Ehel M. Hendricksen, chairman of sub-committee on Public Information and Interpretation of the State Department of Health, presided at the luncheon session. The dinner session was presided over by Edward S. Godfrey, Jr., M. D., Commissioner of New York State Health Dept.

#### New Blue Show

Chef Boy-Ar-Dee Quality Foods, Inc., Milton, Pa., launches a new morning variety program over the Blue, August 19, under the title "What's Cooking?"

## PROGRAM REVIEW

### NBC'S UNIVERSITY OF THE AIR

Public Service

WEAF-NBC, Saturdays, 7-7:30

Writer: Frank Wells

Director: Frank Papp

Music: Morris Mamorsky

Frank Wells, writer of "The Me Joe," a counterpart of University of the Air, has matters for us by giving us pose behind this series. We quote Wells, "It is about the women who came from man to make in America a free life. What they thought, who stood for . . . all help to G. I. Joe." That's this series d'etre.

The first of these American draws a parallel between the old world. Wells' story opens where the men, Chinese and American, are collaborating on the construction of a huge airport to terminate the termination of the war. The Chinese and American are cooperating heroically to complete the urgently needed airport the B-29's against Japan.

The foregoing is faded out picture as the author brings the migration of the Irish to during the middle of the 19th century. Through the eyes of listeners are taken back to this when the Union and Central railroad companies were being constructed by the mixed agr that became the nucleus of our cracy today. The author goes show how the Chinese American the West and the European Americans in the East, together, from respective areas, helped to pioneering America.

In addition to a good script musical selections were choice. Mamorsky's orchestration here on suggested the Gershwin via. Also included were phrase "Ballad For Americans."

The major roles performed following were given excellent pretations: Les Damon, Donald Anne Sterrett, John McQuade, Hoyer and Juano Hernandez. Papp, director, and Milton K orchestra conductor, may also well deserved bows.

### Clare Boothe Luce W

The Mutual Broadcasting S polled its 376 commentators and analysts and its 226 affiliated stations following the address of Helman G. Douglas before the Democratic National Convention at the Ch Stadium recently, on the voting powers of Miss Gahagan, mour-girl wife of movie actor Mc Douglas, and Republican, Boothe Luce, whose "GI Joe" was one of the highlights of the convention last month. The poll sulted in a six to four decision favor of the Congresswoman Connecticut.

**Expanded Activities  
Show ATS Progress**

Inclusive picture of the American Television Society is summed up in the decision of the board of directors to distribute a "Membership Directory" showing the development of a program laboratory, present philosophy and review of current television and an establishment of speakers' bureau, Dan D. Steiner, announced yesterday.

E. Nelson, vice-president and chairman of the membership committee, will be in charge of preparation of the directory listing members' names, address, business affiliations and their fields of interest in television.

Commercial television programs to be produced over leading stations by the ATS laboratory, with members participating in the preparation and production of shows. Charles Kleinman, director of the laboratory, assisted by Prof. Edward Cole of the University department of production, production director, Flory, director of scripts, Jean Rosenthal, director of agency relations.

Steiner has been appointed director of the ATS research committee which has been established for members.

Walsh has been appointed director of another newly-formed committee that on technical coordination standards. This committee maintains contact with technical regulatory agencies so that ATS programs can be geared to those of agencies interested in the advancement of television.

**Tele Films  
To Be Produced Soon**

Telefilms—Three productions on television are planned by the Advisory Panel of Patrick Quinn Television Productions. The first will be titled "Bread Time" and will be supervised by George and Roy Dempsey, both members of the panel, as a group, will be the subject, James J. Wilcox. Joseph Sawyer a second production and Joseph Sawyer a third. Shooting on the first subject started July 27.

**Web Transfers**

Following, former supervisor of the sales traffic department in Chicago, has joined the Central Directory research department as assistant to G. A. Vernon, research director. Gladys Ferguson, currently in charge of local and spot advertising department, replaces Vernon in the sales traffic as supervisor. She will be assisted by Florence Wang and Marjory Mason.

★ WORDS AND MUSIC ★

BY HERMAN PINCUS

**Hep Chat**

When Eddy Howard came East two months ago from Chicago to open at Frank Dailey's Terrace Room in Newark, there were many who believed that his style of music wasn't "swinging enough" for Eastern listeners. However the youthful-maestro's record proves the skeptics wrong for in his initial booking at this famous nite-club, he has been held over for the longest run, eclipsing the records piled up by top-notch bands. Howard and his Band return to Chicago next week to fulfill a two-month engagement at the Aragon Ballroom and will then return to the Terrace Room where they will be heard via Mutual and CBS.



Ella Logan, songstress currently featured at the Roxy Theater in Gotham, returned recently from a six-month overseas entertainment tour. . . . Answering the query of one of a group of song-pluggers Miss Logan said that the tunes requested most by the soldiers were, "Take Me Out To The Ball Game," "Loch Lomond," "Tipperary," "I've Got a Date With An Angel" and Duke Ellington's "Don't Get Around Much Anymore." Ella will guestrill on the CBS show, "Here's To Romance" Aug. 3. . . ● RADIOLOGY:—Howard Chernoff, managing Director of the West Virginia Network, who left for the War Zones in Europe, two weeks ago, to obtain and send news of their sons and daughters direct to W. Virginians is the first independent broadcaster to be accredited a war correspondent. . . ● We always liked her artistry but her recent display of talent, as Harp soloist on Paul Whiteman's "Hall of Fame" program via the Blue Net, proves that Adele Girard ranks with top-most contemporary musicians. . . ● The Novelaires, quintette which did a swell remote MBSeries from Rogers Corners, have been signed by Producer John C. Wilson for a featured spot on Broadway in the Fall. . . ● Jack Rubin will again direct the Black-faced comics, Pick & Pat when they return to the ether soon for a tobacco firm. . . ● The Frank Coopers (personal manager for Bea Wain and Alan Young) are expecting a visit by Sir Stork. . . ● Two sponsors are bidding for Bill Gernannt's thrilling quiz, "Race Against Time," emceed by Bill Slater.



TIN PAN ALLEY-OOPS:—Nat Freeling, one of Music Row's most popular citizens has completed 24 years with Remick. . . ● Joan Brooks, CBS songstress, who introduced and started the song, "Seven Days A Week," on its way to the top, has just recorded it for Musicraft Records. . . ● Gotham listeners, who wish to hear the network-banned tune, "Don't Change Horses" can hear it via WBYN, for disc-jockey Great Scott plays it every nite. . . ● Arthur Fields, composer-singer, heard on the Blue Network, has written a novelty titled, "Boogie-Woogie Polka" in collaboration with Walter Bishop and Jack Kingsley. . . ● You'll be hearing this next tune quite a lot. . . . written by Morrey Davidson and Art Berman, the ditty is called, "My Horse Has Fallen Arches," published by Skyline Music Co. . . ● NBC conductor Irving Miller of "Mirth & Madness" and his vocalist Don Reid are both songwriter members of ASCAP, so it was to be expected that they'd come up with a new tune. . . . their ballad, "The Bells of Normandy are Coming Again," is getting a number one plug by the Dorsey Brothers Music Co. and this tuneful number surely rates it. . . ● Don Marcotte, NBC Chicago Music Head, is a co-composer of the new Peer International Corp. tune titled, "Where Are You Now?" . . . ● Bell Music Co. of Chicago feels that a musical approach to a vital question of today, namely, that of prompting home-folks' to write to the boys in service more often might bring about the desired result. . . . hence it is publishing a little ditty titled, "Write A Letter Today" . . . ● One of the songs included in the group, recorded by the "Sons of the Pioneers" for preservation in the archives of the Library of Congress, is titled, "Cool Water," composed by Bob Nolan, a member of the chorus.

—Be A Rational National—

**New Biz, Renewals  
Reported By WABC**

Announcement of new campaigns by All State Insurance Co. and Musterole Co., and renewal of the current schedule by the Sheffield Farms Co., has been made by WABC, CBS key station in New York City.

All State Insurance, for its automobile policy, is participating in the "Reveille Sweetheart" show with Lois January on a Tuesday, Thursday and Saturday sked, heard daily from 5:30 to 6:30 a.m., EWT. Ruthrauff & Ryan, Inc. handles the account. Musterole, a chest rub, will be advertised on the 1:25 to 1:30 p.m., EWT news period on Saturdays, beginning Sept. 9. Erwin, Wasey & Co., Inc. is the agency.

Sheffield, for its dairy products, continues sponsorship of "Missus Goes A-Shopping" with John Reed King on Tuesdays, 8:30 to 8:45 a.m., EWT, effective August 8. N. W. Ayer & Son, Inc. placed the business.

**Ontario Plans Expansion  
Of Police Radio Systems**

Montreal—The Ontario government plans to give careful consideration to a proposal that the province give financial aid to municipalities wishing to set up police radio systems. Attorney-General Leslie Blackwell said. It is understood that a government subsidy is being sought to enable municipalities to purchase the radio equipment. Toronto is one of the few municipalities in Ontario with two-way police radio transmission. Other police departments have the one-way system. A network of police radio covering most sections of Ontario is the desired goal.

**Convention Veteran**

Denver—When Alva Swain, ace Colorado news reporter and columnist, entered the convention hall in Chicago last Wednesday morning, July 19, a special correspondent for KLZ at the Democratic National Convention, he established an all-time record for coverage of conventions for both major parties. He has been present at the national session of the Democratic and Republican factions since 1916, when in that year, illness prevented him from hearing Woodrow Wilson nominated for a second term. Also, he has missed only one other convention since 1900.

**Overseas Correspondent**

Charleston, W. Va.—Howard L. Chernoff, foreign correspondent and acting manager for the West Virginia network was one of the American correspondents to tour military hospitals in the United Kingdom. Immediately afterwards, Chernoff broadcast over the American Broadcasting System in Europe, to the peoples of occupied countries—addressing them in both the English and German languages. Chernoff presents trans-Atlantic programs to the West Virginia network every Sunday evening.

# ★ ★ ★ COAST-TO-COAST ★ ★

## —COLORADO—

**DENVER**—Wilma Griesemer, PBX operator for KOA, left the organization to join the ranks of maritons, the lucky lad being Lt. Jack Powell, artillery liaison pilot now stationed at Ft. Sill, Okla. Maebelle Pearson, recent addition to KOA, has replaced her. . . KLZ entertainment troupe, under supervision of production manager Pete Smythe, recently performed before an enthusiastic audience of invalid GI's at Lowry Field Hospital, near here.

## —NEBRASKA—

**OMAHA**—Jim Baugh, rewrite man in the WOW news department, is the proud "papa" of a strapping Palamino colt, born recently to one of the mares in Baugh's stable on the Iowa side of the Missouri River. He has named the colt "Starlight" and doesn't intend to sell. But a real good tire may change his mind.

## —GEORGIA—

**ATLANTA**—Weldon W. Shows, member of the WGST engineering staff and formerly of WJDX of Jackson, Miss., was recently awarded the Bachelor of Law degree. . . Add Penfield, WSB night news editor, is now a member of the armed forces as Pvt. Addison P. Penfield, assigned to an infantry specialist company at Camp Wheeler, Ga.

## —FLORIDA—

**MIAMI**—Two former schoolmates and singers in a school quartet renewed their friendship at WIOD when Charles Kullman, Metropolitan Opera tenor, stopped in to visit Earle Barr Hanson, WIOD music director, while en route to Rio de Janeiro for a tour. Kullman guest starred on Hanson's "Singing Keyboards" program which features the latter at the piano and Clark Fiers at the organ.

## PICTURE OF THE WEEK



Louie Katz, sand lot arbitrator, got the feel of being bounced—Chicago style—when NBC publicity men found him wearing a CBS page's coat at the NBC Press-Trade Scribes baseball game at Yankee Stadium last Saturday, Louie, who oversold himself as an umpire, lasted two innings before being carried to the showers. He turned up later, minus his CBS insignia, as a running conversationalist at John McKay's dinner party for the teams.

## —MICHIGAN—

**DETROIT**—Herb Mertz, WJLB music director, received a great surprise and shock not long ago, when he opened a local newspaper to find a picture of his boy, Robert. The latter, called "Bobby" by his dad, was photographed in the South Pacific area, on deck while burying Marine buddies at sea. He's Seaman 1/c.

## —INDIANA—

**FORT WAYNE**—Another service being performed by WOW for the war effort is that of keeping "alive" the music of band leaders now serving in the United States Service. Paul Roberts emcees a new program "Roberts on Records" on WOWO, with selections chosen from a

library of over 2,400 popular numbers of such baton wielders as Glenn Miller, Artie Show and Alvino Rey.

## —MISSOURI—

**KANSAS CITY**—Uncle Ezra, whose two-hour show on KCMO's a.m. Edition of the News, Monday through Saturday, is frequently interspersed with complaints about gnawing hunger, was finally satisfied recently. Local bakery, whose employees are regular listeners, made him a huge doughnut, about one foot in diameter. . . Other KCMO staffers filled themselves with smaller doughnuts and large cake decorated with rosebuds and candy inscriptions to Uncle Ezra and Jim Monroe, newscaster for the show.

## —CONNECTICUT—

**NEW LONDON**—With vac order at WNLC, Ivan B. Newman, commercial manager, has just with a healthy appearance week's rest at Cape Cod. . . A S. Lawson, secretary at WNLC gin her vacation Monday, July

## —LOUISIANA—

**NEW ORLEANS**—WNOE the Graduation Exercises of the Naval Air Station on the 1 here Saturday, July 22, by Robert Taylor, former film star, emceeing the program is conducting the show "Voices," heard each Sunday. The program features recorded voices at one time famous opera. Recordings are furnished by Theodore Baptist, local resident. He has made a hobby of collecting type of record. John Kent the series.

## —MASSACHUSETTS

**BOSTON**—Warren Saunders, "Dance Party" impresario, is that of a future chanteuse, Leslie Ann Robert St. John, popular NBC actor, will originate Saturday (July) News of the World program from New England and by broadcast from the local station can extend vacation an extra day. . . WOW

—Renewing old acquaintances. WTAG recently was Clarence Davis, former station engineer, now flight radio officer with Export Airlines, Inc.

## —OHIO—

**CINCINNATI**—Dr. Judson Kim, WKRC educational director, inaugurated a new summer book review of the recent seller "The Apostle" by Sholem in cooperation with local's department store, The John Co., Thursday, July 27, at 3 p.m. WCKY began a new series of programs spotlighting world opera and cathedral music. . . for servicemen and women throughout the nation each Saturday, 9:45 to 10:15 p.m. . . National Safety Week, which ran from 23 to 29th, was backed by special features on WLW's "Everybody's Farm Hour" programs during this week. . . DAYTON—Dr. Allsup was recently appointed national Director of WHIO.

## Pabst Adds 13 Outlets For Complete CBS

Pabst Sales Co. for its Blue Beer on CBS Saturday night, added 13 additional outlets for complete network of 128 stations. Kenny Baker is currently featured on the show, in addition to a star. Danny Kaye takes over the show in December, after a top front-line service centers.

**HAPPY BIRTHDAY TO YOU**

July 28

Bernie Armstrong	Felix Mills
Thomas B. Campbell	Hal Totten
Bill Goodwin	Rudy Vallee
Lawrence Gray	Roy C. Witmer
Robert F. Hurleigh	Wynn Murray
Carmen Dragon	Fred Uttal
Tod Williams	Foster Williams

July 29

David Anderson	Earl F. Lucas
Sidney Reznick	Lewis James
Estelle Meyers	Sigmund Romberg
Joseph Curtin	Ralph H. Patt

July 30

Herbert Anderson	Carl Goodman
Archie Braunfeld	Walter Horn
Theodore Karle	William Gernant

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



8, NO 20

NEW YORK, N. Y., MONDAY, JULY 31, 1944

TEN CENTS

## Race On For Tele Rights

### Resigning After Nov. Election

Washington Bureau, **RADIO DAILY**  
Washington—Although FCC Chairman James Lawrence Fly insists that "at the same old rumor" that he is appearing in some publications in a few years, there appears to be no chance that he will be leaving the Commission this year. It is understood, however, that he will resign after the November election, since the White House is reported to have no intention to remain.

Reliable sources it is learned (Continued on Page 8)

### Named Manager KECA, Blue Web in L.A.

Los Angeles—Clyde Scott, for the past five years sales manager of the Blue Network, will become station manager of KECA on August 1 when the station becomes the property of the Blue Network, according to an agreement made by Don E. Gilman, Blue Network vice-president in charge of the Western Division.

Station will be located in the Hollywood district (Continued on Page 2)

### Blue Variety Show Debut In Chi., Aug. 19

Chicago—A new Saturday morning radio program, entitled "What's New?" under sponsorship of Chef Dee Quality Foods, Inc., (1000 Mt. Pleasant dinner) Milton, Pa., will debut on the Blue Network on Saturday, August 19. The program, to be broadcast Saturday from 9:30 to 10:30 a. m., CWT, will feature home (Continued on Page 3)

### WAVES Get Breaks

Radio's indifference to WAC recruitment as a result of the \$5,000,000 advertising budget controversy made the Navy public relations boys happy. Programs scheduled in celebration of the WAVES second anniversary this week exceeded by far any recruiting plugs arranged through radio this year. WAVES shows are on a gratis

### Crosby On The March

Bing Crosby, in leaving for a 13-week vacation after his season's final appearance last Thursday night, on "Kraft Music Hall," has revealed that he has signed for a military entertainment mission overseas. His destination and date of departure remained undisclosed. This will force him to cancel temporarily his planned tour of the Coast Purple Heart Circuit.

### Industry's FM Book Readied For Layman

Wide distribution to the public is planned for the forthcoming FM book which is being published shortly as a joint move by the FM Broadcasters, Inc. and manufacturers of FM equipment. In seeking to obtain the widest possible distribution, FMIB has given an initial print order of 200,000 copies. These do not include the order from the various transmitters (Continued on Page 7)

### CBS Sets Radio Shows For Tele Experiments

Question of how well the pattern of radio programs may be adapted to television, particularly for a daytime schedule, will be tested by CBS which is lining up a number of regular programs for a video trial over an extended period.

Tests will constitute a new venture (Continued on Page 2)

### Movie Companies Having Tele Interests Rush To Check Copyright Status Of All Literary Properties

### Bond-Sale Committees Chosen By 3 Networks

Washington Bureau, **RADIO DAILY**  
Washington—Network bond committees to work with the Treasury Dept., on planning bond sales campaigns have already been set up by NBC, CBS and the Blue with MBS expected to follow next week. Creation of these committees was explained in **RADIO DAILY** recently as a move to decentralize radio bond (Continued on Page 7)

### Radio Programs Popular In South Amer. Nations

A panel discussion of radio conditions in South America featured the meeting Wednesday, July 26 of the Export Advertising Association, at the Belmont-Plaza Hotel, N. Y. The (Continued on Page 7)

### WLW War Correspondent Arrives In ETO Zone

Cincinnati—Word has just been received at WLW that James Cassidy, director of special events and international broadcasts for the station has (Continued on Page 3)

Race for advantageous position in the field of television copyrights including established legitimate theater and motion picture properties, as well as stories of every nature, plus musical productions, is now in full swing, with every indication that the feverish work of motion picture companies with tele interest have succeeded by now in clinching a dominating point of vantage. Vantage point is the knowledge (Continued on Page 8)

### Radio Plans To Honor Coast Guard In Aug.

Los Angeles—Radio will fire a 20-gun salute to the 154th anniversary of America's oldest seagoing force, the U. S. Coast Guard, during August with almost every top network show emanating from the West Coast planning hurrahs.

Several coast-to-coast airers will (Continued on Page 3)

### Marshall Field Takes Over WJJD, Chi.; FCC Approved

Chicago—At the final stockholders meeting of WJJD principal stockholders on Monday, July 24, Marshall Field assumed ownership of the Chicago (Continued on Page 3)

## ★ THE WEEK IN RADIO ★

### NAB Polls Stations On WAC Budget

By CHARLES MANN

AN overwhelming number, 85 per cent of the nation's broadcasters, have announced to the NAB that they would be willing to have paid WAC recruitment announcements broadcast over their stations. This follows on the heels of the revelation made earlier that radio had been left out in the cold as far as the first quarterly expenditures of the WAC budget are concerned. Prior to this disclosure, an official of Young &

Rubicam the agency handling the WAC advertising campaign, announced that it was acting according to the desires of the War Department. When the War Department was approached by our Washington correspondent, an official said it was acting upon the recommendation of Young & Rubicam.

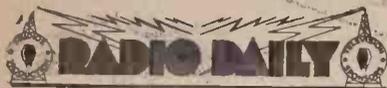
Labor: Stanley Hubbard, president of KSTP, Minneapolis, threatens to (Continued on Page 7)

WLAW makes daytime CBS shows available to 907,283 Mass., N. H., and Me. residents! Adv.

To reach New England's 3rd largest Concentrated Radio Audience... you need WLAW! Adv.

### Voice Of Free China

Dr. H. H. Kung, vice-premier and finance minister of China, will speak over CBS tomorrow from 10:30-10:45 p.m. Dr. Kung came here as head of China's delegation to the United Nations monetary conference, just concluded, and is remaining to attend the four-power post-war planning conference in Washington next month. Title of his radio address is not yet known.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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# FINANCIAL

(July 28)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163 1/4	163	163	- 1/4
Crosley Corp.	21	21	21	- 1/8
Farnsworth T. & R.	127 1/2	123 3/4	123 3/4	+ 1/8
Gen. Electric	37 3/4	37 1/2	37 5/8	- 1/8
Philco	34 3/8	33 3/8	33 3/8	- 1/8
RCA Common	105 3/8	103 3/8	103 3/8	- 1/4
RCA First Pfd.	74 1/2	74 1/2	74 1/2	- 1/8
Stewart-Warner	15 1/2	15 3/8	15 3/8	+ 1/8
Westinghouse	101	100 3/4	101	+ 3/8
Zenith Radio	41 1/4	41 1/4	41 1/4	- 1/8

## NEW YORK CURB EXCHANGE

	Bid	Asked
Nat. Union Radio	6 1/2	6 3/4
OVER THE COUNTER		
Stromberg-Carlson	16	17
WJR (Detroit)	37	
WCAO (Baltimore)	22	

## Bed Firm Renews St. John

Southern Spring Bed Co. has renewed Robert St. John for 13 weeks on a Tuesday and Thursday basis (NBC, 10:15-10:30 a.m., EWT), effective August 15. Tucker Wayne & Co. placed the contract.

## 20 YEARS AGO TODAY

(July 31, 1924)

Mary Pickford and Douglas Fairbanks, radio and film stars, are touring in Europe. The Spaniards presented "America's Sweetheart" with fifty-five bouquets upon her arrival in Barcelona. Walter Hampden, currently appearing in "Cyrano," is being sought after for a radio appearance.

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED!

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

# Coming and Going

**MYLES LOUCKS**, in charge of the Washington office of FM Broadcasters, Inc., returned to the Nation's Capital Friday evening following a short trip to New York.

**KINGSLEY HORTON**, assistant manager-director of programs and sales for WEEI, CBS-owned station in Boston, is back at the home offices after having spent several days in Gotham at network headquarters.

**LOWELL E. JACKSON**, of the Chicago office of The Katz Agency, national representatives, was in New York Friday for conferences at the home offices.

**DAVID M. KIMEL**, commercial manager of WLAW, Lawrence, Mass., arrived in New York late last week on station and network business.

**TED HUSING** and **JIMMY DOLAN**, Columbia network sports reporters, are expected back today from Camden, N. J., where on Saturday they broadcast the William Penn Handicap, a feature of the Garden State Races.

**AL SCHILLIN**, vice-president in charge of local sales at WAAT, is visiting at Hot Springs, Ark. He'll return early in August.

**BARRON HOWARD**, business manager of WRVA, Richmond, Va., was a caller Friday at the headquarters of CBS, with which the station is affiliated.

**JOSEPH B. CARRIGAN**, president of WKFT, Wichita Falls outlet of CBS, is on his way back to Texas following a trip to New York to confer at network headquarters.

**HARRY BETTERIDGE**, sales manager of WWJ, Detroit, was in town last week on a short business trip. Conferred at length at the local offices of the station's national representatives.

**HORACE HEIDT** and his Musical Knights are in Cleveland for tonight's Blue Network program which will be broadcast from the stage of the Palace Theater.

**LOUIS J. APPELL**, president of the Susquehanna Broadcasting Co., has returned to the home offices in York, Pa. following a business trip to Chicago.

**BOB TROUT**, CBS news reporter and analyst, left following his broadcast Friday for a two-week vacation. While he's away, John Daly, CBS foreign correspondent, will be heard in the Trout spots.

**LEE WILLIAMS**, radio director of Fuller & Smith & Ross, is in Pittsburgh, where she is spending a couple of days on agency business.

**PARKS JOHNSON** and **WARREN HULL** are in Wilmington, Calif., from which point they will air tonight's "Vox Pop" programs over CBS, chatting with veterans of the South Pacific battle front.

**JOHN ALLEN**, acting radio director of Marschalk & Pratt, leaves today on his two-week vacation. Patriotically, he plans to spend a godly portion of it in the victory garden of his own back yard in Rye, N. Y.

## CBS Sets Radio Shows For Tele Experiments

(Continued from Page 1)

in the television programming experiments being conducted at Columbia network's video station WCBW, N. Y.

Programs so far selected for the experiment, or under consideration, are the network's "Sing Along" with the Landt Trio, and WABC's "Missus Goes A-Shopping," "Arthur Godfrey," "Margaret Arlen," and Lois January the "Reveille Sweetheart." The try-out will be part of the WCBW-CBS live talent programs broadcast Thursdays and Fridays from 8:00 to 10:00 p.m., EWT.

Worthington C. Miner, manager of CBS Television, in announcing the experiment, said:

"We have produced a number of programs and program series that have clicked on television; but in each case the pattern was developed from the ground up to suit our specific needs. We are now going to try adapting to television a number of regular CBS radio programs in order to test how useful some of them may be for the new medium."

## Scott Named Manager Of KECA, Blue Web in L.A.

(Continued from Page 1)

wood Playhouse at Sunset Boulevard and Highland Avenue, where KECA will be housed after the structure has been remodelled. Work is being rushed on the remodelling, under WPB approval.

Also moving to Hollywood Playhouse on August 1 will be the program and sales offices of KECA. Production will continue at the present location in the Earle C. Anthony studios, however, until the remodelling is complete.

Prior to joining the KFI-KECA staff six years ago, Scott was in the radio section of the Dan B. Miner Company agency for 15 years.

## Only Philadelphia Station Featuring 3 HOURS of Classical Music EVERY DAY



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

# A Radio Dollar Goes Farther In Baltimore

What does a listener in the country's 6th largest market? It's pretty easy to find the answer to that.

First, you take a statistic coverage. All stations have coverage maps.

Then you find out how many people listen to that station. You know how that's done.

Then you divide the number of listeners by the cost of the program. It's as simple as that.

Down here in Baltimore you know how many listeners you get for your dollar. And you know, too, the station that delivers the most listeners for your dollar. It's the independent radio station W-I-T-H.



# W-I-T-H IN BALTIMORE

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

# The Mailbag

## Budget Viewpoint

story "WAC Budget Fight" has, I am sure been read great deal of interest by all in the broadcasting business. The approval of the efforts of L. Avery and the NAB is also noted.

comes to mind, however, to ask question: Why has the \$5,000,000 budget for the recruitment of WAC's been necessary?

The Daily News (N. Y.) on 1943, John O'Donnell touched on the "budget" which caused WAC to take a nose dive. The War Department, Bureau of Public Affairs, immediately tore off a reply to this O'Donnell article, the result came up in Congress, clergy and women's organizations made it clear all of which only succeeded in adding fuel to the flames.

The War Department ignored the matter and adhered to its accepted policy of caring for the health of the personnel—this without publicity. The matter would have been handled and forgotten. But no! that we have voided the opportunity for "beavers" are always seeking what is to be expected of these "in uniform" who are selected assignments in fields in which lack practical experience? This to be of greater importance mere spending of money in newspapers for WAC recruitment.

concern is felt because our publicists in the Bureau of Relations of the War Department have admittedly fallen down on particular recruiting job, because of the lack of understanding of the psychology.

subject of paid advertising, which in radio or newspapers, has been taken out of the hands of people who are presently handling the WD-BPR and the final

# WDRC

HARTFORD 4 CONNECTICUT  
WDRC - FM

## No Foolin'

It's already later than you think for placing Fall and Winter spot schedules. Don't mark time—if you want time on WDRC. Write Wm. Malo, Commercial Mgr., WDRC, Hartford 4. Represented by Raymer.

USE WDRC TO  
CONNECT IN CONNECTICUT

# ★ PROMOTION ★

## Bonds For Babies Contest

Between now and September 9th, 500 \$50 War Bonds will be given to post-Pearl Harbor babies by the sponsors of the daytime radio serial "Life Can Be Beautiful," over the CBS network. According to announcements made by the program, these awards will be given as the result of a national contest. This contest will be based on completing the sentence, "I think every wartime baby should own war bonds because . . ." The sentence should be completed in 25 words or less. All entries must be made on official entry blanks obtainable at local dealers.

In keeping with wartime needs, the Bonds for Babies contest will not require the usual product wrappers, nor will the usual "grand prize" procedure be followed. Following the United States Treasury Department's recognition of the importance of popular support for bond drives, the contest will emphasize the importance of every American boy owning at least one bond rather than occasional purchases of large bonds for fewer babies. To help this idea along, the contest sponsors are distributing the prizes in even amounts of \$50 bonds to each successful contestant. Compton agency is in charge.

decision rendered by the Under Secretary of War.

"Regardless of the final decision as to whether radio stations receive a reasonable share of the WAC advertising appropriation, each radio station recognizes and may be depended upon to do its duty to our country as shown by their records."

Very truly yours,

JOHN G. CURRAN,  
The Branham Company,  
New York, N. Y.

## Thanks, Mr. Avery

"This morning, when I returned to town, I read your editorial entitled, 'Battle Brewing' in the July 21 issue of RADIO DAILY. I want you to know how much we appreciate your active and aggressive support of the NAB effort to obtain a fair share of the WAC recruitment advertising budget for radio stations. You have certainly presented the case for broadcast advertising both fairly and fully."

LEWIS H. AVERY,

Director of Broadcast Advertising, National Association of Broadcasters,

Washington, D. C.

## Correct Figures

"We would like to extend our thanks for the recent article about WKMO, CBS outlet, in the column headed "Promotion."

"However, we were somewhat amazed at the figures which you gave WKMO. In our present day time coverage, according to our field intensity survey taken by R. C. Higgy, radio engineer of Columbus, Ohio, there is a population of 558,000 and 147,525 radio homes. In your column

## Statistical Brochure

KFBI of Wichita, Kansas, has produced a new promotion piece that gives statistical data about the station's area. Designed in three colors, the brochure reveals that the KFBI primary coverage area hits a population of 1,393,724, of which 80.9 have radios; the number of retail outlets there 21,345. The above figures take in, in addition to Kansas, a portion of Nebraska, Missouri and Oklahoma. The 5,000 watt station is represented nationally by George P. Hollingbery Company, and is an affiliate of the Blue, Mutual and the Kansas State network.

## WCAE News Promotion

WCAE's innovation in radio advertising is display of four network commentators and two local newscasters on exhibition in the area's vehicular transportation system. Featuring "Invasion News" in black, bold type on red and white colored cards, with the commentator's and newscaster's picture and time at the right, Pittsburgh's "Mutual" friend gives equal space to each one. News analysts spotlighted include Gabriel Heatter, Cedric Foster, Fulton Lewis, Jr., and Boake Carter; and news announcers comprise Bob Donley and Bob Prince.

## WLW War Correspondent Arrives In ETO Zone

(Continued from Page 1)

arrived in the European Theater of Operations. Cassidy is making the trip as a WLW war correspondent and is the first Cincinnati radio man to be assigned to any war front. Cassidy will be heard over WLW in a number of shortwave broadcasts on war developments especially for the information of midwest listeners.

Also on his schedule are conferences with executives of the British Broadcasting Corp. with whose cooperation WLW began London-to-WLW wartime coverage a year and half ago.

## Marshall Field Takes Over WJJD, Chi.; FCC Approved

(Continued from Page 1)

cago station. Present at the meeting were Ralph L. Atlass, president of WIND; Marshall Field, new WJJD owner; H. Leslie Atlass, vice-president of CBS, and Clem Randou, Chicago "Sun" business manager. FCC approval of the station's sale was given on July 5.

you give us credit for 17,000 radio families in our primary day time area. Won't you please have the party responsible for this particular column, take a look at the enclosed figures and correct these figures, as soon as possible, in your publication?"

JOHN CARL JEFFREY,  
General Manager, WKMO,  
Kokomo, Ind.

## Radio Plans To Honor Coast Guard In Aug.

(Continued from Page 1)

give "on the spot" shows from Coast Guard stations, following up Orson Welles, who completed his Mobilgas series before Coast Guardsmen at Long Beach, Calif., and Freddie Martin's "Spotlight Band" at the Coast Guard Air station in San Diego. "Vox Pop" will spread their gifts among the men and SPARS of the Coast Guard tonight at the Coast Guard Base, Wilmington, Calif. Dick Haymes will talk it over with a pair of Coast Guard invasion veterans on NBC's "Everything for the Boys" on August 1.

## Network Shows Numerous

Blue Network plugs include Horace Heidt and Breakfast at Sardi's. CBS lists Silver Theater, Vox Pop, Jack Carson, John Nesbitt's Passing Parade, Durante-Moore, Maxwell House. NBC fetes the Coast Guard with Westinghouse, Charlotte Greenwood, Ginny Simms, Everything for the Boys, Phil Harris, Kraft Music Hall, Sealtest, People are Funny, Old Gold, Cavalcade of America.

## New Blue Variety Show To Debut In Chi., Aug. 19

(Continued from Page 1)

economy suggestions and news on food given by Beulah Carney, well known home economist; songs by Earle Tanner, and the music of Eddie Ballantine's orchestra.

The new Blue Network show will be produced and directed by Hal Make- lim, vice-president and radio director of the McJunkin Advertising Company, Chicago. Contract is for 52 weeks and calls for the full Blue Network.



... but only a difference in MINUTES on WBYN, 1430 on the dial . . . "on the spot" with spot-news every minute — as quick as news happens anywhere.

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

# FOR SALE . . . TO ONE STATE

## "TELLO-TEST" - RADIO'S MONEY

### A Money Give-Away Program Idea with the Lottery Element Removed . . . A Terrific Listenership Builder

WHAT is Chicago's favorite dinner table topic of discussion?

Why do people line up at the public library waiting their turn to consult the Encyclopedia Britannica?

What local program has the whole town by the ears at 6:15 to 6:30 six nights a week? What magic causes 41.5% of all radios in use at this time to be tuned to WGN? If you live in Chicago—or anywhere else in the Mid-West—you'll know the answer:

*The "HIRSCH 'TELLO-TEST'!"*

#### PHENOMENAL LISTENER INTEREST

Originated and produced by Schwimmer & Scott for their client, the Hirsch Clothing Company, operators of a chain of neighborhood stores, the Hirsch "TELLO-TEST" went on the air last November.

The program proved a smashing success almost overnight—not only in audience appeal but in sales results for the sponsor.

Its rating has been climbing steadily ever since. A three months' average, just completed, gives the program an amazing 10.3 Hooper! This, mind you, for a local program facing stiff competition from three other major stations—two of them with excellent network shows. Here's the breakdown:

#### Comparative Hooper Ratings — Chicago 6:15 - 6:30 P. M.

WGN (MBS) HIRSCH TELLO-TEST (Local) . . . . .	10.3*
WMAQ (NBC) NEWS OF THE WORLD (NBC COM.) . . . . .	4.7
WBBM (CBS) NESBITT PASSING PARADE (CBS COM.) . . . . .	4.5
WENR (BN) HAPPY JACK TURNER (Local) . . . . .	1.4

No other program in Chicago—either local or network—before 7:00 P.M. has a higher rating than the Hirsch "TELLO-TEST". The nearest is KGO, born with a rating of 10.0.

**"Tello-Test" is unlike any other money away program — a unique formula insures tremendous audience appeal without loosing a headache for station.**

Basically, "TELLO-TEST" seems like all the other sure-fire money give-away telephone quiz programs. But don't confuse it with any other program of this type. It is absolutely *original, unique, different*. The idea may be the same. But the *method* makes the difference!

"TELLO-TEST" differs from all others in important respects:

1. Nobody has to listen in order to qualify for a prize. No consideration is involved. That makes it entirely a *contest of skill*. Therefore . . .

2. The lottery angle is eliminated.

3. A smart "gimmick" deftly planted in the program impels the audience to tune in even though listening is not necessary or required. What the program is and how it operates and other confidential production details will be revealed only to interested prospective purchasers.

Most programs of this type offer little of interest aside from the lure of the money give-away. At Chicago here is one so smartly produced, so packed

\*24.8% of all radio sets are in use at this time. Based on this figure Hirsch Telephone Quiz has 41.5% of all listeners tuned in at 6:15.

# IN EACH MARKET— SENSATIONAL LOCAL SHOW!



relationship, so interesting as a quiz alone, that  
listeners listen to it for *entertainment*. Proof of this  
flood of letters received from outside of Chi-  
cago where no one can hope to win a prize because  
long distance calls are not made there.

There's still another one for the book of radio:  
Interest is so great in Chicago that reference li-  
braries and other public information agencies are  
swamped with requests for answers to ques-  
tions currently on the program. One bureau has re-  
ported that often there are more than 1000 'phone  
calls per day!

The listenership building potentialities of this  
program are terrific—as proved by the whopping  
13 Hooper.

## PACKAGE OF SALES DYNAMITE!

Hirsch Clothing Company has long been one of  
Chicago's leading local radio advertisers. But noth-  
ing they have ever sponsored approaches "TELLO-  
TEST" in results.

The selling impact of this program is so immedi-  
ately terrific, that Hirsch seldom dare advertise  
any special sales events over the air. Almost  
every such announcement has resulted in long lines  
of people to get into the stores; entire stocks have been  
sold out before noon. The power of the program  
in bringing people from all over the city and suburbs  
to the three Hirsch neighborhood stores is  
something that has to be seen to be believed!

### WLOL—MINNEAPOLIS . . .

#### REPORTS "TELLO-TEST" A SMASH HIT!

Mr. E. S. Mittendorf, station manager of WLOL,  
Minneapolis, who recently contracted for the "Tello-  
Test," reports that it has already become the most  
popular, the most talked-about local program in  
town. Interest is so great that the Minneapolis Public  
Library is swamped with 'phone call requests for  
answers to questions. Library officials say their  
switchboard cannot begin to handle the calls.

### "TELLO-TEST" NOW AVAILABLE TO YOUR STATION

What it has done in Chicago—as a station listener-  
ship booster, as a powerful sales producer for the  
sponsor—can easily be duplicated in your market.

The "TELLO-TEST" program, with all rights  
fully protected, is owned by Schwimmer & Scott. It  
is for sale to one station in each market throughout  
the United States on an exclusive franchise basis. You  
can use it a number of times a day to skyrocket your  
listenership rating. Or sell it to an important local  
advertiser at a key time during the day or night.  
Either way the franchise offers great promotional  
possibilities for your station.

With the program rights go complete production  
instructions, the benefit of Schwimmer & Scott's ex-  
perience and all other assistance necessary to insure  
immediate success on your station.

FOR PRICE AND FURTHER DETAILS, INCLUDING  
A SAMPLE RECORDING OF AN ACTUAL  
BROADCAST, WIRE OR WRITE (DON'T PHONE)

## SCHWIMMER & SCOTT

*Advertising Agency*

75 EAST WACKER DRIVE • CHICAGO

## LOS ANGELES

By RALPH WILK

**D**INAH SHORE has gone to New York preparatory to going overseas to entertain American troops. Miss Shore will return in October. Final day in Hollywood singing star recorded for Victor, participated in a broadcast for International's Technicolor musical, "Belle of the Yukon" introducing Van Heusen-Johnny Burke number written for her, "Sleigh Ride in July."

Dr. David Hutton, musical director and tele-voice consultant of the Patrick Michael Cuning Television Productions, is organizing a choral group to be known as the "Tom Sawyer Choir" for Cuning's "live action" television series based on the famous Mark Twain character, well known to all Americans.

C. P. MacGregor has signed June Duprez and Michael St. Angel to co-star in Skippy Hollywood Theater production of Hector Chevigny's "An Adventure in Guiana."

Consuelo Velasquez, composer of "Besame Mucho," has turned over another Latin-American song to Peer International for publication. Title is "Vivir y Amar," ("To Live and Love.")

Don Ameche is in New York to talk over plans for a new Fall radio show which is still in the tentative stage.

Mills Music Company is publishing the Kim Gannon-Walter Kent songs, "Come Rain, Come Shine" and "I'm Not Afraid," from Columbia's film "Meet Miss Bobby Socks," and "You Gotta Go Where the Train Goes" from "Louisiana Hayride," same studio.

The King's Men have been called in for re-recordings of the Walt Disney "Three Caballeros" score, being done by Standard Radio for distribution to every radio station in North and South America by Disney.

Harry Von Zell will take over emcee duties on Columbia's "Screen Guild Players" program broadcast this evening while Truman Bradley, the show's regular announcer, recuperates from a tonsil-pulling session.

### Thorgersen, Over WOR, Starts Monday, August 7

Ed Thorgersen, newsreel commentator and former radio announcer, will begin airing the news period, Monday, August 7, on WOR from Monday through Saturday at 11 p.m., EWT. Broadcasts are sponsored by "Look Magazine" and Hoffman Beverage Co.

### Rem Buys CBS Time

The Maryland Pharmaceutical Co. will advertise on 19 CBS' stations in key markets of the country for its client's Rem with the sponsorship of "Bob Trout-News" beginning September 23, Saturdays 6:55 to 7 p.m., EWT. Joseph Katz Co. handles the account.



### Radio Wattnotes ! !

● ● ● Are we hearing a lot of WAVE recruitment announcements on the air, a little more than usual, or, is it just our imagination? . . .

● Tro Harper, WOR newscaster who has resigned to volunteer for service in the Marine Corps will report to the Officers School at Quantico, Va. the latter part of August. . . . headed by Dave Driscoll, the station's war services and news director, the boys gave Tro a farewell party the other night, plus a "going into service gift" of a pen and pencil set.

● Wynn Wright, NBC national production manager, will talk on production this Thursday at the Third Annual Session of the Radio Institute in Chicago, conducted in conjunction with Northwestern U. . . ● Bruited about that Alan Kent and "Ginger" Johnson are readying a series of one-minute "commercials" for a presidential candidate. . . ● Fleetwood Lawson, war correspondent, leaves shortly on special assignment under U. S. Navy auspices. . . . one of the highest ranking commentators on the Coast as to ratings, the CIAA is now transcribing for rebroadcast to Latin-

America, Lawton's NBC Wed. and Fri. evening broadcasts, also for overseas. . . ● With Joe Ripley directing and Phil Clarke, doing the premiere lead, a new five-a-week series bows in on WOR-Mutual tomorrow at 3 p.m. . . ● Grand job done is the North African-Italian and Near East tour of Lily Pons and her husband Andre Kostelanetz. . . . braving all of the difficulties and discomforts where thermometers run up to 110 on the ice box.

★ ★ ★

● ● ● Ray Dady and the missus, were guests the other day of KFEL, Denver. . . . The Mutual commentator is vacationing in Colorado, where it is even better than an air-cooled studio. . .

● Emery Darcy, "heroic American tenor," who won the Metropolitan Auditions of the Air in 1940, has been signed by Columbia Recording Corp. for its Masterworks label. . . ● Frank Black has selected an all-Mendelssohn musical treat with a Scottish flavor, for the NBC Symphony Concert this Sunday, sponsored by General Motors. . . ● Wick Crider of J. Walter Thompson and Earl Mullin of the Blue network, are collaborating on a cocktail party at the Barberry Room Thursday, for Freling Foster, columnist for Collier's, now heard on the Blue Sunday nights at 10:30 p.m. . .

● Last week was a sort of reunion week for Betty Winkler, actress and director Eugene Eubanks, who in 1936 worked together on radio shows out of Chicago. . . . Miss Winkler has been playing an important role in Eubanks' "Just Plain Bill," NBC serial. . . ● Lyn Murray has organized a new talent agency for high-grade soloists and orchestras. . . ● Musicraft is issuing a waltz album by Paul Lavalle. . . ● Victor Borge renews on "Basin Street," when he returns in September for his Waldorf-Astoria engagement.

★ ★ ★

● ● ● Vi and Vilma, twins who give out with the singing, are returning to radio, having completed two overseas assignments for the USO. . . ● Delegation of 11 French Canadian radio personalities were guests of J. Walter Thompson's Television Group in New York late last week. . . . following a confab at the agency, the guests dined at the Waldorf and were then taken on a tele inspection tour where production and televising of a variety of shows were shown them. . . ● Lotta new paper folk who sorta starved the past week, will be glad that Bleeck's Artists and Writers Restaurant reopens today. . . ● Shep Chartoc in town from Chi. . . . looking much better than heretofore. . . . probably that Byrne influence (heh heh) taking a little detail off his busy hands.

● Paul Hollister, CBS v.-p. picks out a good radio show Sundees by going to Carnegie Hall and listening to the Philharmonic. . . ● Grapevine reports are to the effect NBC Press is sending scouts out this Spring to look over the bush leagues for a stronger baseball lineup come next Summer.

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— Remember Pearl Harbor —

## CHICAGO

By BILL IRVIN

**W**LS will stage three performances, 4, 7 and 9 p.m. of the Wational Barn Dance, on Tuesday, 8 in Ottawa, Ill., as a climax waste paper drive now being conducted in La Salle County. A sion will be 50 pounds of waste collected and delivered to the est salvage depot, Salvage where tickets to the Barn Dance available, have been established 24 towns throughout La Salle C

Renewal business at WMAQ headed by 520 time signal announcements placed by Campbell, Company (beef noodle soup), th Foote, Cone and Belding, with tract calling for 10-a-week weeks starting, August 1. Also renewed was schedule of General tric Company, (mazda lamps), th Batten, Barton, Durstine and borne, specifying seven time a week for 52 weeks, effective A 14.

E. R. Borroff, vice-president charge of the Blue Network ce division, and Merritt R. Schoel assistant general manager of Blue's central division, left Ch Wednesday, July 26, for the Ge Electric Television School at S ectady, N. Y. Following a brief at the school, they will go to York for a Blue Network ma nent meeting. They will spend week-end, along with other Blue cutives, at Edward J. Noble's Th and Islands estate. Borroff Schoenfeld are expected back in cago on August 2.

Harlan Eugene Read, WBBM analyst, in on a two week vaca in the Michigan north woods.

The Second Guessers, pop football dope show of past seas will return to WMAQ as a reg Sunday morning feature follow the All-Star game on August Series will start Sunday, Sept. 10:45 to 1:00 a.m., CWT.

### Good Friends

Philadelphia—Upon returning to a recent two-week vacation, WF announcer Peter Arnell received letter from Lt. Tommy Harmon forming him that he will have a row seat at Tommy's marriage actress Elyse Knox on August 26. former star football player and Ar were classmates at the University Michigan, and renewed their friendships last spring during a WPEN terview.

### Renew Contract

Renewal of contract for another 13 weeks has launched the "New Ventures of Sherlock Holmes" program over Mutual each Monday night at 8:30 p.m., EWT, on its second year of crime detection. Written by Arthur Conan Doyle, the serial continues to star Basil Rathbone the gimlet-eyed Sherlock and Ned Bruce as the jovial Dr. Watson.

# Sale Committees By 3 Networks

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—putting the major part of initiative upon the industry rather than the government.

men of the four net groups are on a joint network committee which will work with the radio bureau on policy regarding programs for all government agencies. Treasury will be represented at all sessions dealing with promotion by Robert J. Smith here in May from MBS by H. Lane, director of press, and advertising for the War Division of the Treasury.

**Smith Explains Purpose**  
Smith explains that the plan is the continuation of a series of experiments during previous loan campaigns with the understanding work special network units in pre-arranged schedules for the individual war bond days in the Fifth War Loan Plan to the present scheme. He also, he said, that with the special events and political denials the nets will bear in the next few months they should be given a more active role in War Bond matters in order to mesh them in as well as possible with their schedules.

The objective in setting up these committees Smith said "is to integrate still further the combined efforts of the radio and the radio industry. No one is more aware than I of the need for controlling and apportioning the best time and talent by government agencies.

**Cooperation Between Agencies**  
Radio leaders, however, are aware of the difference between the efforts of the War Finance Division and other agencies. Despite our efforts we are sitting at the hub of activity and determined state organizations, each headed and manned by the most prominent members of their local communities. They know their own business; they know how hard their own people demand support from radio, newspapers and from other agencies.

We have a product to sell; we are not simply at a public reception where we have to help get the order. Our job in the radio section is to see that when the thousands of



suggest you turn on WFDF at home?

# THE WEEK IN RADIO

### NAB Polls Stations On WAC Budget

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take James C. Petrillo, president of the American Federation of Musicians, into Federal Court because of the strike instituted by Petrillo at the station. Hubbard declared that he will sue for loss of prestige and for cancellation of a \$1,000-a-week broadcast. Earlier in the week, Judge Bardwell, of Hennepin County District Court, St. Paul, issued a bench warrant for the arrest of Petrillo.

**Shows:** RADIO DAILY's fifth annual "Shows of Tomorrow" issue presented itself with more than 600 new shows under the following classifications: "Dramatic Programs," "Comedy," "Feminine Angle," "Hollywood," "Musical Quiz," "Dramatic Strip Serials," "War Programs," "Sports" and variety programs, taking in television shows.

**Service:** J. Harold Ryan, president of the National Association of Broadcasters, in his address to the New York State Conference on Radio in Safety, paid tribute to radio for its public service record. Ryan added that radio was greatly responsible for the tremendous results in the recruitment for all branches of the armed forces, salvage, blood donor and conservation campaigns, the Office of Civilian Defense and many other vital war activities.

**Prices:** Commissioner Clifford J. Durr of the FCC announced his disapproval of the sales of WJLD, WINX and WQXR, because the sale prices were 21, 24 and 33 times the 1943 net incomes of these stations, and seven, 10 and four-and-one-half times their net worth. He warned that the inflationary trend should not be encouraged by permitting the capitalization of licenses.

volunteer workers ring the doorbells. They are met by prospects already sold by radio. To do this we must get ideas, set up schedules, arrange for exploitation, and do the hundred and one other things essential to success at the right time and in the right way.

#### Sees Closer Working Contact

"The new plans will, we think, enable us to explain our problems and solicit advice at closer range with the industry and with greater reliance on the industry. It will also bring the OWI radio bureau in closer working contact with us, not only because of the committee organization but because we are also improving our liaison to bring this about.

"Every plan has deficiencies, but the spirit of this office is to cooperate with all elements of the industry to do an efficient and effective job."

NBC has announced the following committee: Chairman, William Hedges, vice-president in charge of station relations; Clarence Menser, vice-president and program director; John Royal, vice-president in charge of foreign relations and new developments; Arch Robb, assistant to the vice-president in charge of programs;

**Cooperation:** A more unified relationship between radio and the film industry was promised at a meeting attended by studio publicity directors and radio contact men who are members of studio publicity departments. Now organized as Radio Sub-Committee of the Public Information Committee, the studios radio group will function on motion picture industry matters related to broadcasting.

**People:** William S. Paley, president of the Columbia Broadcasting System, currently serving as Chief of Radio of the Psychological Warfare Division, SHAEF, arrived here from England for a brief stay. William T. Lane, vice-president and general manager of WAGE, Syracuse, cabled his office last week that he had arrived safely in London. He is a guest of the British government.

Richard Puff has been appointed manager of Mutual research. Paul Mowry, formerly of the WABC production staff, has been appointed assistant to Worthington Miner, manager of CBS television. Glenn C. Henry, former chief of the Audio and Industrial Section of the Radio and Radar Division of WPB, has been put in charge of sales of engineered sound systems and components for RCA. Dick Hubbell, editor of Television, quarterly publication, has resigned to devote more time to television production and writing and become a contributing editor of the quarterly.

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

Ed Hitz, assistant to the vice-president in charge of sales; Wynn Wright production manager, along with Garnet Garrison, Bruce Kammen and Wade Arnold of the production staff; John McKay, manager of the press division, and his assistant Sydney Eiges; Sheldon Hickox, manager of station relations, and James Murphy from the station relations staff; Dwight Herrick of the Public service division, and Charles Hammond, director of advertising and promotion and James M. Gaines, also of the promotion staff.

#### Blue. CBS Groups Named

The Blue committee will include as chairman Phillips Carlin, vice-president in charge of programs; Charles E. Barry, eastern program manager; Bert Hauser, promotion manager; C. P. Jaeger, national sales manager; John Norton, manager of station relations; G. W. Johnstone, manager of news and special events, and Earl Mullin, publicity director.

CBS has a streamlined group, probably to follow up later with definite assignments for the actual work with Treasury. Douglas Coulter, vice-president in charge of programs; William Feinschreiber, and Roy Langham, coordinator of broadcasts, compose the CBS committee.

# Industry's FM Book Readied For Layman

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ter and receiving set makers throughout the country.

Book is planned for the layman and is couched in language readily understood and non-technical in nature. Will also be along the lines of the question and answer style in seeking to correct many erroneous impressions of FM now extant with the average radio listener. Additional orders are expected to be placed by FMBI, depending on how fast the books go as to the next print order.

Understood that the FCC currently has on hand some 210 applications for FM licenses all of the CP's requested being for commercial stations.

# Radio Programs Popular In South Amer. Nations

(Continued from Page 1)

representatives of this organization drew an optimistic picture of radio conditions from the standpoint of advertising thus far made public in this country.

One point was the inability to estimate number of radio sets in each Latin American nation on account of considerable smuggling of sets into those countries. Secondly, the great popularity of audience participation programs in South America has been indicated by the demand for news, drama, and music programs by their audiences.

Thirdly, most Latin Americans listen gladly to broadcasts originating in this country. The discussion was held at the same time that these advertisers expressed the great possibility of continuing after the war the fine work accomplished by the Office of the Coordinator of Latin-American Affairs either in the State Department or the Department of Commerce.

**WCBM**  
A QUALITY STATION  
with MASS APPEAL  
in a  
RICH MARKET  
**WCBM**  
BALTIMORE  
THE BLUE NETWORK STATION  
JOHN ELMER  
President  
GEORGE ROEDER  
Gen. Mgr.  
**FREE & PETERS**  
EXCLUSIVE NATIONAL REP.

## Competition Strong For Tele Copyrights

(Continued from Page 1)

edge of who owns the performance rights and right to renew plus date of expiration of copyright of many valuable dramatic and musical works which may be on the point of expiration or up for renewal in the near future.

### Two Big Film Companies Active

Along this line at least two of the leading movie firms with television subsidiaries or important interests, have been checking all literary and similar properties belonging to the respective firms with an eye toward the renewals and status of tele and/or radio rights. In taking stock of their wares, the movie firms have precluded a raid by outside tele companies and a strict tabulation and filing of the exact status of every possible piece of property for visual production is under way. In this respect, care is being taken on the properties that have been bought under one title and produced under another, etc. and those plays which were purchased and made into a movie but no additional picture rights bought at the time—just a one-time shot.

In checking the status of copyrights, television was found to be included in but comparatively few stories and plays bought and in such cases the tele rights are being sought immediately wherein it is desirable. In some instances, the video rights while not mentioned are presumed to be included due to the type of broad rights acquired. Divisible copyright assignment seems to be the usual procedure currently.

### Prices Soaring

In seeking renewal of rights and re-copyrighting some of their properties, the motion picture companies themselves did not realize that some of the valuable rights were about to or had run out and attention was called to these when the television departments sought the status on all properties. Many stories while they may never again be made into a motion picture, may be sought by tele production organizations.

That prices are soaring for his plays is indicated in the Warner Bros. buy of "The Voice of the Turtle," which plus an advance on the percentage basis contract, several hundred thousand dollars was paid

## COAST-TO-COAST

### —NEW YORK—

**SYRACUSE**—Former secretaries of Robert G. Soule, vice-president and merchandising manager of WFBL, are giving their all for Uncle Sam. They include Lieut. James E. Moore, stationed in South Pacific for the last 18 months; Lois G. Stone, who has just arrived in England to serve with armed forces as an American Red Cross staff assistant; and Yeoman 3/c Rita Muth, who has returned to Pensacola, Fla., after a 10-day furlough in Syracuse.

### —MICHIGAN—

**DETROIT**—Larry Kent is providing side-splitting laughs on WJLB's noon-time show, "Victory Varieties." Formerly he emceed on "Kitty's Airliner" at KMOX, St. Louis. The other feature on this program is Rita Powers' "Women at War," a commentary on women's contributions to the war effort.

### —TENNESSEE—

**NASHVILLE**—Despite the tragic news he received before the airing of WSM-NBC Grand Ole Opry, Whitney Ford, top-flight hillbilly comic, performed in the true style of a real trouper. A wire sent him informed Whitey that his father was dying in Texarkana, Texas. After finishing the airer, he trained to Texarkana, where he was at the bedside of his father when he passed away.

### —CONNECTICUT—

**HARTFORD** WHTT's "Music Hall," under Joe Girand's direction, is proving popular. Recent two-day call for records to listeners for the newly-opened Old Farms Convalescent Center for wounded servicemen resulted in over 1,000 popular and classical platters and dozens of complete albums. Another feature of Music Hall that benefits servicemen is "Sultan of Swoon" contest. Listeners vote for their favorite male vocalist and the current recordings of the winner are sent to a nearby army base or hospital, compliments of WHTT and Joe Girand.

the owners. No tele rights were included in the Warner buy, which is apart from the fact that the production may or may not be considered suitable for the video art. It is plainly evident that the tele rights for the "Turtle" will come comparatively high, as an example of mounting costs.

Whether the motion picture companies have stolen a march on the radio and tele organizations remains to be seen; however it is virtually acknowledged that they are in a more strategic position now than the regular tele companies, including the networks and stations operated by equipment manufacturers.

While movie companies include a television clause in their contract with stars and other talent, some of the best known names are declared to be holdouts. This also goes for some of the important legit producers in handling their secondary rights, and tele production rights remain with them in many cases.

### —OKLAHOMA—

**OKLAHOMA CITY**—Gene Lyons, WKY engineer, is the proud pappy of a 7½ pound son which were reasons for big smile and cigars. . . . In another birthday celebration, the second year of the WAVES, WKY personnel Eddie Lee, Wylie and Gene, Johnny Martin with Julie Benell as mistress of ceremonies entertained in the wards of the hospital at Norman Naval Base, after Julie's program which originated from this base.

### —PENNSYLVANIA—

**PITTSBURGH**—WCAE's new office girl is pretty Alberta Sauers; while two other staffers celebrated birthdays—Mary Higgins of the WCAE accounting department, and station engineer R. I. Cray on the arrival of second son named Kenneth Lee. . . . **DU BOIS**—WCED bowed in with new program "Bonds, Bulletins and Boners" conceived by Virginia Wade of the Radio Bond Committee. Aimed at spurring sale of bonds, all listeners who send in boners that are usable are issued theater passes.

### —NEW YORK—

**NEW YORK**—Rosemary Kuhlmann, one of the featured singers on the Navy service program, "Blues in the Night," on WNEW Tuesdays at 7:45 p.m., is a WAVE radioman currently on duty at the Third Naval District Headquarters, N. Y. . . . Ray Josephs, noted Latin American authority, was the guest of WMCA's "Fighting Words," Saturday, July 29, at 6:30 p.m. . . . Latest addition to the WBYN announcing staff is Eric Norman from OWI and WOR. . . . Friday at 2:30 p.m., WQXR welcomes the return of Frances Magnes, violinist, when she broadcast "From WQXR's Greenroom."

### —WEST VIRGINIA—

**CHARLESTON**—William Orum, of St. Louis, Mo., has arrived at WCHS to assume his duties as sports announcer. He was connected with WIL, St. Louis, and WGIL, Galesburg, Ill. . . . And at WCHS "The Pict's Corner" is gaining in popularity over the other local programs. It is conducted by Frank Welling with the assistance of Charles Graybill at the Hammond Organ.

### —WASHINGTON—

**SEATTLE**—"War of Ideas" is a new Sunday afternoon program on KIRO which deals with international post-war situations. Discussion, carried on by a professor and two students from University of Washington, is based on findings of two University committees, one of faculties and other of students. Local Public Library sponsors the program. . . . **YAKIMA**—Johnny William, graduate of California announcer's school, began at KIT last week.

### —CALIFORNIA—

**STOCKTON**—KWG celebrated its extension of power in early July with broadcast of "Breakfast at Sardi's" and for sale of bonds from the stage of Fox California Theater. Total war over \$450,000. . . . **WATSONVILLE**—Navy plane crash into the antenna of KHUB occurred recently, but the station remained on the air, according to manager Roger R. Hunt and chief engineer Harvey Degering.

## See Fly Resigning After Nov. Election

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that Fly has been negotiating long period with William Benton of the founders of the Benton Bowles agency, to assume dir. of the various Benton enterprises. Benton himself has been devoting major part of his time to pro work for the University of C for the past seven or eight years. He has important interests in New York, reported to include music publishing, Muzak and several other enterprises.

These, it is reported, are handled by separate corporations, with Benton company on top representing Benton's interests in each enterprise. Fly, it is said on good authority, is slated to become Chairman of Board of this company a salary of \$30,000 per year.

### White House Rumor Groundless

Rumors that the White House intended to force Fly out to spare embarrassment for the administration appear to be groundless. Actively Fly is probably staying in Washington now only because the White House feels that his leaving at this point would be interpreted as a concession, and a concession that the White House has no intention of making.

Already there is discussion of might succeed the controversy Texan, with liberal Clifford J. Durr prominently mentioned for the chair. Durr has maintained complete independence since coming to Commission in 1941 from the Det. Plants Corporation. Brother-in-law of Supreme Court Justice Hugo Black, the fortright Alabamian differed with Fly on several occasions.

### Walker a Possibility

Paul A. Walker, who is usual follower of Fly on Commission matters, is also a possibility for the chair in the event the new chairman will be a member of the present Commission. Only because he was on vacation at the time, Walker failed to vote with Durr two weeks ago when the latter dissented in the Commission approval of the sale of WJL Washington, WQXR, New York, WJLD, Bessemer, Ala. Walker with Durr that the prices for the stations were far out of line with their true value.

Reports that Fly would be brought back to a government post after election, based upon the supposition that Fly will resign shortly, are not borne out.

### Republic Pix Spots

Extensive use of radio advertising with five-minute programs on 11 stations and newspaper ads on 11 pages of Metropolitan dailies, back the widespread advertising and publicity campaigns of the New York opening of Republic's elaborate musical, "Atlantic City," at the Republic Theater, August 12.



July 31

Capt. Taylor Branson Jerry Mann  
Dick Dickerson H. E. Hendrick  
Herb Glover Robert Griffin  
William Hillpot Chester Stratton